Reviewer’s report

Title: Reactions to Threatening Health Messages

Version: 3 Date: 9 November 2012

Reviewer: Stephen Brown

Reviewer’s report:

The authors have done a good job in replying to my comments, ammending aspects of the text when necessary and providing a plausible defence when they disagree. I recommend that the paper be published.

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 have no competing interests.