

Health Communication Science Digest

Office of the Associate Director for Communication

June 2013 -- Vol. 4, 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

- ❖ Adams, R. J., Piantadosi, C., Ettridge, K., Miller, C., Wilson, C., Tucker, G., & Hill, C. L. (2013). Functional health literacy mediates the relationship between socio-economic status, perceptions and lifestyle behaviors related to cancer risk in an Australian population. *Patient Education and Counseling*, 91(2), 206-212. doi: [10.1016/j.pec.2012.12.001](https://doi.org/10.1016/j.pec.2012.12.001)
- ❖ Anderson, C. N., Noar, S. M., & Rogers, B. D. (2013). The persuasive power of oral health promotion messages: A theory of planned behavior approach to dental checkups among young adults. *Health Communication*, 28(3), 304-313. doi: [10.1080/10410236.2012.684275](https://doi.org/10.1080/10410236.2012.684275)
- ❖ Campo, S., Askelson, N. M., Spies, E. L., Boxer, C., Scharp, K. M., & Losch, M. E. (2013). “Wow, that was funny”: The value of exposure and humor in fostering campaign message sharing. *Social Marketing Quarterly*, 19(2), 84-96. doi: [10.1177/1524500413483456](https://doi.org/10.1177/1524500413483456)
- ❖ Cook, L. A., Burton, S., & Howlett, E. (2013). Leaner choices? The potential influence of the inclusion of nutrition facts panels on consumer evaluations and choices of ground beef products. *Journal of Public Policy & Marketing*, 32(1), 97-115. doi: [10.1509/jppm.11.128](https://doi.org/10.1509/jppm.11.128)
- ❖ Dixon, B. E., Gamache, R. E., & Grannis, S. J. (2013). Towards public health decision support: A systematic review of bidirectional communication approaches. *Journal of the American Medical Informatics Association*, 20(3), 577-583. doi: [10.1136/amiajnl-2012-001514](https://doi.org/10.1136/amiajnl-2012-001514)
- ❖ Frisch, A.-L., Camerini, L., & Schulz, P. J. (2013). The impact of presentation style on the retention of online health information: A randomized-controlled experiment. *Health Communication*, 28(3), 286-293. doi: [10.1080/10410236.2012.683387](https://doi.org/10.1080/10410236.2012.683387)
- ❖ Gulbrandsen, P., Jensen, B. F., Finset, A., & Blanch-Hartigan, D. (2013). Long-term effect of communication training on the relationship between physicians’ self-efficacy and performance. *Patient Education and Counseling*, 91(2), 180-185. doi: [10.1016/j.pec.2012.11.015](https://doi.org/10.1016/j.pec.2012.11.015)



- ❖ Harris, J. K., Mueller, N. L., Snider, D., & Haire-Joshu, D. (2013). Local health department use of Twitter to disseminate diabetes information, United States. *Preventing Chronic Disease, 10*, E70. doi: [10.5888/pcd10.120215](https://doi.org/10.5888/pcd10.120215)
- ❖ Heuman, A. N., Scholl, J. C., & Wilkinson, K. (2013). Rural hispanic populations at risk in developing diabetes: Sociocultural and familial challenges in promoting a healthy diet. *Health Communication, 28*(3), 260-274. doi: [10.1080/10410236.2012.680947](https://doi.org/10.1080/10410236.2012.680947)
- ❖ Jarlenski, M., & Barry, C. L. (2013). News media coverage of trans fat: Health risks and policy responses. *Health Communication, 28*(3), 209-216. doi: [10.1080/10410236.2012.669670](https://doi.org/10.1080/10410236.2012.669670)
- ❖ Jordan, J. E., Buchbinder, R., Briggs, A. M., Elsworth, G. R., Busija, L., Batterham, R., & Osborne, R. H. (2013). The Health Literacy Management Scale (HeLMS): A measure of an individual's capacity to seek, understand and use health information within the healthcare setting. *Patient Education and Counseling, 91*(2), 228-235. doi: [10.1016/j.pec.2013.01.013](https://doi.org/10.1016/j.pec.2013.01.013)
- ❖ Lechuga, J., Owczarzak, J. T., & Petroll, A. E. (2013). Marketing the HIV test to MSM: Ethnic differences in preferred venues and sources. *Health Promotion Practice, 14*(3), 433-440. doi: [10.1177/1524839912460870](https://doi.org/10.1177/1524839912460870)
- ❖ Lefebvre, R. C., & Bornkessel, A. S. (2013). Digital social networks and health. *Circulation, 127*(17), 1829-1836. doi: [10.1161/circulationaha.112.000897](https://doi.org/10.1161/circulationaha.112.000897)
- ❖ Marcus, A. C., Diefenbach, M. A., Stanton, A. L., Miller, S. M., Fleisher, L., Raich, P. C., . . . Bright, M. A. (2013). Cancer patient and survivor research from the Cancer Information Service Research Consortium: A preview of three large randomized trials and initial lessons learned. *Journal of Health Communication, 18*(5), 543-562. doi: [10.1080/10810730.2012.743629](https://doi.org/10.1080/10810730.2012.743629)
- ❖ Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013). A new dimension of health care: systematic review of the uses, benefits, and limitations of social media for health communication. *J Med Internet Res, 15*(4), e85. doi: [10.2196/jmir.1933](https://doi.org/10.2196/jmir.1933)
- ❖ Mooss, A., Brock-Getz, P., Ladner, R., & Fiaño, T. (2013). The relationship between health literacy, knowledge of health status, and beliefs about HIV/AIDS transmission among Ryan White clients in Miami. *Health Education Journal, 72*(3), 292-299. doi: [10.1177/0017896912442952](https://doi.org/10.1177/0017896912442952)
- ❖ Paek, H.-J., Hove, T., & Jeon, J. (2013). Social media for message testing: A multilevel approach to linking favorable viewer responses with message, producer, and viewer influence on YouTube. *Health Communication, 28*(3), 226-236. doi: [10.1080/10410236.2012.672912](https://doi.org/10.1080/10410236.2012.672912)
- ❖ Ramírez, A. S., Freres, D., Martinez, L. S., Lewis, N., Bourgoin, A., Kelly, B. J., . . . Hornik, R. C. (2013). Information seeking from media and family/friends increases the likelihood of engaging in healthy lifestyle behaviors. *Journal of Health Communication, 18*(5), 527-542. doi: [10.1080/10810730.2012.743632](https://doi.org/10.1080/10810730.2012.743632)
- ❖ Reid, A. E., & Aiken, L. S. (2013). Correcting injunctive norm misperceptions motivates behavior change: A randomized controlled sun protection intervention. *Health Psychology, 32*(5), 551-560. doi: [10.1037/a0028140](https://doi.org/10.1037/a0028140)
- ❖ Schüz, N., Schüz, B., & Eid, M. (2013). When risk communication backfires: Randomized controlled trial on self-affirmation and reactance to personalized risk feedback in high-risk individuals. *Health Psychology, 32*(5), 561-570. doi: [10.1037/a0029887](https://doi.org/10.1037/a0029887)



- ❖ Thompson, D. V., & Malaviya, P. (2013). Consumer-generated ads: Does awareness of advertising co-creation help or hurt persuasion? *Journal of Marketing*, 77(3), 33-47. doi: [10.1509/jm.11.0403](https://doi.org/10.1509/jm.11.0403)
- ❖ Turner-McGrievy, G. M., Beets, M. W., Moore, J. B., Kaczynski, A. T., Barr-Anderson, D. J., & Tate, D. F. (2013). Comparison of traditional versus mobile app self-monitoring of physical activity and dietary intake among overweight adults participating in an mHealth weight loss program. *Journal of the American Medical Informatics Association*, 20(3), 513-518. doi: [10.1136/amiajnl-2012-001510](https://doi.org/10.1136/amiajnl-2012-001510)

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