Reviewer's report

Title: Umbilical cord care in Ethiopia and implications for behavior change: a qualitative study

Version: 3 Date: 18 December 2013

Reviewer: Abdul Wajid

Reviewer's report:

The author has responded to most of the comments; however, the author has to respond to some more queries.

Major Compulsory Revision:
1. Reference 14 is not functional; it can't be accessed.
2. Title of table 1 should be moved to result section as it reflects that table 1 would come here in the final publication.
3. The last sentence of the first paragraph on Data Collection and Analysis contains CHX, which is used for the first time; it should be elaborated here then acronym can be used onwards.
4. Under Data Collection and Analysis the statement about sample size in the second paragraph should be rephrased. In the current statement, it does not clearly convey the message.
5. Under Data Collection and Analysis, the statement on parity and SES in the last paragraph should be rephrased.

RESULTS:
Findings provided under Results section does not support the research question. Results section needs to provide information under this section in a comprehensive way covering all geographic areas and all respondents. It is suggested that the author makes one more tier, under the current subtitles, by type of respondents-health care providers which provide IDI findings on TBAs and HEWs and Family Care providers-which contains mother and grandmothers.
6. Results should be supported by quotes representing all respondents and geographic areas under existing subtitles of Results section. The journal has no restrictions on length of the article or contents and words of the article.

DISCUSSION:
7. Discussion needs to compare this study's findings with other studies.
8. Providing advantages and disadvantages of different behavioral change communication strategies and suggesting these strategies on this topic with support.

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

Quality of written English: Needs some language corrections before being published

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'.