

Health Communication Science Digest

Office of the Associate Director for Communication

June 2015 -- Vol. 6, Issue 6e

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 HCS@cdc.gov.

Articles of Interest

- ❖ Bolton, L. E., Bhattacharjee, A., & Reed II, A. (2015). The perils of marketing weight-management remedies and the role of health literacy. *Journal of Public Policy & Marketing*, 34(1), 50-62. doi: [10.1509/jppm.13.031](https://doi.org/10.1509/jppm.13.031)
- ❖ Boyson, A. R., Zimmerman, R. S., & Shoemaker, S. (2015). Exemplification of HAART and HIV/AIDS: A news experiment. *Health Communication*, 30(9), 901-910. doi: [10.1080/10410236.2014.903222](https://doi.org/10.1080/10410236.2014.903222)
- ❖ Cloes, R., Ahmad, A., & Reintjes, R. (2015). Risk communication during the 2009 influenza A (H1N1) pandemic: Stakeholder experiences from eight European countries. *Disaster Medicine and Public Health Preparedness*, 9(02), 127-133. doi: [10.1017/dmp.2014.124](https://doi.org/10.1017/dmp.2014.124)
- ❖ DiStaso, M. W., Vafeiadis, M., & Amaral, C. (2015). Managing a health crisis on Facebook: How the response strategies of apology, sympathy, and information influence public relations. *Public Relations Review*, 41(2), 222-231. doi: [10.1016/j.pubrev.2014.11.014](https://doi.org/10.1016/j.pubrev.2014.11.014)
- ❖ Duke, J. C., Davis, K. C., Alexander, R. L., MacMonegle, A. J., Frazee, J. L., Rodes, R. M., & Beistle, D. M. (2015). Impact of a U.S. antismoking national media campaign on beliefs, cognitions and quit intentions. *Health Education Research*, 30(3), 466-483. doi: [10.1093/her/cyv017](https://doi.org/10.1093/her/cyv017)
- ❖ Einwiller, S. A., & Steilen, S. (2015). Handling complaints on social network sites – An analysis of complaints and complaint responses on Facebook and Twitter pages of large US companies. *Public Relations Review*, 41(2), 195-204. doi: [10.1016/j.pubrev.2014.11.012](https://doi.org/10.1016/j.pubrev.2014.11.012)
- ❖ El-Toukhy, S. (2015). Parsing susceptibility and severity dimensions of health risk perceptions. *Journal of Health Communication*, 20(5), 499-511. doi: [10.1080/10810730.2014.989342](https://doi.org/10.1080/10810730.2014.989342)



- ❖ Evans, W. D., Wallace, J., & Snider, J. (2015). The 5-4-3-2-1 Go! brand to promote nutrition and physical activity: A case of positive behavior change but negative change in beliefs. *Journal of Health Communication, 20*(5), 512-520. doi: [10.1080/10810730.2014.989344](https://doi.org/10.1080/10810730.2014.989344)
- ❖ Gesser-Edelsburg, A., Stolero, N., Mordini, E., Billingsley, M., James, J. J., & Green, M. S. (2015). Emerging infectious disease (EID) communication during the 2009 H1N1 influenza outbreak: Literature review (2009-2013) of the methodology used for EID communication analysis. *Disaster Medicine and Public Health Preparedness, 9*(02), 199-206. doi: [10.1017/dmp.2014.126](https://doi.org/10.1017/dmp.2014.126)
- ❖ Harris, J. K., Mart, A., Moreland-Russell, S., & Caburnay, C. A. (2015). Diabetes topics associated with engagement on Twitter. *Preventing Chronic Disease, 12*, E62. doi: [10.5888/pcd12.140402](https://doi.org/10.5888/pcd12.140402)
- ❖ Hindmarsh, C. S., Jones, S. C., & Kervin, L. (2015). Effectiveness of alcohol media literacy programmes: A systematic literature review. *Health Education Research, 30*(3), 449-465. doi: [10.1093/her/cyv015](https://doi.org/10.1093/her/cyv015)
- ❖ Jung, M., Lin, L., & Viswanath, K. (2015). Effect of media use on mothers' vaccination of their children in sub-Saharan Africa. *Vaccine, 33*(22), 2551-2557. doi: [10.1016/j.vaccine.2015.04.021](https://doi.org/10.1016/j.vaccine.2015.04.021)
- ❖ Kiechle, E. S., Hnat, A. T., Norman, K. E., Viera, A. J., DeWalt, D. A., & Brice, J. H. (2015). Comparison of brief health literacy screens in the emergency department. *Journal of Health Communication, 20*(5), 539-545. doi: [10.1080/10810730.2014.999893](https://doi.org/10.1080/10810730.2014.999893)
- ❖ Mesch, G. S., & Schwirian, K. P. (2015). Confidence in government and vaccination willingness in the USA. *Health Promotion International, 30*(2), 213-221. doi: [10.1093/heapro/dau094](https://doi.org/10.1093/heapro/dau094)
- ❖ Myrick, J. G., & Oliver, M. B. (2015). Laughing and crying: Mixed emotions, compassion, and the effectiveness of a YouTube PSA about skin cancer. *Health Communication, 30*(8), 820-829. doi: [10.1080/10410236.2013.845729](https://doi.org/10.1080/10410236.2013.845729)
- ❖ Netemeyer, R., Burton, S., Delaney, B., & Hijjawi, G. (2015). The legal high: Factors affecting young consumers' risk perceptions and abuse of prescription drugs. *Journal of Public Policy & Marketing, 34*(1), 103-118. doi: [10.1509/jppm.14.073](https://doi.org/10.1509/jppm.14.073)
- ❖ Nowak, G. J., Sheedy, K., Bursey, K., Smith, T. M., & Basket, M. (2015). Promoting influenza vaccination: Insights from a qualitative meta-analysis of 14 years of influenza-related communications research by U.S. Centers for Disease Control and Prevention (CDC). *Vaccine, 33*(24), 2741-2756. doi: [10.1016/j.vaccine.2015.04.064](https://doi.org/10.1016/j.vaccine.2015.04.064)
- ❖ Plowman, K. D., Wakefield, R. I., & Winchel, B. (2015). Digital publics: Tracking and reaching them. *Public Relations Review, 41*(2), 272-277. doi: [10.1016/j.pubrev.2014.12.007](https://doi.org/10.1016/j.pubrev.2014.12.007)
- ❖ Ricketts, M. (2015). Using stories to teach safety: Practical, research-based tips. *Professional Safety, 60*(5), 51-57. Retrieved from http://www.asse.org/assets/1/7/F2Ric_0515Z.pdf
- ❖ Schultz, P. W., Colehour, J., Vohr, J., Bonn, L., Bullock, A., & Sadler, A. (2015). Using social marketing to spur residential adoption of ENERGY STAR®-certified LED lighting. *Social Marketing Quarterly, 21*(2), 61-78. doi: [10.1177/1524500415577429](https://doi.org/10.1177/1524500415577429)



- ❖ Shen, L. (2015). Targeting smokers with empathy appeal antismoking public service announcements: A field experiment. *Journal of Health Communication, 20*(5), 573-580. doi: [10.1080/10810730.2015.1012236](https://doi.org/10.1080/10810730.2015.1012236)
- ❖ Walker, K. K., Steinfors, E. L., & Keyler, M. J. (2015). Cues to action as motivators for children's brushing. *Health Communication, 30*(9), 911-921. doi: [10.1080/10410236.2014.904030](https://doi.org/10.1080/10410236.2014.904030)

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