Reviewer’s report

Title: An awareness-raising framework for global health networks: Lessons learned from a qualitative case study in Respectful Maternity Care

Version: 1  Date: 14 Sep 2018

Reviewer: Hans Peter Schmitz

Reviewer's report:

I appreciate the changes made to the article and response by the authors. The article should be published with the changes.

Overall, I would still suggest to consider two issues in future research about awareness-raising. First, there is a very extensive literature on this topic with very specific hypotheses, including a focus not just on messaging, but the nature of an issue or the involvement of those the awareness-raising is supposed to help. At this point the study suggest a long list of things to do (Table 1), not necessarily a clear understanding of what on that list in the end was decisive.

Second, table 1 list both the actions and the results. So, actions listed include 'provide information.' A result listed is 'change underlying values.' This is problematic because the list then list both what activists do to raise awareness and also what they might accomplish. It would be more logical to only focus on the actions of activists, and not what it results in (outcomes). This tautology is visible in the second point (by stating 'captures attention' as a result of awareness raising actions) and the fourth and fifth points ('influences the audience', and 'shapes contexts'). A proper analytical framework would eliminate such statements of outcomes, and only list the outputs that are undertaken to raise awareness (such as 'craft a message' or 'use multiple channels'). If these actions are successful, then some of these results may be forthcoming, but they are not under the control of the influencers.

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