Reviewer's report

Title: Mothers’ perspectives on the delivery of childhood injury messages. A qualitative study from the Growing Up in Wales, Environments for Healthy Living Study (EHL).

Version: 1 Date: 15 July 2013

Reviewer: Kristin Roberts

Reviewer's report:

1. Is the question posed by the authors well defined?
The question posed by the authors is well defined. There is a need for this information, which is well presented in the introduction.

2. Are the methods appropriate and well described? Please reread the methods section in the abstract, specifically the last sentence appears to be cut off. The methods clearly explain the preformed data collection.

3. Are the data sound? The sample size is low but acceptable for a focus group. The information presented is interesting and valuable to the field.

4. Does the manuscript adhere to the relevant standards for reporting and data deposition? Yes, the methods are clear and the study could be replicated.

5. Are the discussion and conclusions well balanced and adequately supported by the data? Yes, the authors expand on their results in the discussion.

6. Are limitations of the work clearly stated?
The authors understand the limitations of their study.

7. Do the authors clearly acknowledge any work upon which they are building, both published and unpublished? I would have liked more explanation regarding suggested future studies, how and why could fathers be the next step?

8. Do the title and abstract accurately convey what has been found? Yes.

9. Is the writing acceptable? Yes, very clear.

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.