

Peer Review

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

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This is a very soft, non-systematic review that synthesises key points across a broad literature. There is no clear account of how the review was accomplished and how the search strategy was operationalised. It summarises a few points from the literature in a list-like way and may be good to support students as discussion points, but it's hard to see how it could be useful for the future of designing health communication campaigns. I think the same results could have been gathered by using a large language processor (maybe this would have been more systematic).

Introduction: 'public health organizations must use these campaigns to address issues such as mental health, nutrition, smoking, and immunization'—this is a very impoverished list. Find a better way to convey the breadth of potential uses.

'Public health initiatives are now more successful and economical when campaigns use data analytics and social media platforms for focused outreach'—this implies a meta-analysis or systematic review. The actual reference provided does not support this statement and reports on a single eating intervention with no experimental design (e.g., RCT) to infer causality.

Declarations

Potential competing interests: No potential competing interests to declare.