Reviewer's report

Title: Community responses to communication campaigns for Influenza A (H1N1): A focus group study.

Version: 2 Date: 19 December 2011

Reviewer: Hitoshi Oshitani

Reviewer's report:

Major compulsory revision

1) The text is too long and difficult to capture the contents, the authors should consider to create a summary table and move most of extracts as annex.

2) The focus group discussions were conducted between May and July 2010, which was almost one year after the first wave of pandemic H1N1 2009. Most of analyzed information including risk perception and actions might have been quite different during the first wave.

Minor essential revision

1) More information regarding the background of participants including education, occupation and income level should be provided if available.

2) From the last paragraph of page 28, the authors discussed the limitations of the study. This section should be under separate subheading.

3) It is unclear if the focal group discussions were focused on pandemic H1N1 2009 or pandemic influenza or influenza in general. For example, in ‘Risk’ (page 7) it is unclear if they discussed the risk of pandemic in general or specifically pandemic H1N1 2009. Also in ‘Vaccination’ (page 17-18), it seems that most discussions were done for seasonal influenza vaccinations

Level of interest: An article of importance 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