Reviewer's report

Title: Design of an online health-promoting community: negotiating user community needs with public health goals and service capabilities

Version: 2 Date: 24 January 2013

Reviewer: Sandra Mandic

Reviewer's report:

This is a very interesting paper, presenting novel findings and makes a significant contribution to the filed. Title and abstract accurately describe the results of the study. The research question is well-defined. Chosen research methods are appropriate and well described. Presented data are interesting and novel. Discussion section is well-written and supported by presented data. The paper is well written. Tables and figure are informative and helpful and summarize well the main findings of the study. Additional files containing protocols for the focus group sessions are also good and informative.

- Major Compulsory Revisions

1. In the conclusion sections of both abstract and manuscript text, the authors are stating that Online Health-Promoting Community (OHPC) “can be designed simply at relatively low cost”. However, the manuscript does not provide the information on the complexity or cost of the design of such an intervention. The authors should consider either adding that information to the manuscript or deleting comments related to the simplicity of the design and cost of such intervention.

2. Please describe your study sample in more details. It would be helpful to include demographic information at the beginning of the Results section (age, gender, school year).

- Minor Essential Revisions

3. Data collection section, first paragraph, first sentence: To enable easier interpretation off the presented data by international audience, please be more specific in defining “Senior years” using grade(s) or age.

- Discretionary Revisions

4. Figure 1 is very informative. Please add a reference to this figure in manuscript text, where appropriate.

Level of interest: An article of outstanding merit and interest 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.