Author’s response to reviews

Title: The importance of social environment in preventing smoking: An analysis of the Dead Cool intervention

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Thank you for the positive response to the revised manuscript. As requested, please find enclosed a clean version of the manuscript. The submitted manuscript uses LaTeX and compiles using the BMC cls and bst templates.

The changes from the previous version are described below.

Technical Edits

The BMC cls template does not print the email addresses, but all author email addresses are included in the LaTeX manuscript title page.

Reviewer 3 and 4
"For me what is confusing is that the terminology used seem deviant from behavior change models. I feel that more elaborations on theoretical models would benefit the introduction and discussion so that the readers better understand the framework used. The placements and definitions of attitudes, social norms, social modeling, social pressure, and intention to smoke (which is the more proximal antecedent of behavior according to many theories) should be more explicit."

There are multiple theoretical sources for the selection of measures in the three level statistical model. We have made theoretical connections more explicit with several changes in the background.

- Final sentence of paragraph 1 added about Social Cognitive Theory, and referring to both norms and modelling;
- Breadth of relevant theoretical models noted with a new paragraph (paragraph 2);
- Edited paragraph 3 to refer to homophily, which is the outcome of the two network influence mechanisms already described;
- Edited paragraph 4 to refer to Theory of Planned Behavior in the discussion of attitude contributing to behaviour.

The reviewers also requested theoretical elaboration in the discussion. However, the three models and the discussion are structured by type of factor (personal, social environment, network influence). Behaviour change theories may draw from more than one of these factor types. Therefore, adding the theoretical connections in the discussion makes it less clear how the discussion arises from the models and results.