

# 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 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 instances, articles must be requested via another source and a hyperlink to facilitate that process is included with the reference. Please note that hyperlinks are to CDC licensed materials and are generally available only through the CDC intranet.

Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bleakley, A., Jordan, A., Mallya, G., Hennessy, M., & Piotrowski, J. T. (2018). Do You Know What Your Kids Are Drinking? Evaluation of a Media Campaign to Reduce Consumption of Sugar-Sweetened Beverages. *Am J Health Promot*, 32(6), 1409-1416. doi:[10.1177/0890117117721320](https://doi.org/10.1177/0890117117721320)
- ❖ Brennan, E., Maloney, E., Ophir, Y., & Cappella, J. N. (2018). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products. *Health Commun*, 1-12. doi:[10.1080/10410236.2018.1493417](https://doi.org/10.1080/10410236.2018.1493417)
- ❖ Chang, L. V. (2018). Information, education, and health behaviors: Evidence from the MMR vaccine autism controversy. *Health Econ*, 27(7), 1043-1062. doi:[10.1002/hec.3645](https://doi.org/10.1002/hec.3645)
- ❖ Chen, Y. (2018). The Roles of Prevention Messages, Risk Perception, and Benefit Perception in Predicting Binge Drinking among College Students. *Health Commun*, 33(7), 877-886. doi:[10.1080/10410236.2017.1321161](https://doi.org/10.1080/10410236.2017.1321161)
- ❖ Elbert, S. P., & Ots, P. (2018). Reading or Listening to a Gain- or Loss-Framed Health Message: Effects of Message Framing and Communication Mode in the Context of Fruit and Vegetable Intake. *J Health Commun*, 1-8. doi:[10.1080/10810730.2018.1493059](https://doi.org/10.1080/10810730.2018.1493059)
- ❖ Hiebert, B., Leipert, B., Regan, S., & Burkell, J. (2018). Rural Men's Health, Health Information Seeking, and Gender Identities: A Conceptual Theoretical Review of the Literature. *Am J Mens Health*, 12(4), 863-876. doi:[10.1177/1557988316649177](https://doi.org/10.1177/1557988316649177)
- ❖ King, C. S. T., Bivens, K. M., Pumroy, E., Rauch, S., & Koerber, A. (2018). IRB Problems and Solutions in Health Communication Research. *Health Commun*, 33(7), 907-916. doi:[10.1080/10410236.2017.1321164](https://doi.org/10.1080/10410236.2017.1321164)
- ❖ Liechty, T., Coyne, S. M., Collier, K. M., & Sharp, A. D. (2018). "It's Just Not Very Realistic": Perceptions of Media Among Pregnant and Postpartum Women. *Health Commun*, 33(7), 851-859. doi:[10.1080/10410236.2017.1315680](https://doi.org/10.1080/10410236.2017.1315680)



- ❖ Ma, Z., & Nan, X. (2018). Friends Don't Let Friends Smoke: How Storytelling and Social Distance Influence Nonsmokers' Responses to Antismoking Messages. *Health Commun*, 33(7), 887-895. doi:[10.1080/10410236.2017.1321162](https://doi.org/10.1080/10410236.2017.1321162)
- ❖ Manno, F. A. M., 3rd, Lively, M. B., Manno, S. H. C., Cheng, S. H., & Lau, C. (2018). Health risk communication message comprehension is influenced by image inclusion. *J Vis Commun Med*, 1-9. doi:[10.1080/17453054.2018.1480321](https://doi.org/10.1080/17453054.2018.1480321)
- ❖ McCullough, A., Meernik, C., Baker, H., Jarman, K., Walsh, B., & Goldstein, A. O. (2018). Perceptions of Tobacco Control Media Campaigns Among Smokers With Lower Socioeconomic Status. *Health Promot Pract*, 19(4), 550-559. doi:[10.1177/1524839917741485](https://doi.org/10.1177/1524839917741485)
- ❖ Nan, X., Daily, K., Richards, A., & Holt, C. (2018). Parental Support for HPV Vaccination Mandates Among African Americans: The Impact of Message Framing and Consideration of Future Consequences. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1493419](https://doi.org/10.1080/10410236.2018.1493419)
- ❖ Paige, S. R., Miller, M. D., Krieger, J. L., Stollefson, M., & Cheong, J. (2018). Electronic Health Literacy Across the Lifespan: Measurement Invariance Study. *J Med Internet Res*, 20(7), e10434. doi:[10.2196/10434](https://doi.org/10.2196/10434)
- ❖ Parackal, M., & Parackal, S. (2018). A renewed media-mix, based on the dynamic transactional model, for communicating the harms of alcohol to women in New Zealand. *Health Promot Int*. doi:[10.1093/heapro/day033](https://doi.org/10.1093/heapro/day033)
- ❖ Skurka, C., Byrne, S., Davydova, J., Kemp, D., Safi, A. G., Avery, R. J., . . . Niederdeppe, J. (2018). Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth. *Soc Sci Med*, 211, 294-303. doi:[10.1016/j.socscimed.2018.06.035](https://doi.org/10.1016/j.socscimed.2018.06.035)
- ❖ Tully, L. A., Piotrowska, P. J., Collins, D. A. J., Frick, P. J., Anderson, V., Moul, C., . . . Dadds, M. R. (2018). Evaluation of 'The Father Effect' Media Campaign to Increase Awareness of, and Participation in, an Online Father-Inclusive Parenting Program. *Health Commun*, 1-10. doi:[10.1080/10410236.2018.1495160](https://doi.org/10.1080/10410236.2018.1495160)
- ❖ Winkell, K., Sabben, G., Stephenson, R., Pruitt, K. L., Allen, K., & Findlay, T. (2018). From condemnation to normalisation: Young Africans' narratives about same-sex attraction and implications for communication and advocacy efforts. *Glob Public Health*, 13(7), 859-873. doi:[10.1080/17441692.2016.1203969](https://doi.org/10.1080/17441692.2016.1203969)

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