Reviewer’s report

Title: A quantitative content analysis of UK newsprint coverage of children’s exposure to second-hand smoke and legislation targeting smoking in vehicles carrying children

Version: 2
Date: 18 April 2015

Reviewer: Chizimuzo Okoli

Reviewer’s report:

Summary:
This paper examines the portrayal of issues surrounding children and secondhand smoke (SHS) exposure from the newspaper print media in the UK. The authors approach this aim by using quantitative content analysis to examine 422 news papers between Jan 2003 and February 2014. i. Some of the main findings are that children are mainly portrayed as victims of SHS and that such exposure is related to physical and behavioural health risks. In addition there were increased articles addressing the support for legislation targeting SHS in private vehicles.

General evaluation:
This is a well written paper with a strong background. The question of how SHS exposure affects children and its portrayal in the print media is important to inform advocacy and legislative support to limit SHS exposure.

Specific comments:
Major: None

Minor:
i. Methods: Pg 7, line 156….change to “Manifest content is surface-level data that is quantifiable and overt”

ii. Results: pg 12 line 265…could you give a few examples of the harms posed to the foetus and women from SHS that was mentioned in the articles (Just as you mentioned that some articles

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:
I declare that I have no competing interests