Reviewer’s report

Title: Factors Influencing Consumer Dietary Health Preventive Behaviour in Romania

Version: 1 Date: 24 May 2006

Reviewer: Cees Van Woerkum

Reviewer’s report:

Dear Editors,

I have read the article of Petrovici and Ritson. Please find my comments below.

Sincerely yours,

Cees van Woerkum

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REVIEW:

This article adds to the growing number of applications of the Health Belief Model, all over the world. It is by no means an original contribution, theoretically or in the research design. Yet, it offers useful results that are interesting in comparison with other outcomes, found in other places. The special situation, Romania, makes it perhaps even more interesting. We do not know too much about these countries.

The use of theory and methods is standard, with no special innovative ideas, but meets the requirements in this kind of research. One might wonder if some subjects could not be explored more deeply. Just to give some examples. The theory behind the Health Preventive Behavior Model does not fit well into the discussion around life styles and eating styles. It is a rather cognitive approach. You could dwell on its relative benefits/drawbacks. Or: information acquisition behavior was measured using food labels as the only source. This might deserve more critical evaluation. Or: it is proposed that media should change people’s perception about hazards. We all know how difficult this is. The problem that so many people underestimate the risks of bad dietary habits is just an indication for this lack of success. ‘Doing more’ is perhaps not the right answer. But what about ‘doing better’? (As an alternative they recommend ‘positive’ campaigns. But how to make these campaigns effective, in the Bulgarian situation, is still to be considered).

So there are a lot of points that can be raised. Nevertheless, the article has its merits in describing the Bulgarian situation we are not very much acquainted with. It is about an important subject.

If the journal is not flooded with this type of research I would say: publish it as it is.

Cees van Woerkum

What next?: Accept without revision

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.

Yours sincerely,

Prof. dr. Cees van Woerkum