Author’s response to reviews

Title: Meningococcal disease in Italy: public concern, media coverage and policy change

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Version: 2 Date: 16 Jul 2019

Author’s response to reviews:

Dear Editor

Thank you very much for the positive feedback on our manuscript titled “Meningococcal disease in Italy: public concern, media coverage and policy change” (PUBH-D-18-02324).

We sincerely appreciated the further reviewer’s suggestion, and we revised the manuscript accordingly.

A revised version of the manuscript has now been uploaded to the online system.

We confirm that this manuscript has not been published elsewhere and is not under consideration by another journal. All authors have approved the revised version of the manuscript and agree with its submission to the BMC Public Health.

Sincerely

Loredana Covolo
Reviewer's comment

We thank again Reviewer 2 for the overall positive feedback on our manuscript and for the useful comments.

Reviewer 2:

Page 3 line 41/44: in English we usually don't say "anti-" before vaccines, so best just to write something equivalent to "meningococcal vaccine"

Done

What's missing from the introduction (or possibly discussion) on my read through this time is a very brief mention about why media is important. Media is not only a reflection of popular opinion, but it can drive popular opinion as well. This is one article which may be helpful to think about how media can share stories about experiences which in turn can influence individuals' perceptions about vaccines: Witteman HO, Zikmund-Fisher BJ. The defining characteristics of Web 2.0 and their potential influence in the online vaccination debate. Vaccine. 2012;30(25):3734-3740. doi:10.1016/j.vaccine.2011.12.039

We thank the reviewer for this suggestion. We added a comment in introduction at the end of the first Paragraph on the basis of what suggested by the reviewer including also the reference indicated.

The revised section reads as follow:

In fact, media is not only a reflection of popular opinion, but it can drive popular opinion as well also thanks to Web 2.0. The latter has made it possible for people to interact, share and discuss any information, stories or experiences. What happens is that it takes only a few stories with an emotional impact to contribute to risk perception, as extensively shown in online vaccination debate [5].