

Peer Review

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

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This (potential) article is a very helpful review of established health communication campaign findings, guidelines, best practices, and recommendations.

In order for the article to be publishable, the author will want to address the following:

- Changes in scope. The article – for the most part – offers helpful guidelines for just about any health communication campaign, using on multiple occasions the specific case of male-targeting smoking cessation campaigns as a helpful example. However, in the final 2 or 3 pages, the author seems to forget that smoking cessation is just an example. That is, those final pages DON'T address health communication campaigns as a whole. Rather, they talk ONLY about smoking cessation and, even more specifically, only about smoking cessation efforts that speak to men.

My recommendation is to go one way or the other. That is, EITHER offer a truly broad-scale discussion (with smoking mentioned only as a handy example) throughout the manuscript OR make the entire article about smoking cessation communication. In either case, keep your scope consistent and clear.

- Wording. On more than a few occasions, the author's word choices are infelicitous. I've attached my marked-up copy of the manuscript so that the author can see my comments and recommendations.

Attachments: available at <https://doi.org/10.32388/L23FZQ>

Declarations

Potential competing interests: No potential competing interests to declare.