Reviewer's report

Title: Parents' champions vs. vested interests: Who do parents believe about MMR? A qualitative study

Version: 2 Date: 4 December 2006

Reviewer: Julie Leask

Reviewer's report:

Overall the paper is reading very well and represents a considered and useful analysis of the issue.

Page 4 “Gps etc.. who appear to have their own interests”. Change to “who some assert, have their own vested interests”.

I have no problem (and never did have) with the size of the focus groups.

Last quote in results needs “Low uptake area”.

Discussion:

This section is now a lot better. However, there is still some room for improvement that would help public health communicators.

Para 2 in Implications

This is a very interesting and important section but needs to be reworked significantly to provide consistent recommendations that are carefully explained, perhaps with examples. It also needs to be broken into shorter paragraphs.

Since the authors go on to basically discredit unbiased information, why is it recommended? If it’s to be retained, there needs to be a discussion on what “unbiased information” actually is.

Re the reference to Lupton’s work on risk and trust. If parents perceive expert knowledge as failing, how would they trust health professionals? Or are health professionals seen less as experts and more as “local knowledge”. This needs to be clarified.

What form would ‘building trust’ take?

Other parents were seen as trustworthy. Is there a way to increase representation of parent MMR-advocates on the issue?

The point about conflict of interest is valid but also needs to be more to the point. Is the subtext here that advocates of MMR should have no financial links to companies? If so, then this should be made directly.

References:
URL for reference 6 is incorrect. Also needs a date accessed date on the citation.

What next?: Accept after minor essential revisions

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No
Declaration of competing interests:

I declare that I have no competing interests