Reviewer’s report

Title: Using narratives to impact health policymaking: A systematic review

Version: 0 Date: 17 Oct 2018

Reviewer: Steve Hodgins

Reviewer’s report:

This is a well-done paper. In my view it would be a useful contribution to the literature. However, it could be strengthened by addressing the following…

I would suggest some brief acknowledgement and engagement with relevant literature from health communications, persuasion, marketing and cognitive science (e.g. on system I vs system II thinking, as explicated by Kahneman).

There could be more discussion on potential pitfalls and ethical issues in the use of narrative in the policy process, e.g. risks of oversimplification (e.g. policy based on single cases) and manipulation.

See additional comments in marked-up text of the manuscript.

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