

Health Communication Science Digest

Office of the Associate Director for Communication

November 2017 -- Vol. 8, Issue 11e

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

- ❖ Babalola, S., Figueroa, M. E., & Krenn, S. (2017). Association of Mass Media Communication with Contraceptive Use in Sub-Saharan Africa: A Meta-Analysis of Demographic and Health Surveys. *J Health Commun*, 22(11), 885-895. doi:[10.1080/10810730.2017.1373874](https://doi.org/10.1080/10810730.2017.1373874)
- ❖ Berg, C. J., Haardörfer, R., Getachew, B., Johnston, T., Foster, B., & Windle, M. (2017). Fighting Fire With Fire: Using Industry Market Research to Identify Young Adults at Risk for Alternative Tobacco Product and Other Substance Use. *Social Marketing Quarterly*, 23(4), 302-319. doi:[10.1177/1524500417718533](https://doi.org/10.1177/1524500417718533)
- ❖ Boase, N., White, M., Gaze, W., & Redshaw, C. (2017). Evaluating the Mental Models Approach to Developing a Risk Communication: A Scoping Review of the Evidence. *Risk Anal*, 37(11), 2132-2149. doi:[10.1111/risa.12789](https://doi.org/10.1111/risa.12789)
- ❖ Clayton, R. B., Leshner, G., Bolls, P. D., & Thorson, E. (2017). Discard the Smoking Cues-Keep the Disgust: An Investigation of Tobacco Smokers' Motivated Processing of Anti-tobacco Commercials. *Health Commun*, 32(11), 1319-1330. doi:[10.1080/10410236.2016.1220042](https://doi.org/10.1080/10410236.2016.1220042)
- ❖ Davis, R. E., Dal Cin, S., Cole, S. M., Reyes, L. I., McKenney-Shubert, S. J., Fleischer, N. L., . . . Peterson, K. E. (2017). A Tale of Two Stories: An Exploration of Identification, Message Recall, and Narrative Preferences Among Low-Income, Mexican American Women. *Health Commun*, 32(11), 1409-1421. doi:[10.1080/10410236.2016.1228029](https://doi.org/10.1080/10410236.2016.1228029)
- ❖ Dillard, J. P., Li, R., & Huang, Y. (2017). Threat Appeals: The Fear-Persuasion Relationship is Linear and Curvilinear. *Health Commun*, 32(11), 1358-1367. doi:[10.1080/10410236.2016.1220345](https://doi.org/10.1080/10410236.2016.1220345)



- ❖ Dozier, D. M., Beach, W. A., Gutzmer, K., & Yagade, A. (2017). The Transformative Power of Authentic Conversations About Cancer. *Health Commun*, 32(11), 1350-1357. doi:[10.1080/10410236.2016.1220045](https://doi.org/10.1080/10410236.2016.1220045)
- ❖ Faasse, K., Porsius, J. T., Faasse, J., & Martin, L. R. (2017). Bad news: The influence of news coverage and Google searches on Gardasil adverse event reporting. *Vaccine*. doi:[10.1016/j.vaccine.2017.10.004](https://doi.org/10.1016/j.vaccine.2017.10.004)
- ❖ Garyantes, D. M., & Murphy, P. (2017). The Cultural Competence of Health Journalists: Obesity Coverage in Four Urban News Organizations. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1399507](https://doi.org/10.1080/10410236.2017.1399507)
- ❖ Hennink-Kaminski, H., Vaughn, A. E., Hales, D., Moore, R. H., Luecking, C. T., & Ward, D. S. (2017). Parent and child care provider partnerships: Protocol for the Healthy Me, Healthy We (HMHW) cluster randomized control trial. *Contemp Clin Trials*. doi:[10.1016/j.cct.2017.11.007](https://doi.org/10.1016/j.cct.2017.11.007)
- ❖ Kim, S. J., Marsch, L. A., Hancock, J. T., & Das, A. K. (2017). Scaling Up Research on Drug Abuse and Addiction Through Social Media Big Data. *J Med Internet Res*, 19(10), e353. doi:[10.2196/jmir.6426](https://doi.org/10.2196/jmir.6426)
- ❖ Klemm, C., Hartmann, T., & Das, E. (2017). Fear-Mongering or Fact-Driven? Illuminating the Interplay of Objective Risk and Emotion-Evoking Form in the Response to Epidemic News. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1384429](https://doi.org/10.1080/10410236.2017.1384429)
- ❖ Lederer, A. M., & Laing, E. E. (2017). What's in a Name? Perceptions of the Terms Sexually Transmitted Disease and Sexually Transmitted Infection Among Late Adolescents. *Sex Transm Dis*, 44(11), 707-711. doi:[10.1097/olq.0000000000000682](https://doi.org/10.1097/olq.0000000000000682)
- ❖ Palumbo, R. (2017). Examining the impacts of health literacy on healthcare costs. An evidence synthesis. *Health Serv Manage Res*, 30(4), 197-212. doi: [10.1177/0951484817733366](https://doi.org/10.1177/0951484817733366)
- ❖ Pham, C., Rundle-Thiele, S., Parkinson, J., & Li, S. (2017). Alcohol Warning Label Awareness and Attention: A Multi-method Study. *Alcohol Alcohol*, 1-7. doi:[10.1093/alcalc/agx087](https://doi.org/10.1093/alcalc/agx087)
- ❖ Pokhrel, P., Fagan, P., Herzog, T. A., Laestadius, L., Buente, W., Kawamoto, C. T., . . . Unger, J. B. (2017). Social media e-cigarette exposure and e-cigarette expectancies and use among young adults. *Addict Behav*, 78, 51-58. doi:[10.1016/j.addbeh.2017.10.017](https://doi.org/10.1016/j.addbeh.2017.10.017)
- ❖ Shen, L. (2017). Putting the Fear Back Again (and Within Individuals): Revisiting the Role of Fear in Persuasion. *Health Commun*, 32(11), 1331-1341. doi:[10.1080/10410236.2016.1220043](https://doi.org/10.1080/10410236.2016.1220043)
- ❖ Smith, R. A., MacGeorge, E. L., Hackman, N. M., & M'Ikanatha N, M. (2017). Campaign Preparation for Complex Initiatives: A Person-Centered Approach to Audience Segmentation of Parents' Antibiotic Stewardship. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1384345](https://doi.org/10.1080/10410236.2017.1384345)
- ❖ Stellefson, M., Paige, S. R., Tennant, B., Alber, J. M., Chaney, B. H., Chaney, D., & Grossman, S. (2017). Reliability and Validity of the Telephone-Based eHealth Literacy Scale Among Older Adults: Cross-Sectional Survey. *J Med Internet Res*, 19(10), e362. doi:[10.2196/jmir.8481](https://doi.org/10.2196/jmir.8481)
- ❖ Ulasevich, A., Jacobs, S., Mbangdadji, D., Over, M. v., & Steffens, L. (2017). Understanding Flu Vaccination in a Competitive Context: Influence of Alternative Flu Prevention Strategies on Flu Vaccine Uptake. *Social Marketing Quarterly*, 23(4), 320-334. doi:[10.1177/1524500417718141](https://doi.org/10.1177/1524500417718141)



- ❖ Wang, W. (2017). Stigma and Counter-Stigma frames, Cues, and Exemplification: Comparing News Coverage of Depression in the English- and Spanish-Language Media in the U.S. *Health Commun*, 1-8. doi:[10.1080/10410236.2017.1399505](https://doi.org/10.1080/10410236.2017.1399505)

DISCLAIMER: Articles listed in the Health Communication Science Digest (HCSD) are selected by Office of the Associate Director for Communication (OADC) staff to provide current awareness of the public health communication literature. An article's inclusion does not necessarily represent the views of the Centers for Disease Control and Prevention nor does it imply endorsement of the article's methods or findings. OADC, CDC, and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OADC, CDC, or DHHS. Opinions, findings and conclusions expressed by the original authors of items included in the HCSD, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OADC, CDC, or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OADC, CDC, or DHHS.

