

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 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.

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)
- ❖ Bigsby, E., & Hovick, S. R. (2017). Understanding Associations between Information Seeking and Scanning and Health Risk Behaviors: An Early Test of the Structural Influence Model. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1266575](https://doi.org/10.1080/10410236.2016.1266575)
- ❖ Chandler-Coley, R., Ross, H., Ozoya, O., Lescano, C., & Flannigan, T. (2017). Exploring Black College Females' Perceptions Regarding HIV Prevention Message Content. *J Health Commun*, 1-9. doi:[10.1080/10810730.2016.1252817](https://doi.org/10.1080/10810730.2016.1252817)
- ❖ Dalmer, N. K. (2017). Questioning reliability assessments of health information on social media. *J Med Libr Assoc*, 105(1), 61-68. doi:[10.5195/jmla.2017.108](https://doi.org/10.5195/jmla.2017.108)
- ❖ Damman, O. C., Bogaerts, N. M., van den Haak, M. J., & Timmermans, D. R. (2017). How lay people understand and make sense of personalized disease risk information. *Health Expect*. doi:[10.1111/hex.12538](https://doi.org/10.1111/hex.12538)



- ❖ Jones, S. C., Andrews, K., & Francis, K. (2017). Combining Social Norms and Social Marketing to Address Underage Drinking: Development and Process Evaluation of a Whole-of-Community Intervention. *PLoS One*, 12(1), e0169872. doi:[10.1371/journal.pone.0169872](https://doi.org/10.1371/journal.pone.0169872)
- ❖ Lee, H., & Cameron, G. T. (2017). Utilizing Audiovisual and Gain-Framed Messages to Attenuate Psychological Reactance Toward Weight Management Health Messages. *Health Commun*, 32(1), 72-81. doi:[10.1080/10410236.2015.1099506](https://doi.org/10.1080/10410236.2015.1099506)
- ❖ McAfee, T., Davis, K. C., Shafer, P., Patel, D., Alexander, R., & Bunnell, R. (2017). Increasing the dose of television advertising in a national antismoking media campaign: results from a randomised field trial. *Tob Control*, 26(1), 19-28. doi:[10.1136/tobaccocontrol-2015-052517](https://doi.org/10.1136/tobaccocontrol-2015-052517)
- ❖ Namkoong, K., Nah, S., Record, R. A., & Van Stee, S. K. (2017). Communication, Reasoning, and Planned Behaviors: Unveiling the Effect of Interactive Communication in an Anti-Smoking Social Media Campaign. *Health Commun*, 32(1), 41-50. doi:[10.1080/10410236.2015.1099501](https://doi.org/10.1080/10410236.2015.1099501)
- ❖ Namkoong, K., Nah, S., Van Stee, S. K., & Record, R. A. (2017). Social Media Campaign Effects: Moderating Role of Social Capital in an Anti-Smoking Campaign. *Health Commun*, 1-10. doi:[10.1080/10410236.2016.1258616](https://doi.org/10.1080/10410236.2016.1258616)
- ❖ Paige, S. R., Krieger, J. L., & Stellefson, M. L. (2017). The Influence of eHealth Literacy on Perceived Trust in Online Health Communication Channels and Sources. *J Health Commun*, 22(1), 53-65. doi:[10.1080/10810730.2016.1250846](https://doi.org/10.1080/10810730.2016.1250846)
- ❖ Penta, M. A., & Baban, A. (2017). Message Framing in Vaccine Communication: A Systematic Review of Published Literature. *Health Commun*, 1-16. doi:[10.1080/10410236.2016.1266574](https://doi.org/10.1080/10410236.2016.1266574)
- ❖ Pettigrew, S., Talati, Z., & Pratt, I. S. (2017). Health communication implications of the perceived meanings of terms used to denote unhealthy foods. *BMC Obes*, 4, 3. doi:[10.1186/s40608-016-0142-0](https://doi.org/10.1186/s40608-016-0142-0)
- ❖ Platt, J. E., Jacobson, P. D., & Kardia, S. L. (2017). Public Trust in Health Information Sharing: A Measure of System Trust. *Health Serv Res*. doi:[10.1111/1475-6773.12654](https://doi.org/10.1111/1475-6773.12654)
- ❖ Tan, S. S., & Goonawardene, N. (2017). Internet Health Information Seeking and the Patient-Physician Relationship: A Systematic Review. *J Med Internet Res*, 19(1), e9. doi:[10.2196/jmir.5729](https://doi.org/10.2196/jmir.5729)
- ❖ Willis, L. A., Kachur, R., Castellanos, T. J., Nichols, K., Mendoza, M. C., Gaul, Z. J., . . . Sutton, M. Y. (2016). Developing a Motion Comic for HIV/STD Prevention for Young People Ages 15-24, Part 2: Evaluation of a Pilot Intervention. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1255841](https://doi.org/10.1080/10410236.2016.1255841)



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