Reviewer’s report

Title: An exploratory study of the risk influences for cigarette smoking among Southern Nigerian youth

Version: 1 Date: 12 August 2014

Reviewer: Zubairu Iliyasu

Reviewer’s report:

The adoption of smoking habits among the youths is a huge public health issue and is being encouraged through advertisement and ‘role modelling’. Therefore, any exploration of factors that influence the adoption of this hazardous habit is of importance. The following comments are to improve clarity and focus the recommendations for action

1. Is the question posed by the authors well defined? YES
2. Are the methods appropriate and well described? YES, but needs to justify the choice of IPA among other qualitative data analysis methods
3. Are the data sound? YES
4. Does the manuscript adhere to the relevant standards for reporting and data deposition? YES
5. Are the discussion and conclusions well balanced and adequately supported by the data? YES
6. Are limitations of the work clearly stated? YES
7. Do the authors clearly acknowledge any work upon which they are building, both published and unpublished? YES
8. Do the title and abstract accurately convey what has been found? YES
9. Is the writing acceptable? YES

• Discretionary Revisions (which are recommendations for improvement but which the author can choose to ignore) NONE
• Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

Remove ‘However’ from line 3 in the background of the abstract

Recast line 3 and 4 of the result section of the abstract to be ........social practices fuelling early usage and exposure of children to cigarettes apart from the promotional activities of tobacco companies

• Major Compulsory Revisions (which the author must respond to before a decision on publication can be reached)

A well designed and executed qualitative study. Although exploratory, the researchers after identifying cultural and political factors need to suggest culturally acceptable ways of reversing these trends. Agreed changing cultures
are difficult and lengthy processes especially if the motivation and drivers are external. How can we use internal and culturally acceptable ways to reverse or counter each of these worrisome influences (e.g. adults sending young ones to buy and light cigarettes etc..) that promote the early adoption of smoking among youths in southern Nigeria? Now that we know the cultural practices that fuel smoking among youths, are there regionally specific (e.g. for south east, south west etc) strategies that can be harnessed for this purpose considering their cultures? What suggestions do the authors have for future studies?

**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'