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

- Brinn, M. P., Carson, K. V., Esterman, A. J., Chang, A. B., & Smith, B. J. (2010). Mass media interventions for preventing smoking in young people. *Cochrane Database Systematic Reviews*, *11*, CD001006. doi: 10.1002/14651858.CD001006.pub2.
- Dority, B., McGarvey, M., & Kennedy, P. (2010). Marketing foods and beverages in schools: The effect of school food policy on students' overweight measures. *Journal of Public Policy & Marketing*, *29*(2), 204-218. doi: 10.1509/jppm.29.2.204.
- Hall, D. M., Escoffery, C., Nehl, E., & Glanz, K. (2010). Spontaneous diffusion of an effective skin cancer prevention program through web-based access to program materials. *Preventing Chronic Disease: Public Health Research, Practice, and Policy*, *7*(6), A125. Retrieved from http://www.cdc.gov/pcd/issues/2010/nov/09_0205.htm
- Hardiker, N. R., & Grant, M. J. (2010). Barriers and facilitators that affect public engagement with eHealth services. *Studies in Health Technology and Informatics*, *160*(Pt 1), 13-17. doi: 10.3233/978-1-60750-588-4-13
- Kees, J., Burton, S., Andrews, J., & Kozup, J. (2010). Understanding how graphic pictorial warnings work on cigarette packaging. *Journal of Public Policy & Marketing*, *29*(2), 265-276. doi: 10.1509/jppm.29.2.265.
- Klaiman, T., Knorr, D., Fitzgerald, S., DeMara, P., Thomas, C., Heake, G., et al. (2010). Locating and communicating with at-risk populations about emergency preparedness: The Vulnerable Populations Outreach Model. *Disaster Medicine and Public Health Preparedness*, *4*(3), 246-251. Retrieved from http://www.dmphp.org/cgi/content/abstract/4/3/246.

- Sharpe, K., & Staelin, R. (2010). Consumption effects of bundling: Consumer perceptions, firm actions, and public policy implications. *Journal of Public Policy & Marketing, 29*(2), 170-188. doi: 10.1509/jppm.29.2.170.
- Southwell, B. G., Slater, J. S., Rothman, A. J., Friedenberg, L. M., Allison, T. R., & Nelson, C. L. (2010). The availability of community ties predicts likelihood of peer referral for mammography: Geographic constraints on viral marketing. *Social Science & Medicine, 71*(9), 1627-1635. doi: 10.1016/j.socscimed.2010.08.009.
- Tabbaa, D. (2010). Emerging zoonoses: Responsible communication with the media--lessons learned and future perspectives. *International Journal of Antimicrobial Agents, 36 Suppl 1*, S80-83. doi: 10.1016/j.ijantimicag.2010.06.028.
- Trusov, M., Bodapati, A., & Bucklin, R. (2010). Determining influential users in internet social networks. *JMR, Journal of Marketing Research, 47*(4), 643-658. doi: 10.1509/jmkr.47.4.643
- Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *Lancet, 376*(9748), 1261-1271. doi: 10.1016/s0140-6736(10)60809-4
- Wills, T. A., Gibbons, F. X., Sargent, J. D., Gerrard, M., Lee, H. R., & Dal Cin, S. (2010). Good self-control moderates the effect of mass media on adolescent tobacco and alcohol use: Tests with studies of children and adolescents. *Health Psychology, 29*(5), 539-549. doi: 10.1037/a0020818

Other Informative Reports

- Fox, S. (2010). *Mobile Health 2010.* Washington, DC: Pew Research Center's Internet & American Life Project. Retrieved from http://pewinternet.org/Reports/2010/Mobile-Health-2010.aspx.
- Smith, A. (2010). *Americans and their gadgets.* Washington, DC: Pew Research Center's Internet & American Life Project. Retrieved from http://pewinternet.org/Reports/2010/Gadgets.aspx.
- *Health Communication* (2010). Table of Contents for 100th Issue. Retrieved from http://www.informaworld.com/smpp/title~db=all~content=g926895481.

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