

# 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

- ❖ Baur, C., & Prue, C. (2014). The CDC Clear Communication Index is a new evidence-based tool to prepare and review health information. *Health Promotion Practice, 15*(5), 629-637. doi: [10.1177/1524839914538969](https://doi.org/10.1177/1524839914538969)
- ❖ Beaudoin, C. E. (2014). The mass media and adolescent socialization: A prospective study in the context of unhealthy food advertising. *Journalism & Mass Communication Quarterly, 91*(3), 544-561. doi: [10.1177/1077699014538829](https://doi.org/10.1177/1077699014538829)
- ❖ Bekalu, M. A., & Eggermont, S. (2014). The relative persuasiveness of gain-framed versus loss-framed HIV testing message: Evidence from a field experiment in northwest Ethiopia. *Journal of Health Communication, 19*(8), 922-938. doi: [10.1080/10810730.2013.837557](https://doi.org/10.1080/10810730.2013.837557)
- ❖ Cornelis, E., Cauberghe, V., & De Pelsmacker, P. (2014). Being healthy or looking good? The effectiveness of health versus appearance-focused arguments in two-sided messages. *Journal of Health Psychology, 19*(9), 1132-1142. doi: [10.1177/1359105313485310](https://doi.org/10.1177/1359105313485310)
- ❖ Dunbar, A., Tai, E., Nielsen, D., Shropshire, S., & Richardson, L. (2014). Preventing infections during cancer treatment. *Clinical Journal of Oncology Nursing, 18*(4), 426-431. doi: [10.1188/14.CJON.426-431](https://doi.org/10.1188/14.CJON.426-431)
- ❖ Ekwueme, D. U., Howard, D. H., Gelb, C. A., Rim, S. H., & Cooper, C. P. (2014). Analysis of the benefits and costs of a national campaign to promote colorectal cancer screening: CDC's Screen for Life—national colorectal cancer action campaign. *Health Promotion Practice, 15*(5), 750-758. doi: [10.1177/1524839913519446](https://doi.org/10.1177/1524839913519446)



- ❖ Feldman, L., Myers, T. A., Hmielowski, J. D., & Leiserowitz, A. (2014). The mutual reinforcement of media selectivity and effects: Testing the reinforcing spirals framework in the context of global warming. *Journal of Communication*, 64(4), 590-611. doi: [10.1111/jcom.12108](https://doi.org/10.1111/jcom.12108)
- ❖ Friedman, D. B., Brandt, H. M., Freedman, D. A., Adams, S. A., Young, V. M., & Ureda, J. R. (2014). Innovative and community-driven communication practices of the South Carolina Cancer Prevention and Control Research Network. *Preventing Chronic Disease*, 11, E127. doi: [10.5888/pcd11.140151](https://doi.org/10.5888/pcd11.140151)
- ❖ Go, E., Jung, E. H., & Wu, M. (2014). The effects of source cues on online news perception. *Computers in Human Behavior*, 38(0), 358-367. doi: [10.1016/j.chb.2014.05.044](https://doi.org/10.1016/j.chb.2014.05.044)
- ❖ Gubrium, A. C., Hill, A. L., & Flicker, S. (2013). A situated practice of ethics for participatory visual and digital methods in public health research and practice: A focus on digital storytelling. *American Journal of Public Health*, 104(9), 1606-1614. doi: [10.2105/AJPH.2013.301310](https://doi.org/10.2105/AJPH.2013.301310)
- ❖ Harris, J. K., Mansour, R., Choucair, B., Olson, J., Nissen, C., & Bhatt, J. (2014). Health department use of social media to identify foodborne illness -- Chicago, Illinois, 2013-2014. *MMWR: Morbidity and Mortality Weekly Report*. Retrieved from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6332a1.htm?s\\_cid=mm6332a1\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6332a1.htm?s_cid=mm6332a1_e)
- ❖ Kim, K., Lee, M., & Macias, W. (2014). An alcohol message beneath the surface of ER: How implicit memory influences viewers' health attitudes and intentions using entertainment-education. *Journal of Health Communication*, 19(8), 876-892. doi: [10.1080/10810730.2013.837556](https://doi.org/10.1080/10810730.2013.837556)
- ❖ Knowlden, A. P., & Sharma, M. (2014). Process evaluation of the Enabling Mothers to Prevent Pediatric Obesity Through Web-Based Learning and Reciprocal Determinism (EMPOWER) randomized control trial. *Health Promotion Practice*, 15(5), 685-694. doi: [10.1177/1524839914523431](https://doi.org/10.1177/1524839914523431)
- ❖ Luchman, J. N., Bergstrom, J., & Krulikowski, C. (2014). A motives framework of social media website use: A survey of young Americans. *Computers in Human Behavior*, 38(0), 136-141. doi: [10.1016/j.chb.2014.05.016](https://doi.org/10.1016/j.chb.2014.05.016)
- ❖ Lynch, M., Squiers, L., Lewis, M. A., Moultrie, R., Kish-Doto, J., Boudewyns, V., Bann, C., Levis, D. M., & Mitchell, E. W. (2014). Understanding women's preconception health goals: Audience segmentation strategies for a preconception health campaign. *Social Marketing Quarterly*, 20(3), 148-164. doi: [10.1177/1524500414534421](https://doi.org/10.1177/1524500414534421)
- ❖ Ownby, R. L., Acevedo, A., Jacobs, R. J., Caballero, J., & Waldrop-Valverde, D. (2014). Quality of life, health status, and health service utilization related to a new measure of health literacy: FLIGHT/VIDAS. *Patient Education and Counseling*, 96(3), 404-410. doi: [10.1016/j.pec.2014.05.005](https://doi.org/10.1016/j.pec.2014.05.005)
- ❖ Park, H., & Cameron, G. T. (2014). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via blogs. *Journalism & Mass Communication Quarterly*, 91(3), 487-507. doi: [10.1177/1077699014538827](https://doi.org/10.1177/1077699014538827)



- ❖ Shoemaker, S. J., Wolf, M. S., & Brach, C. (2014). Development of the Patient Education Materials Assessment Tool (PEMAT): A new measure of understandability and actionability for print and audiovisual patient information. *Patient Education and Counseling*, 96(3), 395-403. doi: [10.1016/j.pec.2014.05.027](https://doi.org/10.1016/j.pec.2014.05.027)
- ❖ Smith, M., Morita, H., Mateo, K. F., Nye, A., Hutchinson, C., & Cohall, A. T. (2014). Development of a culturally relevant consumer health information website for Harlem, New York. *Health Promotion Practice*, 15(5), 664-674. doi: [10.1177/1524839914530401](https://doi.org/10.1177/1524839914530401)
- ❖ Walkosz, B. J., Buller, D. B., Andersen, P. A., Scott, M. D., Dignan, M. B., Cutter, G. R., Xia, L., & Maloy, J. A. (2014). Dissemination of Go Sun Smart in outdoor recreation: Effect of program exposure on sun protection of guests at high-altitude ski areas. *Journal of Health Communication*, 19(9), 999-1016. doi: [10.1080/10810730.2013.864725](https://doi.org/10.1080/10810730.2013.864725)
- ❖ Young, S. D., Holloway, I., Jaganath, D., Rice, E., Westmoreland, D., & Coates, T. (2014). Project HOPE: Online social network changes in an HIV prevention randomized controlled trial for African American and Latino Men who have sex with men. *American Journal of Public Health*, 104(9), 1707-1712. doi: [10.2105/AJPH.2014.301992](https://doi.org/10.2105/AJPH.2014.301992)

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