

Peer Review

Review of: "Evaluation of Nyumba Ni Choo: A National Campaign to Promote Improved Sanitation in Tanzania Between 2016–2020"

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This is a good study area and topic.

The manuscript is clear but needs revision, especially the methods that have a bearing on your findings.

"The reasonably high fidelity of implementation, national reach, and positive participant reactions to exposures were likely instrumental."

Such reporting is hypothetical. Why are you not sure about your findings? Always endeavour to be clear!

"The use of targeted emotional appeals may..." Your methods should have shown if there was an association or cause in the outcome. Revisit the suitability of your methods so that your findings become reliable and trustworthy.

Please see the following articles for your information.

<https://link.springer.com/article/10.1186/s12889-021-11029-8>

<https://link.springer.com/article/10.1186/1471-2458-14-624>

Declarations

Potential competing interests: No potential competing interests to declare.