Reviewer's report

Title: Using Theory-Based Messages to Motivate U.S. Pregnant Women to Prevent Cytomegalovirus Infection: Results from Formative Research

Version: 0 Date: 01 May 2017

Reviewer: Brianna Magnusson

Reviewer's report:

The paper is well written and the methods and results are clearly explained. I recommend no revisions.

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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If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

I have a paper currently under review with BMC Women's Health examining CMV messaging (unrelated to this paper).

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