

Health Communication Science Digest

Office of the Associate Director for Communication

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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.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Andersen, B., Hair, L., Groshek, J., Krishna, A., & Walker, D. (2019). Understanding and Diagnosing Antimicrobial Resistance on Social Media: A Yearlong Overview of Data and Analytics. *Health Commun*, 34(2), 248-258. doi:[10.1080/10410236.2017.1405479](https://doi.org/10.1080/10410236.2017.1405479)
- ❖ Behm-Morawitz, E., Aubrey, J. S., Pennell, H., & Kim, K. B. (2019). Examining the Effects of MTV's 16 and Pregnant on Adolescent Girls' Sexual Health: The Implications of Character Affinity, Pregnancy Risk Factors, and Health Literacy on Message Effectiveness. *Health Commun*, 34(2), 180-190. doi:[10.1080/10410236.2017.1399506](https://doi.org/10.1080/10410236.2017.1399506)
- ❖ Brubach, A. L. (2019). The Case and Context for "The Real Cost" Campaign. *Am J Prev Med*, 56(2s1), S5-s8. doi:[10.1016/j.amepre.2018.07.042](https://doi.org/10.1016/j.amepre.2018.07.042)
- ❖ Buller, M. K., Bettinghaus, E. P., Fluharty, L., Andersen, P. A., Slater, M. D., Henry, K. L., . . . Buller, D. B. (2019). Improving health communication with photographic images that increase identification in three minority populations. *Health Educ Res*. doi:[10.1093/her/cyy054](https://doi.org/10.1093/her/cyy054)
- ❖ Eastman-Mueller, H. P., Habel, M. A., Oswalt, S. B., & Liddon, N. (2019). Get Yourself Tested (GYT) Campaign: Investigating Campaign Awareness and Behaviors Among High School and College Students. *Health Educ Behav*, 46(1), 63-71. doi:[10.1177/1090198118788617](https://doi.org/10.1177/1090198118788617)
- ❖ Garyantes, D. M., & Murphy, P. (2019). The Cultural Competence of Health Journalists: Obesity Coverage in Four Urban News Organizations. *Health Commun*, 34(2), 191-200. doi:[10.1080/10410236.2017.1399507](https://doi.org/10.1080/10410236.2017.1399507)
- ❖ Graham, J. E., Moore, J. L., Bell, R. C., & Miller, T. (2019). Digital Marketing to Promote Healthy Weight Gain Among Pregnant Women in Alberta: An Implementation Study. *J Med Internet Res*, 21(2), e11534. doi:[10.2196/11534](https://doi.org/10.2196/11534)
- ❖ Haimowitz, R., Thompson, D., & Fu, L. Y. (2019). Community members trusted by African American parents for vaccine advice. *Hum Vaccin Immunother*. doi:[10.1080/21645515.2019.1581553](https://doi.org/10.1080/21645515.2019.1581553)



- ❖ Lee, T. K., & Su, L. Y. (2019). When a Personal HPV Story on a Blog Influences Perceived Social Norms: The Roles of Personal Experience, Framing, Perceived Similarity, and Social Media Metrics. *Health Commun*, 1-9. doi:[10.1080/10410236.2019.1567440](https://doi.org/10.1080/10410236.2019.1567440)
- ❖ Liddon, N., Carver, L., Robin, L., Harper, C., Murray, C., Habel, M., & Lesesne, C. (2019). Get Yourself Tested (GYT) goes to High School: Adapted STD Prevention Campaign and Associated Student Use of Clinic STD Testing Services. *Sex Transm Dis*. doi:[10.1097/olq.0000000000000983](https://doi.org/10.1097/olq.0000000000000983)
- ❖ Lutkenhaus, R. O., Jansz, J., & Bouman, M. P. (2019). Tailoring in the digital era: Stimulating dialogues on health topics in collaboration with social media influencers. *Digit Health*, 5, 2055207618821521. doi:[10.1177/2055207618821521](https://doi.org/10.1177/2055207618821521)
- ❖ Murthy, B. P., Krishna, N., Jones, T., Wolkin, A., Avchen, R. N., & Vagi, S. J. (2019). Public Health Emergency Risk Communication and Social Media Reactions to an Errant Warning of a Ballistic Missile Threat - Hawaii, January 2018. *MMWR Morb Mortal Wkly Rep*, 68(7), 174-176. doi:[10.15585/mmwr.mm6807a2](https://doi.org/10.15585/mmwr.mm6807a2)
- ❖ Ortiz, R. R., Smith, A., & Coyne-Beasley, T. (2019). A systematic literature review to examine the potential for social media to impact HPV vaccine uptake and awareness, knowledge, and attitudes about HPV and HPV vaccination. *Hum Vaccin Immunother*. doi:[10.1080/21645515.2019.1581543](https://doi.org/10.1080/21645515.2019.1581543)
- ❖ O'Shay-Wallace, S. (2019). "We Weren't Raised that Way": Using Stigma Management Communication Theory to Understand How Families Manage the Stigma of Substance Abuse. *Health Commun*, 1-10. doi:[10.1080/10410236.2019.1567443](https://doi.org/10.1080/10410236.2019.1567443)
- ❖ Palotti, J., Zuccon, G., & Hanbury, A. (2019). Consumer Health Search on the Web: Study of Web Page Understandability and Its Integration in Ranking Algorithms. *J Med Internet Res*, 21(1), e10986. doi:[10.2196/10986](https://doi.org/10.2196/10986)
- ❖ Quinn, S. C., Jamison, A. M., An, J., Hancock, G. R., & Freimuth, V. S. (2019). Measuring vaccine hesitancy, confidence, trust and flu vaccine uptake: Results of a national survey of White and African American adults. *Vaccine*, 37(9), 1168-1173. doi:[10.1016/j.vaccine.2019.01.033](https://doi.org/10.1016/j.vaccine.2019.01.033)
- ❖ Rao, D., Elshafei, A., Nguyen, M., Hatzenbuehler, M. L., Frey, S., & Go, V. F. (2019). A systematic review of multi-level stigma interventions: state of the science and future directions. *BMC Med*, 17(1), 41. doi:[10.1186/s12916-018-1244-y](https://doi.org/10.1186/s12916-018-1244-y)
- ❖ Wang, W. (2019). Stigma and Counter-Stigma Frames, Cues, and Exemplification: Comparing News Coverage of Depression in the English- and Spanish-Language Media in the U.S. *Health Commun*, 34(2), 172-179. doi:[10.1080/10410236.2017.1399505](https://doi.org/10.1080/10410236.2017.1399505)
- ❖ Zhao, X., Roditis, M. L., & Alexander, T. N. (2019). Fear and Humor Appeals in "The Real Cost" Campaign: Evidence of Potential Effectiveness in Message Pretesting. *Am J Prev Med*, 56(2s1), S31-s39. doi:[10.1016/j.amepre.2018.07.033](https://doi.org/10.1016/j.amepre.2018.07.033)

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