Reviewer’s report

Title: Valuing breastfeeding: A qualitative study of women's experiences of a financial incentive scheme for breastfeeding.

Version: 0 Date: 05 Oct 2017

Reviewer: Mary Harris

Reviewer's report:

This is an interesting report of the perceived influence of financial incentives to continue breastfeeding in a subset of women in the UK participating in a breastfeeding support study. The study suffers from several design problems, which may or may not be adequately addressed in revision.

How were the semi-structured interview questions validated for internal consistency, external validity and reliability?

How were the interviewers trained? Was this previously reported? How was inter-rated reliability determined? What was the inter-rater reliability? If Cohen's kappa was calculated, was it > .8?

The sample was not random therefore the introduction of bias is strong. It is highly likely that the women most likely to breastfeed volunteered for the study. Since the sample was almost 100% white Anglos it is difficult to perceive that the data could be generalized to other populations of breastfeeding women. What was the socioeconomic status of the participants? Education level? Were barriers to breastfeeding examined? Were they similar in those who responded favorably to financial incentives?

Is breastfeeding persistence reported as "any" breastfeeding or exclusive breastfeeding? What does "normalize mean in the context of helping to "normalize" breastfeeding? Please explain.

What was the basis for reporting "suspected non-adherence" by women claiming benefits? Were these data deleted or included?

I realize that this was a UK study and many spellings differ but I quite confident that installments (Background line 45) is misspelled.
Scheme has a negative connotation in the US, could the word incentive program be substituted?

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.

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.

Not relevant to this manuscript

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

Not suitable for publication unless extensively edited

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