

Author's response to reviews

Title: Evaluation of the Reach and Impact of the 100% Jeune Youth Social Marketing Program in Cameroon: Findings from Three Cross-Sectional Surveys

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Please find attached the final version of our manuscript, which incorporates the suggested editorial changes.

REPLY TO THE PROPOSED EDITORIAL AND FORMATTING CHANGES:

We accepted all proposed editorial and formatting changes, with one exception. The editor had removed the paragraph breaks between the references. We believe this was done in error, as "accepting" this change messes up the formatting of the references.

We believe that the editor did not intend to remove the paragraph breaks, but rather that he/she intended to remove the space between the references. Hence, we have reinserted the paragraph breaks, but removed the spacing between the paragraphs.

REPLY TO THE EDITOR'S COMMENTS/QUERIES:

Page 3, comment [K1]: The editor asked that we clarify "randomly selected". In response, we removed the words "randomly selected from this sentence" to avoid confusion, and we added in the next paragraph (which gives details about the sampling procedures) that the random selected was conducted using a Kish grid.

Page 4, comment [K2]: As requested, we moved the footnote to the text.

Page 7, comment [K3]: The editor recommended to present the results in the form of odds ratio and confidence intervals and/or to explain the reasons for adjusted proportions. The reason for using adjusted proportions is the following. One of the main objectives of all program evaluations - including the present study - is to facilitate the design of more effective, evidence-based programs. However, many program implementers and policy makers do not have a statistical background and therefore have difficulty interpreting odds ratios. Using adjusted proportions enables us to make the results of this study much more accessible to program managers and policy makers, without having to sacrifice statistical rigor. Statistical rigor is maintained by virtue of the fact that the adjusted proportions are based on the exact same accepted logistic regression estimations as odds ratios. We have therefore retained the results in the form of adjusted proportions.

Page 8, comment [K4]: As suggested, we moved the section with the study limitations to the end of the paper.

Page 9, comment [K5]: As suggested, we refer to the tables in the text.

page 10, comment [K6]: As requested, we removed all footnotes or moved them to the text.