

# Health Communication Science Digest

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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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bergeron, C. D., Tanner, A. H., Friedman, D. B., Zheng, Y., Schrock, C. S., Bornstein, D. B., . . . Swift, N. (2019). Physical Activity Communication: A Scoping Review of the Literature. *Health Promot Pract*, 20(3), 344-353. doi:[10.1177/1524839919834272](https://doi.org/10.1177/1524839919834272)
- ❖ Din, H. N., McDaniels-Davidson, C., Nodora, J., & Madanat, H. (2019). Profiles of a Health Information-Seeking Population and the Current Digital Divide: Cross-Sectional Analysis of the 2015-2016 California Health Interview Survey. *J Med Internet Res*, 21(5), e11931. doi:[10.2196/11931](https://doi.org/10.2196/11931)
- ❖ Evans, W. D., Andrade, E. L., Barrett, N., Snider, J., Cleary, S., & Edberg, M. (2019). Outcomes of the Adelante community social marketing campaign for Latino youth. *Health Educ Res*. doi:[10.1093/her/cyz016](https://doi.org/10.1093/her/cyz016)
- ❖ Greenwell, M. R. (2019). Memorable Messages from Family Members About Mental Health: Young Adult Perceptions of Relational Closeness, Message Satisfaction, and Clinical Help-Seeking Attitudes. *Health Commun*, 34(6), 652-660. doi:[10.1080/10410236.2018.1431021](https://doi.org/10.1080/10410236.2018.1431021)
- ❖ Heley, K., Kennedy-Hendricks, A., Niederdeppe, J., & Barry, C. L. (2019). Reducing Health-Related Stigma Through Narrative Messages. *Health Commun*, 1-12. doi:[10.1080/10410236.2019.1598614](https://doi.org/10.1080/10410236.2019.1598614)
- ❖ Hovick, S. R., Tan, N., Morr, L., Senter, L., Kinnamon, D. D., Pyatt, R. E., & Toland, A. E. (2019). Understanding BRCA Mutation Carriers' Preferences for Communication of Genetic Modifiers of Breast Cancer Risk. *J Health Commun*, 1-8. doi:[10.1080/10810730.2019.1604912](https://doi.org/10.1080/10810730.2019.1604912)
- ❖ Jennings, F. J., & Russell, F. M. (2019). Civility, credibility, and health information: The impact of uncivil comments and source credibility on attitudes about vaccines. *Public Underst Sci*, 28(4), 417-432. doi:[10.1177/0963662519837901](https://doi.org/10.1177/0963662519837901)



- ❖ Kim, J. (2019). The Interplay of Message Framing and Consideration of Future Consequences on Energy Drink Consumption: Focusing on the Underlying Emotional Mechanism. *Health Commun*, 1-10. doi:[10.1080/10410236.2019.1613477](https://doi.org/10.1080/10410236.2019.1613477)
- ❖ Kim, Y., Chung, S., & So, J. (2019). Success Expectancy: A Mediator of the Effects of Source Similarity and Self-Efficacy on Health Behavior Intention. *Health Commun*, 1-10. doi:[10.1080/10410236.2019.1613475](https://doi.org/10.1080/10410236.2019.1613475)
- ❖ Kinsler, J. J., Glik, D., de Castro Buffington, S., Malan, H., Nadjat-Haiem, C., Wainwright, N., & Papp-Green, M. (2019). A Content Analysis of How Sexual Behavior and Reproductive Health are Being Portrayed on Primetime Television Shows Being Watched by Teens and Young Adults. *Health Commun*, 34(6), 644-651. doi:[10.1080/10410236.2018.1431020](https://doi.org/10.1080/10410236.2018.1431020)
- ❖ Laurent-Simpson, A., & Lo, C. C. (2019). Risk society online: Zika virus, social media and distrust in the Centers for Disease Control and Prevention. *Sociol Health Illn*. doi:[10.1111/1467-9566.12924](https://doi.org/10.1111/1467-9566.12924)
- ❖ Li, W., Watts, J., & Tan, N. (2019). From Screen to Screening: Entertainment and News Television Media Effects on Cancer Screening Behaviors. *J Health Commun*, 1-10. doi:[10.1080/10810730.2019.1607954](https://doi.org/10.1080/10810730.2019.1607954)
- ❖ Liang, H., Fung, I. C., Tse, Z. T. H., Yin, J., Chan, C. H., Pechta, L. E., . . . Fu, K. W. (2019). How did Ebola information spread on twitter: broadcasting or viral spreading? *BMC Public Health*, 19(1), 438. doi:[10.1186/s12889-019-6747-8](https://doi.org/10.1186/s12889-019-6747-8)
- ❖ Luca, N. R., Hibbert, S., & McDonald, R. (2019). Understanding behaviour change in context: examining the role of midstream social marketing programmes. *Sociol Health Illn*. doi:[10.1111/1467-9566.12951](https://doi.org/10.1111/1467-9566.12951)
- ❖ Ludolph, R., & Schulz, P. J. (2019). Tackling the outcome bias related to the effectiveness of antibiotics against the common cold: results of a randomized controlled trial applying the Solomon four-group design. *Transl Behav Med*. doi:[10.1093/tbm/iby122](https://doi.org/10.1093/tbm/iby122)
- ❖ Naik, R. I., Vagi, S. J., Uzicanin, A., & Dopson, S. A. (2019). Influenza-Related Communication and Community Mitigation Strategies: Results From the 2015 Pandemic Influenza Readiness Assessment. *Health Promot Pract*, 20(3), 338-343. doi:[10.1177/1524839919826582](https://doi.org/10.1177/1524839919826582)
- ❖ Ochoa, C. Y., Murphy, S. T., Frank, L. B., & Baezconde-Garbanati, L. A. (2019). Using a Culturally Tailored Narrative to Increase Cervical Cancer Detection Among Spanish-Speaking Mexican-American Women. *J Cancer Educ*. doi:[10.1007/s13187-019-01521-6](https://doi.org/10.1007/s13187-019-01521-6)
- ❖ Reen, G. K., Muirhead, L., & Langdon, D. W. (2019). Usability of Health Information Websites Designed for Adolescents: Systematic Review, Neurodevelopmental Model, and Design Brief. *J Med Internet Res*, 21(4), e11584. doi:[10.2196/11584](https://doi.org/10.2196/11584)
- ❖ Reuter, K., MacLennan, A., Le, N., Unger, J. B., Kaiser, E. M., & Angyan, P. (2019). A Software Tool Aimed at Automating the Generation, Distribution, and Assessment of Social Media Messages for Health Promotion and Education Research. *JMIR Public Health Surveill*, 5(2), e11263. doi:[10.2196/11263](https://doi.org/10.2196/11263)
- ❖ Sun, Y., Zhang, Y., Gwizdka, J., & Trace, C. B. (2019). Consumer Evaluation of the Quality of Online Health Information: Systematic Literature Review of Relevant Criteria and Indicators. *J Med Internet Res*, 21(5), e12522. doi:[10.2196/12522](https://doi.org/10.2196/12522)



- ❖ Willis, E., & Painter, C. (2019). The Needle and the Damage Done: Framing the Heroin Epidemic in the Cincinnati Enquirer. *Health Commun*, 34(6), 661-671. doi:[10.1080/10410236.2018.1431023](https://doi.org/10.1080/10410236.2018.1431023)
- ❖ Wolde, B., Lal, P., Harclerode, M., & Rossi, A. (2019). Comparative Optimism: Relative Risk Perception and Behavioral Response to Lead Exposure. *Environ Manage*, 63(5), 691-701. doi:[10.1007/s00267-019-01148-9](https://doi.org/10.1007/s00267-019-01148-9)

