

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 HCS@cdc.gov.

Articles of Interest

- ❖ Bjarnadottir, R. I., Millery, M., Fleck, E., & Bakken, S. (2016). Correlates of online health information-seeking behaviors in a low-income Hispanic community. *Inform Health Soc Care*, 1-9. doi:[10.3109/17538157.2015.1064429](https://doi.org/10.3109/17538157.2015.1064429)
- ❖ Boyland, E. J., Nolan, S., Kelly, B., Tudur-Smith, C., Jones, A., Halford, J. C., & Robinson, E. (2016). Advertising as a cue to consume: a systematic review and meta-analysis of the effects of acute exposure to unhealthy food and nonalcoholic beverage advertising on intake in children and adults. *Am J Clin Nutr*, 103(2), 519-533. doi: [10.3945/ajcn.115.120022](https://doi.org/10.3945/ajcn.115.120022)
- ❖ Falk, E. B., O'Donnell, M. B., Tompson, S., Gonzalez, R., Dal Cin, S., Strecher, V., . . . An, L. (2016). Functional brain imaging predicts public health campaign success. *Soc Cogn Affect Neurosci*, 11(2), 204-214. doi: [10.1093/scan/nsv108](https://doi.org/10.1093/scan/nsv108)
- ❖ Friedman, A. L., Kachur, R. E., Noar, S. M., & McFarlane, M. (2016). Health Communication and Social Marketing Campaigns for Sexually Transmitted Disease Prevention and Control: What Is the Evidence of their Effectiveness? *Sex Transm Dis*, 43(2 Suppl 1), S83-s101. doi: [10.1097/OLQ.0000000000000286](https://doi.org/10.1097/OLQ.0000000000000286)
- ❖ Gilkey, M. B., & McRee, A. L. (2016). Provider Communication about HPV Vaccination: A Systematic Review. *Hum Vaccin Immunother*, 0. doi:[10.1080/21645515.2015.1129090](https://doi.org/10.1080/21645515.2015.1129090)
- ❖ Hatfield, D. P., Sliwa, S. A., Folta, S. C., Economos, C. D., & Goldberg, J. P. (2016). The critical role of communications in a multilevel obesity-prevention intervention: Lessons learned for alcohol educators. *Patient Educ Couns*. doi:[10.1016/j.pec.2016.01.005](https://doi.org/10.1016/j.pec.2016.01.005)
- ❖ Ho, S. S., Lee, E. W., Ng, K., Leong, G. S., & Tham, T. H. (2016). For Fit's Sake: A Norms-Based Approach to Healthy Behaviors Through Influence of Presumed Media Influence. *Health Commun*, 1-9. doi:[10.1080/10410236.2015.1038772](https://doi.org/10.1080/10410236.2015.1038772)
- ❖ Jha, A., Lin, L., & Savoia, E. (2016). The Use of Social Media by State Health Departments in the US: Analyzing Health Communication Through Facebook. *J Community Health*, 41(1), 174-179. doi:[10.1007/s10900-015-0083-4](https://doi.org/10.1007/s10900-015-0083-4)



- ❖ Kim, J., & Nan, X. (2016). Effects of Consideration of Future Consequences and Temporal Framing on Acceptance of the HPV Vaccine Among Young Adults. *Health Commun*, 1-8. doi:[10.1080/10410236.2015.1038774](https://doi.org/10.1080/10410236.2015.1038774)
- ❖ Kreuzmair, C., Siegrist, M., & Keller, C. (2016). High Numerates Count Icons and Low Numerates Process Large Areas in Pictographs: Results of an Eye-Tracking Study. *Risk Anal*. doi:[10.1111/risa.12531](https://doi.org/10.1111/risa.12531)
- ❖ Lee, S. Y., & Hawkins, R. P. (2016). Worry as an Uncertainty-Associated Emotion: Exploring the Role of Worry in Health Information Seeking. *Health Commun*, 1-8. doi:[10.1080/10410236.2015.1018701](https://doi.org/10.1080/10410236.2015.1018701)
- ❖ Moran, M. B., Frank, L. B., Zhao, N., Gonzalez, C., Thainiyom, P., Murphy, S. T., & Ball-Rokeach, S. J. (2016). An Argument for Ecological Research and Intervention in Health Communication. *J Health Commun*, 21(2), 135-138. doi:[10.1080/10810730.2015.1128021](https://doi.org/10.1080/10810730.2015.1128021)
- ❖ Nelson, S. C., Crouch, J. M., Bamshad, M. J., Tabor, H. K., & Yu, J. H. (2016). Use of metaphors about exome and whole genome sequencing. *Am J Med Genet A*. doi:[10.1002/ajmg.a.37571](https://doi.org/10.1002/ajmg.a.37571)
- ❖ Paek, H. J., Oh, S. H., & Hove, T. (2016). How Fear-Arousing News Messages Affect Risk Perceptions and Intention to Talk About Risk. *Health Commun*, 1-12. doi:[10.1080/10410236.2015.1037419](https://doi.org/10.1080/10410236.2015.1037419)
- ❖ Roh, S., & Niederdeppe, J. (2016). The Word Outside and the Pictures in Our Heads: Contingent Framing Effects of Labels on Health Policy Preferences by Political Ideology. *Health Commun*, 1-9. doi:[10.1080/10410236.2015.1037420](https://doi.org/10.1080/10410236.2015.1037420)
- ❖ Solorio, R., Norton-Shelpuk, P., Forehand, M., Montano, D., Stern, J., Aguirre, J., & Martinez, M. (2016). Tu Amigo Pepe: Evaluation of a Multi-media Marketing Campaign that Targets Young Latino Immigrant MSM with HIV Testing Messages. *AIDS Behav*. doi:[10.1007/s10461-015-1277-6](https://doi.org/10.1007/s10461-015-1277-6)
- ❖ Strelakova, Y. A., & James, V. S. (2016). Language of Uncertainty: the Expression of Decisional Conflict Related to Skin Cancer Prevention Recommendations. *J Cancer Educ*. doi:[10.1007/s13187-016-0985-6](https://doi.org/10.1007/s13187-016-0985-6)
- ❖ van der Tempel, J., Noormohamed, A., Schwartz, R., Norman, C., Malas, M., & Zawertailo, L. (2016). Vape, quit, tweet? Electronic cigarettes and smoking cessation on Twitter. *Int J Public Health*. doi:[10.1007/s00038-016-0791-2](https://doi.org/10.1007/s00038-016-0791-2)
- ❖ Visser, L. N., Hillen, M. A., Verdam, M. G., Bol, N., de Haes, H. C., & Smets, E. M. (2016). Assessing engagement while viewing video vignettes; validation of the Video Engagement Scale (VES). *Patient Educ Couns*, 99(2), 227-235. doi:[10.1016/j.pec.2015.08.029](https://doi.org/10.1016/j.pec.2015.08.029)

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