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: 25 Dec 2016

Reviewer: Mayumi Ohnishi

Reviewer's report:

Overall, the reviewer does not consider this article is appropriate for publication as an original article, because there is no description of originality and new findings from the study, even though there is some interesting information regarding process evaluation of the program.

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

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