

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

- ❖ Bavin, L. M., & Owens, R. G. (2018). Complementary Public Service Announcements as a Strategy for Enhancing the Impact of Health-Promoting Messages in Fictional Television Programs. *Health Commun*, 33(5), 544-552. doi:[10.1080/10410236.2017.1283561](https://doi.org/10.1080/10410236.2017.1283561)
- ❖ Brown, H. M., Rollo, M. E., de Vlieger, N. M., Collins, C. E., & Bucher, T. (2018). Influence of the nutrition and health information presented on food labels on portion size consumed: a systematic review. *Nutr Rev*. doi:[10.1093/nutrit/nuy019](https://doi.org/10.1093/nutrit/nuy019)
- ❖ Buljan, I., Malicki, M., Wager, E., Puljak, L., Hren, D., Kellie, F., . . . Marusic, A. (2018). No difference in knowledge obtained from infographic or plain language summary of a Cochrane systematic review: three randomized controlled trials. *J Clin Epidemiol*, 97, 86-94. doi:[10.1016/j.jclinepi.2017.12.003](https://doi.org/10.1016/j.jclinepi.2017.12.003)
- ❖ Champlin, S., & Nisbett, G. (2018). Promoting Mental Health Resource Use on Campus by "Trying Something New". *Am J Health Promot*, 32(4), 1140-1144. doi:[10.1177/0890117117740348](https://doi.org/10.1177/0890117117740348)
- ❖ Cusack, L., Del Mar, C. B., Chalmers, I., Gibson, E., & Hoffmann, T. C. (2018). Educational interventions to improve people's understanding of key concepts in assessing the effects of health interventions: a systematic review. *Syst Rev*, 7(1), 68. doi:[10.1186/s13643-018-0719-4](https://doi.org/10.1186/s13643-018-0719-4)
- ❖ Finnell, K. J., & John, R. (2018). A Social Marketing Approach to 1% Milk Use: Resonance Is the Key. *Health Promot Pract*, 19(3), 437-444. doi:[10.1177/1524839917699594](https://doi.org/10.1177/1524839917699594)



- ❖ Fishman, J., Greenberg, P., Bagga, M. B., Casarett, D., & Propert, K. (2018). Comparing Strategies for Health Information Dissemination: Messengers That Can Help or Hinder. *Am J Health Promot*, 32(4), 932-938. doi:[10.1177/0890117117733780](https://doi.org/10.1177/0890117117733780)
- ❖ Hamshaw, R. J. T., Barnett, J., & Lucas, J. S. (2018). Tweeting and Eating: The Effect of Links and Likes on Food-Hypersensitive Consumers' Perceptions of Tweets. *Front Public Health*, 6, 118. doi:[10.3389/fpubh.2018.00118](https://doi.org/10.3389/fpubh.2018.00118)
- ❖ Hendriks, H., & Janssen, L. (2018). Frightfully funny: combining threat and humour in health messages for men and women. *Psychol Health*, 33(5), 594-613. doi:[10.1080/08870446.2017.1380812](https://doi.org/10.1080/08870446.2017.1380812)
- ❖ Kessler, S. H., & Zillich, A. F. (2018). Searching Online for Information About Vaccination: Assessing the Influence of User-Specific Cognitive Factors Using Eye-Tracking. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1465793](https://doi.org/10.1080/10410236.2018.1465793)
- ❖ Okan, Y., Stone, E. R., & Bruine de Bruin, W. (2018). Designing Graphs that Promote Both Risk Understanding and Behavior Change. *Risk Anal*, 38(5), 929-946. doi:[10.1111/risa.12895](https://doi.org/10.1111/risa.12895)
- ❖ Shaffer, V. A., Focella, E. S., Hathaway, A., Scherer, L. D., & Zikmund-Fisher, B. J. (2018). On the Usefulness of Narratives: An Interdisciplinary Review and Theoretical Model. *Ann Behav Med*, 52(5), 429-442. doi:10.1093/abm/kax008
- ❖ Shaffer, V. A., Focella, E. S., Hathaway, A., Scherer, L. D., & Zikmund-Fisher, B. J. (2018). On the Usefulness of Narratives: An Interdisciplinary Review and Theoretical Model. *Ann Behav Med*, 52(5), 429-442. doi:[10.1093/abm/kax008](https://doi.org/10.1093/abm/kax008)
- ❖ Steinberg, A., Griffin-Tomas, M., Abu-Odeh, D., & Whitten, A. (2018). Evaluation of a Mobile Phone App for Providing Adolescents With Sexual and Reproductive Health Information, New York City, 2013-2016. *Public Health Rep*, 133(3), 234-239. doi:[10.1177/0033354918769289](https://doi.org/10.1177/0033354918769289)
- ❖ Synnot, A., Bragge, P., Lowe, D., Nunn, J. S., O'Sullivan, M., Horvat, L., . . . Hill, S. J. (2018). Research priorities in health communication and participation: international survey of consumers and other stakeholders. *BMJ Open*, 8(5), e019481. doi:[10.1136/bmjopen-2017-019481](https://doi.org/10.1136/bmjopen-2017-019481)
- ❖ Tien, H. K., & Chung, W. (2018). Exploration of Effective Persuasive Strategies Used in Resisting Product Advertising: A Case Study of Adult Health Check-Ups. *Health Commun*, 1-8. doi:[10.1080/10410236.2018.1473706](https://doi.org/10.1080/10410236.2018.1473706)
- ❖ Vijaykumar, S., Nowak, G., Himelboim, I., & Jin, Y. (2018). Virtual Zika transmission after the first U.S. case: who said what and how it spread on Twitter. *Am J Infect Control*, 46(5), 549-557. doi:[10.1016/j.ajic.2017.10.015](https://doi.org/10.1016/j.ajic.2017.10.015)
- ❖ Xu, Z., & Guo, H. (2018). A Meta-Analysis of the Effectiveness of Guilt on Health-Related Attitudes and Intentions. *Health Commun*, 33(5), 519-525. doi:[10.1080/10410236.2017.1278633](https://doi.org/10.1080/10410236.2017.1278633)
- ❖ Young, B., Lewis, S., Katikireddi, S. V., Bauld, L., Stead, M., Angus, K., . . . Langley, T. (2018). Effectiveness of Mass Media Campaigns to Reduce Alcohol Consumption and Harm: A Systematic Review. *Alcohol Alcohol*, 53(3), 302-316. doi:[10.1093/alcalc/agx094](https://doi.org/10.1093/alcalc/agx094)
- ❖ Yuan, S., Besley, J. C., & Ma, W. (2018). Be Mean or Be Nice? Understanding the Effects of Aggressive and Polite Communication Styles in Child Vaccination Debate. *Health Commun*, 1-10. doi:[10.1080/10410236.2018.1471337](https://doi.org/10.1080/10410236.2018.1471337)



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