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: 10 Jul 2016

Reviewer: Yeon Choi

Reviewer's report:

This was an interesting study to understand the general public's awareness of CMV which is currently lacking. Study contained different phases which helped alter the information given to the participants. While a number of participants thought it difficulty to follow all the prevention strategies, previous studies have shown that clear information on CMV during pregnancy lowered the rate of seroconversion. It would be interesting to learn how women of childbearing age who plan to get pregnant for the first time respond to the information. What about women from other ethnic background and education levels?

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?
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No

Are the conclusions drawn adequately supported by the data shown?
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Yes

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