Health Communication Science Digest

Office of the Associate Director for Communication

January 2011 -- Vol. 2, Issue 1e

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

- An, L. C., Betzner, A., Schillo, B., Luxenberg, M. G., Christenson, M., Wendling, A., et al. (2010). The comparative effectiveness of clinic, work-site, phone, and web-based tobacco treatment programs. *Nicotine & Tobacco Research, 12*(10), 989-996. doi: 10.1093/ntr/ntq133
- Bailey, J. V., Murray, E., Rait, G., Mercer, C. H., Morris, R. W., Peacock, R., et al. (2010). Interactive computer-based interventions for sexual health promotion. *Cochrane Database of Systematic Reviews*, Issue 9, Art No.: CD006483. doi: 10.1002/14651858.CD006483.pub2
- Berg, C. J., Ling, P. M., Guo, H., Windle, M., Thomas, J. L., Ahluwalia, J. S., et al. (2010). Using market research to characterize college students and identify potential targets for influencing health behaviors. *Social Marketing Quarterly, 16*(4), 41-69. doi: 10.1080/15245004.2010.522768
- Calear, A. L., & Christensen, H. (2010). Review of internet-based prevention and treatment programs for anxiety and depression in children and adolescents. *Medical Journal of Australia, 192*(11), S12-S14. Retrieved from http://www.mja.com.au/public/issues/192_11_070610/cal10829_fm.pdf
- Chew, C., & Eysenbach, G. (2010). Pandemics in the age of Twitter: Content analysis of tweets during the 2009 H1N1 outbreak. *PLoS One, 5*(11), e14118. doi: 10.1371/journal.pone.0014118
- Cole-Lewis, H., & Kershaw, T. (2010). Text messaging as a tool for behavior change in disease prevention and management. *Epidemiologic Reviews, 32*(1), 56-69. doi: 10.1093/epirev/mxq004
- Eakin, E., Reeves, M., Winkler, E., Lawler, S., & Owen, N. (2010). Maintenance of physical activity and dietary change following a telephone-delivered intervention. *Health Psychology, 29*(6), 566-573. doi: 10.1037/a0021359

- Fouad, M. N., Partridge, E., Dignan, M., Holt, C., Johnson, R., Nagy, C., et al. (2010). Targeted intervention strategies to increase and maintain mammography utilization among African American women. *American Journal of Public Health, 100*(12), 2526-2531. doi: 10.2105/ajph.2009.167312
- Kelly, K., Comello, M. L. G., Stanley, L. R., & Gonzalez, G. R. (2010). The power of theme and language in multi-cultural communities: Which tobacco prevention messages are most persuasive to Mexican-American youth? *Journal of Advertising Research, 50*(3), 265-278. doi: 10.2501/s0021849910091439
- Kennedy, A., Sapsis, K. F., Stokley, S., Curtis, C. R., & Gust, D. (2011). Parental attitudes toward human papillomavirus vaccination: Evaluation of an educational intervention, 2008. *Journal of Health Communication: International Perspectives*, *16*(3), 300-313. doi: 10.1080/10810730.2010.532296
- Lester, R. T., Ritvo, P., Mills, E. J., Kariri, A., Karanja, S., Chung, M. H., et al. (2010). Effects of a mobile phone short message service on antiretroviral treatment adherence in Kenya (WelTel Kenya1): A randomised trial. *Lancet, 376*(9755), 1838-1845. doi: 10.1016/S0140-6736(10)61997-6
- Manne, S., Jacobsen, P. B., Ming, M. E., Winkel, G., Dessureault, S., & Lessin, S. R. (2010). Tailored versus generic interventions for skin cancer risk reduction for family members of melanoma patients. *Health Psychology, 29*(6), 583-593. doi: 10.1037/a0021387
- Mauriello, L. M., Ciavatta, M. M. H., Paiva, A. L., Sherman, K. J., Castle, P. H., Johnson, J. L., et al. (2010). Results of a multi-media multiple behavior obesity prevention program for adolescents. *Preventive Medicine, 51*(6), 451-456. doi: 10.1016/j.ypmed.2010.08.004
- Netto, G., Bhopal, R., Lederle, N., Khatoon, J., & Jackson, A. (2010). How can health promotion interventions be adapted for minority ethnic communities? Five principles for guiding the development of behavioural interventions. *Health Promotion International, 25*(2), 248-257. doi: 10.1093/heapro/daq012
- Russell, C. W., Boggs, D. A., Palmer, J. R., & Rosenberg, L. (2010). Use of a web-based questionnaire in the Black Women's Health Study. *American Journal of Epidemiology, 172*(11), 1286-1291. doi: 10.1093/aje/kwq310
- Saksena, A. (2010). Computer-based education for patients with hypertension: A systematic review. *Health Education Journal, 69*(3), 236-245. doi: 10.1177/0017896910364889
- Villanti, A. C., McKay, H. S., Abrams, D. B., Holtgrave, D. R., & Bowie, J. V. (2010). Smoking-cessation interventions for US young adults: A systematic review. *American Journal of Preventive Medicine, 39*(6), 564-574. doi: 10.1016/j.amepre.2010.08.009
- Webb, T. L., Joseph, J., Yardley, L., & Michie, S. (2010). Using the internet to promote health behavior change: A systematic review and meta-analysis of the impact of theoretical basis, use of behavior change techniques, and mode of delivery on efficacy. *Journal of Medical Internet Research, 12*(1), e4. doi: 10.2196/jmir.1376

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.