Reviewer’s report

Title: Warning about drinking during pregnancy: lessons from the French experience

Version: 0 Date: 25 Sep 2017

Reviewer: Evi Muggli

Reviewer's report:

This cross sectional survey of around 3,500 postpartum French women on their awareness of health warning labels on alcoholic products is topical for researchers in the field, as many countries are currently considering their introduction. Statistical analyses and interpretation are appropriate and I don't have any real methodological concerns, other than that the data may be somewhat outdated (the survey was done in 2012). However, the data is still valid if authors articulate that the results reflect women's awareness at 5 years post introduction.

Specific comments:


Page 4 line 20: RE Figure 2, I don't think you should be advertising a particular wine. Consider combining Fig 1 and 2 into one that simply shows the crossed out pregnant women and the 13.5% vol.

Page 4 lines 13-25 and page 5 lines 1-9: I would restructure this section to alcohol and pregnancy, alcohol and breastfeeding, advice for alcohol in pregnancy, then advice on breastfeeding.

Page 5 lines 3-6: There is duplication of information on breastfeeding and deficits in lactation performance. Combine refs 6-8 into one sentence. Start para with 'Some studies report that'… and finish with …'while others have not'.

Page 5 lines 12-13: Wrong spot to open with the study on breastfeeding, this should be after the explanation on alcohol in pregnancy.

Page 6 line 16: What's a 'doubloon' in this context?
Page 7: line 6: Please be consistent in how you refer to this. 'Booklet' or 'notebook'? Also, after first mentioned on page 4 lines 22-23, you can leave out 'sent by the French Social Security Administration' at very mention after that.

Page 8: Lines 2-12: Why is there no multivariate analysis presented for 'perception of risks' as there is for 'knowledge of risks'?

Page 9 line 27: …daily alcohol consumption 'of alcohol' or binge drinking as harmful 'to the unborn child'…

Page 10 line 1: noticed by 77% of drinkers 'in the study'.

Page 10 lines 3-4: I think this statement should be at the start of the discussion, it's a good impact statement.

Page 10 lines 6-7: the previous sentence does not actually state that women 'know about the official recommendation of abstinence'. Need amending/clarifying.

Page 11 line 11: healthcare professionals may need to be 'included in a' prevention strategy.

Page 11 lines 11-13. This is a bit of a red herring here, especially as the sentence begins with a 'however'. Consider separating from the previous statement and add in as a new topic with a bit more information or delete altogether.

Page 11 lines 21-22: This is not a conclusion from your study. Delete or rephrase.

Page 11 Conclusion (overall): Language needs to be tightened up to read more like a conclusion. What can you actually conclude from your findings?

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