Health Communication Science Digest

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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

- Allen, K., Zoellner, J., Motley, M., & Estabrooks, P. A. (2011). Understanding the internal and external validity of health literacy interventions: A systematic literature review using the RE-AIM framework. *Journal of Health Communication, 16*(sup3), 55-72. doi: 10.1080/10810730.2011.604381

- Baptist, A. P., Thompson, M., Grossman, K. S., Mohammed, L., Sy, A., & Sanders, G. M. (2011). Social media, text messaging, and email--Preferences of asthma patients between 12 and 40 years old. *Journal of Asthma, 48*(8), 824-830. doi: 10.3109/02770903.2011.608460

- Berger, J., & Schwartz, E. M. (2011). What drives immediate and ongoing word of mouth? *Journal of Marketing Research, 48*(5), 869-880. doi: 10.1509/jmkr.48.5.869

- Bleakley, A., Hennessy, M., Fishbein, M., & Jordan, A. (2011). Using the integrative model to explain how exposure to sexual media content influences adolescent sexual behavior. *Health Education & Behavior, 38*(5), 530-540. doi: 10.1177/1090198110385775

- Chang, L. W., Kagaayi, J., Arem, H., Nakigozi, G., Ssempijja, V., Serwadda, D., Quinn, T. C., Gray, R. H., Bollinger, R. C., & Reynolds, S. J. (2011). Impact of a mhealth intervention for peer health workers on AIDS care in rural Uganda: A mixed methods evaluation of a cluster-randomized trial. *AIDS and Behavior, 15*(8), 1776-1784. doi: 10.1007/s10461-011-9995-x

- Davis, K. C., Uhrig, J., Rupert, D., Fraze, J., Goetz, J., & Slater, M. (2011). Effectiveness of a mass media campaign in promoting HIV testing information seeking among African American women. *Journal of Health Communication, 16*(9), 1024-1039. doi: 10.1080/10810730.2011.571342

- De Pinho Campos, K., Norman, C. D., & Jadad, A. R. (2011). Product development public-private partnerships for public health: A systematic review using qualitative data. *Social Science & Medicine, 73*(7), 986-994. doi: 10.1016/j.socscimed.2011.06.059

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- Heuer, C. A., McClure, K. J., & Puhl, R. M. (2011). Obesity stigma in online news: A visual content analysis. *Journal of Health Communication, 16*(9), 976-987. doi: 10.1080/10810730.2011.561915

- Jerant, A., Sohler, N., Fiscella, K., Franks, B., & Franks, P. (2011). Tailored interactive multimedia computer programs to reduce health disparities: Opportunities and challenges. *Patient Education and Counseling, 85*(2), 323-330. doi: 10.1016/j.pec.2010.11.012

- Johnson, S. E., Baur, C., & Meissner, H. I. (2011). Back to basics: Why basic research is needed to create effective health literacy interventions. *Journal of Health Communication, 16*(sup3), 22-29. doi: 10.1080/10810730.2011.604707

- Kandula, N. R., Malli, T., Zei, C. P., Larsen, E., & Baker, D. W. (2011). Literacy and retention of information after a multimedia diabetes education program and teach-back. *Journal of Health Communication, 16*(sup3), 89-102. doi: 10.1080/10810730.2011.604382

- Lee, J. K., & Hecht, M. L. (2011). Examining the protective effects of brand equity in the *keepin' it REAL* substance use prevention curriculum. *Health Communication, 26*(7), 605-614. doi: 10.1080/10410236.2011.560797

- Manganello, J. A., & Clayman, M. L. (2011). The association of understanding of medical statistics with health information seeking and health provider interaction in a national sample of young adults. *Journal of Health Communication, 16*(sup3), 163-176. doi: 10.1080/10810730.2011.604704

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- Pivonka, E., Seymour, J., McKenna, J., Baxter, S. D., & Williams, S. (2011). Development of the behaviorally focused Fruits & Veggies--More Matters public health initiative. *Journal of the American Dietetic Association, 111*(10), 1570-1577. doi: 10.1016/j.jada.2011.07.001

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- Varda, D., Shoup, J. A., & Miller, S. (2011). A systematic review of collaboration and network research in the public affairs literature: Implications for public health practice and research. *American Journal of Public Health*. doi: 10.2105/ajph.2011.300286

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