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- **Dority, B., McGarvey, M., & Kennedy, P. (2010).** Marketing foods and beverages in schools: The effect of school food policy on students' overweight measures. *Journal of Public Policy & Marketing, 29*(2), 204-218. doi: [10.1509/jppm.29.2.204](10.1509/jppm.29.2.204).


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- **Centers for Disease, C., & Prevention. (2012).** Adult awareness of tobacco advertising, promotion, and sponsorship - 14 countries. *MMWR. Morbidity and Mortality Weekly Report, 61*, 365-369. [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6120a2.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6120a2.htm)


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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](http://chrc.gmu.edu/DCHC.html).
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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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- **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](10.2753/JOA0091-3367410205)


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- **Bazzo, S., Battistella, G., Riscica, P., Mino, G., Marini, F., Geromel, M., & Czerwinsky, L. (2012).** Evaluation of the impact of the image used in a communication campaign to raise awareness about the effects of alcohol use during pregnancy. *Alcohol and Alcoholism, 47*(6), 657-662. doi: [10.1093/alcalc/ags051](https://doi.org/10.1093/alcalc/ags051)


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White, K., & Simpson, B. (2012). When do (and don't) normative appeals influence sustainable consumer behaviors? *Journal of Marketing, 77*(2), 78-95. doi: [10.1509/jm.11.0278](https://doi.org/10.1509/jm.11.0278)
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Harris, J. K., Mueller, N. L., Snider, D., & Haire-Joshu, D. (2013). Local health department use of Twitter to disseminate diabetes information, United States. Preventing Chronic Disease, 10, E70. doi: 10.5888/pcd10.120215


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- Estacio, E. V. (2013). Health literacy and community empowerment: It is more than just reading, writing and counting. *Journal of Health Psychology, 18*(8), 1056-1068. doi: 10.1177/1359105312470126


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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

Information and Registration at http://comm.uky.edu/kchc

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- **Cismaru, M. (2014).** Using the extended parallel process model to understand texting while driving and guide communication campaigns against it. *Social Marketing Quarterly, 20*(1), 66-82. doi: [10.1177/1524500413517893](https://doi.org/10.1177/1524500413517893)


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Saguy, A. C., Frederick, D., & Gruys, K. (2014). Reporting risk, producing prejudice: How news reporting on obesity shapes attitudes about health risk, policy, and prejudice. *Social Science & Medicine, 111*(0), 125-133. doi: 10.1016/j.soscimed.2014.03.026


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McKinley, C. J., & Wright, P. J. (2014). Informational social support and online health information seeking: Examining the association between factors contributing to healthy eating behavior. *Computers in Human Behavior, 37*(0), 107-116. doi: 10.1016/j.chb.2014.04.023


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Ludolph, R., & Schulz, P. J. (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine, 128*(0), 142-150. doi: [10.1016/j.socscimed.2015.01.021]


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support behavior change in a childhood obesity randomized controlled trial. *Journal of Health Communication*, 20(7), 843-850. doi: [10.1080/10810730.2015.1018582](10.1080/10810730.2015.1018582)


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“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)