

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

- ❖ Badal, H. J., Boudewyns, V., Uhrig, J. D., August, E. M., Ruddle, P., & Stryker, J. E. (2018). Testing Makes Us Stronger: Evaluating the correlation between exposure and intermediate outcomes targeted by the campaign's messages. *Patient Educ Couns*. doi: [10.1016/j.pec.2018.08.037](https://doi.org/10.1016/j.pec.2018.08.037)
- ❖ Berry, C., & Burton, S. (2018). Reduced-Risk Warnings versus the U.S. FDA-Mandated Addiction Warning: The Effects of E-Cigarette Warning Variations on Health Risk Perceptions. *Nicotine Tob Res*. doi: [10.1093/ntr/nty177](https://doi.org/10.1093/ntr/nty177)
- ❖ Bode, L., & Vraga, E. K. (2018). See Something, Say Something: Correction of Global Health Misinformation on Social Media. *Health Commun*, 33(9), 1131-1140. doi: [10.1080/10410236.2017.1331312](https://doi.org/10.1080/10410236.2017.1331312)
- ❖ Broniatowski, D. A., Jamison, A. M., Qi, S., AlKulaib, L., Chen, T., Benton, A., . . . Dredze, M. (2018). Weaponized Health Communication: Twitter Bots and Russian Trolls Amplify the Vaccine Debate. *Am J Public Health*, 108(10), 1378-1384. doi: [10.2105/ajph.2018.304567](https://doi.org/10.2105/ajph.2018.304567)
- ❖ Cabling, M. L., Turner, J. W., Hurtado-de-Mendoza, A., Zhang, Y., Jiang, X., Drago, F., & Sheppard, V. B. (2018). Sentiment Analysis of an Online Breast Cancer Support Group: Communicating about Tamoxifen. *Health Commun*, 33(9), 1158-1165. doi: [10.1080/10410236.2017.1339370](https://doi.org/10.1080/10410236.2017.1339370)
- ❖ Carcioppolo, N., Orrego Dunleavy, V., & Myrick, J. G. (2018). A Closer Look at Descriptive Norms and Indoor Tanning: Investigating the Intermediary Role of Positive and Negative Outcome Expectations. *Health Commun*, 1-9. doi: [10.1080/10410236.2018.1517632](https://doi.org/10.1080/10410236.2018.1517632)
- ❖ Case, K. R., Lazard, A. J., Mackert, M. S., & Perry, C. L. (2018). Source Credibility and E-Cigarette Attitudes: Implications for Tobacco Communication. *Health Commun*, 33(9), 1059-1067. doi: [10.1080/10410236.2017.1331190](https://doi.org/10.1080/10410236.2017.1331190)



- ❖ Chen, X., Hay, J. L., Waters, E. A., Kiviniemi, M. T., Biddle, C., Schofield, E., . . . Orom, H. (2018). Health Literacy and Use and Trust in Health Information. *J Health Commun*, 1-11. doi: [10.1080/10810730.2018.1511658](https://doi.org/10.1080/10810730.2018.1511658)
- ❖ Ford, A. J., & Alwan, N. A. (2018). Use of social networking sites and women's decision to receive vaccinations during pregnancy: A cross-sectional study in the UK. *Vaccine*, 36(35), 5294-5303. doi: [10.1016/j.vaccine.2018.07.022](https://doi.org/10.1016/j.vaccine.2018.07.022)
- ❖ Jeong, M. (2018). Sharing Tobacco and E-Cigarette Information: Predicting its Occurrence and Valence among Youth and Young Adults. *Health Commun*, 33(9), 1114-1123. doi: [10.1080/10410236.2017.1331310](https://doi.org/10.1080/10410236.2017.1331310)
- ❖ Johnson, B. B. (2018). Residential Location and Psychological Distance in Americans' Risk Views and Behavioral Intentions Regarding Zika Virus. *Risk Anal*. doi: [10.1111/risa.13184](https://doi.org/10.1111/risa.13184)
- ❖ Krishna, A. (2018). Poison or Prevention? Understanding the Linkages between Vaccine-Negative Individuals' Knowledge Deficiency, Motivations, and Active Communication Behaviors. *Health Commun*, 33(9), 1088-1096. doi: [10.1080/10410236.2017.1331307](https://doi.org/10.1080/10410236.2017.1331307)
- ❖ Lofters, A. K., Vahabi, M., Pyshnov, T., Kupets, R., & Guilcher, S. J. T. (2018). Segmenting women eligible for cervical cancer screening using demographic, behavioural and attitudinal characteristics. *Prev Med*, 114, 134-139. doi: [10.1016/j.ypmed.2018.06.013](https://doi.org/10.1016/j.ypmed.2018.06.013)
- ❖ Luhnen, J., Steckelberg, A., & Buhse, S. (2018). Pictures in health information and their pitfalls: Focus group study and systematic review. *Z Evid Fortbild Qual Gesundheitswes*. doi: [10.1016/j.zefq.2018.08.002](https://doi.org/10.1016/j.zefq.2018.08.002)
- ❖ Lwin, M. O., Lu, J., Sheldenkar, A., & Schulz, P. J. (2018). Strategic Uses of Facebook in Zika Outbreak Communication: Implications for the Crisis and Emergency Risk Communication Model. *Int J Environ Res Public Health*, 15(9). doi: [10.3390/ijerph15091974](https://doi.org/10.3390/ijerph15091974)
- ❖ Pope, J. P., Pelletier, L., & Guertin, C. (2018). Starting Off on the Best Foot: A Review of Message Framing and Message Tailoring, and Recommendations for the Comprehensive Messaging Strategy for Sustained Behavior Change. *Health Commun*, 33(9), 1068-1077. doi: [10.1080/10410236.2017.1331305](https://doi.org/10.1080/10410236.2017.1331305)
- ❖ Shaffer, V. A., Scherer, L. D., Focella, E. S., Hinnant, A., Len-Rios, M. E., & Zikmund-Fisher, B. J. (2018). What Is the Story with Narratives? How Using Narratives in Journalism Changes Health Behavior. *Health Commun*, 33(9), 1151-1157. doi: [10.1080/10410236.2017.1333562](https://doi.org/10.1080/10410236.2017.1333562)
- ❖ Sundstrom, B., Ferrara, M., DeMaria, A. L., Gabel, C., Booth, K., & Cabot, J. (2018). It's Your Place: Development and Evaluation of an Evidence-Based Bystander Intervention Campaign. *Health Commun*, 33(9), 1141-1150. doi: [10.1080/10410236.2017.1333561](https://doi.org/10.1080/10410236.2017.1333561)
- ❖ Ullmann, G., Kedia, S. K., Homayouni, R., Akkus, C., Schmidt, M., Klesges, L. M., & Ward, K. D. (2018). Memphis FitKids: implementing a mobile-friendly web-based application to enhance parents' participation in improving child health. *BMC Public Health*, 18(1), 1068. doi: [10.1186/s12889-018-5968-6](https://doi.org/10.1186/s12889-018-5968-6)
- ❖ Walsh-Childers, K., Odedina, F., Poitier, A., Kaninjing, E., & Taylor, G., 3rd. (2018). Choosing Channels, Sources, and Content for Communicating Prostate Cancer Information to Black Men: A Systematic Review of the Literature. *Am J Mens Health*, 12(5), 1728-1745. doi: [10.1177/1557988318786669](https://doi.org/10.1177/1557988318786669)



- ❖ Yang, B., & Nan, X. (2018). Influence of Norm-Based Messages on College Students' Binge Drinking Intentions: Considering Norm Type, Regulatory Mode, and Level of Alcohol Consumption. *Health Commun*, 1-10. doi: [10.1080/10410236.2018.1517708](https://doi.org/10.1080/10410236.2018.1517708)

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