Reviewer's report

Title: Public preferences for vaccination and antiviral medicines under different pandemic flu outbreak scenarios

Version: 2 Date: 5 November 2014

Reviewer: Caroline Hird

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Major comments
1. This study used a theoretical model of behaviour change as a framework to analyse information gathered regarding uptake of vaccination and anti-viral medications in two hypothetical pandemic influenza scenarios. It is stated that such theoretical frameworks have rarely been used previously in such studies and will help to “integrate empirical findings and elucidate processes of change and mechanisms of action of effective communication and other intervention strategies”. However, as this study is not an intervention study, whilst it does demonstrate that the qualitative findings can be analysed using the COM-B framework, it is not possible to conclude that this approach results in more effective interventions.

2. Overall, action was more likely in the severe scenario with participants almost all claiming that they would follow official advice. This fits with previous findings. Action was less likely in the uncertain scenario. Many of the barriers or facilitators to action found in this study to have been identified in previous studies as the authors acknowledge.

3. The impact of vaccination status of responders to scenarios is under-explored in the analysis.

Major Compulsory Revisions
4. Line 162-169
   • More clarity about reasons for regular vaccination against seasonal flu. Overall 38/71 (53%) vaccinated however only 20/35 (53%) high risk were vaccinated regularly for flu. Why are 18 non-high risk individuals vaccinated?

5. Line 732 Table 1: Type of group headings
   • It would appear that participants have been placed in only one group. However, these groups are not mutually exclusive and it needs to be clear on what basis participants have been placed in one of these groups.
   • Use of term ‘Elderly’ to describe a group is particularly confusing and I am not entirely clear of the definition of this group. It does not include all aged 65 and over. Having read the entire article I think that this group is those who are aged over 65 without an underlying illness.

Minor Essential Revisions
Level of interest: An article whose findings are important to those with closely related research interests

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