

Health Communication Science Digest

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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

- ❖ AbiGhannam, N., Chilek, L. A., & Koh, H. E. (2017). Three Pink Decades: Breast Cancer Coverage in Magazine Advertisements. *Health Commun*, 1-7. doi:[10.1080/10410236.2016.1278496](https://doi.org/10.1080/10410236.2016.1278496)
- ❖ Al Sayah, F., Johnson, J. A., Ohinmaa, A., Xie, F., & Bansback, N. (2017). Health literacy and logical inconsistencies in valuations of hypothetical health states: results from the Canadian EQ-5D-5L valuation study. *Qual Life Res*. doi:[10.1007/s11136-016-1495-z](https://doi.org/10.1007/s11136-016-1495-z)
- ❖ Aldoory, L. (2017). The Status of Health Literacy Research in Health Communication and Opportunities for Future Scholarship. *Health Commun*, 32(2), 211-218. doi:[10.1080/10410236.2015.1114065](https://doi.org/10.1080/10410236.2015.1114065)
- ❖ Aponte, J., & Nokes, K. M. (2017). Validating an Electronic Health Literacy Scale in an Older Hispanic Population. *J Clin Nurs*. doi:[10.1111/jocn.13763](https://doi.org/10.1111/jocn.13763)
- ❖ Armstrong, B., & Spaniol, J. (2017). Experienced Probabilities Increase Understanding of Diagnostic Test Results in Younger and Older Adults. *Med Decis Making*, 272989x17691954. doi:[10.1177/0272989x17691954](https://doi.org/10.1177/0272989x17691954)
- ❖ Arpan, L. M., Lee, Y. S., & Wang, Z. (2017). Integrating Self-Affirmation with Health Risk Messages: Effects on Message Evaluation and Response. *Health Commun*, 32(2), 189-199. doi:[10.1080/10410236.2015.1113483](https://doi.org/10.1080/10410236.2015.1113483)
- ❖ Best, P., Tully, M. A., Corepal, R., Kee, F., & Hunter, R. F. (2017). Time to 're-think' physical activity promotion for young people? Results from a repeated cross-sectional study. *BMC Public Health*, 17(1), 208. doi:[10.1186/s12889-017-4136-8](https://doi.org/10.1186/s12889-017-4136-8)



- ❖ Firestone, R., Rowe, C. J., Modi, S. N., & Sievers, D. (2017). The effectiveness of social marketing in global health: a systematic review. *Health Policy Plan*, 32(1), 110-124. doi:10.1093/heapol/czw088
- ❖ Garcia-Retamero, R., & Cokely, E. T. (2017). Designing Visual Aids That Promote Risk Literacy. *Hum Factors*, 18720817690634. doi:[10.1177/0018720817690634](https://doi.org/10.1177/0018720817690634)
- ❖ Greenwell, M. R. (2017). Communicating Certainty and Uncertainty in Medical, Supportive and Scientific Contexts. *Health Commun*, 32(2), 259-260. doi:[10.1080/10410236.2016.1157910](https://doi.org/10.1080/10410236.2016.1157910)
- ❖ Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Boynton, M. H., & Brewer, N. T. (2017). A brief measure of reactance to health warnings. *J Behav Med*. doi:[10.1007/s10865-016-9821-z](https://doi.org/10.1007/s10865-016-9821-z)
- ❖ Harrington, N. G., & Kerr, A. M. (2017). Rethinking Risk: Prospect Theory Application in Health Message Framing Research. *Health Commun*, 32(2), 131-141. doi:[10.1080/10410236.2015.1110004](https://doi.org/10.1080/10410236.2015.1110004)
- ❖ Hooker, C., Capon, A., & Leask, J. Communicating about risk: strategies for situations where public concern is high but the risk is low. *Public Health Research & Practice*. doi:[10.17061/phrp2711709](https://doi.org/10.17061/phrp2711709)
- ❖ Hyer, R. N., & Covello, V. T. (2017). Breaking Bad News in the High-concern, Low Trust Setting: How to Get Your Story Heard. *Health Phys*, 112(2), 111-115. doi:[10.1097/HP.0000000000000623](https://doi.org/10.1097/HP.0000000000000623)
- ❖ Kersbergen, I., & Field, M. (2017). Alcohol consumers' attention to warning labels and brand information on alcohol packaging: Findings from cross-sectional and experimental studies. *BMC Public Health*, 17(1), 123. doi:[10.1186/s12889-017-4055-8](https://doi.org/10.1186/s12889-017-4055-8)
- ❖ Kim, E., Scheufele, D. A., Han, J. Y., & Shah, D. (2017). Opinion Leaders in Online Cancer Support Groups: An Investigation of Their Antecedents and Consequences. *Health Commun*, 32(2), 142-151. doi:[10.1080/10410236.2015.1110005](https://doi.org/10.1080/10410236.2015.1110005)
- ❖ Kim, H., & Xie, B. (2017). Health literacy in the eHealth era: A systematic review of the literature. *Patient Educ Couns*. doi:[10.1016/j.pec.2017.01.015](https://doi.org/10.1016/j.pec.2017.01.015)
- ❖ Lee, C. J., Nagler, R. H., & Wang, N. (2017). Source-specific Exposure to Contradictory Nutrition Information: Documenting Prevalence and Effects on Adverse Cognitive and Behavioral Outcomes. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1278495](https://doi.org/10.1080/10410236.2016.1278495)
- ❖ Thomas, R. J., Tandoc, E. C., Jr., & Hinnant, A. (2017). False Balance in Public Health Reporting? Michele Bachmann, the HPV Vaccine, and "Mental Retardation". *Health Commun*, 32(2), 152-160. doi: [10.1080/10410236.2015.1110006](https://doi.org/10.1080/10410236.2015.1110006)

