

Health Communication Science Digest

Office of the Associate Director for Communication

April 2018 -- Vol. 9, Issue 4e

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

- ❖ Andrade, E. L., Evans, W. D., Barrett, N. D., Cleary, S. D., Edberg, M. C., Alvayero, R. D., . . . Beltran, A. (2018). Development of the place-based Adelante social marketing campaign for prevention of substance use, sexual risk and violence among Latino immigrant youth. *Health Educ Res*, 33(2), 125-144. doi:[10.1093/her/cyx076](https://doi.org/10.1093/her/cyx076)
- ❖ Baucum, M., & John, R. (2018). Causal evidence in risk and policy perceptions: Applying the covariation/mechanism framework. *Acta Psychol (Amst)*. doi:[10.1016/j.actpsy.2018.03.003](https://doi.org/10.1016/j.actpsy.2018.03.003)
- ❖ Borah, P., & Xiao, X. (2018). The Importance of 'Likes': The Interplay of Message Framing, Source, and Social Endorsement on Credibility Perceptions of Health Information on Facebook. *J Health Commun*, 23(4), 399-411. doi:[10.1080/10810730.2018.1455770](https://doi.org/10.1080/10810730.2018.1455770)
- ❖ Chen, T., & Dredze, M. (2018). Vaccine Images on Twitter: Analysis of What Images are Shared. *J Med Internet Res*, 20(4), e130. doi:[10.2196/jmir.8221](https://doi.org/10.2196/jmir.8221)
- ❖ Cooke-Jackson, A., & Rubinsky, V. (2018). Deeply Rooted in Memories: Toward a Comprehensive Overview of 30 Years of Memorable Message Literature. *Health Commun*, 33(4), 409-422. doi:[10.1080/10410236.2016.1278491](https://doi.org/10.1080/10410236.2016.1278491)
- ❖ Dutta, M. J., Collins, W., Sastry, S., Dillard, S., Anaele, A., Kumar, R., . . . Bonu, T. (2018). A Culture-Centered Community-Grounded Approach to Disseminating Health Information among African Americans. *Health Commun*, 1-10. doi:[10.1080/10410236.2018.1455626](https://doi.org/10.1080/10410236.2018.1455626)
- ❖ Freeman, J. L., Caldwell, P. H. Y., Bennett, P. A., & Scott, K. M. (2018). How Adolescents Search for and Appraise Online Health Information: A Systematic Review. *J Pediatr*, 195, 244-255.e241. doi:[10.1016/j.jpeds.2017.11.031](https://doi.org/10.1016/j.jpeds.2017.11.031)
- ❖ Kite, J., Gale, J., Grunseit, A., Bellew, W., Li, V., Lloyd, B., . . . Bauman, A. (2018). Impact of the Make Healthy Normal mass media campaign (Phase 1) on knowledge, attitudes and behaviours: a cohort study. *Aust N Z J Public Health*. doi:[10.1111/1753-6405.12779](https://doi.org/10.1111/1753-6405.12779)



- ❖ Mammen, S., Sano, Y., Braun, B., & Maring, E. F. (2018). Shaping Core Health Messages: Rural, Low-Income Mothers Speak Through Participatory Action Research. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1465792](https://doi.org/10.1080/10410236.2018.1465792)
- ❖ Myrick, J. G. (2018). An Experimental Test of the Roles of Audience Involvement and Message Frame in Shaping Public Reactions to Celebrity Illness Disclosures. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1461170](https://doi.org/10.1080/10410236.2018.1461170)
- ❖ Oeldorf-Hirsch, A., High, A. C., & Christensen, J. L. (2018). Count Your Calories and Share Them: Health Benefits of Sharing mHealth Information on Social Networking Sites. *Health Commun*, 1-11. doi:[10.1080/10410236.2018.1465791](https://doi.org/10.1080/10410236.2018.1465791)
- ❖ Ort, A., & Fahr, A. (2018). Using efficacy cues in persuasive health communication is more effective than employing threats - An experimental study of a vaccination intervention against Ebola. *Br J Health Psychol*. doi:[10.1111/bjhp.12310](https://doi.org/10.1111/bjhp.12310)
- ❖ Park, E., & Kwon, M. (2018). Health-Related Internet Use by Children and Adolescents: Systematic Review. *J Med Internet Res*, 20(4), e120. doi:[10.2196/jmir.7731](https://doi.org/10.2196/jmir.7731)
- ❖ Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & Skurka, C. (2018). Examining Mechanisms Underlying Fear-Control in the Extended Parallel Process Model. *Health Commun*, 33(4), 379-391. doi:[10.1080/10410236.2016.1266738](https://doi.org/10.1080/10410236.2016.1266738)
- ❖ Smith, R. A., & Carpenter, C. J. (2018). Who Persuades Who? An Analysis of Persuasion Choices Related to Antibiotic-Free Food. *Health Commun*, 33(4), 478-488. doi:[10.1080/10410236.2016.1278498](https://doi.org/10.1080/10410236.2016.1278498)
- ❖ Wombacher, K., Reno, J. E., Williams, G. A., & Johnson, L. (2018). Does Yik Yak Promote Risky Health Behavior on College Campuses? *Health Commun*, 33(4), 372-378. doi:[10.1080/10410236.2016.1266577](https://doi.org/10.1080/10410236.2016.1266577)
- ❖ Yoon, H., Jang, Y., Vaughan, P. W., & Garcia, M. (2018). Older Adults' Internet Use for Health Information: Digital Divide by Race/Ethnicity and Socioeconomic Status. *J Appl Gerontol*, 733464818770772. doi:[10.1177/0733464818770772](https://doi.org/10.1177/0733464818770772)

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.

