Reviewer's report

Title: Effectiveness of message framing on women's intention to perform cytomegalovirus prevention behaviors: A cross-sectional study

Version: 0 Date: 07 Nov 2016

Reviewer: Gail J Harrison

Reviewer's report:

Dr Thackery and colleagues provide a thorough and scholarly presentation of messaging options to consider for CMV prevention messages, that have the goal of reducing CMV transmission to pregnant women and then congenital CMV infection and disease, which is a major public health problem with no vaccine.

They adequately provide background of the issue, the methodology and results and the limitations.

My only suggestion is perhaps a mild reduction in the methodology narrative because they are adequately referenced and the length of the methods portion stalls the paper just a little. I know and concede methods are very important and key in research, but here it may be shortened just a little, if needed.

Also, do the authors think knowing the CMV serologic status of the women would influence their acceptance or intent to practice the precautions? Is this important or tangential to the messaging efforts?

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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