Reviewer’s report

Title: Optimisation: defining and exploring a concept to enhance the impact of public health initiatives

Version: 1 Date: 28 Oct 2019

Reviewer: Adam Kamenetzky

Reviewer’s report:

The authors have addressed all comments thoughtfully and fully in this revised manuscript. In particular the additions to emphasise the policy relevance of optimisation processes make for a more convincing argument to undertake work of this kind, to improve the impact of a public health intervention, or its implementation strategy. They also add a number of points relevant to the practitioner seeking to undertake this work. As such I have no hesitation recommending that the paper be published.

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An article of importance in its field

Quality of written English
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