Reviewer's report

Title: HIV/AIDS Knowledge, Attitudes and Beliefs in Rural Ethiopia: Stigma, Prevention Gaps, and Identified Opportunities for Community Intervention

Version: 1 Date: 14 January 2012

Reviewer: Paul Freeman

Reviewer's report:

Assessment
The question that the authors address is well defined; the methods clear, and the data sound and appropriately presented. The survey is basic rather than in depth. The discussion and conclusions adequately support the data. However, I would like to see more discussion about how this study will be applied in reaching rural women who, on the data presented are clearly not being reached. The limitations are stated and the abstract appropriate.

Discretionary Revision. More in-depth discussion should be added to demonstrate deeper thinking on how rural women will be reached adequately with HIV messages and behavior change communication.

Level of interest: An article whose findings are important to those with closely related research interests

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.