Reviewer's report

Title: "I'm the Momma": Using Photo-elicitation to Understand Matrilineal Influence on Family Food Choice

Version: 2 Date: 18 March 2010

Reviewer: Melanie Besculides

Reviewer's report:

Positive-The report has greatly improved. The introduction and conclusion now more clearly state the 'so what'? question of why the topic is important/how the findings may be used. The analytic methods are clearer and defensible. The discussion is much more focused. Describing the pictures added a lot to the paper.

Discretionary Revisions (but important)-

(1) The introduction is still too long and a bit unfocused. It moves between topics and could still be organized better to improve flow. I know it is hard to cut back on things when you have done such an extensive lit review, but cutting further will only strengthen the paper's focus. Consider having a professional editor provide feedback to scale back what is said. Creating a logic model that depicts factors that influence the food that children are fed and the health effects this may have may also help create a structure for what is vital to present and in what order.

(2) In the intro section the first two sentences of the paragraph that start 'although their maybe conflict...' don't seem 100% very relevant to the message you are trying to convey.

Minor essential

(1) you are missing a period in the first sentence of the results.

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.