Reviewer’s report

Title: Knowledge, Attitudes and Practices (KAP) Relating to Avian Influenza in Urban and Rural Areas of China

Version: 1 Date: 12 October 2009

Reviewer: Michael Schwarzinger

Reviewer’s report:

The paper of Dr Xiang and colleagues is well written and appropriately describes the objective, methods, and results of the survey conducted. I have only minor essential revisions’ comments.

- Minor Essential Revisions

1) Page 4 “To date”: consider replacing by “On the” actual date the WHO website was accessed.

2) Page 4, 3rd paragraph: consider repeating (2nd paragraph) that there is limited data on KAP associated with AI in general population exposed to poultry.

3) Page 5, 2nd paragraph: consider providing information on rural vs. urban areas in the same order throughout this para (and the text).

4) Median/range score values (knowledgeable, concerns) should be provided in Results and Table. So far, only the dichotomized score was provided for knowledgeable is provided in Table 2.

5) Page 8, 2nd paragraph: replace (p<.004) by the correct p-value in Table 2 (p<.04)

6) Page 9, 3rd paragraph. There is no space limitation in BMC journals. Please consider providing the median score and IQR for concerns in the Text and add a corresponding Table. I would suggest to provide a table for each of KAP with all questions asked.

7) Page 10, 1st paragraph. “Age and level of education were likely the main factors giving rise to these differences”. Why the authors did not check this assumption (and others) with appropriate multivariate analysis including individual characteristics but also sources of information?

8) Pages 11 and 12 with references 11 and 14. I am not sure how KAP surveys
conducted in Italy could add anything to the AI outbreaks in Asia. Moreover, socioeconomics discrepancies make any comparison useless. I would suggest to delete these comparisons and references, and provide more comparative details on KAP surveys conducted in Asia.

9) Limitations: There are no limitations stated in the Discussion. I would suggest to discuss the scores (Knowledge, attitudes) used. Were these scores validated in China? Ad-hoc appropriation?

What next?

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- Accept after minor essential revisions (which the authors can be trusted to make)

Level of interest

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- An article whose findings are important to those with closely related research interests

Quality of written English

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- Acceptable

Statistical review

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- Yes, and I have assessed the statistics in my report.

Declaration of competing interests

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'I declare that I have no competing interests'