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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2017 -- Vol. 8, Issue 5e

To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

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## Articles of Interest

- ❖ Aceves-Martins, M., Llaurodo, E., Tarro, L., Morina, D., Papell-Garcia, I., Prades-Tena, J., . . . Sola, R. (2017). A School-Based, Peer-Led, Social Marketing Intervention To Engage Spanish Adolescents in a Healthy Lifestyle ("We Are Cool"-Som la Pera Study): A Parallel-Cluster Randomized Controlled Study. *Child Obes.* doi:[10.1089/chi.2016.0216](https://doi.org/10.1089/chi.2016.0216)
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- ❖ Cusack, L., Desha, L. N., Del Mar, C. B., & Hoffmann, T. C. (2017). A qualitative study exploring high school students' understanding of, and attitudes towards, health information and claims. *Health Expect.* doi:[10.1111/hex.12562](https://doi.org/10.1111/hex.12562)
- ❖ Fox, K. J., Harris, P. R., & Jessop, D. C. (2017). Experimentally Manipulated Self-Affirmation Promotes Reduced Alcohol Consumption in Response to Narrative Information. *Ann Behav Med.* doi:[10.1007/s12160-017-9912-2](https://doi.org/10.1007/s12160-017-9912-2)
- ❖ Hall, P. A., Erickson, K. I., & Gianaros, P. J. (2017). The Neurobiology of Health Communication. *Psychosom Med*, 79(4), 376-378. doi:[10.1097/psy.0000000000000457](https://doi.org/10.1097/psy.0000000000000457)
- ❖ Kim, H. (2017). The Indirect Effect of Source Information on Psychological Reactance Against Antismoking Messages Through Perceived Bias. *Health Commun*, 32(5), 650-656. doi:[10.1080/10410236.2016.1160320](https://doi.org/10.1080/10410236.2016.1160320)
- ❖ Leung, M. M., Green, M. C., Tate, D. F., Cai, J., Wyka, K., & Ammerman, A. S. (2017). Fight for Your Right to Fruit: Psychosocial Outcomes of a Manga Comic Promoting Fruit Consumption in Middle-School Youth. *Health Commun*, 32(5), 533-540. doi:[10.1080/10410236.2016.1211074](https://doi.org/10.1080/10410236.2016.1211074)



- ❖ Li, Z., Marshall, T. E., Fong, G. T., Quah, A. C. K., Feng, G., Jiang, Y., & Hitchman, S. C. (2017). Noticing cigarette health warnings and support for new health warnings among non-smokers in China: findings from the International Tobacco Control project (ITC) China survey. *BMC Public Health*, 17(1), 476. doi:[10.1186/s12889-017-4397-2](https://doi.org/10.1186/s12889-017-4397-2)
- ❖ Lin, T. C., Hwang, L. L., & Lai, Y. J. (2017). Effects of argument quality, source credibility and self-reported diabetes knowledge on message attitudes: an experiment using diabetes related messages. *Health Info Libr J*. doi:[10.1111/hir.12181](https://doi.org/10.1111/hir.12181)
- ❖ McClellan, C., Ali, M. M., Mutter, R., Kroutil, L., & Landwehr, J. (2017). Using social media to monitor mental health discussions - evidence from Twitter. *J Am Med Inform Assoc*, 24(3), 496-502. doi:[10.1093/jamia/ocw133](https://doi.org/10.1093/jamia/ocw133)
- ❖ McNeill, A., Gravelly, S., Hitchman, S. C., Bauld, L., Hammond, D., & Hartmann-Boyce, J. (2017). Tobacco packaging design for reducing tobacco use. *Cochrane Database Syst Rev*, 4, Cd011244. doi:[10.1002/14651858.CD011244.pub2](https://doi.org/10.1002/14651858.CD011244.pub2)
- ❖ Stanfield, K., & Rodgers, S. (2017). A Multi-Year Study of Tobacco Control in Newspaper Editorials Using Community Characteristic Data and Content Analysis Findings. *Health Commun*, 1-9. doi:[10.1080/10410236.2017.1315679](https://doi.org/10.1080/10410236.2017.1315679)
- ❖ van den Heerik, R. A., van Hooijdonk, C. M., Burgers, C., & Steen, G. J. (2017). "Smoking Is Sooo ... Sandals and White Socks": Co-Creation of a Dutch Anti-Smoking Campaign to Change Social Norms. *Health Commun*, 32(5), 621-628. doi:[10.1080/10410236.2016.1168000](https://doi.org/10.1080/10410236.2016.1168000)
- ❖ Waters, E. A., Ball, L., & Gehlert, S. (2017). "I don't believe it." Acceptance and skepticism of genetic health information among African-American and White smokers. *Soc Sci Med*, 184, 153-160. doi:[10.1016/j.socscimed.2017.04.053](https://doi.org/10.1016/j.socscimed.2017.04.053)
- ❖ Westerwick, A., Johnson, B. K., & Knobloch-Westerwick, S. (2017). Change Your Ways: Fostering Health Attitudes Toward Change Through Selective Exposure to Online Health Messages. *Health Commun*, 32(5), 639-649. doi:[10.1080/10410236.2016.1160319](https://doi.org/10.1080/10410236.2016.1160319)



# Health Communication Science Digest

Office of the Associate Director for Communication

April 2017 -- Vol. 8, Issue 4e

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## Articles of Interest

- ❖ Balmford, J., & Borland, R. (2017). Smokers' perceptions of sources of advice about quitting: findings from the Australian arm of the ITC 4-country survey. *Health Education Research*, 32(2), 124-133. doi: [10.1093/her/cyx032](https://doi.org/10.1093/her/cyx032)
- ❖ Christy, K. R., Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., & Pokharel, M. (2017). Theorizing the Impact of Targeted Narratives: Model Admiration and Narrative Memorability. *Journal of Health Communication*, 22(5), 433-441. doi: [10.1080/10810730.2017.1303555](https://doi.org/10.1080/10810730.2017.1303555)
- ❖ Chung, J. E. (2017). Retweeting in health promotion: Analysis of tweets about Breast Cancer Awareness Month. *Computers in Human Behavior*, 74, 112-119. doi: <https://doi.org/10.1016/j.chb.2017.04.025>
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- ❖ Harris, J. (2017). The Influence of Bundling and Caloric Knowledge on Calories Ordered and Purchase Intent. *The Journal of Consumer Affairs*, 51(1), 113-132. doi: [10.1111/joca.12102](https://doi.org/10.1111/joca.12102)
- ❖ Hoffman, B. L., Shensa, A., Wessel, C., Hoffman, R., & Primack, B. A. (2017). Exposure to fictional medical television and health: a systematic review. *Health Education Research*, 32(2), 107-123. doi: [10.1093/her/cyx034](https://doi.org/10.1093/her/cyx034)
- ❖ Maduka, O., Nzuki, C., Ozoh, H. C., Tweneboaa-Kodua, A., Nyanti, S. B., Akosile, C. F., . . . Shuaib, F. (2017). House-to-house interpersonal communication in the containment of Ebola in Nigeria. *Journal of Communication in Healthcare*, 10(1), 31-36. doi: [10.1080/17538068.2017.1304013](https://doi.org/10.1080/17538068.2017.1304013)
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- ❖ Moss, H. B., Kirby, S. D., & Donodeo, F. (2009). Characterizing and reaching high-risk drinkers using audience segmentation. *Alcohol Clin Exp Res*, 33(8), 1336-1345. doi: [10.1111/j.1530-0277.2009.00963.x](https://doi.org/10.1111/j.1530-0277.2009.00963.x)
- ❖ Murdock, M. R., & Rajagopal, P. (2017). The Sting of Social: How Emphasizing Social Consequences in Warning Messages Influences Perceptions of Risk. *Journal of Marketing*, 81(2), 83-98. doi: [10.1509/jm.15.0402](https://doi.org/10.1509/jm.15.0402)
- ❖ Ramírez, A. S., Willis, G., & Rutten, L. F. (2017). Understanding Spanish-Language Response in a National Health Communication Survey: Implications for Health Communication Research. *Journal of Health Communication*, 22(5), 442-450. doi: [10.1080/10810730.2017.1304470](https://doi.org/10.1080/10810730.2017.1304470)
- ❖ Strelakova, Y. A. (2017). Health Risk Information Engagement and Amplification on Social Media. *Health Education & Behavior*, 44(2), 332-339. doi: [10.1177/1090198116660310](https://doi.org/10.1177/1090198116660310)
- ❖ Tombleson, B., & Wolf, K. (2017). Rethinking the circuit of culture: How participatory culture has transformed cross-cultural communication. *Public Relations Review*, 43(1), 14-25. doi: <https://doi.org/10.1016/j.pubrev.2016.10.017>
- ❖ Weijs, C., Majowicz, S., Coe, J. B., Desmarais, S., & Jones-Bitton, A. (2017). The personal use of Facebook by public health professionals in Canada: Implications for public health practice. *Journal of Communication in Healthcare*, 10(1), 8-15. doi: [10.1080/17538068.2016.1274846](https://doi.org/10.1080/17538068.2016.1274846)



# Health Communication Science Digest

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Allem, J. P., Escobedo, P., Chu, K. H., Soto, D. W., Cruz, T. B., & Unger, J. B. (2017). Campaigns and counter campaigns: reactions on Twitter to e-cigarette education. *Tob Control*, 26(2), 226-229. doi:[10.1136/tobaccocontrol-2015-052757](https://doi.org/10.1136/tobaccocontrol-2015-052757)
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- ❖ Brabers, A. E., Rademakers, J. J., Groenewegen, P. P., van Dijk, L., & de Jong, J. D. (2017). What role does health literacy play in patients' involvement in medical decision-making? *PLoS One*, 12(3), e0173316. doi:[10.1371/journal.pone.0173316](https://doi.org/10.1371/journal.pone.0173316)
- ❖ Brown, D., Miller, S., & Oetzel, J. (2017). Communication Network Structures and Content of Men with Prostate Cancer: Models for Explaining Health-Related Quality of Life. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1286574](https://doi.org/10.1080/10410236.2017.1286574)
- ❖ Cameron, L. D., Durazo, A., Ramirez, A. S., Corona, R., Ultreras, M., & Piva, S. (2017). Cultural and Linguistic Adaptation of a Healthy Diet Text Message Intervention for Hispanic Adults Living in the United States. *J Health Commun*, 22(3), 262-273. doi:[10.1080/10810730.2016.1276985](https://doi.org/10.1080/10810730.2016.1276985)
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- ❖ Dean, C. A., Geneus, C. J., Rice, S., Johns, M., Quasie-Woode, D., Broom, K., & Elder, K. (2017). Assessing the significance of health information seeking in chronic condition management. *Patient Educ Couns*. doi:[10.1016/j.pec.2017.03.012](https://doi.org/10.1016/j.pec.2017.03.012)





- ❖ French, D. P., Cameron, E., Benton, J. S., Deaton, C., & Harvie, M. (2017). Can Communicating Personalised Disease Risk Promote Healthy Behaviour Change? A Systematic Review of Systematic Reviews. *Ann Behav Med*. doi:[10.1007/s12160-017-9895-z](https://doi.org/10.1007/s12160-017-9895-z)
- ❖ Im, H., & Huh, J. (2017). Does Health Information in Mass Media Help or Hurt Patients? Investigation of Potential Negative Influence of Mass Media Health Information on Patients' Beliefs and Medication Regimen Adherence. *J Health Commun*, 22(3), 214-222. doi:[10.1080/10810730.2016.1261970](https://doi.org/10.1080/10810730.2016.1261970)
- ❖ McNeil, A., & Arena, R. (2017). The Evolution of Health Literacy and Communication: Introducing Health Harmonics. *Prog Cardiovasc Dis*, 59(5), 463-470. doi:[10.1016/j.pcad.2017.02.003](https://doi.org/10.1016/j.pcad.2017.02.003)
- ❖ Nan, X., Futerfas, M., & Ma, Z. (2017). Role of Narrative Perspective and Modality in the Persuasiveness of Public Service Advertisements Promoting HPV Vaccination. *Health Commun*, 32(3), 320-328. doi:[10.1080/10410236.2016.1138379](https://doi.org/10.1080/10410236.2016.1138379)
- ❖ Niederdeppe, J., Kellogg, M., Skurka, C., & Avery, R. J. (2017). Market-level exposure to state antismoking media campaigns and public support for tobacco control policy in the United States, 2001-2002. *Tob Control*. doi:[10.1136/tobaccocontrol-2016-053506](https://doi.org/10.1136/tobaccocontrol-2016-053506)
- ❖ Sastry, S., & Lovari, A. (2017). Communicating the Ontological Narrative of Ebola: An Emerging Disease in the Time of "Epidemic 2.0". *Health Commun*, 32(3), 329-338. doi:[10.1080/10410236.2016.1138380](https://doi.org/10.1080/10410236.2016.1138380)
- ❖ Sharma, M., Yadav, K., Yadav, N., & Ferdinand, K. C. (2017). Zika virus pandemic-analysis of Facebook as a social media health information platform. *Am J Infect Control*, 45(3), 301-302. doi:[10.1016/j.ajic.2016.08.022](https://doi.org/10.1016/j.ajic.2016.08.022)
- ❖ Smith, S. W., Hitt, R., Russell, J., Nazione, S., Silk, K., Atkin, C. K., & Keating, D. (2017). Risk Belief and Attitude Formation From Translated Scientific Messages About PFOA, an Environmental Risk Associated With Breast Cancer. *Health Commun*, 32(3), 279-287. doi:[10.1080/10410236.2016.1138350](https://doi.org/10.1080/10410236.2016.1138350)
- ❖ Sudbury-Riley, L., FitzPatrick, M., & Schulz, P. J. (2017). Exploring the Measurement Properties of the eHealth Literacy Scale (eHEALS) Among Baby Boomers: A Multinational Test of Measurement Invariance. *J Med Internet Res*, 19(2), e53. doi:[10.2196/jmir.5998](https://doi.org/10.2196/jmir.5998)
- ❖ Vorpahl, M. M., & Yang, J. Z. (2017). Who Is to Blame? Framing HPV to Influence Vaccination Intentions among College Students. *Health Commun*, 1-8. doi:[10.1080/10410236.2017.1289436](https://doi.org/10.1080/10410236.2017.1289436)
- ❖ Wirtz, J. G., Wang, Z., & Kulpavarapos, S. (2017). Testing Direct and Indirect Effects of Identity, Media Use, Cognitions, and Conversations on Self-Reported Physical Activity Among a Sample of Hispanic Adults. *Health Commun*, 32(3), 298-309. doi:[10.1080/10410236.2016.1138377](https://doi.org/10.1080/10410236.2016.1138377)





# Health Communication Science Digest

Office of the Associate Director for Communication

February 2017 -- Vol. 8, Issue 2e

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## Articles of Interest

- ❖ AbiGhannam, N., Chilek, L. A., & Koh, H. E. (2017). Three Pink Decades: Breast Cancer Coverage in Magazine Advertisements. *Health Commun*, 1-7. doi:[10.1080/10410236.2016.1278496](https://doi.org/10.1080/10410236.2016.1278496)
- ❖ Al Sayah, F., Johnson, J. A., Ohinmaa, A., Xie, F., & Bansback, N. (2017). Health literacy and logical inconsistencies in valuations of hypothetical health states: results from the Canadian EQ-5D-5L valuation study. *Qual Life Res*. doi:[10.1007/s11136-016-1495-z](https://doi.org/10.1007/s11136-016-1495-z)
- ❖ Aldoory, L. (2017). The Status of Health Literacy Research in Health Communication and Opportunities for Future Scholarship. *Health Commun*, 32(2), 211-218. doi:[10.1080/10410236.2015.1114065](https://doi.org/10.1080/10410236.2015.1114065)
- ❖ Aponte, J., & Nokes, K. M. (2017). Validating an Electronic Health Literacy Scale in an Older Hispanic Population. *J Clin Nurs*. doi:[10.1111/jocn.13763](https://doi.org/10.1111/jocn.13763)
- ❖ Armstrong, B., & Spaniol, J. (2017). Experienced Probabilities Increase Understanding of Diagnostic Test Results in Younger and Older Adults. *Med Decis Making*, 272989x17691954. doi:[10.1177/0272989x17691954](https://doi.org/10.1177/0272989x17691954)
- ❖ Arpan, L. M., Lee, Y. S., & Wang, Z. (2017). Integrating Self-Affirmation with Health Risk Messages: Effects on Message Evaluation and Response. *Health Commun*, 32(2), 189-199. doi:[10.1080/10410236.2015.1113483](https://doi.org/10.1080/10410236.2015.1113483)
- ❖ Best, P., Tully, M. A., Corepal, R., Kee, F., & Hunter, R. F. (2017). Time to 're-think' physical activity promotion for young people? Results from a repeated cross-sectional study. *BMC Public Health*, 17(1), 208. doi:[10.1186/s12889-017-4136-8](https://doi.org/10.1186/s12889-017-4136-8)



- ❖ Firestone, R., Rowe, C. J., Modi, S. N., & Sievers, D. (2017). The effectiveness of social marketing in global health: a systematic review. *Health Policy Plan*, 32(1), 110-124. doi:10.1093/heapol/czw088
- ❖ Garcia-Retamero, R., & Cokely, E. T. (2017). Designing Visual Aids That Promote Risk Literacy. *Hum Factors*, 18720817690634. doi:[10.1177/0018720817690634](https://doi.org/10.1177/0018720817690634)
- ❖ Greenwell, M. R. (2017). Communicating Certainty and Uncertainty in Medical, Supportive and Scientific Contexts. *Health Commun*, 32(2), 259-260. doi:[10.1080/10410236.2016.1157910](https://doi.org/10.1080/10410236.2016.1157910)
- ❖ Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Boynton, M. H., & Brewer, N. T. (2017). A brief measure of reactance to health warnings. *J Behav Med*. doi:[10.1007/s10865-016-9821-z](https://doi.org/10.1007/s10865-016-9821-z)
- ❖ Harrington, N. G., & Kerr, A. M. (2017). Rethinking Risk: Prospect Theory Application in Health Message Framing Research. *Health Commun*, 32(2), 131-141. doi:[10.1080/10410236.2015.1110004](https://doi.org/10.1080/10410236.2015.1110004)
- ❖ Hooker, C., Capon, A., & Leask, J. Communicating about risk: strategies for situations where public concern is high but the risk is low. *Public Health Research & Practice*. doi:[10.17061/phrp2711709](https://doi.org/10.17061/phrp2711709)
- ❖ Hyer, R. N., & Covello, V. T. (2017). Breaking Bad News in the High-concern, Low Trust Setting: How to Get Your Story Heard. *Health Phys*, 112(2), 111-115. doi:[10.1097/HP.0000000000000623](https://doi.org/10.1097/HP.0000000000000623)
- ❖ Kersbergen, I., & Field, M. (2017). Alcohol consumers' attention to warning labels and brand information on alcohol packaging: Findings from cross-sectional and experimental studies. *BMC Public Health*, 17(1), 123. doi:[10.1186/s12889-017-4055-8](https://doi.org/10.1186/s12889-017-4055-8)
- ❖ Kim, E., Scheufele, D. A., Han, J. Y., & Shah, D. (2017). Opinion Leaders in Online Cancer Support Groups: An Investigation of Their Antecedents and Consequences. *Health Commun*, 32(2), 142-151. doi:[10.1080/10410236.2015.1110005](https://doi.org/10.1080/10410236.2015.1110005)
- ❖ Kim, H., & Xie, B. (2017). Health literacy in the eHealth era: A systematic review of the literature. *Patient Educ Couns*. doi:[10.1016/j.pec.2017.01.015](https://doi.org/10.1016/j.pec.2017.01.015)
- ❖ Lee, C. J., Nagler, R. H., & Wang, N. (2017). Source-specific Exposure to Contradictory Nutrition Information: Documenting Prevalence and Effects on Adverse Cognitive and Behavioral Outcomes. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1278495](https://doi.org/10.1080/10410236.2016.1278495)
- ❖ Thomas, R. J., Tandoc, E. C., Jr., & Hinnant, A. (2017). False Balance in Public Health Reporting? Michele Bachmann, the HPV Vaccine, and "Mental Retardation". *Health Commun*, 32(2), 152-160. doi: [10.1080/10410236.2015.1110006](https://doi.org/10.1080/10410236.2015.1110006)



# Health Communication Science Digest

Office of the Associate Director for Communication

January 2017 -- Vol. 8, Issue 1e

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Babalola, S., Van Lith, L. M., Mallalieu, E. C., Packman, Z. R., Myers, E., Ahanda, K. S., . . . Figueroa, M. E. (2017). A Framework for Health Communication Across the HIV Treatment Continuum. *J Acquir Immune Defic Syndr*, 74 Suppl 1, S5-s14. doi:[10.1097/qai.0000000000001206](https://doi.org/10.1097/qai.0000000000001206)
- ❖ Bakker, C. J., Koffel, J. B., & Theis-Mahon, N. R. (2017). Measuring the health literacy of the Upper Midwest. *J Med Libr Assoc*, 105(1), 34-43. doi:[10.5195/jmla.2017.105](https://doi.org/10.5195/jmla.2017.105)
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# Health Communication Science Digest

Office of the Associate Director for Communication

December 2016 -- Vol. 7, Issue 12

To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some instances, articles must be requested via another source and a hyperlink to facilitate that process is included with the reference. Please note that hyperlinks are to CDC licensed materials and are generally available only through the CDC intranet.

Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bailey, R. L., Wang, T. G., & Kaiser, C. K. (2016). Clash of the Primary Motivations: Motivated Processing of Emotionally Experienced Content in Fear Appeals About Obesity Prevention. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1250186](https://doi.org/10.1080/10410236.2016.1250186)
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# Health Communication Science Digest

Office of the Associate Director for Communication

November 2016 -- Vol. 7, Issue 11e

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Asbeek Brusse, E. D., Fransen, M. L., & Smit, E. G. (2016). Framing in Entertainment-Education: Effects on Processes of Narrative Persuasion. *Health Commun*, 1-9. doi: [10.1080/10410236.2016.1234536](https://doi.org/10.1080/10410236.2016.1234536)
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- ❖ Davis, R. E., Dal Cin, S., Cole, S. M., Reyes, L. I., McKenney-Shubert, S. J., Fleischer, N. L., . . . Peterson, K. E. (2016). A Tale of Two Stories: An Exploration of Identification, Message Recall, and Narrative Preferences Among Low-Income, Mexican American Women. *Health Commun*, 1-13. doi: [10.1080/10410236.2016.1228029](https://doi.org/10.1080/10410236.2016.1228029)



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# Health Communication Science Digest

Office of the Associate Director for Communication

October 2016 -- Vol. 7, Issue 10e

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## Articles of Interest

- ❖ Betsch, C., Bohm, R., Airhihenbuwa, C. O., Butler, R., Chapman, G. B., Haase, N., . . . Uskul, A. K. (2016). Improving Medical Decision Making and Health Promotion through Culture-Sensitive Health Communication: An Agenda for Science and Practice. *Med Decis Making*, 36(7), 811-833. doi:[10.1177/0272989x15600434](https://doi.org/10.1177/0272989x15600434)
- ❖ Boehmert, C., Wiedemann, P., & Croft, R. (2016). Improving Precautionary Communication in the EMF Field? Effects of Making Messages Consistent and Explaining the Effectiveness of Precautions. *Int J Environ Res Public Health*, 13(10). doi: [10.3390/ijerph13100992](https://doi.org/10.3390/ijerph13100992)
- ❖ Bounsanga, J., Wright Voss, M., Crum, A. B., & Hung, M. (2016). The Association Between Perceived Health Status and Health Information Communication Channels. *J Health Commun*, 1-5. doi: [10.1080/10810730.2016.1231726](https://doi.org/10.1080/10810730.2016.1231726)
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- ❖ Davis, R. E., Dal Cin, S., Cole, S. M., Reyes, L. I., McKenney-Shubert, S. J., Fleischer, N. L., . . . Peterson, K. E. (2016). A Tale of Two Stories: An Exploration of Identification, Message Recall, and Narrative Preferences Among Low-Income, Mexican American Women. *Health Commun*, 1-13. doi:[10.1080/10410236.2016.1228029](https://doi.org/10.1080/10410236.2016.1228029)
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- ❖ Gamburzew, A., Darcel, N., Gazan, R., Dubois, C., Maillot, M., Tome, D., . . . Darmon, N. (2016). In-store marketing of inexpensive foods with good nutritional quality in disadvantaged neighborhoods: increased awareness, understanding, and purchasing. *Int J Behav Nutr Phys Act*, 13(1), 104. doi:[10.1186/s12966-016-0427-1](https://doi.org/10.1186/s12966-016-0427-1)
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- ❖ Meernik, C., Jarman, K., Wright, S. T., Klein, E. G., Goldstein, A. O., & Ranney, L. (2016). Eye Tracking Outcomes in Tobacco Control Regulation and Communication: A Systematic Review. *Tob Regul Sci*, 2(4), 377-403. doi:[10.18001/trs.2.4.9](https://doi.org/10.18001/trs.2.4.9)
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# Health Communication Science Digest

Office of the Associate Director for Communication

September 2016 -- Vol. 7, Issue 9e

To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bail, C. A. (2016). Cultural carrying capacity: Organ donation advocacy, discursive framing, and social media engagement. *Soc Sci Med*, 165, 280-288. doi:[10.1016/j.socscimed.2016.01.049](https://doi.org/10.1016/j.socscimed.2016.01.049)
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# Health Communication Science Digest

Office of the Associate Director for Communication

August 2016 -- Vol. 7, Issue 8e

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Barbrook-Johnson, P., Badham, J., & Gilbert, N. (2016). Uses of Agent-Based Modeling for Health Communication: the TELL ME Case Study. *Health Commun*, 1-6. doi:[10.1080/10410236.2016.1196414](https://doi.org/10.1080/10410236.2016.1196414)
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# Health Communication Science Digest

Office of the Associate Director for Communication

July 2016 -- Vol. 7, Issue 7e

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## Articles of Interest

- ❖ Aldoory, L. (2016). The Status of Health Literacy Research in Health Communication and Opportunities for Future Scholarship. *Health Commun*, 1-8. doi:[10.1080/10410236.2015.1114065](https://doi.org/10.1080/10410236.2015.1114065)
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- ❖ Bedrosian, S. R., Young, C. E., Smith, L. A., Cox, J. D., Manning, C., Pechta, L., . . . Daniel, K. L. (2016). Lessons of Risk Communication and Health Promotion - West Africa and United States. *MMWR Suppl*, 65(3), 68-74. doi: [10.15585/mmwr.su6503a10](https://doi.org/10.15585/mmwr.su6503a10)
- ❖ Davis, K. C., Duke, J., Shafer, P., Patel, D., Rodes, R., & Beistle, D. (2016). Perceived Effectiveness of Antismoking Ads and Association with Quit Attempts Among Smokers: Evidence from the Tips From Former Smokers Campaign. *Health Commun*, 1-8. doi:[10.1080/10410236.2016.1196413](https://doi.org/10.1080/10410236.2016.1196413)





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doi:[10.1016/j.ijmedinf.2016.04.009](https://doi.org/10.1016/j.ijmedinf.2016.04.009)

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# Health Communication Science Digest

Office of the Associate Director for Communication

June 2016 -- Vol. 7, Issue 6

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bass, S. B., Gordon, T. F., Gordon, R., & Parvanta, C. (2016). Using eye tracking and gaze pattern analysis to test a "dirty bomb" decision aid in a pilot RCT in urban adults with limited literacy. *BMC Med Inform Decis Mak*, 16(1), 67. doi:[10.1186/s12911-016-0304-5](https://doi.org/10.1186/s12911-016-0304-5)
- ❖ Bigsby, E., Monahan, J. L., & Ewoldsen, D. R. (2016). An Examination of Adolescent Recall of Anti-Smoking Messages: Attitudes, Message Type, and Message Perceptions. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1138390](https://doi.org/10.1080/10410236.2016.1138390)
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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2016 -- Vol. 7, Issue 5e

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## Articles of Interest

- ❖ Battistoli, B. F. (2016). Evaluating elements of trust: Race and class in risk communication in post-Katrina New Orleans. *Public Underst Sci*, 25(4), 480-489. doi:[10.1177/0963662515576865](https://doi.org/10.1177/0963662515576865)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Aceves-Martins, M., Llaurodo, E., Tarro, L., Moreno-Garcia, C. F., Trujillo Escobar, T. G., Sola, R., & Giralt, M. (2016). Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis. *Nutr Rev*. doi: [10.1093/nutrit/nuw004](https://doi.org/10.1093/nutrit/nuw004)
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Office of the Associate Director for Communication

March 2016 -- Vol. 7, Issue 3e

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## Articles of Interest

- ❖ Cole, G. E., Keller, P. A., Reynolds, J., Schaur, M., & Krause, D. (2016). CDC MessageWorks: Designing and Validating a Social Marketing Tool to Craft and Defend Effective Messages. *Soc Mar Q*, 22(1), 3-18. doi:[10.1177/1524500415614817](https://doi.org/10.1177/1524500415614817)
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# Health Communication Science Digest

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Please share your comments or questions with us. Contact [HCS@cdc.gov](mailto:HCS@cdc.gov).

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## Articles of Interest

- ❖ Adam, B. D., Gardner, S., Major, C., Campbell, D., Light, L., & Globerman, J. (2016). Promoting HIV Testing for Gay and Bisexual Men: An Evaluation of the 2011-2012 Campaign in Toronto and Ottawa. *Health Promot Pract*, 17(1), 40-47. doi: [10.1177/1524839915605060](https://doi.org/10.1177/1524839915605060)
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# Health Communication Science Digest

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## Articles of Interest

- ❖ Bode, L., & Vraga, E. K. (2015). In related news, that was wrong: The correction of misinformation through related stories functionality in social media. *Journal of Communication*, 65(4), 619-638. doi: [10.1111/jcom.12166](https://doi.org/10.1111/jcom.12166)
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## Articles of Interest

- ❖ Adam, I. F., Nakamura, K., Kizuki, M., Al Rifai, R., & Vanching, U. (2015). Relationship between implementing interpersonal communication and mass education campaigns in emergency settings and use of reproductive healthcare services: evidence from Darfur, Sudan. *BMJ Open*, 5(9), e008285. doi: [10.1136/bmjopen-2015-008285](https://doi.org/10.1136/bmjopen-2015-008285)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Arendt, F., Till, B., & Niederkrotenthaler, T. (2015). Effects of Suicide Awareness Material on Implicit Suicide Cognition: A Laboratory Experiment. *Health Commun*, 1-9. doi: [10.1080/10410236.2014.993495](https://doi.org/10.1080/10410236.2014.993495)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Agurs-Collins, T., Ferrer, R., Ottenbacher, A., Waters, E. A., O'Connell, M. E., & Hamilton, J. G. (2015). Public Awareness of Direct-to-Consumer Genetic Tests: Findings from the 2013 U.S. Health Information National Trends Survey. *J Cancer Educ*, 30(4), 799-807. doi: [10.1007/s13187-014-0784-x](https://doi.org/10.1007/s13187-014-0784-x)
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4



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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Ackerson, L. K., & Viswanath, K. (2010). Media attention and public perceptions of cancer and eastern equine encephalitis. *Journal of Community Health, 35*(4), 409-416. doi: [10.1007/s10900-010-9257-2](https://doi.org/10.1007/s10900-010-9257-2)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

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## Articles of Interest

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# Health Communication Science Digest

Office of the Associate Director for Communication

March 2011 -- Vol. 2, Issue 3e

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

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# Health Communication Science Digest

Office of the Associate Director for Communication

April 2011 -- Vol. 2, Issue 4e

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## Articles of Interest

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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2011 -- Vol. 2, Issue 5e

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## Articles of Interest

- ❖ An, S., & Stern, S. (2011). Mitigating the effects of advergames on children: Do advertising breaks work? *Journal of Advertising*, 40(1), 43-56. doi: [10.2753/JOA0091-3367400103](https://doi.org/10.2753/JOA0091-3367400103)
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# Health Communication Science Digest

Office of the Associate Director for Communication

June 2011 -- Vol. 2, Issue 6e

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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

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- ❖ Bell, R. A., Hu, X., Orrange, S. E., & Kravitz, R. L. (2011). Lingering questions and doubts: Online information-seeking of support forum members following their medical visits. *Patient Education and Counseling*, 85(3), 525-528. doi: [10.1016/j.pec.2011.01.015](https://doi.org/10.1016/j.pec.2011.01.015)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Bouton, M. E., Shirah, G. R., Nodora, J., Pond, E., Hsu, C.-H., Klemens, A. E., Martinez, M. E., & Komenaka, I. K. (2012). Implementation of educational video improves patient understanding of basic breast cancer concepts in an undereducated county hospital population. *Journal of Surgical Oncology*, 105(1), 48-54. doi: [10.1002/jso.22046](https://doi.org/10.1002/jso.22046)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Andrews, J. C., Burton, S., & Kees, J. (2011). Is simpler always better? Consumer evaluations of front-of-package nutrition symbols. *Journal of Public Policy & Marketing*, 30(2), 175. doi: [10.1509/jppm.30.2.175](https://doi.org/10.1509/jppm.30.2.175)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Barbour, J. B., Rintamaki, L. S., Ramsey, J. A., & Brashers, D. E. (2012). Avoiding health information. *Journal of Health Communication*, 17(2), 212-229. doi: [10.1080/10810730.2011.585691](https://doi.org/10.1080/10810730.2011.585691)
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# Health Communication Science Digest

Office of the Associate Director for Communication

April 2012 -- Vol. 3, Issue 4e

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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Chen, A. T. (2012). Exploring online support spaces: Using cluster analysis to examine breast cancer, diabetes and fibromyalgia support groups. *Patient Education and Counseling*, 87(2), 250-257. doi: [10.1016/j.pec.2011.08.017](https://doi.org/10.1016/j.pec.2011.08.017)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Askelson, N. M., Campo, S., & Smith, S. (2012). Mother-daughter communication about sex: The influence of authoritative parenting style. *Health Communication, 27*(5), 439-448. doi: [10.1080/10410236.2011.606526](https://doi.org/10.1080/10410236.2011.606526)
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- ❖ Skatrud-Mickelson, M., Adachi-Mejia, A. M., MacKenzie, T. A., & Sutherland, L. A. (2012). Giving the wrong impression: Food and beverage brand impressions delivered to youth through popular movies. *Journal of Public Health*, 34(2), 245-252. doi: [10.1093/pubmed/fdr089](https://doi.org/10.1093/pubmed/fdr089)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Ahlers-Schmidt, C. R., Chesser, A. K., Nguyen, T., Brannon, J., Hart, T. A., Williams, K. S., & Wittler, R. R. (2012). Feasibility of a randomized controlled trial to evaluate Text Reminders for Immunization Compliance in Kids (TRICKs). *Vaccine*, 30(36), 5305-5309. doi: [10.1016/j.vaccine.2012.06.058](https://doi.org/10.1016/j.vaccine.2012.06.058)
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- ❖ Heath, G. W., Parra, D. C., Sarmiento, O. L., Andersen, L. B., Owen, N., Goenka, S., . . . Lancet Physical Activity Series Working Group. (2012). Evidence-based intervention in physical activity: Lessons from around the world. *Lancet, 380*(9838), 272-281. doi: [10.1016/S0140-6736\(12\)60816-2](https://doi.org/10.1016/S0140-6736(12)60816-2)
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- ❖ Parrott, R., Kahl, M. L., Ndiaye, K., & Traeder, T. (2012). Health communication, genetic determinism, and perceived control: The roles of beliefs about susceptibility and severity versus disease essentialism. *Journal of Health Communication, 17*(7), 762-778. doi: [10.1080/10810730.2012.677301](https://doi.org/10.1080/10810730.2012.677301)
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- ❖ Williamson, D. A., Champagne, C. M., Harsha, D. W., Han, H., Martin, C. K., Newton, R. L., Jr., . . . Ryan, D. H. (2012). Effect of an environmental school-based obesity prevention program on changes in body fat and body weight: A randomized trial. *Obesity, 20*(8), 1653-1661. doi: [10.1038/oby.2012.60](https://doi.org/10.1038/oby.2012.60)



# Announcements

## ➤ D.C. Health Communication (DCHC) Conference

The 2nd biennial D.C. Health Communication Conference (DCHC) will be held from March 28th to the 30th at the George Mason Inn and Conference Center, located on the George Mason University campus in Fairfax, VA. More information is available from <http://chrc.gmu.edu/DCHC.html>.

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Blitstein, J. L., Evans, W. D., Davis, K. C., & Kamyab, K. (2012). Repeated exposure to media messages encouraging parent-child communication about sex: Differential trajectories for mothers and fathers. *American Journal of Health Promotion*, 27(1), 43-51. doi: [10.4278/ajhp.110302-QUAN-95](https://doi.org/10.4278/ajhp.110302-QUAN-95)
- ❖ Brown, K. E., Abraham, C., Joshi, P., & Wallace, L. M. (2012). Sexual health professionals' evaluations of a prototype computer-based contraceptive planning intervention for adolescents: Implications for practice. *Sexual Health*, 9(4), 341-348. doi: [10.1071/sh11042](https://doi.org/10.1071/sh11042)
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- ❖ Centers for Disease Control & Prevention (2012). Increases in quitline calls and smoking cessation website visitors during a national tobacco education campaign - March 19-June 10, 2012. *MMWR. Morbidity and Mortality Weekly Report*, 61, 667-670. Retrieved from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6134a2.htm?s\\_cid=mm6134a2\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6134a2.htm?s_cid=mm6134a2_w).
- ❖ DeLuca, P. F., Buist, S., & Johnston, N. (2012). The Code Red Project: Engaging communities in health system change in Hamilton, Canada. *Social Indicators Research*, 108(2), 317-327. doi: [10.1007/s11205-012-0068-y](https://doi.org/10.1007/s11205-012-0068-y)



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- ❖ Edgar, T., & Volkman, J. E. (2012). Using communication theory for health promotion: Practical guidance on message design and strategy. *Health Promotion Practice*, 13(5), 587-590. doi: [10.1177/1524839912450879](https://doi.org/10.1177/1524839912450879)
- ❖ Garbers, S., Meserve, A., Kottke, M., Hatcher, R., Ventura, A., & Chiasson, M. A. (2012). Randomized controlled trial of a computer-based module to improve contraceptive method choice. *Contraception*, 86(4), 383-390. doi: [10.1016/j.contraception.2012.01.013](https://doi.org/10.1016/j.contraception.2012.01.013)
- ❖ Garner, M., Ning, Z., & Francis, J. (2012). A framework for the evaluation of patient information leaflets. *Health Expectations*, 15(3), 283-294. doi: [10.1111/j.1369-7625.2011.00665.x](https://doi.org/10.1111/j.1369-7625.2011.00665.x)
- ❖ Greene, J. A., Choudhry, N. K., Kesselheim, A. S., Brennan, T. A., & Shrank, W. (2012). Changes in direct-to-consumer pharmaceutical advertising following shifts from prescription-only to over-the-counter status. *JAMA: The Journal of the American Medical Association*, 308(10), 973-975. doi: [10.1001/2012.jama.10647](https://doi.org/10.1001/2012.jama.10647)
- ❖ Khan, A. J., Khowaja, S., Khan, F. S., Qazi, F., Lotia, I., Habib, A., . . . Keshavjee, S. (2012). Engaging the private sector to increase tuberculosis case detection: An impact evaluation study. *Lancet Infectious Diseases*, 12(8), 608-616. doi: [10.1016/S1473-3099\(12\)70116-0](https://doi.org/10.1016/S1473-3099(12)70116-0)
- ❖ Kontos, E. Z., Emmons, K. M., Puleo, E., & Viswanath, K. (2012). Contribution of communication inequalities to disparities in Human Papillomavirus vaccine awareness and knowledge. *American Journal of Public Health*, 102(10), 1911-1920. doi: [10.2105/ajph.2011.300435](https://doi.org/10.2105/ajph.2011.300435)
- ❖ Lewandowsky, S., Ecker, U. K. H., Seifert, C. M., Schwarz, N., & Cook, J. (2012). Misinformation and its correction. *Psychological Science in the Public Interest*, 13(3), 106-131. doi: [10.1177/1529100612451018](https://doi.org/10.1177/1529100612451018)
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# Announcements

## ➤ Cases in Public Health Communication & Marketing -- Call for Submissions

*Cases in Public Health Communication & Marketing (CPHCM)*, a peer-reviewed journal of The George Washington University School of Public Health and Health Services, is seeking manuscript submissions for Volume 7 (Summer 2013). More information is available from <http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm>.

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## Articles of Interest

- ❖ Bergkvist, L., Eiderbäck, D., & Palombo, M. (2012). The brand communication effects of using a headline to prompt the key benefit in ads with pictorial metaphors. *Journal of Advertising*, 41(2), 67-75. doi: [10.2753/JOA0091-3367410205](https://doi.org/10.2753/JOA0091-3367410205)
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- ❖ Chervin, C., Clift, J., Woods, L., Krause, E., & Lee, K. (2012). Health literacy in adult education: A natural partnership for health equity. *Health Promotion Practice*. doi: [10.1177/1524839912437367](https://doi.org/10.1177/1524839912437367)
- ❖ Cook-Craig, P., Ely, G., Flaherty, C., Dignan, M., & White, C. R. (2012). Seeking health advice from social networks in low-income urban neighborhoods. *American Journal of Health Behavior*, 36(6), 723-735. doi: [10.5993/ajhb.36.6.1](https://doi.org/10.5993/ajhb.36.6.1)
- ❖ Divecha, Z., Divney, A., Ickovics, J., & Kershaw, T. (2012). Tweeting about testing: Do low-income, parenting adolescents and young adults use new media technologies to communicate about sexual health? *Perspectives on Sexual and Reproductive Health*, 44(3), 176-183. doi: [10.1363/4417612](https://doi.org/10.1363/4417612)
- ❖ Gainforth, H. L., & Latimer, A. E. (2012). Risky business: Risk information and the moderating effect of message frame and past behaviour on women's perceptions of the Human Papillomavirus vaccine. *Journal of Health Psychology*, 17(6), 896-906. doi: [10.1177/1359105311431173](https://doi.org/10.1177/1359105311431173)
- ❖ Glantz, S. A., Iaccopucci, A., Titus, K., & Polansky, J. R. (2012). Smoking in top-grossing US movies, 2011. *Preventing Chronic Disease*, 9. doi: [10.5888/pcd9.120170](https://doi.org/10.5888/pcd9.120170)



- ❖ Hendriks, H., de Bruijn, G.-J., & van den Putte, B. (2012). Talking about alcohol consumption: Health campaigns, conversational valence, and binge drinking intentions. *British Journal of Health Psychology*, 17(4), 843-853. doi: [10.1111/j.2044-8287.2012.02080.x](https://doi.org/10.1111/j.2044-8287.2012.02080.x)
- ❖ Howlett, E. A., Burton, S., Newman, C. L., & Faupel, M. A. (2012). The positive influence of state agricultural marketing programs on adults' fruit and vegetable consumption. *American Journal of Health Promotion*, 27(1), 17-20. doi: [10.4278/ajhp.100923-ARB-316](https://doi.org/10.4278/ajhp.100923-ARB-316)
- ❖ Hwang, Y., Cho, H., Sands, L., & Jeong, S.-H. (2012). Effects of gain- and loss-framed messages on the sun safety behavior of adolescents: The moderating role of risk perceptions. *Journal of Health Psychology*, 17(6), 929-940. doi: [10.1177/1359105311428536](https://doi.org/10.1177/1359105311428536)
- ❖ Johnson, K. A., Ford, J. H., & McCluskey, M. (2012). Promoting new practices to increase access to and retention in addiction treatment: An analysis of five communication channels. *Addictive Behaviors*, 37(11), 1193-1197. doi: [10.1016/j.addbeh.2012.05.019](https://doi.org/10.1016/j.addbeh.2012.05.019)
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- ❖ Morrongiello, B. A., Sandomierski, M., Zdzieborski, D., & McCollam, H. (2012). A randomized controlled trial evaluating the impact of the Supervising for Home Safety program on parent appraisals of injury risk and need to actively supervise. *Health Psychology*, 31(5), 601-611. doi: [10.1037/a0028214](https://doi.org/10.1037/a0028214)
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- ❖ Noar, S. M. (2012). An Audience-Channel-Message-Evaluation (ACME) framework for health communication campaigns. *Health Promotion Practice*, 13(4), 481-488. doi: [10.1177/1524839910386901](https://doi.org/10.1177/1524839910386901)
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# Health Communication Science Digest

Office of the Associate Director for Communication

November 2012 -- Vol. 3, Issue 11e

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## Articles of Interest

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# Health Communication Science Digest

Office of the Associate Director for Communication

December 2012 -- Vol. 3, Issue 12e

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## Articles of Interest

- ❖ Anderson, L., & McCabe, D. B. (2012). A coconstructed world: Adolescent self-socialization on the internet. *Journal of Public Policy & Marketing*, 31(2), 240-253. doi: [10.1509/jppm.08.043](https://doi.org/10.1509/jppm.08.043)
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# Health Communication Science Digest

Office of the Associate Director for Communication

January 2013 -- Vol. 4, Issue 1e

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## Articles of Interest

- ❖ Aronson, J., Burgess, D., Phelan, S. M., & Juarez, L. (2012). Unhealthy interactions: The Role of Stereotype Threat in Health Disparities. *American Journal of Public Health, 103*(1), 50-56. doi: [10.2105/ajph.2012.300828](https://doi.org/10.2105/ajph.2012.300828)
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# Health Communication Science Digest

Office of the Associate Director for Communication

February 2013 -- Vol. 4, Issue 2e

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## Articles of Interest

- ❖ Agostinelli, A., Specchia, M. L., Liguori, G., Parlato, A., Siliquini, R., Nante, N., Di Thiene, D., Ricciardi, W., Boccia, A., & La Torre, G. (2013). Data display format and hospital ward reports: Effects of different presentations on data interpretation. *The European Journal of Public Health*, 23(1), 82-86. doi: [10.1093/eurpub/ckr205](https://doi.org/10.1093/eurpub/ckr205)
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Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Al Sayah, F., Williams, B., & Johnson, J. A. (2013). Measuring health literacy in individuals with diabetes: A systematic review and evaluation of available measures. *Health Education & Behavior*, 40(1), 42-55. doi: [10.1177/1090198111436341](https://doi.org/10.1177/1090198111436341)
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April 2013 -- Vol. 4, Issue 4e

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## Articles of Interest

- ❖ Bouman, M. P. A., Drossaert, C. H. C., & Pieterse, M. E. (2012). Mark my words: The design of an innovative methodology to detect and analyze interpersonal health conversations in web and social media. *Journal of Technology in Human Services*, 30(3-4), 312-326. doi: [10.1080/15228835.2012.743394](https://doi.org/10.1080/15228835.2012.743394)
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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2013 -- Vol. 4, Issue 5e

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## Articles of Interest

- ❖ Ammann, R., Vandelanotte, C., de Vries, H., & Mummery, W. K. (2013). Can a website-delivered computer-tailored physical activity intervention be acceptable, usable, and effective for older people? *Health Education & Behavior*, 40(2), 160-170. doi: [10.1177/1090198112461791](https://doi.org/10.1177/1090198112461791)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Adams, R. J., Piantadosi, C., Ettridge, K., Miller, C., Wilson, C., Tucker, G., & Hill, C. L. (2013). Functional health literacy mediates the relationship between socio-economic status, perceptions and lifestyle behaviors related to cancer risk in an Australian population. *Patient Education and Counseling*, 91(2), 206-212. doi: [10.1016/j.pec.2012.12.001](https://doi.org/10.1016/j.pec.2012.12.001)
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Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Bass, S. B., Gordon, T. F., Ruzek, S. B., Wolak, C., Ruggieri, D., Mora, G., . . . Pitts, K. (2013). Developing a computer touch-screen interactive colorectal screening decision aid for a low-literacy African American population: Lessons learned. *Health Promotion Practice, 14*(4), 589-598. doi: [10.1177/1524839912463394](https://doi.org/10.1177/1524839912463394)
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# Health Communication Science Digest

Office of the Associate Director for Communication

August 2013 -- Vol. 4, Issue 8e

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## Articles of Interest

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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Brownson, R. C., Jacobs, J. A., Tabak, R. G., Hoehner, C. M., & Stamatakis, K. A. (2013). Designing for dissemination among public health researchers: Findings from a national survey in the United States. *American Journal of Public Health, 103*(9), 1693-1699. doi: [10.2105/AJPH.2012.301165](https://doi.org/10.2105/AJPH.2012.301165)
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- ❖ Mullins, T. L. K., Griffioen, A. M., Glynn, S., Zimet, G. D., Rosenthal, S. L., Fortenberry, J. D., & Kahn, J. A. (2013). Human papillomavirus vaccine communication: Perspectives of 11–12 year-old girls, mothers, and clinicians. *Vaccine*, 31(42), 4894-4901. doi: [10.1016/j.vaccine.2013.07.033](https://doi.org/10.1016/j.vaccine.2013.07.033)
- ❖ Naughton, F., Jamison, J., & Sutton, S. (2013). Attitudes towards SMS text message smoking cessation support: A qualitative study of pregnant smokers. *Health Education Research*, 28(5), 911-922. doi: [10.1093/her/cyt057](https://doi.org/10.1093/her/cyt057)
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13th Biennial  
**Kentucky Conference on**  
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April 10-12, 2014 Hyatt Regency Lexington, Kentucky

# Deadlines

**Abstract  
Submission:  
Saturday,  
December 14,  
2013**

**Donohew  
Health  
Communication  
Scholar  
Award  
Nominations:  
Friday,  
January 24,  
2014**

**Student and  
Early Career  
Scholar  
Top Paper  
Submission:  
Friday,  
February 14,  
2014**

**Hyatt Hotel  
Reservations:  
Monday,  
March 10, 2014**



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# Health Communication Science Digest

Office of the Associate Director for Communication

November 2013 -- Vol. 4, Issue 11e

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## Articles of Interest

- ❖ Appel, M., & Mara, M. (2013). The persuasive influence of a fictional character's trustworthiness. *Journal of Communication*, 63(5), 912-932. doi: [10.1111/jcom.12053](https://doi.org/10.1111/jcom.12053)
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# Health Communication Science Digest

Office of the Associate Director for Communication

December 2013 -- Vol. 4, Issue 12e

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## Articles of Interest

- ❖ Abrams, L. C., Lee Westmaas, J., Bontemps-Jones, J., Ramani, R., & Mellerson, J. (2013). A content analysis of popular smartphone apps for smoking cessation. *American Journal of Preventive Medicine*, 45(6), 732-736. doi: [10.1016/j.amepre.2013.07.008](https://doi.org/10.1016/j.amepre.2013.07.008)
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- ❖ Huang, R., & Yang, M. (2013). Buy what is advertised on television? Evidence from bans on child-directed food advertising. *Journal of Public Policy & Marketing, 32*(2), 207-222. doi: [10.1509/0743-9156-32.2.207](https://doi.org/10.1509/0743-9156-32.2.207)
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- ❖ Schuldt, J. P. (2013). Does green mean healthy? Nutrition label color affects perceptions of healthfulness. *Health Communication, 28*(8), 814-821. doi: [10.1080/10410236.2012.725270](https://doi.org/10.1080/10410236.2012.725270)
- ❖ Smith, N. C., Goldstein, D. G., & Johnson, E. J. (2013). Choice without awareness: Ethical and policy implications of defaults. *Journal of Public Policy & Marketing, 32*(2), 159-172. doi: [10.1509/0743-9156-32.2.159](https://doi.org/10.1509/0743-9156-32.2.159)
- ❖ Stanton, J. V., & Guion, D. T. (2013). Taking advantage of a vulnerable group? Emotional cues in ads targeting parents. *Journal of Consumer Affairs, 47*(3), 485-517. doi: [10.1111/joca.12018](https://doi.org/10.1111/joca.12018)



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# Health Communication Science Digest

Office of the Associate Director for Communication

January 2014 -- Vol. 5, Issue 1e

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## Articles of Interest

- ❖ Barry, M. M., D'Eath, M., & Sixsmith, J. (2013). Interventions for improving population health literacy: Insights from a rapid review of the evidence. *Journal of Health Communication, 18*(12), 1507-1522. doi: [10.1080/10810730.2013.840699](https://doi.org/10.1080/10810730.2013.840699)
- ❖ Bassett-Gunter, R. L., Martin Ginis, K. A., & Latimer-Cheung, A. E. (2013). Do you want the good news or the bad news? Gain- versus loss-framed messages following health risk information: The effects on leisure time physical activity beliefs and cognitions. *Health Psychology, 32*(12), 1188-1198. doi: [10.1037/a0030126](https://doi.org/10.1037/a0030126)
- ❖ Cairns, G., de Andrade, M., & MacDonald, L. (2013). Reputation, relationships, risk communication, and the role of trust in the prevention and control of communicable disease: A review. *Journal of Health Communication, 18*(12), 1550-1565. doi: [10.1080/10810730.2013.840696](https://doi.org/10.1080/10810730.2013.840696)
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- ❖ Chen, W., & Lee, K.-H. (2014). More than search? Informational and participatory eHealth behaviors. *Computers in Human Behavior, 30*(0), 103-109. doi: [10.1016/j.chb.2013.07.028](https://doi.org/10.1016/j.chb.2013.07.028)
- ❖ Cobb, N. K., & Poirier, J. (2014). Effectiveness of a multimodal online well-being intervention: A randomized controlled trial. *American Journal of Preventive Medicine, 46*(1), 41-48. doi: [10.1016/j.amepre.2013.08.018](https://doi.org/10.1016/j.amepre.2013.08.018)



- ❖ Czoli, C. D., & Hammond, D. (2014). Cigarette packaging: Youth perceptions of “natural” cigarettes, filter references, and contraband tobacco. *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*, 54(1), 33-39. doi: [10.1016/j.jadohealth.2013.07.016](https://doi.org/10.1016/j.jadohealth.2013.07.016)
- ❖ Dixon, H., Warne, C., Scully, M., Dobbins, S., & Wakefield, M. (2013). Agenda-setting effects of sun-related news coverage on public attitudes and beliefs about tanning and skin cancer. *Health Communication*, 29(2), 173-181. doi: [10.1080/10410236.2012.732027](https://doi.org/10.1080/10410236.2012.732027)
- ❖ Durkin, S., Bayly, M., Cotter, T., Mullin, S., & Wakefield, M. (2013). Potential effectiveness of anti-smoking advertisement types in ten low and middle income countries: Do demographics, smoking characteristics and cultural differences matter? *Social Science & Medicine*, 98(0), 204-213. doi: [10.1016/j.socscimed.2013.09.022](https://doi.org/10.1016/j.socscimed.2013.09.022)
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# Health Communication Science Digest

Office of the Associate Director for Communication

February 2014 -- Vol. 5, Issue 2e

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## Articles of Interest

- ❖ Beck, C. S., Aubuchon, S. M., McKenna, T. P., Ruhl, S., & Simmons, N. (2014). Blurring personal health and public priorities: An analysis of celebrity health narratives in the public sphere. *Health Communication*, 29(3), 244-256. doi: [10.1080/10410236.2012.741668](https://doi.org/10.1080/10410236.2012.741668)
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Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Apolinario, D., Mansur, L. L., Carthery-Goulart, M. T., Brucki, S. M. D., & Nitrini, R. (2014). Detecting limited health literacy in Brazil: Development of a multidimensional screening tool. *Health Promotion International*, 29(1), 5-14. doi: [10.1093/heapro/dat074](https://doi.org/10.1093/heapro/dat074)
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## Articles of Interest

- ❖ Alden, D. L., Friend, J., Schapira, M., & Stiggelbout, A. (2014). Cultural targeting and tailoring of shared decision making technology: A theoretical framework for improving the effectiveness of patient decision aids in culturally diverse groups. *Social Science & Medicine*, 105(0), 1-8. doi: [10.1016/j.socscimed.2014.01.002](https://doi.org/10.1016/j.socscimed.2014.01.002)
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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2014 -- Vol. 5, Issue 5e

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## Articles of Interest

- ❖ Andrews, J. C., Netemeyer, R. G., Kees, J., & Burton, S. (2014). How graphic visual health warnings affect young smokers' thoughts of quitting. *Journal of Marketing Research*, 51(2), 165-183. doi: [10.1509/jmr.13.0092](https://doi.org/10.1509/jmr.13.0092)
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# Health Communication Science Digest

Office of the Associate Director for Communication

June 2014 -- Vol. 5, Issue 6e

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## Articles of Interest

- ❖ Agaku, I. T., & Ayo-Yusuf, O. A. (2014). The effect of exposure to pro-tobacco advertising on experimentation with emerging tobacco products among U.S. adolescents. *Health Education & Behavior*, 41(3), 275-280. doi: [10.1177/1090198113511817](https://doi.org/10.1177/1090198113511817)
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Office of the Associate Director for Communication

July 2014 -- Vol. 5, Issue 7e

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- ❖ Ajie, W. N., & Chapman-Novakofski, K. M. (2014). Impact of computer-mediated, obesity-related nutrition education interventions for adolescents: A systematic review. *Journal of Adolescent Health, 54*(6), 631-645. doi: [10.1016/j.jadohealth.2013.12.019](https://doi.org/10.1016/j.jadohealth.2013.12.019)
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## Articles of Interest

- ❖ Belon, A. P., Nieuwendyk, L. M., Vallianatos, H., & Nykiforuk, C. I. J. (2014). How community environment shapes physical activity: Perceptions revealed through the PhotoVoice method. *Social Science & Medicine*, 116(0), 10-21. doi: [10.1016/j.socscimed.2014.06.027](https://doi.org/10.1016/j.socscimed.2014.06.027)
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## Articles of Interest

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- ❖ Abu Abed, M., Himmel, W., Vormfelde, S., & Koschack, J. (2014). Video-assisted patient education to modify behavior: A systematic review. *Patient Education and Counseling*, 97(1), 16-22. doi: [10.1016/j.pec.2014.06.015](https://doi.org/10.1016/j.pec.2014.06.015)
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# Health Communication Science Digest

Office of the Associate Director for Communication

November 2014 -- Vol. 5, Issue 11e

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# Health Communication Science Digest

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Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Austin, L. L., Liu, B. F., & Jin, Y. (2014). Examining signs of recovery: How senior crisis communicators define organizational crisis recovery. *Public Relations Review*, 40(5), 844-846. doi: [10.1016/j.pubrev.2014.06.003](https://doi.org/10.1016/j.pubrev.2014.06.003)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

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# Health Communication Science Digest

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March 2015 -- Vol. 6, Issue 3e

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- ❖ Abramson, K., Keefe, B., & Chou, W.-Y. S. (2015). Communicating about cancer through Facebook: A qualitative analysis of a breast cancer awareness page. *Journal of Health Communication, 20*(2), 237-243. doi: [10.1080/10810730.2014.927034](https://doi.org/10.1080/10810730.2014.927034)
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# Health Communication Science Digest

Office of the Associate Director for Communication

May 2015 -- Vol. 6, Issue 5e

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## Articles of Interest

- ❖ Asbeek Brusse, E. D., Fransen, M. L., & Smit, E. G. (2015). Educational storylines in entertainment television: Audience reactions toward persuasive strategies in medical dramas. *Journal of Health Communication, 20*(4), 396-405. doi: [10.1080/10810730.2014.965365](https://doi.org/10.1080/10810730.2014.965365)
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# Health Communication Science Digest

Office of the Associate Director for Communication

June 2015 -- Vol. 6, Issue 6e

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## Articles of Interest

- ❖ Bolton, L. E., Bhattacharjee, A., & Reed II, A. (2015). The perils of marketing weight-management remedies and the role of health literacy. *Journal of Public Policy & Marketing*, 34(1), 50-62. doi: [10.1509/jppm.13.031](https://doi.org/10.1509/jppm.13.031)
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Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Chittaro, L., & Sioni, R. (2015). Serious games for emergency preparedness: Evaluation of an interactive vs. a non-interactive simulation of a terror attack. *Computers in Human Behavior*, 50(0), 508-519. doi: [10.1016/j.chb.2015.03.074](https://doi.org/10.1016/j.chb.2015.03.074)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Ahn, S. J., Johnsen, K., Robertson, T., Moore, J., Brown, S., Marable, A., & Basu, A. (2015). Using virtual pets to promote physical activity in children: An application of the youth physical activity promotion model. *Journal of Health Communication, 20*(7), 807-815. doi: [10.1080/10810730.2015.1018597](https://doi.org/10.1080/10810730.2015.1018597)
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# Health Communication Science Digest

Office of the Associate Director for Communication

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## Articles of Interest

- ❖ Abraham, L. B., Hunter, A., & Vollman, A. (2012). How validation can trump digital waste. *Journal of Advertising Research*, 52(2), 180-195. doi: [10.2501/jar-52-2-180-195](https://doi.org/10.2501/jar-52-2-180-195)
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## Other Informative Reports

### “Connected Consumers”

The stereotypical early adopter of digital technology – young, single white male – is being tapped by other consumer groups in the mobile shopping space, according to a recent study by the Integer Group and M/A/R/C Research. While 13% of Caucasians use their mobile phones to conduct



price comparisons, 20% of Hispanics use their mobile devices to price shop. Moreover, while 13% of Caucasians read product reviews on their mobile phones, 21% of African-Americans do such research on the go.

When it comes to actually clicking “buy,” 10% of Caucasians have given mobile shopping a try, while 16% of Hispanics and 18% of African-Americans are making purchases via their mobile devices.

**From *Marketing News* (7-31-12; Vol. 46, No. 9)**

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