

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

- ❖ Abril, E. P., & Dempsey, P. R. (2019). Outcomes of Healthy Eating Ad Campaigns: A Systematic Review. *Prog Cardiovasc Dis*. doi:[10.1016/j.pcad.2018.12.008](https://doi.org/10.1016/j.pcad.2018.12.008)
- ❖ Ayre, J., Bonner, C., Cvejic, E., & McCaffery, K. (2019). Randomized trial of planning tools to reduce unhealthy snacking: Implications for health literacy. *PLoS One*, *14*(1), e0209863. doi:[10.1371/journal.pone.0209863](https://doi.org/10.1371/journal.pone.0209863)
- ❖ Badal, H. J., Boudewyns, V., Uhrig, J. D., August, E. M., Ruddle, P., & Stryker, J. E. (2019). Testing Makes Us Stronger: Evaluating the correlation between exposure and intermediate outcomes targeted by the campaign's messages. *Patient Educ Couns*, *102*(1), 53-60. doi:[10.1016/j.pec.2018.08.037](https://doi.org/10.1016/j.pec.2018.08.037)
- ❖ Chae, J., Lee, C. J., & Kim, K. (2019). Prevalence, Predictors, and Psychosocial Mechanism of Cancer Information Avoidance: Findings from a National Survey of U.S. Adults. *Health Commun*, 1-9. doi: [10.1080/10410236.2018.1563028](https://doi.org/10.1080/10410236.2018.1563028)
- ❖ Dragojevic, M., Savage, M. W., Scott, A. M., & McGinnis, T. (2018). Promoting Oral Health in Appalachia: Effects of Threat Label and Source Accent on Message Acceptance. *Health Commun*, 1-11. doi: [10.1080/10410236.2018.1560581](https://doi.org/10.1080/10410236.2018.1560581)
- ❖ Fitzgerald, K., Paravati, E., Green, M. C., Moore, M. M., & Qian, J. L. (2019). Restorative Narratives for Health Promotion. *Health Commun*, 1-8. doi: [10.1080/10410236.2018.1563032](https://doi.org/10.1080/10410236.2018.1563032)
- ❖ Jamison, A. M., Quinn, S. C., & Freimuth, V. S. (2019). "You don't trust a government vaccine": Narratives of institutional trust and influenza vaccination among African American and white adults. *Soc Sci Med*, *221*, 87-94. doi:[10.1016/j.socscimed.2018.12.020](https://doi.org/10.1016/j.socscimed.2018.12.020)
- ❖ Jang, S. M., McKeever, B. W., McKeever, R., & Kim, J. K. (2019). From Social Media to Mainstream News: The Information Flow of the Vaccine-Autism Controversy in the US, Canada, and the UK. *Health Commun*, *34*(1), 110-117. doi: [10.1080/10410236.2017.1384433](https://doi.org/10.1080/10410236.2017.1384433)



- ❖ Jung, S., Lee, J., Biocca, F., & Kim, J. W. (2019). Augmented Reality in the Health Domain: Projecting Spatial Augmented Reality Visualizations on a Perceiver's Body for Health Communication Effects. *Cyberpsychol Behav Soc Netw*. doi:[10.1089/cyber.2018.0028](https://doi.org/10.1089/cyber.2018.0028)
- ❖ Kim, S., Pjesivac, I., & Jin, Y. (2019). Effects of Message Framing on Influenza Vaccination: Understanding the Role of Risk Disclosure, Perceived Vaccine Efficacy, and Felt Ambivalence. *Health Commun*, 34(1), 21-30. doi: [10.1080/10410236.2017.1384353](https://doi.org/10.1080/10410236.2017.1384353)
- ❖ Klemm, C., Hartmann, T., & Das, E. (2019). Fear-Mongering or Fact-Driven? Illuminating the Interplay of Objective Risk and Emotion-Evoking Form in the Response to Epidemic News. *Health Commun*, 34(1), 74-83. doi: [10.1080/10410236.2017.1384429](https://doi.org/10.1080/10410236.2017.1384429)
- ❖ Lipsey, N. P., & Shepperd, J. A. (2019). The role of powerful audiences in health information avoidance. *Soc Sci Med*, 220, 430-439. doi:[10.1016/j.socscimed.2018.11.037](https://doi.org/10.1016/j.socscimed.2018.11.037)
- ❖ Magsamen-Conrad, K., Dillon, J. M., Billotte Verhoff, C., & Joa, C. Y. (2019). Toward a Theory of HealthIT Adoption Across the Lifespan: Findings from Five Years in the Community. *Health Commun*, 1-14. doi: [10.1080/10410236.2018.1563027](https://doi.org/10.1080/10410236.2018.1563027)
- ❖ Margolis, M. A., Brewer, N. T., Shah, P. D., Calo, W. A., & Gilkey, M. B. (2019). Stories about HPV vaccine in social media, traditional media, and conversations. *Prev Med*, 118, 251-256. doi:[10.1016/j.ypmed.2018.11.005](https://doi.org/10.1016/j.ypmed.2018.11.005)
- ❖ Mitchell, U. A., Chebli, P. G., Ruggiero, L., & Muramatsu, N. (2019). The Digital Divide in Health-Related Technology Use: The Significance of Race/Ethnicity. *Gerontologist*, 59(1), 6-14. doi:[10.1093/geront/gny138](https://doi.org/10.1093/geront/gny138)
- ❖ Nagler, R. H., Yzer, M. C., & Rothman, A. J. (2018). Effects of Media Exposure to Conflicting Information About Mammography: Results From a Population-based Survey Experiment. *Ann Behav Med*. doi:[10.1093/abm/kay098](https://doi.org/10.1093/abm/kay098)
- ❖ Oh, J., & Sundar, S. S. (2019). What Happens When You Click and Drag: Unpacking the Relationship between On-Screen Interaction and User Engagement with an Anti-Smoking Website. *Health Commun*, 1-12. doi: [10.1080/10410236.2018.1560578](https://doi.org/10.1080/10410236.2018.1560578)
- ❖ Payan, D. D., Florez, K. R., Bogart, L. M., Kanouse, D. E., Mata, M. A., Oden, C. W., & Derose, K. P. (2019). Promoting Health from the Pulpit: A Process Evaluation of HIV Sermons to Reduce HIV Stigma and Promote Testing in African American and Latino Churches. *Health Commun*, 34(1), 11-20. doi: [10.1080/10410236.2017.1384352](https://doi.org/10.1080/10410236.2017.1384352)
- ❖ Shin, E., & Shim, J. M. (2018). Listen to Doctors, Friends, or Both? Embedded They Produce Thick Knowledge and Promote Health. *J Health Commun*, 1-12. doi:[10.1080/10810730.2018.1554727](https://doi.org/10.1080/10810730.2018.1554727)
- ❖ Wolkin, A. F., Schnall, A. H., Nakata, N. K., & Ellis, E. M. (2018). Getting the Message Out: Social Media and Word-of-Mouth as Effective Communication Methods during Emergencies. *Prehosp Disaster Med*, 1-6. doi:[10.1017/s1049023x1800119x](https://doi.org/10.1017/s1049023x1800119x)

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