

Health Communication Science Digest

Office of the Associate Director for Communication

September 2011 -- Vol. 2, Issue 9e

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

- ❖ Crosby, R., & Noar, S. M. (2011). What is a planning model? An introduction to PRECEDE-PROCEED. *Journal of Public Health Dentistry*, 71, S7-S15. doi: [10.1111/j.1752-7325.2011.00235.x](https://doi.org/10.1111/j.1752-7325.2011.00235.x)
- ❖ Estrada, C. A., Krishnamoorthy, P., Smith, A., Staton, L., Korf, M. J., Allison, J. J., & Houston, T. K. (2011). Marketing to increase participation in a web-based continuing medical education cultural competence curriculum. *Journal of Continuing Education in the Health Professions*, 31(1), 21-27. doi: [10.1002/chp.20097](https://doi.org/10.1002/chp.20097)
- ❖ Gallagher, K. M., & Updegraff, J. A. (2011). When 'fit' leads to fit, and when 'fit' leads to fat: How message framing and intrinsic vs. extrinsic exercise outcomes interact in promoting physical activity. *Psychology & Health*, 26(7), 819-834. doi: [10.1080/08870446.2010.505983](https://doi.org/10.1080/08870446.2010.505983)
- ❖ Gentry, E., Poirier, K., Wilkinson, T., Nhean, S., Nyborn, J., & Siegel, M. (2011). Alcohol advertising at Boston subway stations: An assessment of exposure by race and socioeconomic status. *American Journal of Public Health*. doi: [10.2105/ajph.2011.300159](https://doi.org/10.2105/ajph.2011.300159)
- ❖ Good, A., & Abraham, C. (2011). Can the effectiveness of health promotion campaigns be improved using self-efficacy and self-affirmation interventions? An analysis of sun protection messages. *Psychology & Health*, 26(7), 799-818. doi: [10.1080/08870446.2010.495157](https://doi.org/10.1080/08870446.2010.495157)
- ❖ Hargittai, E., & Litt, E. (2011). The tweet smell of celebrity success: Explaining variation in Twitter adoption among a diverse group of young adults. *New Media & Society*, 13(5), 824-842. doi: [10.1177/1461444811405805](https://doi.org/10.1177/1461444811405805)



- ❖ Irmak, C., Vallen, B., & Robinson, S. R. (2011). The impact of product name on dieters' and nondieters' food evaluations and consumption. *Journal of Consumer Research*, 38(2), 390-405. doi: [10.1086/660044](https://doi.org/10.1086/660044)
- ❖ Jiang, N., & Ling, P. M. (2011). Reinforcement of smoking and drinking: Tobacco marketing strategies linked with alcohol in the United States. *American Journal of Public Health*. doi: [10.2105/ajph.2011.300157](https://doi.org/10.2105/ajph.2011.300157)
- ❖ Kim, H., Park, S.-Y., & Bozeman, I. (2011). Online health information search and evaluation: Observations and semi-structured interviews with college students and maternal health experts. *Health Information and Libraries Journal*, 28(3), 188-199. doi: [10.1111/j.1471-1842.2011.00948.x](https://doi.org/10.1111/j.1471-1842.2011.00948.x)
- ❖ Luk, A., & Aslani, P. (2011). Tools used to evaluate written medicine and health information. *Health Education & Behavior*, 38(4), 389-403. doi: [10.1177/1090198110379576](https://doi.org/10.1177/1090198110379576)
- ❖ McTavish, J., Harris, R., & Wathen, N. (2011). Searching for health: The topography of the first page. *Ethics and Information Technology*, 13(3), 227-240. doi: [10.1007/s10676-011-9272-8](https://doi.org/10.1007/s10676-011-9272-8)
- ❖ National Cancer Institute. (2011). U.S. social media use and health communication. *HINTS Briefs Number 19*. Retrieved from http://hints.cancer.gov/docs/HINTS_Brief_19.pdf
- ❖ Pighin, S., Bonnefon, J.-F., & Savadori, L. (2011). Overcoming number numbness in prenatal risk communication. *Prenatal Diagnosis*, 31(8), 809-813. doi: [10.1002/pd.2771](https://doi.org/10.1002/pd.2771)
- ❖ Richardson, A., Cullen, J., Mowery, P., McCausland, K., & Vallone, D. (2011). The path to quit: How awareness of a large-scale mass-media smoking cessation campaign promotes quit attempts. *Nicotine & Tobacco Research*. doi: [10.1093/ntr/ntr158](https://doi.org/10.1093/ntr/ntr158)
- ❖ Rivara, F. P., Boisvert, D., Relyea-Chew, A., & Gomez, T. (2011). Last Call: Decreasing drunk driving among 21–34-year-old bar patrons. *International Journal of Injury Control and Safety Promotion*. doi: [10.1080/17457300.2011.603150](https://doi.org/10.1080/17457300.2011.603150)
- ❖ Rushing, S., & Stephens, D. (2011). Use of media technologies by Native American teens and young adults in the Pacific Northwest: Exploring their utility for designing culturally appropriate technology-based health interventions. *Journal of Primary Prevention*. doi: [10.1007/s10935-011-0242-z](https://doi.org/10.1007/s10935-011-0242-z)
- ❖ SteelFisher, G., Blendon, R., Ross, L. J., Collins, B. C., Ben-Porath, E. N., Bekheit, M. M., & Mailhot, J. R. (2011). Public response to an anthrax attack: Reactions to mass prophylaxis in a scenario involving inhalation anthrax from an unidentified source. *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science*. doi: [10.1089/bsp.2011.0005](https://doi.org/10.1089/bsp.2011.0005)
- ❖ Tausczik, Y., Faasse, K., Pennebaker, J. W., & Petrie, K. J. (2011). Public anxiety and information seeking following the H1N1 outbreak: Blogs, newspaper articles, and Wikipedia visits. *Health Communication*. doi: [10.1080/10410236.2011.571759](https://doi.org/10.1080/10410236.2011.571759)



- ❖ van Stralen, M. M., de Vries, H., Mudde, A. N., Bolman, C., & Lechner, L. (2011). The long-term efficacy of two computer-tailored physical activity interventions for older adults: Main effects and mediators. *Health Psychology, 30*(4), 442-452. doi: [10.1037/a0023579](https://doi.org/10.1037/a0023579)
- ❖ Zarcadoolas, C. (2011). The simplicity complex: Exploring simplified health messages in a complex world. *Health Promotion International, 26*(3), 338-350. doi: [10.1093/heapro/daq075](https://doi.org/10.1093/heapro/daq075)

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