Reviewer's report

Title: Filipino American Women’s Breast Cancer Knowledge, Attitudes, and Screening Behaviors

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Reviewer: Ngina L Lythcott

Level of interest: A paper of considerable general medical or scientific interest

Advice on publication: Accept after discretionary revisions

This paper analyzes a subset of existing research data on outreach and intervention strategies that promote effective breast cancer screening among women of Asian descent. It also examines data collected from supplemental focus groups. The data presented in this paper examine the effectiveness of the strategies studied with a population of Filipinas, the second largest subgroup of women of Asian descent in the U.S. This study is important because we know that in order to change health behaviors it is important to present accurate and accessible (location, language, reading-level appropriate, etc.) health information in a culturally appropriate context. In fact, the former is much easier to achieve than the latter. Most of us don’t yet understand the nuances of the wide variety of cultures in the U.S. nor do we understand well the role of culture and its interaction with the message, the medium and/or the messenger. The preliminary findings of this demonstration study suggest that the strategies that were used are not only likely to be effective when promoting breast cancer screening among Filipinas, but might also be useful when applied to other health promotion and disease interventions directed to the Filipina population. This reader was especially grateful to learn about two Filipina cultural values as they apply to health promotion and disease prevention, “bahala na” and “pakikisama.”

a) Discretionary revisions
1) It would be helpful to the reader to have somewhere within the paper a comparison of the findings on Filipinas with the other women of Asian descent in the larger Asian Grocery Store-based study.
2) Given the Methodology section of the paper, there are more limitations than are stated in the Limitations section of the paper (language of the surveys limited to women Tagalog and English, undergraduate students only bilingual, etc.) I can’t tell from reading the paper, but was there any possible timing overlap between when the baseline surveys were done and when the focus groups were conducted, that might have “dirtied” the baseline survey data?
3) It is not clear whether the Results of the Baseline Survey Grocery Store-Based Program study relate to all women of Asian descent in the larger study or whether it pertains only to the Filipina women in the larger study. In any case, it would be helpful to have one or more tables of the results of the Baseline Survey Grocery Store-Based Program study.
4) The results would have been stronger if more time had lapsed between the Intervention and the Follow-Up Survey. When describing the Follow-Up Survey findings, remind the reader what length of time has occurred between that and the Base-Line Survey. Watch parallel word capitalization in Sample Description section.
5) The distribution of freebies is not discussed in the paper, although reference is made to them in the Acknowledgement section of the paper. It is important to discuss this in more detail in the
Methodology section of the paper for two reasons: a) its possible influence in the intervention and b) it may have some importance when others attempt to replicate the study.

b) Compulsory revisions NONE

**Competing interests:**

None declared.