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

- Blitstein, J. L., Evans, W. D., Davis, K. C., & Kamyab, K. (2012). Repeated exposure to media messages encouraging parent-child communication about sex: Differential trajectories for mothers and fathers. *American Journal of Health Promotion, 27*(1), 43-51. doi: 10.4278/ajhp.110302-QUAN-95
- Brown, K. E., Abraham, C., Joshi, P., & Wallace, L. M. (2012). Sexual health professionals' evaluations of a prototype computer-based contraceptive planning intervention for adolescents: Implications for practice. *Sexual Health, 9*(4), 341-348. doi: 10.1071/sh11042
- Caiata-Zufferey, M., & Schulz, P. J. (2012). Physicians' communicative strategies in interacting with internet-informed patients: Results from a qualitative study. *Health Communication, 27*(8), 738-749. doi: 10.1080/10410236.2011.636478
- Campo, S., Askelson, N. M., Carter, K. D., & Losch, M. (2012). Segmenting audiences and tailoring messages: Using the extended parallel process model and cluster analysis to improve health campaigns. *Social Marketing Quarterly, 18*(2), 98-111. doi: 10.1177/1524500412450490
- Cano, C. R., & Ortinau, D. J. (2012). Digging for "Spanish Gold": How to connect with Hispanic consumers. *Journal of Advertising Research, 52*(3), 322-332. doi: 10.2501/JAR-52-3-322-332
- Centers for Disease Control & Prevention (2012). Increases in quitline calls and smoking cessation website visitors during a national tobacco education campaign - March 19-June 10, 2012. *MMWR. Morbidity and Mortality Weekly Report, 61*, 667-670. Retrieved from http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6134a2.htm?s_cid=mm6134a2_w.
- DeLuca, P. F., Buist, S., & Johnston, N. (2012). The Code Red Project: Engaging communities in health system change in Hamilton, Canada. *Social Indicators Research, 108*(2), 317-327. doi: 10.1007/s11205-012-0068-y

- Dominic Yeo, T. E. (2012). Social-media early adopters don't count: How to seed participation in interactive campaigns by psychological profiling of digital consumers. *Journal of Advertising Research, 52*(3), 297-308. doi: 10.2501/JAR-52-3-297-308
- Edgar, T., & Volkman, J. E. (2012). Using communication theory for health promotion: Practical guidance on message design and strategy. *Health Promotion Practice, 13*(5), 587-590. doi: 10.1177/1524839912450879
- Garbers, S., Meserve, A., Kottke, M., Hatcher, R., Ventura, A., & Chiasson, M. A. (2012). Randomized controlled trial of a computer-based module to improve contraceptive method choice. *Contraception, 86*(4), 383-390. doi: 10.1016/j.contraception.2012.01.013
- Garner, M., Ning, Z., & Francis, J. (2012). A framework for the evaluation of patient information leaflets. *Health Expectations, 15*(3), 283-294. doi: 10.1111/j.1369-7625.2011.00665.x
- Greene, J. A., Choudhry, N. K., Kesselheim, A. S., Brennan, T. A., & Shrank, W. (2012). Changes in direct-to-consumer pharmaceutical advertising following shifts from prescription-only to over-the-counter status. *JAMA: The Journal of the American Medical Association, 308*(10), 973-975. doi: 10.1001/2012.jama.10647
- Khan, A. J., Khowaja, S., Khan, F. S., Qazi, F., Lotia, I., Habib, A., . . . Keshavjee, S. (2012). Engaging the private sector to increase tuberculosis case detection: An impact evaluation study. *Lancet Infectious Diseases, 12*(8), 608-616. doi: 10.1016/S1473-3099(12)70116-0
- Kontos, E. Z., Emmons, K. M., Puleo, E., & Viswanath, K. (2012). Contribution of communication inequalities to disparities in Human Papillomavirus vaccine awareness and knowledge. *American Journal of Public Health, 102*(10), 1911-1920. doi: 10.2105/ajph.2011.300435
- Lewandowsky, S., Ecker, U. K. H., Seifert, C. M., Schwarz, N., & Cook, J. (2012). Misinformation and its correction. *Psychological Science in the Public Interest, 13*(3), 106-131. doi: 10.1177/1529100612451018
- Okan, Y., Garcia-Retamero, R., Cokely, E. T., & Maldonado, A. (2012). Individual differences in graph literacy: Overcoming denominator neglect in risk comprehension. *Journal of Behavioral Decision Making, 25*(4), 390-401. doi: 10.1002/bdm.751
- Paek, H.-J., & Hove, T. (2012). Social cognitive factors and perceived social influences that improve adolescent ehealth literacy. *Health Communication, 27*(8), 727-737. doi: 10.1080/10410236.2011.616627
- Sundstrom, B. (2012). Integrating public relations and social marketing. *Social Marketing Quarterly, 18*(2), 135-151. doi: 10.1177/1524500412450489
- Whitford, H. M., Donnan, P. T., Symon, A. G., Kellett, G., Monteith-Hodge, E., Rauchhaus, P., & Wyatt, J. C. (2012). Evaluating the reliability, validity, acceptability, and practicality of SMS text messaging as a tool to collect research data: Results from the Feeding Your Baby project. *Journal of the American Medical Informatics Association, 19*(5), 744-749. doi: 10.1136/amiajnl-2011-000785

Announcements

- **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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