Author's response to reviews

Title: Factors affecting acceptability of an email-based intervention to increase fruit and vegetable consumption.

Authors:

Emily J Kothe (emily.kothe@deakin.edu.au)
Barbara A Mullan (barbara.mullan@curtin.edu.au)

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Re: Kothe & Mullan. **Factors affecting acceptability of an email-based intervention to increase fruit and vegetable consumption**

I would like to submit the attached manuscript for consideration as a brief report in BMC Public Health. The manuscript reports the results of an investigation of the acceptability of an email-based intervention to increase fruit and vegetable consumption among Australian young adults. Specifically, we have investigated the relationship between participant and intervention characteristics (including intervention intensity), attrition (an indirect measure of feasibility), effectiveness, and acceptability/feasibility ratings.

We believe that the evaluation of Fresh Facts reported in the present study makes a valuable contribution to existing research within intervention design and evaluation. As such, we believe this paper will be of interest to researchers and practitioners interested in the design, implementation, and evaluation of interventions across a range of behavioural domains.

The authors do not have any financial relationships that are likely to lead to conflicts of interest. The manuscript has not been submitted elsewhere. All authors have contributed to the manuscript.

We look forward to hearing from you in due course.

Kind regards

Emily Kothe