

# 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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Betts, K. R., Boudewyns, V., Aikin, K. J., Squire, C., Dolina, S., Hayes, J. J., & Southwell, B. G. (2018). Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements. *Res Social Adm Pharm*, 14(10), 951-963. doi:[10.1016/j.sapharm.2017.07.015](https://doi.org/10.1016/j.sapharm.2017.07.015)
- ❖ Bruine de Bruin, W., & Carman, K. G. (2018). Measuring Subjective Probabilities: The Effect of Response Mode on the Use of Focal Responses, Validity, and Respondents' Evaluations. *Risk Anal*, 38(10), 2128-2143. doi:[10.1111/risa.13138](https://doi.org/10.1111/risa.13138)
- ❖ Cacciatore, M. A., Nowak, G. J., & Evans, N. J. (2018). It's Complicated: The 2014-2015 U.S. Measles Outbreak and Parents' Vaccination Beliefs, Confidence, and Intentions. *Risk Anal*, 38(10), 2178-2192. doi:[10.1111/risa.13120](https://doi.org/10.1111/risa.13120)
- ❖ Estrada, E., Ramirez, A. S., Gamboa, S., & Amezola de Herrera, P. (2018). Development of a Participatory Health Communication Intervention: An Ecological Approach to Reducing Rural Information Inequality and Health Disparities. *J Health Commun*, 23(8), 773-782. doi:[10.1080/10810730.2018.1527874](https://doi.org/10.1080/10810730.2018.1527874)
- ❖ Fleming-Milici, F., Harris, J. L., & Liu, S. (2018). Race, Ethnicity, and Other Factors Predicting U.S. Parents' Support for Policies to Reduce Food and Beverage Marketing to Children and Adolescents. *Health Equity*, 2(1), 288-295. doi:[10.1089/heq.2018.0048](https://doi.org/10.1089/heq.2018.0048)
- ❖ Gagne, M. H., Belanger-Gravel, A., Clement, M. E., & Poissant, J. (2018). Recall and understanding of a communication campaign designed to promote positive parenting and prevent child maltreatment. *Prev Med Rep*, 12, 191-197. doi:[10.1016/j.pmedr.2018.09.015](https://doi.org/10.1016/j.pmedr.2018.09.015)
- ❖ Jagiello, R. D., & Hills, T. T. (2018). Bad News Has Wings: Dread Risk Mediates Social Amplification in Risk Communication. *Risk Anal*, 38(10), 2193-2207. doi:[10.1111/risa.13117](https://doi.org/10.1111/risa.13117)



- ❖ Kang, Y., Cooper, N., Pandey, P., Scholz, C., O'Donnell, M. B., Lieberman, M. D., . . . Falk, E. B. (2018). Effects of self-transcendence on neural responses to persuasive messages and health behavior change. *Proc Natl Acad Sci U S A*, 115(40), 9974-9979. doi:[10.1073/pnas.1805573115](https://doi.org/10.1073/pnas.1805573115)
- ❖ Moss, H. B., Kirby, S. D., & Donodeo, F. (2009). Characterizing and reaching high-risk drinkers using audience segmentation. *Alcohol Clin Exp Res*, 33(8), 1336-1345. doi:[10.1111/j.1530-0277.2009.00963.x](https://doi.org/10.1111/j.1530-0277.2009.00963.x)
- ❖ Olawepo, J. O., Pharr, J. R., & Kachen, A. (2018). The use of social marketing campaigns to increase HIV testing uptake: a systematic review. *AIDS Care*, 1-10. doi:[10.1080/09540121.2018.1533631](https://doi.org/10.1080/09540121.2018.1533631)
- ❖ Paige, S. R., Stellefson, M., Krieger, J. L., Anderson-Lewis, C., Cheong, J., & Stopka, C. (2018). Proposing a Transactional Model of eHealth Literacy: Concept Analysis. *J Med Internet Res*, 20(10), e10175. doi:[10.2196/10175](https://doi.org/10.2196/10175)
- ❖ Robillard, J. M., Jun, J. H., Lai, J. A., & Feng, T. L. (2018). The QUEST for quality online health information: validation of a short quantitative tool. *BMC Med Inform Decis Mak*, 18(1), 87. doi:[10.1186/s12911-018-0668-9](https://doi.org/10.1186/s12911-018-0668-9)
- ❖ Skurka, C. (2018). You Mad? Using Anger Appeals to Promote Activism Intentions and Policy Support in the Context of Sugary Drink Marketing to Kids. *Health Commun*, 1-13. doi:[10.1080/10410236.2018.1536943](https://doi.org/10.1080/10410236.2018.1536943)
- ❖ van der Heide, I., Poureslami, I., Mitic, W., Shum, J., Rootman, I., & FitzGerald, J. M. (2018). Health literacy in chronic disease management: a matter of interaction. *J Clin Epidemiol*, 102, 134-138. doi:[10.1016/j.jclinepi.2018.05.010](https://doi.org/10.1016/j.jclinepi.2018.05.010)
- ❖ Vrdelja, M., Kraigher, A., Vercic, D., & Kropivnik, S. (2018). The growing vaccine hesitancy: exploring the influence of the internet. *Eur J Public Health*, 28(5), 934-939. doi:[10.1093/eurpub/cky114](https://doi.org/10.1093/eurpub/cky114)
- ❖ Wang, M., & Struthers, A. (2018). Health buzz at school: Evaluations of a statewide teen health campaign. *Health Mark Q*, 1-16. doi:[10.1080/07359683.2018.1490544](https://doi.org/10.1080/07359683.2018.1490544)
- ❖ Welch, J. D., & Ellis, E. M. (2018). Sex Differences in the Association of Perceived Ambiguity, Cancer Fatalism, and Health-Related Self-Efficacy with Fruit and Vegetable Consumption. *J Health Commun*, 1-9. doi:[10.1080/10810730.2018.1534905](https://doi.org/10.1080/10810730.2018.1534905)
- ❖ Yamashita, T., Bardo, A. R., Liu, D., & Cummins, P. A. (2018). Literacy, Numeracy, and Health Information Seeking Among Middle-Aged and Older Adults in the United States. *J Aging Health*, 898264318800918. doi:[10.1177/0898264318800918](https://doi.org/10.1177/0898264318800918)
- ❖ Yoo, J. W., & Jin, Y. J. (2018). Comparative impact of fear appeals and induced hypocrisy advertising in encouraging intent to quit smoking: Applying self-construal theory to consumers' attitudes. *Glob Health Promot*, 1757975918783425. doi:[10.1177/1757975918783425](https://doi.org/10.1177/1757975918783425)

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