Health Communication Science Digest

Office of the Associate Director for Communication

December 2012 -- Vol. 3, Issue 12e

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

- Anderson, L., & McCabe, D. B. (2012). A coconstructed world: Adolescent self-socialization on the internet. *Journal of Public Policy & Marketing*, *31*(2), 240-253. doi: 10.1509/jppm.08.043
- Bazzo, S., Battistella, G., Riscica, P., Moino, 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
- Coulon, S. M., Wilson, D. K., Griffin, S., St. George, S. M., Alia, K. A., Trumpeter, N. N., Wandersman, A. K., Forhofer, M., Robinson, S., & Gadson, B. (2012). Formative process evaluation for implementing a social marketing intervention to increase walking among African Americans in the Positive Action for Today's Health trial. *American Journal of Public Health*, *102*(12), 2315-2321. doi: 10.2105/ajph.2012.300758
- de Droog, S. M., Buijzen, M., & Valkenburg, P. M. (2012). Use a rabbit or a rhino to sell a carrot? The effect of character-product congruence on children's liking of healthy foods. *Journal of Health Communication*, *17*(9), 1068-1080. doi: 10.1080/10810730.2011.650833
- de Niet, J., Timman, R., Bauer, S., van den Akker, E., de Klerk, C., Kordy, H., & Passchier, J. (2012). Short message service reduces dropout in childhood obesity treatment: A randomized controlled trial. *Health Psychology*, *31*(6), 797-805. doi: 10.1037/a0027498
- Duhachek, A., Agrawal, N., & Han, D. (2012). Guilt versus shame: Coping, fluency, and framing in the effectiveness of responsible drinking messages. *Journal of Marketing Research*, *49*(6), 928-941. doi: 10.1509/jmr.10.0244

- Garbers, S., Meserve, A., Kottke, M., Hatcher, R., & Chiasson, M. A. (2012). Tailored health messaging improves contraceptive continuation and adherence: results from a randomized controlled trial. *Contraception, 86*(5), 536-542. doi: 10.1016/j.contraception.2012.02.005
- Gazmararian, J. A., Yang, B., Elon, L., Graham, M., & Parker, R. (2012). Successful enrollment in Text4Baby more likely with higher health literacy. *Journal of Health Communication, 17*(sup3), 303-311. doi: 10.1080/10810730.2012.712618
- Gelb, K., Pederson, A., & Greaves, L. (2012). How have health promotion frameworks considered gender? *Health Promotion International, 27*(4), 445-452. doi: 10.1093/heapro/dar087
- Guse, K., Levine, D., Martins, S., Lira, A., Gaarde, J., Westmorland, W., & Gilliam, M. (2012). Interventions using new digital media to improve adolescent sexual health: A systematic review. *Journal of Adolescent Health, 51*(6), 535-543. doi: 10.1016/j.jadohealth.2012.03.014
- Hong, T. (2012). Internet health search: When process complements goals. *Journal of the American Society for Information Science and Technology, 63*(11), 2283-2293. doi: 10.1002/asi.22728
- Kaphingst, K. A., Kreuter, M. W., Casey, C., Leme, L., Thompson, T., Cheng, M., Jacobsen, H., Sterling, R., Oguntimein, J., Filler, C., Culbert, A., Rooney, M., & Lapka, C. (2012). Health Literacy INDEX: Development, reliability, and validity of a new tool for evaluating the health literacy demands of health information materials. *Journal of Health Communication, 17*(sup3), 203-221. doi: 10.1080/10810730.2012.712612
- Kim, A. E., Duke, J. C., Hansen, H., & Porter, L. (2012). Using web panels to understand whether online ad exposure influences information-seeking behavior. *Social Marketing Quarterly, 18*(4), 281-292. doi: 10.1177/1524500412466072
- Latimer-Cheung, A. E., Fucito, L. M., Carlin-Menter, S., Rodriguez, J., Raymond, L., Salovey, P., Makuch, R., Cummings, K. M., & Toll, B. A. (2012). How do perceptions about cessation outcomes moderate the effectiveness of a gain-framed smoking cessation telephone counseling intervention? *Journal of Health Communication, 17*(9), 1081-1098. doi: 10.1080/10810730.2012.665420
- Manafo, E., & Wong, S. (2012). Health literacy programs for older adults: A systematic literature review. *Health Education Research, 27*(6), 947-960. doi: 10.1093/her/cys067
- McAlister, A. R., & Cornwell, T. B. (2012). Collectible toys as marketing tools: Understanding preschool children's responses to foods paired with premiums. *Journal of Public Policy & Marketing, 31*(2), 195-205. doi: 10.1509/jppm.10.067
- Moran, M. B., Murphy, S. T., & Sussman, S. (2012). Campaigns and cliques: Variations in effectiveness of an antismoking campaign as a function of adolescent peer group identity. *Journal of Health Communication, 17*(10), 1215-1231. doi: 10.1080/10810730.2012.688246
- Peter, P. C., & Honea, H. (2011). Targeting social messages with emotions of change: The call for optimism. *Journal of Public Policy & Marketing, 31*(2), 269-283. doi: 10.1509/jppm.11.098

- Sentell, T., & Braun, K. L. (2012). Low health literacy, limited English proficiency, and health status in Asians, Latinos, and other racial/ethnic groups in California. *Journal of Health Communication, 17*(sup3), 82-99. doi: 10.1080/10810730.2012.712621
- Shah, D. V., McLeod, D. M., Rojas, H., Sayre, B. G., Vraga, E., Scholl, R. M., Jones, C., & Shaw, A. (2012). Public broadcasting, media engagement, and 2-1-1: Using mass communication to increase the use of social services. *American Journal of Preventive Medicine, 43*(6, Supplement 5), S443-S449. doi: 10.1016/j.amepre.2012.08.017
- Tait, A. R., Voepel-Lewis, T., Brennan-Martinez, C., McGonegal, M., & Levine, R. (2012). Using animated computer-generated text and graphics to depict the risks and benefits of medical treatment. *The American Journal of Medicine, 125*(11), 1103-1110. doi: 10.1016/j.amjmed.2012.04.040
- Whittaker, R., Matoff-Stepp, S., Meehan, J., Kendrick, J., Jordan, E., Stange, P., Cash, A., Meyer, P., Baitty, J., Johnson, P., Ratzan, S., & Rhee, K. (2012). Text4baby: Development and implementation of a national text messaging health information service. *American Journal of Public Health, 102*(12), 2207-2213. doi: 10.2105/ajph.2012.300736

DISCLAIMER: Articles listed in the Health Communication Science Digest (HCSD) are selected by Office of the Associate Director for Communication (OADC) staff to provide current awareness of the public health communication literature. An article's inclusion does not necessarily represent the views of the Centers for Disease Control and Prevention nor does it imply endorsement of the article's methods or findings. OADC, CDC, and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OADC, CDC, or DHHS. Opinions, findings and conclusions expressed by the original authors of items included in the HCSD, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OADC, CDC, or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OADC, CDC, or DHHS.