

Peer Review

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

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I really enjoyed reading this paper. It's clear that a lot of care and effort went into bringing together such a wide range of research, and the topic itself feels very timely and important. The focus on how health communication needs to evolve alongside technology, culture, and gender norms comes through strongly, and I appreciated how you kept returning to real-world implications rather than staying purely theoretical.

One of the strongest aspects for me was the attention to cultural context and masculinity. The way you explain how gender norms can both block and support health-seeking behaviour is thoughtful and nuanced, and the examples from mental health and smoking cessation helped make those ideas feel concrete rather than abstract. I also liked how the paper consistently emphasises equity and underserved populations; that perspective adds real value.

That said, at times the paper felt a bit dense, mainly because there is *so much* included. While everything is relevant, I sometimes found myself wishing for a clearer sense of what the main takeaway is, what you most want readers to remember or apply. You might consider tightening the focus slightly or more clearly signalling which ideas are central and which are supporting points.

I also wondered if the methodology section could be a little clearer for readers who are less familiar with narrative reviews. You explain what you did, but adding just a bit more detail about how you decided what to include (and how you organised the themes) could help strengthen the paper's credibility and transparency.

Another small thing I noticed is that some ideas, especially around cultural sensitivity, masculinity, and multi-channel strategies, come up repeatedly in different sections. While this reinforces their

importance, you might be able to streamline some of those sections or explicitly connect them back to earlier points so it feels more cumulative rather than repetitive.

Finally, the conclusion is solid, but it could be even more impactful if it clearly spelled out a few concrete “take-home” messages for practitioners or researchers. Ending with a short list of what future campaign designers should *actually do differently* could really leave a lasting impression.

Overall, this is a strong, well-researched, and meaningful paper. With a bit of tightening and clarification, I think it could be even more powerful and accessible to a broad audience.

Declarations

Potential competing interests: No potential competing interests to declare.