Reviewer’s report

Title: Social marketing including financial incentive programs at worksite cafeterias for preventing obesity: a systematic review

Version: 2 Date: 23 Sep 2018

Reviewer: Miranda Blake

Reviewer's report:

The authors have responded well to comments, I just have a few remaining queries around the definition and results for social marketing strategies.

Abstract- As the title has been updated to include references to social marketing, this should also be included in the abstract. Suggest inserting "social marketing" p.3 line 40 after "financial incentive" such that it reads "...financial incentive or social marketing strategies..."

p.3 Line 49 Suggest insert at end of results "No eligible social marketing studies were retrieved."

p.6 line 91-3. The definition of "social marketing" is a bit different to what would usually be included. "Social marketing" can be much broader, and often refers to public education campaigns. The "4Ps" intervention types you list related more the "choice architecture" is more frequently used these days. In this case, you could use a definition such as from Glanz 2012 (https://www.ncbi.nlm.nih.gov/pubmed/22516491) or Kraak 2017 (https://onlinelibrary.wiley.com/doi/abs/10.1111/obr.12553). If you stick with your current definition, then really pricing interventions are a sub-type of those kind of interventions, so in the title for example it might in fact be more appropriate to say "Social marketing including financial incentive programs...". However, if you are referring to e.g. education programs throughout the workplace (which is what came to mind for me when you said "social marketing") then I suggest you update the definition of social marketing here to be more specific.

p.15 Line 258-9. "... and the outcomes might have been affected by high risk of bias"- Suggest deleting this part of the sentence. With the exception of fruit intake, all your included outcomes are objective measures (and not self-reported as for fruit intake). Hence I would say blinding is irrelevant. The fact that participants knew they were eligible to receive price discounts for healthy foods is integral to the intervention and is the mechanism by which it operates (as you say, blinding was impossible).
p.17 line 302-303. Apologies when I asked for clarification on what "sales data" related to, I meant what was the unit of measure? E.g. was it total unit sales at the cafeteria, sales of red/amber/green items? Cafeteria profit?

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