Reviewer's report

Title: Smoking cessation quitlines in Europe: matching services to callers' characteristics

Version: 2 Date: 3 August 2010

Reviewer: Marcela Fu

Reviewer's report:

This manuscript describes some characteristics of services provided by telephone quitlines to smokers in 7 European countries. Specifically, authors aimed to describe “how quitline services are matched to callers’ level of addiction, socio-economic status, stage of change with quitting, and whether they are referred by a doctor or other health professional”. The manuscript is clear, well-written, and well-structured; the methods and discussion are adequate to the objectives and results.

Adaptation of services provided by quitlines to characteristics of smokers is scarcely assessed. Although data used in this study is somewhat old, this report shows the need for further investigation in this field, highlighting the importance of use of standardised procedures.

I suggest some minor aspects to take into account to improve the manuscript:

1. Abstract, Methods section: Please include the period of the study, and a brief description of the statistical methods used.

2. Background, 1st paragraph, almost at the end: please provide the meaning of NTR, instead of the acronym.

3. Methods, Setting section: How were the participant countries selected in the ESCHER study? Which was the rationale for including 9 out of 30 countries?

4. Tables 3-6: It could be of interest to show the model including all quitlines and the results stratified per quitline, regardless of the significance level of the “Quitline x Type of service” interaction.

5. All tables: Authors could consider including confidence intervals for all ORs.

6. Tables 4 and 5: Please correct in both titles “per to quitline” by “per quitline”.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.
Declaration of competing interests:

I declare that I have no competing interests.