Reviewer's report

Title: How do we sell the hygiene message? With Dollars, Dong or Excreta?

Version: 2 Date: 4 January 2010

Reviewer: Sjaak van der Geest

Reviewer's report:

The new text is fine, but I suggest that an editor goes over it once more. To give you a few examples:

Use of capitals in title is inconsistent (and should "research note" not be added?)
US$ 15,5 (comma should be period)
20,5 per cent of Vietnamese households (ibid)
20,5% DVC users (ibid)
If 1,9 million tons (ibid)
US$ 58.720.200 (periods correct???)
phosphor (with capital or no capital?)
This would mean an extra expenditure for the farmer of eight six per cent of the household income. (eight or six?)

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

Quality of written English: Acceptable

Declaration of competing interests:

I declare that I have no competing interests.