

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

- ❖ Aceves-Martins, M., Llaurodo, E., Tarro, L., Moreno-Garcia, C. F., Trujillo Escobar, T. G., Sola, R., & Giralt, M. (2016). Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis. *Nutr Rev*. doi: [10.1093/nutrit/nuw004](https://doi.org/10.1093/nutrit/nuw004)
- ❖ Bavin, L. M., & Owens, R. G. (2016). Impact of an alcohol poisoning storyline in a fictional television program: An experimental study with a live-to-air stimulus. *Health Commun*, 1-8. doi: [10.1080/10410236.2015.1055537](https://doi.org/10.1080/10410236.2015.1055537)
- ❖ Champion, C., Berry, T. R., Kingsley, B., & Spence, J. C. (2016). Pink ribbons and red dresses: A mixed methods content analysis of media coverage of breast cancer and heart disease. *Health Commun*, 1-8. doi: [10.1080/10410236.2015.1050082](https://doi.org/10.1080/10410236.2015.1050082)
- ❖ Czoli, C. D., Goniewicz, M., Islam, T., Kotnowski, K., & Hammond, D. (2016). Consumer preferences for electronic cigarettes: results from a discrete choice experiment. *Tob Control*, 25(e1), e30-36. doi: [10.1136/tobaccocontrol-2015-052422](https://doi.org/10.1136/tobaccocontrol-2015-052422)
- ❖ Glowacki, E. M., McGlone, M. S., & Bell, R. A. (2016). Targeting Type 2: Linguistic Agency Assignment in Diabetes Prevention Policy Messaging. *J Health Commun*, 21(4), 457-468. doi: [10.1080/10810730.2015.1095821](https://doi.org/10.1080/10810730.2015.1095821)
- ❖ Holmberg, C., J. E. C., Hillman, T., & Berg, C. (2016). Adolescents' presentation of food in social media: An explorative study. *Appetite*, 99, 121-129. doi: [10.1016/j.appet.2016.01.009](https://doi.org/10.1016/j.appet.2016.01.009)
- ❖ Kaufman, J., Ryan, R., Bosch-Capblanch, X., Cartier, Y., Cliff, J., Glenton, C., . . . Hill, S. (2016). Outcomes mapping study for childhood vaccination communication: too few concepts were measured in too many ways. *J Clin Epidemiol*, 72, 33-44. doi: [10.1016/j.jclinepi.2015.10.003](https://doi.org/10.1016/j.jclinepi.2015.10.003)
- ❖ Kim, E., Hou, J., Han, J. Y., & Himelboim, I. (2016). Predicting Retweeting Behavior on Breast Cancer Social Networks: Network and Content Characteristics. *J Health Commun*, 21(4), 479-486. doi: [10.1080/10810730.2015.1103326](https://doi.org/10.1080/10810730.2015.1103326)



- ❖ Martinez, R., Ordunez, P., Soliz, P. N., & Ballesteros, M. F. (2016). Data visualisation in surveillance for injury prevention and control: conceptual bases and case studies. *Inj Prev*, 22 Suppl 1, i27-i33. doi: [10.1136/injuryprev-2015-041812](https://doi.org/10.1136/injuryprev-2015-041812)
- ❖ McWhirter, J. E., & Hoffman-Goetz, L. (2016). Application of the Health Belief Model to U.S. Magazine Text and Image Coverage of Skin Cancer and Recreational Tanning (2000-2012). *J Health Commun*, 21(4), 424-438. doi: [10.1080/10810730.2015.1095819](https://doi.org/10.1080/10810730.2015.1095819)
- ❖ Meng, J. (2016). Your Health Buddies Matter: Preferential Selection and Social Influence on Weight Management in an Online Health Social Network. *Health Commun*, 1-12. doi: [10.1080/10410236.2015.1079760](https://doi.org/10.1080/10410236.2015.1079760)
- ❖ Nyilasy, G., Lei, J., Nagpal, A., & Tan, J. (2016). Colour correct: the interactive effects of food label nutrition colouring schemes and food category healthiness on health perceptions. *Public Health Nutr*, 1-6. doi: [10.1017/s1368980016000483](https://doi.org/10.1017/s1368980016000483)
- ❖ Patterson Silver Wolf, D. A., Tovar, M., Thompson, K., Ishcomer, J., Kreuter, M. W., Caburnay, C., & Boyum, S. (2016). Speaking out about physical harms from tobacco use: response to graphic warning labels among American Indian/Alaska Native communities. *BMJ Open*, 6(3), e008777. doi: [10.1136/bmjopen-2015-008777](https://doi.org/10.1136/bmjopen-2015-008777)
- ❖ Rus, H. M., & Cameron, L. D. (2016). Health Communication in Social Media: Message Features Predicting User Engagement on Diabetes-Related Facebook Pages. *Ann Behav Med*. doi: [10.1007/s12160-016-9793-9](https://doi.org/10.1007/s12160-016-9793-9)
- ❖ Schwartz, J., & Grimm, J. (2016). Uncertainty in online U.S. news coverage of Truvada. *Health Commun*, 1-8. doi: [10.1080/10410236.2015.1055051](https://doi.org/10.1080/10410236.2015.1055051)
- ❖ Shin, Y., & Maupome, G. (2016). Segmentation of Mexican-Heritage Immigrants: Acculturation Typology and Language Preference in Health Information Seeking. *J Immigr Minor Health*. doi: [10.1007/s10903-016-0401-7](https://doi.org/10.1007/s10903-016-0401-7)
- ❖ Thomas, E. L., Puig Ribera, A., Senye-Mir, A., & Eves, F. F. (2016). Health Representations, Perceived Valence, and Concept Associations for Symbols as Food Cues: A Mixed-Methods Approach. *Health Commun*, 1-5. doi: [10.1080/10410236.2015.1077412](https://doi.org/10.1080/10410236.2015.1077412)
- ❖ Van 't Riet, J., Cox, A. D., Cox, D., Zimet, G. D., Bruijn, G. J., Van den Putte, B., . . . Ruiter, R. A. (2016). Does Perceived Risk Influence the Effects of Message Framing? Revisiting the Link between Prospect Theory and Message Framing. *Health Psychol Rev*, 1-34. doi: [10.1080/17437199.2016.1176865](https://doi.org/10.1080/17437199.2016.1176865)

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