Reviewer’s report

Title: Evidence-informed recommendations for constructing and disseminating messages supplementing the new Canadian Physical Activity Guidelines

Version: 2 Date: 29 January 2013

Reviewer: Marian Huhman

Reviewer’s report:

This manuscript is very clearly written. It offers an example to readers of a systematic process of planning for the dissemination of a change in public health recommendations.

1) A minor revision or discretionary revision I would suggest is to repeat in the text in a few place the references for the systematic reviews that the author refers to. Specifically, in AGREE Domain 3: Rigor of Development. The authors refer to systematic reviews already available, which I presumed to be citations 17, 19, 19, 21, etc. but it would be helpful to have those citation numbers repeated. Also, the authors mention in this section, that "additional review articles were identified." I would just ask the authors to consider whether any of these were key articles that should be cited?

2) A second discretionary revision would be to mention that to produce inspirational messages that are motivating and will break through the abundance of information and advertising that is assaulting us daily, public health planners and practitioners should use marketing experts to help design the visuals, graphics, and copy that is the final product. A sentence or two could be added in the second paragraph of the Discussion, acknowledging that evidence-based messages are a critical starting point, but what is often needed is marketing muscle to get the message to penetrate into the target audience. Granted, public health often does not have the resources to do this, but we should be giving attention to this deficit.

3) I especially appreciated the inclusion of the inclusion of how the implementation of the recommendations has been limited because of the dissolution of the partnership.

4) This is an observation, perhaps no revision is needed. But as I was reviewing the supplemental files or Appendixes, , I noted that the Key References that accompany the appendix do not match those that are mentioned in the Appendix text. The references do match those that were given in the manuscript itself. However, the material in the Appendixes is attached to the manuscript itself and no specific citations are given, so this may be a moot point. If the publisher is planning to publish the appendixes as separate files, perhaps an explanation to the reader is needed that they can find the references as given in the appendix in the main manuscript reference list.
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