Reviewer’s report

Title: Evaluating audio-visual falls prevention messages with community-dwelling older people using a World Café forum approach.

Version: 0 Date: 25 Aug 2019

Reviewer: Peter A. Harmer

Reviewer's report:

The authors are to be congratulated for attempting to identify more efficacious methods of reducing the risk/rate of falling in older adults. Of particular interest is their extended efforts incorporating a community participatory approach. However, there are a number of issues related to the specific outcomes of this current project that detract from its potential contribution(s) to the literature.

a) It would be helpful to provide a short summary in the text of the purpose/content/unique features of the three prototype videos so readers do not have to break from the manuscript to view them. This would also alleviate the more problematic issue of not being able to access them. I tried several times to follow the link to watch them only to be faced with this error message: "No video with supported format and MIME type found". Obviously, it is important for readers to see the content for themselves which means the authors must ensure the videos are accessible across any access pathway. A detailed description of the purpose/content of the videos would be useful Supplementary material.

b) It is not clear why sub-group analyses (i.e., fallers vs. non-fallers) were not conducted in evaluating the impact of the videos. Given the general conclusion that the messages needed to be more "tailored" with a "personal connection", it seems that determining how having fallen impacts a person's response to the video messages is a critical element. It is clear that there are a multitude of differing opinions about the utility of the videos as they stand but it is not clear how fall status affects these. The absence of this level of analysis is particularly confusing given responses such as lines 32-34, pg. 12.

c) Similarly, the statement that there was "no consensus" about which video participants "liked best" seems inaccurate given that 58% preferred version 3. As the authors point out, and as is well known in society at large, it is unlikely (if not impossible) to find anything that 100% of people will agree on. That does not mean that that every level of disagreement is equally important. In this case, the question that is missed is whether there were any demographic commonalities connected to video 3 being the most popular? Following up in this way could provide the authors with more concrete information on what would enhance "message targeting" and "personal connection". Alternatively, in the absence of developing a video that is 100% effective, perhaps a pragmatic "best bang for the buck" model should be the focus.

d) The majority of participant comments do not add anything meaningful to the paper and the authors should carefully consider their value to the text.

e) The Appendix does not add anything substantial. Its contents should be incorporated into the body of the paper (i.e., pg. 5: Questionnaire development, pretesting and reliability)

f) It would be helpful if the authors provided some concrete examples of change that would meet the criterion of the videos being "more inspirational". As it stands, this goal is so amorphous it does not
seem useful for developing a new generation of advertising. Similarly, the authors note that "inspiration" can be increased through "targeting" and "personal connection" but there is no indication of what changes in these two aspects would actually entail. There will be always be disagreement about the efficacy of a media campaign but the authors should, at least, ground recommendations on specifics.

g) There is a considerable literature from the advertising world on elements that "catch" potential consumers in various media fora. It is not clear whether the authors researched any of this, in concert with the initial participatory research used to construct the video or subsequent to the initial input from community participants, but this would seem to be a basic foundation on which to build an effective media campaign.

h) Some attention should be paid to the syntax in various parts of the paper to avoid unnecessary confusion re: current vs. previous research findings or general references vs. specific findings (e.g., pg. 5, Ins. 17-19 are not congruent with the references provided, i.e., these references do not provide the details of the specific research in which the "new insights" alluded to were obtained).

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

No

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