Author's response to reviews

Title: The Reach and Impact of Social Marketing and Reproductive Health Communication Campaigns in Zambia

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Version: 3 Date: 9 November 2007

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Reviewer 1 stated that the manuscript was ready for publication.

Reviewer 2 commented that the description of the media programs did not match the media program in the analysis. In response to his comment, we have deleted the description of programs that were not included in the analysis, and have elaborated on the description of the program that are included in the analysis.

Reviewer 2 commented that a section describing the limitations of the study was missing. In response, we have described the study limitations in the first paragraph of the discussion section.

Reviewer 2 expressed concern that contraceptive use may confound the relationship between program exposure and condom use. In response, we tested a model that included contraceptive use. However, we found that the effect was not significant for the female sample. We were unable to test this for the male sample, as data on contraceptive use were not collected from them. Because the effect of contraceptive use was not significant for women, and because no such data were available for men, we did not include contraceptive use in our final model.