Reviewer's report

Title: Systematic review of mass media interventions designed to improve public recognition of stroke symptoms, emergency response and early treatment

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Reviewer: Olajide Williams

Reviewer's report:

The authors performed a systematic review on the impact of mass media interventions on improving the public's response to stroke symptoms. From the 9 studies the authors selected, only two were controlled before and after studies and only one had an appropriately structured development. Despite these significant limitations, based on reviewed studies, the authors conclude correctly that new campaigns need to be carefully evaluated, and that available studies demonstrate that "campaigns aimed at the public may raise awareness of symptoms/signs of stroke, but have limited impact on behaviour"

Given the severe paucity of good quality controlled studies these conclusions may not be conclusive as more "robust" studies - as the authors themselves observed - are clearly needed.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

I am the PI of an ongoing public stroke education intervention designed to improve the public's response to stroke symptoms.