Reviewer's report

Title: Factors influencing implementation of Ministry of Health-led Private Medicine Retailer Programmes on Malaria in Kenya

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Reviewer: William Brieger

Reviewer's report:

The current manuscript is very well written. The results provide a good sense of findings generally with supportive and illustrative quotations that help the reader.

It might be helpful briefly to say something about pharmacy law in Kenya - each country is slightly different. In some anglophone countries these retail medicine shops can sell the OTC drugs as long as these are proprietary medicines still in their original packaging - this of course is idea for the legal sales of antimalarial drugs as long as the recommended national drug(s) are approved for OTC

Another interesting point to stress is familiarity or not of the medicine sellers and the public with current recommended national malaria medicine guidelines or policies - this is in response to the authors' concerns about the plethora of antimalaria brands and medicines available. If the shops sell halofantrine even though coartem is recommended, for example, then naturally there will be confusion of both the shop keepers and public. I think the authors do imply that the public may be unaware of nationally recommended medicines.

Also are sellers and people aware of the recommended constituent ingredients - do medicine packs display stamps of approval or registration numbers from the national food and drug agency? - some contextual information would be useful.

RDTs are mentioned once - are there any other observations of or comments from the shops about accuracy of malaria diagnosis prior to selling medicines? this is a crucial issue as we move forward in recommending a larger role for the medicine sellers.

the conclusions talk about the important problem of lack of government resources - though one can question if/why there is no private sector component to their global fund and PMI grants! Assuming a medicine is approved - what role could pharmacy company detailers play - what role could the mass medic play in shaping consumer demands for the appropriate meds? - food for thought

Level of interest: An article of outstanding merit and interest in its field

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