

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

- ❖ Barry, M. M., D'Eath, M., & Sixsmith, J. (2013). Interventions for improving population health literacy: Insights from a rapid review of the evidence. *Journal of Health Communication, 18*(12), 1507-1522. doi: [10.1080/10810730.2013.840699](https://doi.org/10.1080/10810730.2013.840699)
- ❖ Bassett-Gunter, R. L., Martin Ginis, K. A., & Latimer-Cheung, A. E. (2013). Do you want the good news or the bad news? Gain- versus loss-framed messages following health risk information: The effects on leisure time physical activity beliefs and cognitions. *Health Psychology, 32*(12), 1188-1198. doi: [10.1037/a0030126](https://doi.org/10.1037/a0030126)
- ❖ Cairns, G., de Andrade, M., & MacDonald, L. (2013). Reputation, relationships, risk communication, and the role of trust in the prevention and control of communicable disease: A review. *Journal of Health Communication, 18*(12), 1550-1565. doi: [10.1080/10810730.2013.840696](https://doi.org/10.1080/10810730.2013.840696)
- ❖ Chari, R., Warsh, J., Ketterer, T., Hossain, J., & Sharif, I. (2014). Association between health literacy and child and adolescent obesity. *Patient Education and Counseling, 94*(1), 61-66. doi: [10.1016/j.pec.2013.09.006](https://doi.org/10.1016/j.pec.2013.09.006)
- ❖ Chen, W., & Lee, K.-H. (2014). More than search? Informational and participatory eHealth behaviors. *Computers in Human Behavior, 30*(0), 103-109. doi: [10.1016/j.chb.2013.07.028](https://doi.org/10.1016/j.chb.2013.07.028)
- ❖ Cobb, N. K., & Poirier, J. (2014). Effectiveness of a multimodal online well-being intervention: A randomized controlled trial. *American Journal of Preventive Medicine, 46*(1), 41-48. doi: [10.1016/j.amepre.2013.08.018](https://doi.org/10.1016/j.amepre.2013.08.018)



- ❖ Czoli, C. D., & Hammond, D. (2014). Cigarette packaging: Youth perceptions of “natural” cigarettes, filter references, and contraband tobacco. *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*, 54(1), 33-39. doi: [10.1016/j.jadohealth.2013.07.016](https://doi.org/10.1016/j.jadohealth.2013.07.016)
- ❖ Dixon, H., Warne, C., Scully, M., Dobbinson, S., & Wakefield, M. (2013). Agenda-setting effects of sun-related news coverage on public attitudes and beliefs about tanning and skin cancer. *Health Communication*, 29(2), 173-181. doi: [10.1080/10410236.2012.732027](https://doi.org/10.1080/10410236.2012.732027)
- ❖ Durkin, S., Bayly, M., Cotter, T., Mullin, S., & Wakefield, M. (2013). Potential effectiveness of anti-smoking advertisement types in ten low and middle income countries: Do demographics, smoking characteristics and cultural differences matter? *Social Science & Medicine*, 98(0), 204-213. doi: [10.1016/j.socscimed.2013.09.022](https://doi.org/10.1016/j.socscimed.2013.09.022)
- ❖ Etter, M. (2013). Reasons for low levels of interactivity: (Non-) interactive CSR communication in twitter. *Public Relations Review*, 39(5), 606-608. doi: [10.1016/j.pubrev.2013.06.003](https://doi.org/10.1016/j.pubrev.2013.06.003)
- ❖ Gleason-Comstock, J. A., Streater, A., Jen, K.-L. C., Artinian, N. T., Timmins, J., Baker, S., . . . Paranjpe, A. (2013). Consumer health information technology in an adult public health primary care clinic: A heart health education feasibility study. *Patient Education and Counseling*, 93(3), 464-471. doi: [10.1016/j.pec.2013.07.010](https://doi.org/10.1016/j.pec.2013.07.010)
- ❖ Han, G., Zhang, J., Chu, K., & Shen, G. (2013). Self–other differences in H1N1 flu risk perception in a global context: A comparative study between the United States and China. *Health Communication*, 29(2), 109-123. doi: [10.1080/10410236.2012.723267](https://doi.org/10.1080/10410236.2012.723267)
- ❖ Hornik, R., Parvanta, S., Mello, S., Freres, D., Kelly, B., & Schwartz, J. S. (2013). Effects of scanning (routine health information exposure) on cancer screening and prevention behaviors in the general population. *Journal of Health Communication*, 18(12), 1422-1435. doi: [10.1080/10810730.2013.798381](https://doi.org/10.1080/10810730.2013.798381)
- ❖ Koch, T., & Zerback, T. (2013). Helpful or harmful? How frequent repetition affects perceived statement credibility. *Journal of Communication*, 63(6), 993-1010. doi: [10.1111/jcom.12063](https://doi.org/10.1111/jcom.12063)
- ❖ Labacher, L., & Mitchell, C. (2013). Talk or text to tell? How young adults in Canada and South Africa prefer to receive STI results, counseling, and treatment updates in a wireless world. *Journal of Health Communication*, 18(12), 1465-1476. doi: [10.1080/10810730.2013.798379](https://doi.org/10.1080/10810730.2013.798379)
- ❖ Niederdeppe, J., Roh, S., Shapiro, M. A., & Kim, H. K. (2013). Effects of messages emphasizing environmental determinants of obesity on intentions to engage in diet and exercise behaviors. *Preventing Chronic Disease*, 10, E209. doi: [10.5888/pcd10.130163](https://doi.org/10.5888/pcd10.130163)
- ❖ Paek, H.-J., Hove, T., Jung, Y., & Cole, R. T. (2013). Engagement across three social media platforms: An exploratory study of a cause-related PR campaign. *Public Relations Review*, 39(5), 526-533. doi: [10.1016/j.pubrev.2013.09.013](https://doi.org/10.1016/j.pubrev.2013.09.013)
- ❖ Richards, A. S. (2013). Predicting attitude toward methamphetamine use: The role of antidrug campaign exposure and conversations about meth in Montana. *Health Communication*, 29(2), 124-136. doi: [10.1080/10410236.2012.728469](https://doi.org/10.1080/10410236.2012.728469)



- ❖ Wong, N. C. H., Harvell, L. A., & Harrison, K. J. (2013). The unintended target: Assessing nonsmokers' reactions to gain- and loss-framed antismoking public service announcements. *Journal of Health Communication*, 18(12), 1402-1421. doi: [10.1080/10810730.2013.798376](https://doi.org/10.1080/10810730.2013.798376)

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