Reviewer’s report

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

Version: 1 Date: 23 Jun 2019

Reviewer: Dean Whitehead

Reviewer's report:

I believe that the authors have more than diligently attended to and responded to the original reviewer recommendations. I am satisfied that the manuscript reads and flows more accordingly. Reviewer 3 makes a sound final recommendation - and I would agree with its intent and sentiment - as pasted below:

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.

I would like to see the authors attempt to address and clarify this. It does not require more than a few tight sentences to address. Beyond that, I see no further reason to send this manuscript out for further review.

I trust that assists.

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

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

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.

I am able to assess the statistics

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

Acceptable

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