Reviewer’s report

Title: Creating research and development awareness among dental care professionals by use of strategic communication: A 12-year intervention study

Version: 0 Date: 07 Dec 2016

Reviewer: Josef Bruers

Reviewer's report:

This study deals with an important development in the dental profession: the promotion of rendering oral health care based on the best available evidence. However this study on the effect of a long-term communication intervention regarding research and development awareness among dental care professionals is in its current state far too superficial. Basic information on the nature and scope of the communication is missing, information on the methodology is lacking (selection of research group, response) and the presentation of results is unclear (table 2, figure 1a and 1b). Strictly speaking, the paper offers no more than a brief description of the strategic communication intervention. It offers by no means a serious evaluation of the intervention. The authors acknowledge the shortcomings of the study, but seem to ignore the consequences of these shortcomings in the discussion of the results. For instance, to what extent are the observed changes the results of a more general societal development regarding evidence based acting and/or greater appreciation of scientific information. More elaboration on such matters is needed.

See for more detailed comments the Word-manuscript.

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.

No

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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

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