Reviewer's report

Title: Development and promotion of a national website to improve dissemination of information related to the prevention of mother-to-child HIV transmission (PMTCT) in Tanzania

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Reviewer: Jessica Rodrigues

Reviewer's report:

Overall, this article is well-written and provides interesting information on electronic dissemination of health information in a resource-limited setting, which is a topic of increasing interest given the move toward web-based platforms for knowledge dissemination and exchange. It is challenging to demonstrate the long-term outcomes associated with website development and its impact on improving knowledge, access to information and hopefully, clinical practice and this article does a good job at addressing this. The background section, how this fits into the wider context of internet usage in Tanzania and the discussion section are strong. However, the findings and results could be more in-depth and robust in order to improve the quality and relevance of the article and to substantiate the conclusions.

Major Compulsory Revision

- Include more GA statistics on usership to increase robustness of including: number of users at different time points, 1st year v. 2nd year or change in # of users every 6 mos; bounce rates, the profile of users and geographic location within Tanzania urban v. rural areas, etc., which would more convincingly demonstrate the reach of the website and its importance in increase access to information. In many countries dissemination of guidelines in rural areas lags behind dissemination and uptake in urban/peri-urban areas.
- Suggest referencing more articles and abstracts that have been written on similar topics – global websites on PMTCT for example.
- Line 26-34 Methods section:
  - Focus more on how the website was evaluated and not only a description of how it was created. The development and functioning of websites is usually quite similar and the more interesting and important aspects of the article are the results and uptake of information.
- Lines 106-107: Include information and statistics that compare usage and usership of the PMTCT website to other websites managed and developed by the MOHSW of Tanzania to demonstrate its added value. These data could also be included in the results section as well.
- Line 39 – include quantifier to show that website visits have increased over time
- Line 187: Also include data on the number of downloads for other key
resources on the website in addition to the PMTCT guidelines.

- Include data on the # of followers on Twitter and Facebook, number of messages and/or posts; proportion of followers that are health workers v. other categories of individuals. Elaborate on how the social media strategy has complemented other efforts at publicizing the website.

- Suggest revising some of the claims in the article if there is no evidence on actual application of the information that was accessed on the website. For example, is there evidence on how the knowledge was put into practice? If not, it is difficult to make strong statements that are included in the article.

- Are there any quotes about the website that could show the positive feedback from stakeholders and users? Consider waiting for more specific qualitative feedback obtained via interviews to include in the article prior to publishing.

Discretionary Revisions

- Table 1 and Table 2 do not add much to the article. However, strongly recommend addressing the output/outcomes in the article itself. There was not much evidence in the article that shows how the website has achieved the intended outcomes – such as improving communication and increased knowledge among health workers or policymakers.

- Lines 11 to 116 – Why was the decision to create a separate PMTCT website that was not part of the broader MOHSW website or upgrade existing website to include functions such as a search capacity etc? One could argue that this may make it more challenging to access information if you have to visit multiple websites.

- Line 163-168 – is there any information on how the website contributed to health worker knowledge of Option B+ recommendations? Or create more awareness among the civil society or the average person in TZ?

- Strongly suggest waiting more time to assess the impact of the website. 1.5 years is not a long time to evaluate a website and more qualitative data would strengthen the evidence and support the conclusions in the article.

- Figures included in the article could be more nuanced, compare website to social media and overall improve the appearance.

- Consider discussing in conclusion how the website maintained and will be sustained by the MOHSW over time.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Needs some language corrections before being published

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

Declaration of competing interests:
No.