

Health Communication Science Digest

Office of the Associate Director for Communication

June 2011 -- Vol. 2, Issue 6e

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

- ❖ Askelson, N. M., Campo, S., & Carter, K. D. (2011). Completely Isolated? Health Information Seeking Among Social Isolates. *Health Education & Behavior*, 38(2), 116-122. doi: [10.1177/1090198110369055](https://doi.org/10.1177/1090198110369055)
- ❖ Bansal-Travers, M., Hammond, D., Smith, P., & Cummings, K. M. (2011). The Impact of Cigarette Pack Design, Descriptors, and Warning Labels on Risk Perception in the U.S. *American Journal of Preventive Medicine*, 40(6), 674-682. doi: [10.1016/j.amepre.2011.01.021](https://doi.org/10.1016/j.amepre.2011.01.021)
- ❖ Baur, C. (2011). Calling the nation to act: Implementing the national action plan to improve health literacy. *Nursing Outlook*, 59(2), 63-69. doi: [10.1016/j.outlook.2010.12.003](https://doi.org/10.1016/j.outlook.2010.12.003)
- ❖ Caixeta, R. B., Blanco, A., Fouad, H., Khoury, R. N., Sinha, D. N., Rarick, J., d'Espaignet, E. T., Bettcher, D., Mirza, S. A., Kaufmann, R. B., Andes, L. J., Blutcher-Nelson, G., Hsia, J., Asma, S., & Pechacek, T. (2011). Cigarette Package Health Warnings and Interest in Quitting Smoking --14 Countries, 2008-2010. *Morbidity and Mortality Weekly Report (MMWR)*, 60(20), 645-651. Retrieved from http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6020a2.htm?s_cid=mm6020a2_w
- ❖ Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75. doi: [10.2501/ija-30-1-047-075](https://doi.org/10.2501/ija-30-1-047-075)
- ❖ Dedding, C., van Doorn, R., Winkler, L., & Reis, R. (2011). How will e-health affect patient participation in the clinic? A review of e-health studies and the current evidence for changes in the relationship between medical professionals and patients. *Social Science & Medicine*, 72(1), 49-53. doi: [10.1016/j.socscimed.2010.10.017](https://doi.org/10.1016/j.socscimed.2010.10.017)



- ❖ Gallagher, K. M., Updegraff, J. A., Rothman, A. J., & Sims, L. (2011). Perceived Susceptibility to Breast Cancer Moderates the Effect of Gain- and Loss-Framed Messages on Use of Screening Mammography. *Health Psychology, 30*(2), 145-152. doi: [10.1037/a0022264](https://doi.org/10.1037/a0022264)
- ❖ Henrich, N., & Holmes, B. (2011). What the Public Was Saying about the H1N1 Vaccine: Perceptions and Issues Discussed in On-Line Comments during the 2009 H1N1 Pandemic. *Plos One, 6*(4). doi: [10.1371/journal.pone.0018479](https://doi.org/10.1371/journal.pone.0018479)
- ❖ Noar, S. M. (2011). Computer technology-based interventions in HIV prevention: state of the evidence and future directions for research. *Aids Care-Psychological and Socio-Medical Aspects of Aids/Hiv, 23*(5), 525-533. doi: [10.1080/09540121.2010.516349](https://doi.org/10.1080/09540121.2010.516349)
- ❖ Paek, H. J., Yoon, H. J., & Hove, T. (2011). Not All Nutrition Claims Are Perceived Equal: Anchoring Effects and Moderating Mechanisms in Food Advertising. *Health Communication, 26*(2), 159-170. doi: [10.1080/10410236.2010.544281](https://doi.org/10.1080/10410236.2010.544281)
- ❖ Phillips, R. O., Ulleberg, P., & Vaa, T. (2011). Meta-analysis of the effect of road safety campaigns on accidents. *Accident Analysis and Prevention, 43*(3), 1204-1218. doi: [10.1016/j.aap.2011.01.002](https://doi.org/10.1016/j.aap.2011.01.002)
- ❖ Shapovalova, N., Tam, J., Shindo, N., & Briand, S. (2011). WHO public health research agenda for influenza: tools for strategic communication during pandemic and inter-pandemic periods. *Influenza and Other Respiratory Viruses, 5*(s1), 266-268. doi: [10.1111/j.1750-2659.2011.00209.x](https://doi.org/10.1111/j.1750-2659.2011.00209.x)
- ❖ Thomas, K., Hevey, D., Pertl, M., Ni Chuinneagain, S., Craig, A., & Maher, L. (2011). Appearance matters: The frame and focus of health messages influences beliefs about skin cancer. *British Journal of Health Psychology, 16*, 418-429. doi: [10.1348/135910710x520088](https://doi.org/10.1348/135910710x520088)
- ❖ Wilkin, H. A., & Ball-Rokeach, S. J. (2011). Hard-to-reach? Using health access status as a way to more effectively target segments of the Latino audience. *Health Education Research, 26*(2), 239-253. doi: [10.1093/her/cyq090](https://doi.org/10.1093/her/cyq090)

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.

