Reviewer’s report

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

Version: 1 Date: 07 Dec 2017

Reviewer: Evi Muggli

Reviewer's report:

Thank you for your revised manuscript. I only have a few comments: A couple of the new sentences are not entirely clear and I would still like to see the time frame of the study more clearly articulated (i.e. 5 years post introduction of warning label) in the abstract, plain language summary and conclusion. I have provided my suggestions below.

Page 2 line 13: …was carried out by telephone 'five years after the introduction of the warning label'.

Page 3 lines 10-11: 'Five years after the introduction of the label, we conducted telephone interviews with' 3603 pregnant or postpartum women.

Page 11 lines 47-51: I don't think women ignore that they are pregnant during the first months. Do you mean to say "Additionally, 'given the high rate of unplanned pregnancy, many women may consume alcohol before they become aware of their pregnancy and prevention strategies need to take this into account'?"

Page 11 line 57: Delete 'thus'. The reason there is no before and after analysis is not because you measured awareness 5 years after the introduction, it is because you had no data on the 'before' time point. The only limitation of the '5 years after introduction' time-point is that currently, 10 years after introduction, there may be a much higher awareness and accurate understanding of harms from alcohol in pregnancy, and not necessarily due to the label.

Page 12 lines 15-16: We show that 'five years after alcohol warning labels were introduced', a large…

Page 12 lines 18 to 22: This sentence is a little cumbersome and its meaning not clear at all. Do you mean to say: "…label 'may not be effective in promoting complete abstinence because understanding of the concept of a 'standard drink' remains low'?

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