Reviewer’s report

Title: The context and practice of handwashing among new mothers in Serang, Indonesia: a formative study

Version: 3 Date: 22 May 2013

Reviewer: Pavani Ram

Reviewer’s report:

I appreciate the opportunity to review the revised paper, and thank the authors for carefully considering prior comments from myself and the other reviewer.

I wish to clarify two points that I’d made previously that were potentially confusing to the authors.

#2 – critical times: The comment refers to the paragraph on page 16 that begins “Further, rather than attempt to introduce….” This is the paragraph that I was referring to in my previous comment regarding recommendations regarding critical times for handwashing. I appreciate the clarification that the authors are now making that a focus on handwashing after fecal contact would be helpful if the objective of the intervention is to establish a long-lasting handwashing behavior / habit.

# 7 – disgust: The comment refers to the paragraph on page 15 that begins “Both the video footage and interviews….”. The authors indicate here that “‘disgust’ may not be the most effective handwashing promotion message. I intended to ask the authors to consider that, perhaps, the neonate’s stools are not particularly disgusting, whereas stools of older children and adults are more disgusting and, thus, potentially more motivating of handwashing behavior. This is based on my own anecdotal experience and that of some of my colleagues. The authors indicate that they have not found evidence to this effect in the qualitative literature, which I trust.

I have no further comments on the paper.

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.