Reviewer's report

**Title:** Mass social contact interventions and their effect on mental health related discrimination

**Version:** 1  **Date:** 12 March 2012

**Reviewer:** JianLi Wang

**Reviewer's report:**

The authors presented the results about the impact of population-level social contact intervention on improvement of stigmatizing behaviors, subsequent campaign engagement and willingness to disclose mental health problems. The results were based 403 participants who were in the national campaign activities. The design of the study/intervention was theoretically driven. The results were interesting - presence of facilitating conditions predicted improved stigma-related behavioural intentions and subsequent campaign engagement 4-6 weeks following social contact. Contact, however, was not predictive of future willingness to disclose mental health problems. It seems to suggest that social contact alone may not reduce stigma, which makes sense to me because stigma may be related to the nature of the conditions. Depression, anxiety, addiction problems and schizophrenia are different and people have different perceptions about these conditions.

Although this may not be the best design for evaluating the impact of the intervention, the study still provides important information which is useful for future studies. The limitations of the study were well acknowledged.

**Major compulsory revisions**

I think that, in the Results section, the authors should also present the magnitude of the change in RIBS scores and of subsequent campaign engagement. This will set the benchmarks for future studies to compare. With regression results alone, readers cannot see how much have been changed.

**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 declare that I have no competing interests'