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

- Crosby, R., & Noar, S. M. (2011). What is a planning model? An introduction to PRECEDE-PROCEED. *Journal of Public Health Dentistry, 71*, S7-S15. doi: 10.1111/j.1752-7325.2011.00235.x
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- Good, A., & Abraham, C. (2011). Can the effectiveness of health promotion campaigns be improved using self-efficacy and self-affirmation interventions? An analysis of sun protection messages. *Psychology & Health, 26*(7), 799-818. doi: 10.1080/08870446.2010.495157
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- Irmak, C., Vallen, B., & Robinson, S. R. (2011). The impact of product name on dieters' and nondieters' food evaluations and consumption. *Journal of Consumer Research*, *38*(2), 390-405. doi: 10.1086/660044
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- Luk, A., & Aslani, P. (2011). Tools used to evaluate written medicine and health information. *Health Education & Behavior*, *38*(4), 389-403. doi: 10.1177/1090198110379576
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- Pighin, S., Bonnefon, J.-F., & Savadori, L. (2011). Overcoming number numbness in prenatal risk communication. *Prenatal Diagnosis*, *31*(8), 809-813. doi: 10.1002/pd.2771
- Richardson, A., Cullen, J., Mowery, P., McCausland, K., & Vallone, D. (2011). The path to quit: How awareness of a large-scale mass-media smoking cessation campaign promotes quit attempts. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntr158
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