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: 2 Date: 20 Dec 2016

Reviewer: Sonia Lewycka

Reviewer’s report:

Thanks for making revisions to the draft. The tabulations are better now, but I do still have the following suggestions for revisions:

1. You have included some results in the abstract now, which is good, but I think the beta coefficients are mixed up as they seem to be from different tables to what the text describes. Beta coefficients are difficult to interpret alone, and you need to include their p-values as well - e.g. 0.07 (p=0.02). For the effect on health service delivery you have an OR of 1.21 in the corresponding table, which would be a 21% increase rather than 9%. This should be presented in the abstract as OR 1.21 (95% CI 1.01-1.47). I don't know where the 3% effect on HIV testing comes from, and there is not strong statistical evidence for intervention effect on this based on p-values in the tables.

2. The addition of Table 2 is a good idea, but it's a bit difficult to read. Can you put "mean (SD)" rather than M (SD)? Also, why is HIV testing with partner given as a number rather than %? You need to include numbers of participants in each category somehow as well.

3. Tables 3 and 5 and 4, 6, 7 and 8 could be combined if all of the models contain the same covariates. It is usual to present the unadjusted model results first, and then the adjusted results - i.e. the effect of intervention on the outcome when no other variables are included in the model, and then the effect of the intervention on the outcome after adjusting for other factors. That way we can see what affect adjustment for the chosen covariates has. Confounders should be associated with both the exposure (intervention) and outcome (e.g. birth planning, first ANC visit etc.) and not on the causal pathway. If you want to show the relationship between the covariates and the intervention or outcomes you could do that in a separate table. I'm not sure that you need to include all of them in the model. Age and number of births may be collinear, and employment only has an effect in the first model so might not be necessary to include it.

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.
Unable to assess

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

Yes

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

Declaration of competing interests 
Please complete a declaration of competing interests, considering the following questions:

1. Have you in the past five years received reimbursements, fees, funding, or salary from an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

2. Do you hold any stocks or shares in an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

3. Do you hold or are you currently applying for any patents relating to the content of the manuscript?

4. Have you received reimbursements, fees, funding, or salary from an organization that holds or has applied for patents relating to the content of the manuscript?

5. Do you have any other financial competing interests?

6. Do you have any non-financial competing interests in relation to this paper?

If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

I declare that I have no competing interests

I agree to the open peer review policy of the journal. I understand that my name will be included on my report to the authors and, if the manuscript is accepted for publication, my named report
including any attachments I upload will be posted on the website along with the authors' responses. I agree for my report to be made available under an Open Access Creative Commons CC-BY license (http://creativecommons.org/licenses/by/4.0/). I understand that any comments which I do not wish to be included in my named report can be included as confidential comments to the editors, which will not be published.

I agree to the open peer review policy of the journal