Reviewer's report

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

Version: 2 Date: 23 November 2010

Reviewer: Ben J Smith

Reviewer's report:

The authors are to be commended on the revisions they have undertaken. The inclusion of more narrative detail about the studies reviewed, and more information about the quality of the studies in relation to the MRC Framework, have substantially improved the value of the paper in my opinion.

I have only a few minor suggestions to make:

i. when referring to the Cochrane Review, in the Introduction and Discussion, state that it was a review of the impact of mass media campaigns to increase health service utilisation (ie, not a review of all types of public health campaigns)

ii. Make the sentence in the Background that begins "Mass media campaigns have been successful..." the start of a new paragraph.

iii. Move the section of text in the Background, starting "In England..." through to "...access to treatment" down in the Background section, to integrate with the later paragraph that begins "In light of recent national stroke...".

iv. Give a reference for the lengthy sentence in the Background which outlines the principles of campaign design.

Level of interest: An article whose findings are important to those with closely related research interests

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