Reviewer's report

Title: Emotional stimuli candidates for behavioural intervention in the prevention of early childhood caries: a pilot study

Version: 2 Date: 22 Oct 2018

Reviewer: Hatice Balci Yuce

Reviewer's report:

I sincerely thank the authors for their effort in this study and the editors for giving me a chance to review it.

As a general concept, the English of the article can be improved. There are some long sentences, which make it hardly understandable.

This is a well-organized clinical study, but I'm not quite sure that I understand the methods correctly.

The aim of the study should be clearly stated at the end of the introduction section. It would help the readers understand the study better.

What was the study sample size based on?

The intent, as far as I understood, was to identify the visual stimuli that would provide the desired response for quitting the behavior desired to be stopped, as in made in cigarette packs.

What was considered choosing the relevant visual stimuli?

Are there any conflicting factors such as the psychological state of the mother which might affect her perception regarding the stimuli?

The biggest limitation of this study was that the sample consisted of conscious mothers. An advertisement or stimulus, which is expected to address larger audiences and create the desired change, needs to be prepared for unconventional audiences, apart from the audience they usually target. What belongs to you is already yours, the important thing is to win what you don't own.

This study promises novel aspects in preventive dentistry. However, it needs to be more understandable.
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

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 recommend additional statistical review

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

Needs some language corrections before being published

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