Reviewer's report

Title: Mobile phone text message intervention to reduce binge drinking among young adults: study protocol for a randomized controlled trial

Version: 4 Date: 1 March 2013

Reviewer: Tobias Freund

Reviewer's report:

The authors report on a protocol for a randomized controlled trial on mobile phone text messaging to reduce binge drinking among young adults. The topic is of high relevance and the study is of interest for an international readership. The protocol is well-written overall and provides sufficient detail to warrant publication. Ethical approval and proof of funding appear to be in order.

I ask the authors to consider two minor revisions prior to publication of the protocol in Trials:

1) If I got it right, participants of the "assessment-only" group do not get any financial incentive to report on their drinking habits. If so, please discuss shortly potential implications of this design (as the "1USD" gift in the intervention group may be a strong incentive to adhere to the study (or even to change behavior?)).

2) From the funding statement at the end of the manuscript I did not get a clue of the funding source of the authors (except Dr. Suffoletto). Please detail the funding body "behind the grant numbers"

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

No conflict of interest.