Reviewer's report

Title: Public views of the UK media and government reaction to the 2009 swine flu pandemic

Version: 1 Date: 12 October 2010

Reviewer: Nick Pizzi

Reviewer's report:

The authors’ explore the UK public perceptions of reactions by government and media to the 2009 H1N1 pandemic. Their qualitative analysis of participant responses, collected from a series of focus group sessions, suggests that knowledge gaps, especially pertaining to vaccination, need to be addressed in communications relating to future novel influenza viruses.

Level of interest: An article of limited interest

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests.