

# Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Office of Communication Science 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

- ❖ Biroscak, B. J., Schneider, T., Panzera, A. D., Bryant, C. A., McDermott, R. J., Mayer, A. B., . . . Hovmand, P. S. (2014). Applying systems science to evaluate a community-based social marketing innovation: A case study. *Social Marketing Quarterly*, 20(4), 247-267. doi: [10.1177/1524500414556649](https://doi.org/10.1177/1524500414556649)
- ❖ Clinton-McHarg, T., Paul, C., Boyes, A., Rose, S., Vallentine, P., & O'Brien, L. (2014). Do cancer helplines deliver benefits to people affected by cancer? A systematic review. *Patient Education and Counseling*, 97(3), 302-309. doi: [10.1016/j.pec.2014.09.004](https://doi.org/10.1016/j.pec.2014.09.004)
- ❖ Crombie, I. K., Falconer, D. W., Irvine, L., Williams, B., Ricketts, I. W., Humphris, G., . . . Slane, P. W. (2014). Behaviour change in 160 characters: A novel brief alcohol intervention for disadvantaged men. *The Lancet*, 384, Supplement 2(0), S26. doi: [10.1016/S0140-6736\(14\)62152-8](https://doi.org/10.1016/S0140-6736(14)62152-8)
- ❖ Franzen, J., Mantwill, S., Rapold, R., & Schulz, P. J. (2014). The relationship between functional health literacy and the use of the health system by diabetics in Switzerland. *European Journal of Public Health*, 24(6), 996-1002. doi: [10.1093/eurpub/ckt202](https://doi.org/10.1093/eurpub/ckt202)
- ❖ Freeman, B., Kelly, B., Baur, L., Chapman, K., Chapman, S., Gill, T., & King, L. (2014). Digital junk: Food and beverage marketing on Facebook. *American Journal of Public Health*, 104(12), e56-e64. doi: [10.2105/AJPH.2014.302167](https://doi.org/10.2105/AJPH.2014.302167)
- ❖ Juszczak, D., Gillison, F. B., & Dean, S. (2014). Can media images of obese people undermine health messages? An experimental study of visual representation and risk perception. *European Journal of Public Health*, 24(6), 929-934. doi: [10.1093/eurpub/cku064](https://doi.org/10.1093/eurpub/cku064)



- ❖ Lambert, C. A., & Wu, H. D. (2014). Influencing forces or mere interview sources? How key constituencies shaped health care media discourse. *Health Marketing Quarterly*, 31(4), 312-325. doi: [10.1080/07359683.2014.966002](https://doi.org/10.1080/07359683.2014.966002)
- ❖ Liang, X., Su, L. Y.-F., Yeo, S. K., Scheufele, D. A., Brossard, D., Xenos, M., . . . Corley, E. A. (2014). Building buzz: (Scientists) communicating science in new media environments. *Journalism & Mass Communication Quarterly*, 91(4), 772-791. doi: [10.1177/1077699014550092](https://doi.org/10.1177/1077699014550092)
- ❖ Merchant, R. M., Ha, Y. P., Wong, C. A., Schwartz, H. A., Sap, M., Ungar, L. H., & Asch, D. A. (2014). The 2013 US government shutdown (#shutdown) and health: An emerging role for social media. *American Journal of Public Health*, 104(12), 2248-2250. doi: [10.2105/AJPH.2014.302118](https://doi.org/10.2105/AJPH.2014.302118)
- ❖ Ng, E., & Omariba, D. W. R. (2014). Immigration, generational status and health literacy in Canada. *Health Education Journal*, 73(6), 668-682. doi: [10.1177/0017896913511809](https://doi.org/10.1177/0017896913511809)
- ❖ Resnicow, K., Zhou, Y., Hawley, S., Jimbo, M., Ruffin, M. T., Davis, R. E., . . . Lafata, J. E. (2014). Communication preference moderates the effect of a tailored intervention to increase colorectal cancer screening among African Americans. *Patient Education and Counseling*, 97(3), 370-375. doi: [10.1016/j.pec.2014.08.013](https://doi.org/10.1016/j.pec.2014.08.013)
- ❖ Ricketts, M. (2014). Making health information personal: How anecdotes bring concepts to life. In S. Hai-Jew (Ed.), *Packaging digital information for enhanced learning and analysis: Data visualization, spatialization, and multidimensionality* (pp. 1-36). Hershey, PA: IGI Global. Retrieved from <http://krex.k-state.edu/dspace/bitstream/handle/2097/16397/RickettsIGI2014.pdf?sequence=1>.
- ❖ Suran, M., Holton, A. E., & Coleman, R. (2014). Topical punch: Health topics as drivers of idiosyncratic reader responses to online news articles. *Journalism & Mass Communication Quarterly*, 91(4), 725-739. doi: [10.1177/1077699014550093](https://doi.org/10.1177/1077699014550093)
- ❖ van Zyl, H., Visser, P., van Wyk, E., & Laubscher, R. (2014). Comparing elearning and classroom instruction on HIV/AIDS knowledge uptake and internalizing among South African and Irish pupils. *Health Education Journal*, 73(6), 746-754. doi: [10.1177/0017896912471045](https://doi.org/10.1177/0017896912471045)
- ❖ Victorson, D., Banas, J., Smith, J., Languido, L., Shen, E., Gutierrez, S., . . . Flores, L. (2014). eSalud: Designing and implementing culturally competent ehealth research with latino patient populations. *American Journal of Public Health*, 104(12), 2259-2265. doi: [10.2105/AJPH.2014.302187](https://doi.org/10.2105/AJPH.2014.302187)
- ❖ Zhao, X., Peterson, E. B., Kim, W., & Rolfe-Redding, J. (2014). Effects of self-affirmation on daily versus occasional smokers' responses to graphic warning labels. *Communication Research*, 41(8), 1137-1158. doi: [10.1177/0093650212465433](https://doi.org/10.1177/0093650212465433)



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