Reviewer’s report

Title: "Love me, parents!": impact evaluation of a national social and behavioral change communication campaign on maternal health outcomes in Tanzania

Version: 1 Date: 31 Jul 2016

Reviewer: Mayumi Ohnishi

Reviewer’s report:

The article contains interesting information regarding promotion of maternal health campaign, but the reviewer would like to make some comments before it can be considered for publication.

1. The first half of the Background section is too general and redundant. The reviewer recommends the Background section be amended to address issues more specific to the research objectives.

2. The second half of the Background section is written about the campaign. The reviewer considers the campaign to be an "intervention" in this article. Thus, it is better to describe about campaign as an input and/or intervention in the Methods section.

3. Although the article does not cover all the procedures and outcomes of the whole project, it may be interesting to further study in detail the assessment of factors related to the campaign message catchment including how age/generation, educational level and parity influences in a type of channel of campaign catchment. The reviewer recommends including a careful detailed discussion on the relationship and/or interactions between women's profile and campaign catchment outcomes in the Discussion section.

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

No

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

No

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

Unable to assess

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?


If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

**Quality of written English**
Please indicate the quality of language in the manuscript:

Acceptable

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