Reviewer’s report

Title: Feasibility and Acceptability of a Novel, Computerized Screening and Brief Intervention (SBI) for Alcohol and Sweetened Beverage use in Pregnancy

Version: 3 Date: 15 September 2014

Reviewer: D Paul Moberg

Reviewer’s report:

I am satisfied that the authors have responded carefully to the concerns and suggestions raised in my initial review. This is an important topic and computerized approaches to SBI have a great deal of promise if efficacy can be demonstrated.

Minor essential revision:

I have only one lingering concern that probably can be fixed with minor editing, that of estimated intervention reach. It is not clear from the manuscript that this intervention was available only to pregnant women on their first visit, although the recruitment flyer may have been provided only the "first time" (per p. 5) OR to "All women signing in..." (p. 8)? Later, we learn that 82% were making their first visit (p.11). The authors use an estimated number of women making their first WIC visit ("140 newly enrolled per month..." p. 10) as the base for estimating reach, and suggest that the result is a conservative number. My sense is that in fact the true reach may be even less than the 255 estimate, since not all were first visits, the invitation protocol may not have been standardized, and the kiosk was apparently available to all in the waiting room.

This can be clarified by minor editing of the relevant sentences. I believe more precision/clarity is necessary on this point because one of the important aspect of SBI is population reach.

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 I have no competing interests.