Health Communication Science Digest

Office of the Associate Director for Communication

February 2012 -- Vol. 3, Issue 2e

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

- Andrews, J. C., Burton, S., & Kees, J. (2011). Is simpler always better? Consumer evaluations of front-of-package nutrition symbols. *Journal of Public Policy & Marketing, 30*(2), 175. doi: 10.1509/jppm.30.2.175
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- Carlson, J. A., Sallis, J. F., Ramirez, E. R., Patrick, K., & Norman, G. J. (2012). Physical activity and dietary behavior change in internet-based weight loss interventions: Comparing two multiple-behavior change indices. *Preventive Medicine, 54*(1), 50-54. doi: 10.1016/j.ypmed.2011.10.018
- Chunara, R., Andrews, J. R., & Brownstein, J. S. (2012). Social and news media enable estimation of epidemiological patterns early in the 2010 Haitian cholera outbreak. *American Journal of Tropical Medicine and Hygiene, 86*(1), 39-45. doi: 10.4269/ajtmh.2012.11-0597
- Dahlstrom, M. F., Dudo, A., & Brossard, D. (2012). Precision of information, sensational information, and self-efficacy information as message-level variables affecting risk perceptions. *Risk Analysis, 32*(1), 155-166. doi: 10.1111/j.1539-6924.2011.01641.x
- Davis, K. C., Farrelly, M. C., Duke, J., Kelly, L., & Willett, J. (2012). Antismoking media campaign and smoking cessation outcomes, New York State, 2003-2009. *Preventing Chronic Disease, 9*, E40. doi: 10.5888/pcd9.110102
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- Harris, J. R., Cheadle, A., Hannon, P. A., Forehand, M., Lichiello, P., Mahoney, E., S. Snyder, & Yarrow, J. (2012). A framework for disseminating evidence-based health promotion practices. *Preventing Chronic Disease, 9*, E22. doi: 10.5888/pcd9.110081
- Hastak, M., & Mazis, M. B. (2011). Deception by implication: A typology of truthful but misleading advertising and labeling claims. *Journal of Public Policy & Marketing, 30*(2), 157. doi: 10.1509/jppm.30.2.157
- Hwang, Y. (2012). Social diffusion of campaign effects: Campaign-generated interpersonal communication as a mediator of antitobacco campaign effects. *Communication Research, 39*(1), 120-141. doi: 10.1177/0093650210389029
- Kronrod, A., Grinstein, A., & Wathieu, L. (2012). Go green! Should environmental messages be so assertive? *Journal of Marketing, 76*(1), 95-102. doi: 10.1509/jm.10.0416
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