

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

- ❖ Betsch, C., Bohm, R., Airhihenbuwa, C. O., Butler, R., Chapman, G. B., Haase, N., . . . Uskul, A. K. (2016). Improving Medical Decision Making and Health Promotion through Culture-Sensitive Health Communication: An Agenda for Science and Practice. *Med Decis Making*, 36(7), 811-833. doi:[10.1177/0272989x15600434](https://doi.org/10.1177/0272989x15600434)
- ❖ Boehmert, C., Wiedemann, P., & Croft, R. (2016). Improving Precautionary Communication in the EMF Field? Effects of Making Messages Consistent and Explaining the Effectiveness of Precautions. *Int J Environ Res Public Health*, 13(10). doi: [10.3390/ijerph13100992](https://doi.org/10.3390/ijerph13100992)
- ❖ Bounsanga, J., Wright Voss, M., Crum, A. B., & Hung, M. (2016). The Association Between Perceived Health Status and Health Information Communication Channels. *J Health Commun*, 1-5. doi: [10.1080/10810730.2016.1231726](https://doi.org/10.1080/10810730.2016.1231726)
- ❖ Champion, C., Berry, T. R., Kingsley, B., & Spence, J. C. (2016). Pink Ribbons and Red Dresses: A Mixed Methods Content Analysis of Media Coverage of Breast Cancer and Heart Disease. *Health Commun*, 31(10), 1242-1249. doi:[10.1080/10410236.2015.1050082](https://doi.org/10.1080/10410236.2015.1050082)
- ❖ Clayton, R. B., Leshner, G., Bolls, P. D., & Thorson, E. (2016). Discard the Smoking Cues-Keep the Disgust: An Investigation of Tobacco Smokers' Motivated Processing of Anti-tobacco Commercials. *Health Commun*, 1-12. doi:[10.1080/10410236.2016.1220042](https://doi.org/10.1080/10410236.2016.1220042)
- ❖ Crook, B., & Love, B. (2016). Examining the Light and Dark of an Online Young Adult Cancer Support Community. *Qual Health Res*. doi:[10.1177/1049732316672638](https://doi.org/10.1177/1049732316672638)



- ❖ Davis, R. E., Dal Cin, S., Cole, S. M., Reyes, L. I., McKenney-Shubert, S. J., Fleischer, N. L., . . . Peterson, K. E. (2016). A Tale of Two Stories: An Exploration of Identification, Message Recall, and Narrative Preferences Among Low-Income, Mexican American Women. *Health Commun*, 1-13. doi:[10.1080/10410236.2016.1228029](https://doi.org/10.1080/10410236.2016.1228029)
- ❖ Dolan, J. G., Cherkasky, O. A., Li, Q., Chin, N., & Veazie, P. J. (2016). Should Health Numeracy Be Assessed Objectively or Subjectively? *Med Decis Making*, 36(7), 868-875. doi:[10.1177/0272989x15584332](https://doi.org/10.1177/0272989x15584332)
- ❖ Gamburzew, A., Darcel, N., Gazan, R., Dubois, C., Maillot, M., Tome, D., . . . Darmon, N. (2016). In-store marketing of inexpensive foods with good nutritional quality in disadvantaged neighborhoods: increased awareness, understanding, and purchasing. *Int J Behav Nutr Phys Act*, 13(1), 104. doi:[10.1186/s12966-016-0427-1](https://doi.org/10.1186/s12966-016-0427-1)
- ❖ Jain, P., Hoffman, E., Beam, M., & Xu, S. S. (2016). Effect of Message Format and Content on Attitude Accessibility Regarding Sexually Transmitted Infections. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1222561](https://doi.org/10.1080/10410236.2016.1222561)
- ❖ Meernik, C., Jarman, K., Wright, S. T., Klein, E. G., Goldstein, A. O., & Ranney, L. (2016). Eye Tracking Outcomes in Tobacco Control Regulation and Communication: A Systematic Review. *Tob Regul Sci*, 2(4), 377-403. doi:[10.18001/trs.2.4.9](https://doi.org/10.18001/trs.2.4.9)
- ❖ Meppelink, C. S., Smit, E. G., Diviani, N., & Van Weert, J. C. (2016). Health Literacy and Online Health Information Processing: Unraveling the Underlying Mechanisms. *J Health Commun*, 21(sup2), 109-120. doi:[10.1080/10810730.2016.1193920](https://doi.org/10.1080/10810730.2016.1193920)
- ❖ Pounds, L. (2016). The case for workforce development in social marketing. *Health Mark Q*, 1-6. doi: [10.1080/07359683.2016.1238263](https://doi.org/10.1080/07359683.2016.1238263)
- ❖ Rus, H. M., & Cameron, L. D. (2016). Health Communication in Social Media: Message Features Predicting User Engagement on Diabetes-Related Facebook Pages. *Ann Behav Med*, 50(5), 678-689. doi:[10.1007/s12160-016-9793-9](https://doi.org/10.1007/s12160-016-9793-9)
- ❖ Seitz, H. H., Gibson, L., Skubisz, C., Forquer, H., Mello, S., Schapira, M. M., . . . Cappella, J. N. (2016). Effects of a risk-based online mammography intervention on accuracy of perceived risk and mammography intentions. *Patient Educ Couns*, 99(10), 1647-1656. doi:[10.1016/j.pec.2016.05.005](https://doi.org/10.1016/j.pec.2016.05.005)
- ❖ Shen, L. (2016). Putting the Fear Back Again (and Within Individuals): Revisiting the Role of Fear in Persuasion. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1220043](https://doi.org/10.1080/10410236.2016.1220043)
- ❖ Sivakumar, G., & Mares, M. L. (2016). The Doctor Versus the Internet: Effects of Low-, Medium-, and High-Quality Websites on Intentions to Follow the Doctor's Advice. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1228030](https://doi.org/10.1080/10410236.2016.1228030)
- ❖ Sun, Y., Liu, M., & Krakow, M. (2016). Health e-mavens: identifying active online health information users. *Health Expect*, 19(5), 1071-1083. doi:[10.1111/hex.12398](https://doi.org/10.1111/hex.12398)



