

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

- ❖ Bergkvist, L., Eiderbäck, D., & Palombo, M. (2012). The brand communication effects of using a headline to prompt the key benefit in ads with pictorial metaphors. *Journal of Advertising*, 41(2), 67-75. doi: [10.2753/JOA0091-3367410205](https://doi.org/10.2753/JOA0091-3367410205)
- ❖ Chatterjee, P. (2012). The role of varying information quantity in ads on immediate and enduring cross-media synergies. *Journal of Marketing Communications*, 18(3), 217-240. doi: [10.1080/13527266.2011.567458](https://doi.org/10.1080/13527266.2011.567458)
- ❖ Chervin, C., Clift, J., Woods, L., Krause, E., & Lee, K. (2012). Health literacy in adult education: A natural partnership for health equity. *Health Promotion Practice*. doi: [10.1177/1524839912437367](https://doi.org/10.1177/1524839912437367)
- ❖ Cook-Craig, P., Ely, G., Flaherty, C., Dignan, M., & White, C. R. (2012). Seeking health advice from social networks in low-income urban neighborhoods. *American Journal of Health Behavior*, 36(6), 723-735. doi: [10.5993/ajhb.36.6.1](https://doi.org/10.5993/ajhb.36.6.1)
- ❖ Divecha, Z., Divney, A., Ickovics, J., & Kershaw, T. (2012). Tweeting about testing: Do low-income, parenting adolescents and young adults use new media technologies to communicate about sexual health? *Perspectives on Sexual and Reproductive Health*, 44(3), 176-183. doi: [10.1363/4417612](https://doi.org/10.1363/4417612)
- ❖ Gainforth, H. L., & Latimer, A. E. (2012). Risky business: Risk information and the moderating effect of message frame and past behaviour on women's perceptions of the Human Papillomavirus vaccine. *Journal of Health Psychology*, 17(6), 896-906. doi: [10.1177/1359105311431173](https://doi.org/10.1177/1359105311431173)
- ❖ Glantz, S. A., Iaccopucci, A., Titus, K., & Polansky, J. R. (2012). Smoking in top-grossing US movies, 2011. *Preventing Chronic Disease*, 9. doi: [10.5888/pcd9.120170](https://doi.org/10.5888/pcd9.120170)



- ❖ Hendriks, H., de Bruijn, G.-J., & van den Putte, B. (2012). Talking about alcohol consumption: Health campaigns, conversational valence, and binge drinking intentions. *British Journal of Health Psychology*, 17(4), 843-853. doi: [10.1111/j.2044-8287.2012.02080.x](https://doi.org/10.1111/j.2044-8287.2012.02080.x)
- ❖ Howlett, E. A., Burton, S., Newman, C. L., & Faupel, M. A. (2012). The positive influence of state agricultural marketing programs on adults' fruit and vegetable consumption. *American Journal of Health Promotion*, 27(1), 17-20. doi: [10.4278/ajhp.100923-ARB-316](https://doi.org/10.4278/ajhp.100923-ARB-316)
- ❖ Hwang, Y., Cho, H., Sands, L., & Jeong, S.-H. (2012). Effects of gain- and loss-framed messages on the sun safety behavior of adolescents: The moderating role of risk perceptions. *Journal of Health Psychology*, 17(6), 929-940. doi: [10.1177/1359105311428536](https://doi.org/10.1177/1359105311428536)
- ❖ Johnson, K. A., Ford, J. H., & McCluskey, M. (2012). Promoting new practices to increase access to and retention in addiction treatment: An analysis of five communication channels. *Addictive Behaviors*, 37(11), 1193-1197. doi: [10.1016/j.addbeh.2012.05.019](https://doi.org/10.1016/j.addbeh.2012.05.019)
- ❖ Ledford, C. J. W. (2012). Exploring the interaction of patient activation and message design variables: Message frame and presentation mode influence on the walking behavior of patients with type 2 diabetes. *Journal of Health Psychology*, 17(7), 989-1000. doi: [10.1177/1359105311429204](https://doi.org/10.1177/1359105311429204)
- ❖ Morrongiello, B. A., Sandomierski, M., Zdzieborski, D., & McCollam, H. (2012). A randomized controlled trial evaluating the impact of the Supervising for Home Safety program on parent appraisals of injury risk and need to actively supervise. *Health Psychology*, 31(5), 601-611. doi: [10.1037/a0028214](https://doi.org/10.1037/a0028214)
- ❖ Morrongiello, B. A., Schwebel, D. C., Bell, M., Stewart, J., & Davis, A. L. (2012). An evaluation of The Great Escape: Can an interactive computer game improve young children's fire safety knowledge and behaviors? *Health Psychology*, 31(4), 496-502. doi: [10.1037/a0027779](https://doi.org/10.1037/a0027779)
- ❖ Noar, S. M. (2012). An Audience-Channel-Message-Evaluation (ACME) framework for health communication campaigns. *Health Promotion Practice*, 13(4), 481-488. doi: [10.1177/1524839910386901](https://doi.org/10.1177/1524839910386901)
- ❖ Rolison, J. J., Hanoch, Y., & Miron-Shatz, T. (2012). What do men understand about lifetime risk following genetic testing? The effect of context and numeracy. *Health Psychology*, 31(4), 530-533. doi: [10.1037/a0026562](https://doi.org/10.1037/a0026562)
- ❖ San José-Cabezudo, R., & Camarero-Izquierdo, C. (2012). Determinants of opening-forwarding e-mail messages. *Journal of Advertising*, 41(2), 97-112. doi: [10.2753/JOA0091-3367410207](https://doi.org/10.2753/JOA0091-3367410207)
- ❖ Shadel, W. G., Martino, S. C., Setodji, C., & Scharf, D. (2012). Momentary effects of exposure to prosmoking media on college students' future smoking risk. *Health Psychology*, 31(4), 460-466. doi: [10.1037/a0027291](https://doi.org/10.1037/a0027291)
- ❖ Teten Tharp, A., Dowell, A., Burton, T., Chaing, L., & DeCherney, C. (2012). Dating violence prevention: Using information and communications technologies for global dating violence prevention. In B. o. G. H. Forum on Global Violence Prevention, Institute of Medicine (Ed.), *Communications and technology for violence prevention: Workshop summary* (pp. 105-111). Washington, DC: The National Academies Press. Retrieved from http://www.nap.edu/catalog.php?record_id=13352.



- ❖ van Noort, G., Antheunis, M. L., & van Reijmersdal, E. A. (2012). Social connections and the persuasiveness of viral campaigns in social network sites: Persuasive intent as the underlying mechanism. *Journal of Marketing Communications*, 18(1), 39-53. doi: [10.1080/13527266.2011.620764](https://doi.org/10.1080/13527266.2011.620764)
- ❖ Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2012). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications*, 18(3), 203-216. doi: [10.1080/13527266.2011.567457](https://doi.org/10.1080/13527266.2011.567457)
- ❖ Weidman, A. C., Fernandez, K. C., Levinson, C. A., Augustine, A. A., Larsen, R. J., & Rodebaugh, T. L. (2012). Compensatory internet use among individuals higher in social anxiety and its implications for well-being. *Personality and Individual Differences*, 53(3), 191-195. doi: [10.1016/j.paid.2012.03.003](https://doi.org/10.1016/j.paid.2012.03.003)
- ❖ Yanez, B., Stanton, A. L., & Maly, R. C. (2012). Breast cancer treatment decision making among Latinas and non-Latina whites: A communication model predicting decisional outcomes and quality of life. *Health Psychology*, 31(5), 552-561. doi: [10.1037/a0028629](https://doi.org/10.1037/a0028629)
- ❖ Yuan, N. P., Castañeda, H., Nichter, M., Nichter, M., Wind, S., Carruth, L., & Muramoto, M. (2012). Lay health influencers. *Health Education & Behavior*, 39(5), 544-554. doi: [10.1177/1090198111421622](https://doi.org/10.1177/1090198111421622)

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