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

- Clayman, M. L., Manganello, J. A., Viswanath, K., Hesse, B. W., & Arora, N. K. (2010). Providing health messages to Hispanics/Latinos: Understanding the importance of language, trust in health information sources, and media use. *Journal of Health Communication, 15*(S3), 252-263. doi: 10.1080/10810730.2010.522697
- Essien, E. J., Mgbere, O., Monjok, E., Ekong, E., Holstad, M. M., & Kalichman, S. C. (2011). Effectiveness of a video-based motivational skills-building HIV risk-reduction intervention for female military personnel. *Social Science & Medicine, 72*(1), 63-71. doi: 10.1016/j.socscimed.2010.10.012
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- Johnson, V. R., Jacobson, K. L., Gazmararian, J. A., & Blake, S. C. (2010). Does social support help limited-literacy patients with medication adherence? A mixed methods study of patients in the Pharmacy Intervention for Limited Literacy (PILL) study. *Patient Education and Counseling, 79*(1), 14-24. doi: 10.1016/j.pec.2009.07.002
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- Massey, O. T. (2011). A proposed model for the analysis and interpretation of focus groups in evaluation research. *Evaluation and Program Planning, 34*(1), 21-28. doi: 10.1016/j.evalprogplan.2010.06.003
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- Plough, A., Bristow, B., Fielding, J., Caldwell, S., & Khan, S. (2011). Pandemics and health equity: Lessons learned from the H1N1 response in Los Angeles County. *Journal of Public Health Management and Practice, 17*(1), 20-27. doi: 10.1097/PHH.0b013e3181ff2ad7. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed?term=21135657.
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