Reviewer's report

Title: Evaluating the efficacy of tuberculosis Advocacy, Communication and Social Mobilisation (ACSM) activities in Pakistan: A cross-sectional study

Version: 2 Date: 7 May 2013

Reviewer: Oommen George

Reviewer's report:

MINOR ESSENTIAL REVISIONS
1. Under 'Knowledge and attitudes related to ACSM campaign awareness' in the 'Discussion' section (3rd para, line 6, pg 11) - add word "providers" after "... and could be provided at home by health workers or other community DOT".

2. Same section (5th para, line 4, pg 12), the sentence "For example, does exposure to a mass media message combined with participation in a community activity have a greater impact on knowledge, attitudes, and behaviors than exposure that is limited to one channel alone?" - suggest removal of the word "a" before "greater". Else, change plurality of "attitudes" and "behaviors" to "attitude" and "behavior".

DISCRETIONARY REVISIONS
1. Under 'Abstract' (pg 2; 'Results') - suggest deletion or replacement of word "Typically" before "Unaware(subscript - Media&Community)...". While this may be typical, it sounds judgmental to use it here.

2. Under 'Abstract' (pg 2; 'Results') - suggest deletion or replacement of words "Not surprisingly" before "awareness of ACSM...". Same reason as (1.).

3. Under 'Abstract', key words may include "ACSM".

4. Under 'Preferred media channels for TB communication' in the 'Discussion' section (1st para, line 5, pg 13) - suggest change of word "future" before "research is needed..." to "further" or "additional".

5. Under 'Conclusions' (line 3, pg 14) - suggest hyphenation of "ACSM aware" to "ACSM-aware".

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

I declare that I have no competing interests