

# 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 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

- ❖ Apolinario, D., Mansur, L. L., Carthery-Goulart, M. T., Brucki, S. M. D., & Nitrini, R. (2014). Detecting limited health literacy in Brazil: Development of a multidimensional screening tool. *Health Promotion International*, 29(1), 5-14. doi: [10.1093/heapro/dat074](https://doi.org/10.1093/heapro/dat074)
- ❖ Bridges, S. M., Parthasarathy, D. S., Wong, H. M., Yiu, C. K. Y., Au, T. K., & McGrath, C. P. J. (2014). The relationship between caregiver functional oral health literacy and child oral health status. *Patient Education and Counseling*, 94(3), 411-416. doi: [10.1016/j.pec.2013.10.018](https://doi.org/10.1016/j.pec.2013.10.018)
- ❖ Chapman, S., Haynes, A., Derrick, G., Sturk, H., Hall, W. D., & St. George, A. (2014). Reaching “an audience that you would never dream of speaking to”: Influential public health researchers' views on the role of news media in influencing policy and public understanding. *Journal of Health Communication*, 19(2), 260-273. doi: [10.1080/10810730.2013.811327](https://doi.org/10.1080/10810730.2013.811327)
- ❖ Cismaru, M. (2014). Using the extended parallel process model to understand texting while driving and guide communication campaigns against it. *Social Marketing Quarterly*, 20(1), 66-82. doi: [10.1177/1524500413517893](https://doi.org/10.1177/1524500413517893)
- ❖ Eberth, J. M., Kline, K. N., Moskowitz, D. A., Montealegre, J. R., & Scheurer, M. E. (2014). The role of media and the internet on vaccine adverse event reporting: A case study of human papillomavirus vaccination. *Journal of Adolescent Health*, 54(3), 289-295. doi: [10.1016/j.jadohealth.2013.09.005](https://doi.org/10.1016/j.jadohealth.2013.09.005)
- ❖ Harrington, K. F., & Valerio, M. A. (2014). A conceptual model of verbal exchange health literacy. *Patient Education and Counseling*, 94(3), 403-410. doi: [10.1016/j.pec.2013.10.024](https://doi.org/10.1016/j.pec.2013.10.024)
- ❖ Himelboim, I., & Han, J. Y. (2014). Cancer talk on Twitter: Community structure and information sources in breast and prostate cancer social networks. *Journal of Health Communication*, 19(2), 210-225. doi: [10.1080/10810730.2013.811321](https://doi.org/10.1080/10810730.2013.811321)



- ❖ Hong, T. (2014). Examining the role of exposure to incongruent messages on the effect of message framing in an internet health search. *Communication Research*, 41(2), 159-179. doi: [10.1177/0093650212439710](https://doi.org/10.1177/0093650212439710)
- ❖ Huansuriya, T., Siegel, J. T., & Crano, W. D. (2014). Parent–child drug communication: Pathway from parents' ad exposure to youth's marijuana use intention. *Journal of Health Communication*, 19(2), 244-259. doi: [10.1080/10810730.2013.811326](https://doi.org/10.1080/10810730.2013.811326)
- ❖ Jensen, J. D., King, A. J., Carcioppolo, N., Krakow, M., Samadder, N. J., & Morgan, S. (2014). Comparing tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50–75: A randomized controlled trial. *Social Science & Medicine*, 104(0), 31-40. doi: [10.1016/j.socscimed.2013.12.003](https://doi.org/10.1016/j.socscimed.2013.12.003)
- ❖ Keller, C., Vega-López, S., Ainsworth, B., Nagle-Williams, A., Records, K., Permana, P., & Coonrod, D. (2014). Social marketing: Approach to cultural and contextual relevance in a community-based physical activity intervention. *Health Promotion International*, 29(1), 130-140. doi: [10.1093/heapro/das053](https://doi.org/10.1093/heapro/das053)
- ❖ Kenefick, H. W., Ravid, S., MacVarish, K., Tsoi, J., Weill, K., Faye, E., & Fidler, A. (2014). On Your Time : Online training for the public health workforce. *Health Promotion Practice*, 15(1 suppl), 48S-55S. doi: [10.1177/1524839913509270](https://doi.org/10.1177/1524839913509270)
- ❖ Lee, C.-j. (2014). The role of social capital in health communication campaigns: The case of the National Youth Anti-Drug Media Campaign. *Communication Research*, 41(2), 208-235. doi: [10.1177/0093650212446332](https://doi.org/10.1177/0093650212446332)
- ❖ McKenzie-Mohr, D., & Schultz, P. W. (2014). Choosing effective behavior change tools. *Social Marketing Quarterly*, 20(1), 35-46. doi: [10.1177/1524500413519257](https://doi.org/10.1177/1524500413519257)
- ❖ Millery, M., Hall, M., Eisman, J., & Murrman, M. (2014). Using innovative instructional technology to meet training needs in public health: A design process. *Health Promotion Practice*, 15(1 suppl), 39S-47S. doi: [10.1177/1524839913509272](https://doi.org/10.1177/1524839913509272)
- ❖ Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2014). Development and implementation of mass media campaigns to delay sexual initiation among African American and White youth. *Journal of Health Communication*, 19(2), 152-169. doi: [10.1080/10810730.2013.811318](https://doi.org/10.1080/10810730.2013.811318)
- ❖ Robinson, M., & Robertson, S. (2014). Health information needs of men. *Health Education Journal*, 73(2), 150-158. doi: [10.1177/0017896912471039](https://doi.org/10.1177/0017896912471039)
- ❖ Silk, K. J., Perrault, E. K., Neuberger, L., Rogers, A., Atkin, C., Barlow, J., & Duncan, D. M. (2014). Translating and testing breast cancer risk reduction messages for mothers of adolescent girls. *Journal of Health Communication*, 19(2), 226-243. doi: [10.1080/10810730.2013.811322](https://doi.org/10.1080/10810730.2013.811322)
- ❖ Truong, V. D. (2014). Social marketing: A systematic review of research 1998–2012. *Social Marketing Quarterly*, 20(1), 15-34. doi: [10.1177/1524500413517666](https://doi.org/10.1177/1524500413517666)
- ❖ Xu, Q., & Sundar, S. S. (2014). Lights, camera, music, interaction! Interactive persuasion in e-commerce. *Communication Research*, 41(2), 282-308. doi: [10.1177/0093650212439062](https://doi.org/10.1177/0093650212439062)
- ❖ Yang, Z. J., Aloe, A. M., & Feeley, T. H. (2014). Risk information seeking and processing model: A meta-analysis. *Journal of Communication*, 64(1), 20-41. doi: [10.1111/jcom.12071](https://doi.org/10.1111/jcom.12071)



- ❖ Zerfass, A., & Schramm, D. M. (2014). Social media newsrooms in public relations: A conceptual framework and corporate practices in three countries. *Public Relations Review*, 40(1), 79-91. doi: [10.1016/j.pubrev.2013.12.003](https://doi.org/10.1016/j.pubrev.2013.12.003)

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