

Manuscript: IJTDH #2973

Title: Behavior Change Communications during Antenatal Visits Using Pictorial Cards Improves Institutional Delivery Rates: Evidence from Matlab, Bangladesh

The authors should carefully follow the comments [28 comments] and correct/edit/revise the manuscript and carefully respond one by one. There are a lot of carelessness in the text.

Comments:**To Authors:**

1] The 1st paragraph in Introduction,

The paragraph is too long. The paragraph should be divided into two.

2] 2.1 Study setting;

The authors should make one line space between the 1st and the 2nd paragraphs.

3] 2.3 Statistical analysis;

The authors should make one line space between the 1st and the 2nd paragraphs.

4] 2.3 Statistical analysis;

The authors should make one line space between the 2nd and the 3rd paragraphs.

5] 2.4 Conceptual model;

"Baseline Knowledge" should be "Baseline knowledge."

6] Table 1;

What does "Primi" mean? Spell out.

7] Table 1;

"Age in Years" should be "Age in years".

8] Table 2;

Do not use five lines for the variable name "Knowledge of pregnancy danger sign". Just use three or four lines. It is very difficult to discern the meaning.

9] Table 2;

Do not use three lines for the variable name "All the five danger sign". Just use two lines. It is very difficult to discern the meaning.

10] 3.2 Knowledge about 5 pregnancy dangers signs;

"Knowledge about 5 pregnancy dangers signs" should be "Knowledge about 5-pregnancy danger signs." Change the subtitle.

11] 3.2 Knowledge about 5-pregnancy danger signs;

The explanation of the paragraph is not congruent with the presentation of Table 2.

Rewrite clearly for the readers.

12] Table 2;

All horizontal lines should neatly align at the end of right margin.

13] Line 179 below Table 2;

Do not use the different variable name "maternal education". For the readers, use the same variable name "Women's education".

14] Table 4;

The authors are not doing "Multivariate model". The authors are doing "Multivariable model". Read "Applied Econometrics for Health Economics" by Andrew Jones, Radcliffe Publishing, Oxford, 2008.

15] Line 195 below Table 3;

Do not use the different variable name "maternal education". For the readers, use the same variable name "Women's education".

16] Table 4;

Correct variable "Education" as "Women's education".

17] Lines 213-214 in the paragraph below Table 4;

The explanation of sentence 'However, the direction of association changed with age of mothers.' Rewrite the sentence explicitly.

18] Line 214;

The authors write "In bivariate analysis..... in multivariate analysis...."

The authors are totally wrong. Read "Applied Econometrics for Health Economics" by Andrew Jones, Radcliffe Publishing, Oxford, 2008.

I told you in the previous comments to follow the comments carefully. Follow the editor's comments carefully.

If you do not carefully correct the basic errors and mistake in your manuscript, I will reject the manuscript next time. Do not waste the editor's time.

19] Line 218;

The authors write "Our multivariate analysis...."

The authors are totally wrong. Read "Applied Econometrics for Health Economics" by Andrew Jones, Radcliffe Publishing, Oxford, 2008.

I told you in the previous comments to follow the comments carefully. Follow the editor's comments carefully.

If you do not carefully correct the basic errors and mistake in your manuscript, I will reject the manuscript next time. Do not waste the editor's time.

20] Lines 142-143 and Figure 1;

What is the theoretical model for this analysis?

Please clearly make a structural model and its explanation in the text.

In addition, use 1 font larger size of words. The current one is too small.

21] Lines 231-232;

The authors should make one line space between the paragraphs.

22] Lines 240-241;

The authors should make one line space between the paragraphs.

23] Lines 249-250;

The authors should make one line space between the paragraphs.

24] Lines 261-262;

The authors should make one line space between the paragraphs.

25] Lines 273-274;

The authors should make one line space between the paragraphs.

26] Lines 281-282;

The authors should make one line space between the paragraphs.

27] Lines 285-286;

The authors should make one line space between the paragraphs.

28] Lines 443-444;

The authors should make one line space between the paragraphs.
