

Peer Review

Review of: "Designing Health Communication Campaigns for the Next Decade"

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The paper consistently **describes what is** but rarely **analyzes why it works, for whom, and under what conditions**, or **critiques the underlying assumptions** of current approaches. This limits its contribution from being a descriptive review to becoming an analytical framework that could guide future research and practice.

Each section would benefit from adding:

- **Critical analysis** of the evidence
- **Contextual boundaries** (when approaches work/not work)
- **Implementation realities** beyond ideal scenarios
- **Ethical considerations** in application
- **Future directions** for both research and practice

Please read my full review in the attached PDF document

Attachments: available at <https://doi.org/10.32388/BPCWFU>

Declarations

Potential competing interests: No potential competing interests to declare.