Reviewer’s report

Title: PILOTING A mHEALTH INTERVENTION TO IMPROVE NEWBORN CARE AWARENESS AMONG RURAL CAMBODIAN MOTHERS: A FEASIBILITY STUDY

Version: 0 Date: 16 Mar 2017

Reviewer: Mats Malqvist

Reviewer's report:

Thank you for letting me review this paper. You have conducted a feasibility study of an mHealth intervention. The feasibility study is interesting and worth publishing. You however need to be careful with conclusions drawn. In the first sentence of the discussion you state that this intervention can "increase neonatal health and awareness". This is something that is not supported by results and needs to be corrected. The study does not deal with the effects of the intervention on health outcomes. This needs to be more clearly stated. It is quite possible that there is no effect at all from this kind of intervention. This you have stated will be researched in the coming studies, but I think you can add some sentences about this in the discussion, that messages of this kind might only reach the initiated and better-off families who are not at risk and that the ones in dire need of advice and support are not actively seeking it.

You also state that the messages should improve neonatal health, but for that the messages are coming a bit late. Most mortality and morbidity occur in the first week, and even first day, so messages about keeping the newborn warm and such coming later might have very limited impact. Why not start messages already antenatally?

The issue of sustainability and willingness to pay is interesting, but I think you need to have more discussion on the equity aspects of charging for the messages. You mention it briefly, but it should be elaborated on.

Some typos: Missing an "of" on p 11 first line under economic feasibility; in the second box in Figure 1 should read "capabilities" or "capablility"

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

Yes

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