

Health Communication Science Digest

Office of the Associate Director for Communication

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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

- ❖ Abrams, L. C., Lee Westmaas, J., Bontemps-Jones, J., Ramani, R., & Mellerson, J. (2013). A content analysis of popular smartphone apps for smoking cessation. *American Journal of Preventive Medicine*, 45(6), 732-736. doi: [10.1016/j.amepre.2013.07.008](https://doi.org/10.1016/j.amepre.2013.07.008)
- ❖ Auchincloss, A. H., Mallya, G. G., Leonberg, B. L., Ricchezza, A., Glanz, K., & Schwarz, D. F. (2013). Customer responses to mandatory menu labeling at full-service restaurants. *American Journal of Preventive Medicine*, 45(6), 710-719. doi: [10.1016/j.amepre.2013.07.014](https://doi.org/10.1016/j.amepre.2013.07.014)
- ❖ Beales, J. H., & Kulick, R. (2013). Does advertising on television cause childhood obesity? A longitudinal analysis. *Journal of Public Policy & Marketing*, 32(2), 185-194. doi: [10.1509/0743-9156-32.2.185](https://doi.org/10.1509/0743-9156-32.2.185)
- ❖ Berger, J., & Iyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of Consumer Research*, 40(3), 567-579. doi: [10.1086/671345](https://doi.org/10.1086/671345)
- ❖ Blanton, H., Gerrard, M., & McClive-Reed, K. P. (2013). Threading the needle in health-risk communication: Increasing vulnerability salience while promoting self-worth. *Journal of Health Communication*, 18(11), 1279-1292. doi: [10.1080/10810730.2013.778359](https://doi.org/10.1080/10810730.2013.778359)
- ❖ Chang, C. (2013a). Men's and women's responses to two-sided health news coverage: A moderated mediation model. *Journal of Health Communication*, 18(11), 1326-1344. doi: [10.1080/10810730.2013.778363](https://doi.org/10.1080/10810730.2013.778363)
- ❖ Chang, C. (2013b). Seeing is believing: The direct and contingent influence of pictures in health promotion advertising. *Health Communication*, 28(8), 822-834. doi: [10.1080/10410236.2012.726403](https://doi.org/10.1080/10410236.2012.726403)



- ❖ Dillard, A. J., & Main, J. L. (2013). Using a health message with a testimonial to motivate colon cancer screening: Associations with perceived identification and vividness. *Health Education & Behavior*, 40(6), 673-682. doi: [10.1177/1090198112473111](https://doi.org/10.1177/1090198112473111)
- ❖ Glanz, K., Steffen, A. D., Schoenfeld, E., & Tappe, K. A. (2013). Randomized trial of tailored skin cancer prevention for children: The project SCAPE family study. *Journal of Health Communication*, 18(11), 1368-1383. doi: [10.1080/10810730.2013.778361](https://doi.org/10.1080/10810730.2013.778361)
- ❖ Huang, R., & Yang, M. (2013). Buy what is advertised on television? Evidence from bans on child-directed food advertising. *Journal of Public Policy & Marketing*, 32(2), 207-222. doi: [10.1509/0743-9156-32.2.207](https://doi.org/10.1509/0743-9156-32.2.207)
- ❖ Jernigan, D. H., Ross, C. S., Ostroff, J., McKnight-Eily, L. R., & Brewer, R. D. (2013). Youth exposure to alcohol advertising on television -- 25 markets, United States, 2010. *MMWR: Morbidity and Mortality Weekly Report*, 62(44), 877-880. http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6244a3.htm?s_cid=mm6244a3_e
- ❖ Kang, H., & Walsh-Childers, K. (2012). Sun-care product advertising in parenting magazines: What information does it provide about sun protection? *Health Communication*, 29(1), 1-12. doi: [10.1080/10410236.2012.712878](https://doi.org/10.1080/10410236.2012.712878)
- ❖ Lee, J. K., Mowery, A., Depue, J., Luxenberg, M., & Schillo, B. (2013). Effectiveness of statewide advertising campaigns in promoting the QUITPLAN® services brand. *Social Marketing Quarterly*, 19(4), 207-221. doi: [10.1177/1524500413496415](https://doi.org/10.1177/1524500413496415)
- ❖ Lee, S., Yoon, H., Chen, L., & Juon, H.-S. (2013). Culturally appropriate photonovel development and process evaluation for hepatitis B prevention in Chinese, Korean, and Vietnamese American communities. *Health Education & Behavior*, 40(6), 694-703. doi: [10.1177/1090198112474003](https://doi.org/10.1177/1090198112474003)
- ❖ Marshall, R. J. (2013). Influenza vaccine use among health care workers: Social marketing, policy, and ethics. *Social Marketing Quarterly*, 19(4), 222-229. doi: [10.1177/1524500413505096](https://doi.org/10.1177/1524500413505096)
- ❖ McInnes, D. K., Li, A. E., & Hogan, T. P. (2013). Opportunities for engaging low-income, vulnerable populations in health care: A systematic review of homeless persons' access to and use of information technologies. *American Journal of Public Health*, 103(S2), e11-e24. doi: [10.2105/AJPH.2013.301623](https://doi.org/10.2105/AJPH.2013.301623)
- ❖ Owen, L., Lewis, C., Auty, S., & Buijzen, M. (2013). Is children's understanding of nontraditional advertising comparable to their understanding of television advertising? *Journal of Public Policy & Marketing*, 32(2), 195-206. doi: [10.1509/0743-9156-32.2.195](https://doi.org/10.1509/0743-9156-32.2.195)
- ❖ Parvanta, S., Gibson, L., Forquer, H., Shapiro-Luft, D., Dean, L., Freres, D., . . . Hornik, R. (2013). Applying quantitative approaches to the formative evaluation of antismoking campaign messages. *Social Marketing Quarterly*, 19(4), 242-264. doi: [10.1177/1524500413506004](https://doi.org/10.1177/1524500413506004)
- ❖ Schuldt, J. P. (2013). Does green mean healthy? Nutrition label color affects perceptions of healthfulness. *Health Communication*, 28(8), 814-821. doi: [10.1080/10410236.2012.725270](https://doi.org/10.1080/10410236.2012.725270)
- ❖ Smith, N. C., Goldstein, D. G., & Johnson, E. J. (2013). Choice without awareness: Ethical and policy implications of defaults. *Journal of Public Policy & Marketing*, 32(2), 159-172. doi: [10.1509/0743-9156-32.2.159](https://doi.org/10.1509/0743-9156-32.2.159)
- ❖ Stanton, J. V., & Guion, D. T. (2013). Taking advantage of a vulnerable group? Emotional cues in ads targeting parents. *Journal of Consumer Affairs*, 47(3), 485-517. doi: [10.1111/joca.12018](https://doi.org/10.1111/joca.12018)



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