Reviewer's report

Title: Assessing effects of a media campaign on HIV/AIDS awareness and prevention in Nigeria: results from the VISION project

Version: 4 Date: 14 April 2006

Reviewer: Lalit Dandona

Reviewer's report:

General

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

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Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

1. The addition of 2002-2004 comparisons for the outcome variables in this manuscript is useful to understand the effect of IEC. Since this comparison is quite important, and the difference between baseline and follow-up was very small, this should be highlighted more than is done currently:

   a. Methods section should mention that comparison was done between the baseline and follow-up surveys for the outcome variables.

   b. The third paragraph in discussion briefly alludes to the small difference in overall trends. It should be clearly mentioned that the “overall trends” being referred to are those between the baseline and follow-up surveys of 2002 and 2004 – the language used presently may not be clear to some readers. Also, since the difference between the baseline and follow-up surveys for the outcome variables was very small, almost negligible, it would be useful to discuss this aspect a bit more that is done currently.

   c. The abstract should mention that the difference between the baseline and follow-up surveys for the outcome variables was very small.

2. Abstract, results section. Replace “O.R.” with “odds ratio” and “C.I.” with “95% confidence interval”.

3. Tables 4-6. The wording of the footnotes currently shows overlap between high and medium exposure categories – “2” is included in both. State clearly whether “2” was part of high or medium category.

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Discretionary Revisions (which the author can choose to ignore)

What next?: Accept after minor essential revisions
Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No

Declaration of competing interests:
I declare that I have no competing interests