Reviewer’s report

Title: Believability of messages about preventing breast cancer and heart disease through physical activity

Version: 1 Date: 29 Dec 2017

Reviewer: Kathryn Bould

Reviewer’s report:

A well written, well described study.

There are clear hypotheses stated, and the stats are clear and easy to understand.

suggestions:

line 102 - suggest change wording 'controllably' - difficult to understand

page 11 - include % as well as n for demographics

line 385 - remove the word 'that' the second time its mentioned

authors could acknowledge the benefits and limitations of using a within subjects design overall, the authors should re-read the manuscript and made it as clear and as understandable as possible as the concepts discussed might be difficult for some to get their head around. suggestions for future research could be stronger, and the practical issues of what the findings mean could be discussed further.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

**Quality of written English**
Please indicate the quality of language in the manuscript:

Acceptable

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