

# 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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Al Sayah, F., Williams, B., & Johnson, J. A. (2013). Measuring health literacy in individuals with diabetes: A systematic review and evaluation of available measures. *Health Education & Behavior*, 40(1), 42-55. doi: [10.1177/1090198111436341](https://doi.org/10.1177/1090198111436341)
- ❖ Baiocchi-Wagner, E. A., & Talley, A. E. (2012). The role of family communication in individual health attitudes and behaviors concerning diet and physical activity. *Health Communication*, 28(2), 193-205. doi: [10.1080/10410236.2012.674911](https://doi.org/10.1080/10410236.2012.674911)
- ❖ Chen, E. K., Reid, M. C., Parker, S. J., & Pillemer, K. (2013). Tailoring evidence-based interventions for new populations: A method for program adaptation through community engagement. *Evaluation & the Health Professions*, 36(1), 73-92. doi: [10.1177/0163278712442536](https://doi.org/10.1177/0163278712442536)
- ❖ Cho, H., Lee, J.-S., & Lee, S. (2012). Optimistic bias about H1N1 flu: Testing the links between risk communication, optimistic bias, and self-protection behavior. *Health Communication*, 28(2), 146-158. doi: [10.1080/10410236.2012.664805](https://doi.org/10.1080/10410236.2012.664805)
- ❖ Crutzen, R., Roosjen, J. L., & Poelman, J. (2013). Using Google Analytics as a process evaluation method for internet-delivered interventions: An example on sexual health. *Health Promotion International*, 28(1), 36-42. doi: [10.1093/heapro/das008](https://doi.org/10.1093/heapro/das008)
- ❖ Czaja, S. J., Sharit, J., Lee, C. C., Nair, S. N., Hernández, M. A., Arana, N., & Fu, S. H. (2013). Factors influencing use of an e-health website in a community sample of older adults. *Journal of the American Medical Informatics Association*, 20(2), 277-284. doi: [10.1136/amiajnl-2012-000876](https://doi.org/10.1136/amiajnl-2012-000876)
- ❖ Davis, K. C., Evans, W. D., & Kamyab, K. (2013). Effectiveness of a national media campaign to promote parent-child communication about sex. *Health Education & Behavior*, 40(1), 97-106. doi: [10.1177/1090198112440009](https://doi.org/10.1177/1090198112440009)



- ❖ Deledda, G., Moretti, F., Rimondini, M., & Zimmermann, C. (2013). How patients want their doctor to communicate. A literature review on primary care patients' perspective. *Patient Education and Counseling*, 90(3), 297-306. doi: [10.1016/j.pec.2012.05.005](https://doi.org/10.1016/j.pec.2012.05.005)
- ❖ Ezendam, N. P. M., Noordegraaf, V. S. A., Kroeze, W., Brug, J., & Oenema, A. (2013). Process evaluation of FATaintPHAT, a computer-tailored intervention to prevent excessive weight gain among Dutch adolescents. *Health Promotion International*, 28(1), 26-35. doi: [10.1093/heapro/das021](https://doi.org/10.1093/heapro/das021)
- ❖ Harris, J. K. (2013). Communication ties across the national network of local health departments. *American Journal of Preventive Medicine*, 44(3), 247-253. doi: [10.1016/j.amepre.2012.10.028](https://doi.org/10.1016/j.amepre.2012.10.028)
- ❖ Hayden, D., & Deng, F. (2013). The science of goal setting: A practitioner's guide to goal setting in the social marketing of conservation. *Social Marketing Quarterly*, 19(1), 13-25. doi: [10.1177/1524500412472496](https://doi.org/10.1177/1524500412472496)
- ❖ Kim, H. K., & Niederdeppe, J. (2012). Exploring optimistic bias and the integrative model of behavioral prediction in the context of a campus influenza outbreak. *Journal of Health Communication*, 18(2), 206-222. doi: [10.1080/10810730.2012.688247](https://doi.org/10.1080/10810730.2012.688247)
- ❖ Laz, T. H., & Berenson, A. B. (2012). Racial and ethnic disparities in internet use for seeking health information among young women. *Journal of Health Communication*, 18(2), 250-260. doi: [10.1080/10810730.2012.707292](https://doi.org/10.1080/10810730.2012.707292)
- ❖ Lee, S. T., & Basnyat, I. (2012). From press release to news: Mapping the framing of the 2009 H1N1 A influenza pandemic. *Health Communication*, 28(2), 119-132. doi: [10.1080/10410236.2012.658550](https://doi.org/10.1080/10410236.2012.658550)
- ❖ Nelson, W. L., Moser, R. P., & Han, P. K. J. (2012). Exploring objective and subjective numeracy at a population level: Findings from the 2007 Health Information National Trends Survey (HINTS). *Journal of Health Communication*, 18(2), 192-205. doi: [10.1080/10810730.2012.688450](https://doi.org/10.1080/10810730.2012.688450)
- ❖ Persky, S., Sanderson, S. C., & Koehly, L. M. (2012). Online communication about genetics and body weight: Implications for health behavior and internet-based education. *Journal of Health Communication*, 18(2), 241-249. doi: [10.1080/10810730.2012.727951](https://doi.org/10.1080/10810730.2012.727951)
- ❖ Quintero Johnson, J. M., Harrison, K., & Quick, B. L. (2012). Understanding the effectiveness of the entertainment-education strategy: An investigation of how audience involvement, message processing, and message design influence health information recall. *Journal of Health Communication*, 18(2), 160-178. doi: [10.1080/10810730.2012.688244](https://doi.org/10.1080/10810730.2012.688244)
- ❖ Stern, S., & Morr, L. (2012). Portrayals of teen smoking, drinking, and drug use in recent popular movies. *Journal of Health Communication*, 18(2), 179-191. doi: [10.1080/10810730.2012.688251](https://doi.org/10.1080/10810730.2012.688251)
- ❖ Thompson, E. B., Heley, F., Oster-Aaland, L., Stastny, S. N., & Crawford, E. C. (2013). The impact of a student-driven social marketing campaign on college student alcohol-related beliefs and behaviors. *Social Marketing Quarterly*, 19(1), 52-64. doi: [10.1177/1524500412472668](https://doi.org/10.1177/1524500412472668)
- ❖ Yu, N., & Shen, F. (2012). Benefits for me or risks for others: A cross-culture investigation of the effects of message frames and cultural appeals. *Health Communication*, 28(2), 133-145. doi: [10.1080/10410236.2012.662147](https://doi.org/10.1080/10410236.2012.662147)



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