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: 01 Dec 2016

Reviewer: Carlos Zaror

Reviewer's report:

- The abstract allows a reader to have an overview about study.

- More detail about the intervention is required. It is no clear how the strategic communication intervention was adapted over time or if new communication strategies were incorporated.

- It should be explained which are the direct and indirect channels of communication.

- Since the sample was probabilistic ("a random sample of 599 individuals were included"), it is necessary to explain how the sample size was calculated.

- The lack of a suitable control group and the absence of a baseline measure do not allow to assess the true effect of the intervention and therefore, it does not allow to control possible confounders during the whole follow up. Please give further explanation of how this was controlled.

- Data in tables and text should be reviewed. In Table 1, the percentages of longitudinal data are incorrect. The total number of people who answered the second questionnaire should be 526. Check the results of the tables and the text.

- The references format should be reviewed according to the instruction for authors (E.g. reference 7). http://www.biomedcentral.com/bmcoralhealth/authors/instructions.

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.

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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