

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

- ❖ Choudhry, F. R., Ming, L. C., Munawar, K., Zaidi, S. T. R., Patel, R. P., Khan, T. M., & Elmer, S. (2019). Health Literacy Studies Conducted in Australia: A Scoping Review. *Int J Environ Res Public Health*, 16(7). doi:[10.3390/ijerph16071112](https://doi.org/10.3390/ijerph16071112)
- ❖ Ekram, S., Debiec, K. E., Pumper, M. A., & Moreno, M. A. (2019). Content and Commentary: HPV Vaccine and YouTube. *J Pediatr Adolesc Gynecol*, 32(2), 153-157. doi:[10.1016/j.jpag.2018.11.001](https://doi.org/10.1016/j.jpag.2018.11.001)
- ❖ Gollust, S. E., Fowler, E. F., & Niederdeppe, J. (2019). Television News Coverage of Public Health Issues and Implications for Public Health Policy and Practice. *Annu Rev Public Health*, 40, 167-185. doi:[10.1146/annurev-publhealth-040218-044017](https://doi.org/10.1146/annurev-publhealth-040218-044017)
- ❖ Grummon, A. H., Hall, M. G., Taillie, L. S., & Brewer, N. T. (2019). How should sugar-sweetened beverage health warnings be designed? A randomized experiment. *Prev Med*, 121, 158-166. doi:[10.1016/j.ypmed.2019.02.010](https://doi.org/10.1016/j.ypmed.2019.02.010)
- ❖ Harris, J. M., Ciorciari, J., & Gountas, J. (2019). Consumer Neuroscience and Digital/Social Media Health/Social Cause Advertisement Effectiveness. *Behav Sci (Basel)*, 9(4). doi:[10.3390/bs9040042](https://doi.org/10.3390/bs9040042)
- ❖ Hinnant, A., Subramanian, R., Ashley, R. R., Perreault, M., Young, R., & Thomas, R. J. (2019). How Journalists Characterize Health Inequalities and Redefine Solutions for Native American Audiences. *Health Commun*, 34(4), 383-391. doi:[10.1080/10410236.2017.1405482](https://doi.org/10.1080/10410236.2017.1405482)
- ❖ Hoffman, B. L., Felter, E. M., Chu, K. H., Shensa, A., Hermann, C., Wolynn, T., . . . Primack, B. A. (2019). It's not all about autism: The emerging landscape of anti-vaccination sentiment on Facebook. *Vaccine*, 37(16), 2216-2223. doi:[10.1016/j.vaccine.2019.03.003](https://doi.org/10.1016/j.vaccine.2019.03.003)
- ❖ Karacic, J., Dondio, P., Buljan, I., Hren, D., & Marusic, A. (2019). Languages for different health information readers: multitrait-multimethod content analysis of Cochrane systematic reviews textual summary formats. *BMC Med Res Methodol*, 19(1), 75. doi:[10.1186/s12874-019-0716-x](https://doi.org/10.1186/s12874-019-0716-x)



- ❖ Katz, S. J., & Byrne, S. (2019). Cognitive Bridging: Using Strategic Communication To Connect Abstract Goals With The Means To Achieve Them. *Health Commun*, 34(4), 484-499. doi:[10.1080/10410236.2018.1428848](https://doi.org/10.1080/10410236.2018.1428848)
- ❖ Kennedy-Hendricks, A., Levin, J., Stone, E., McGinty, E. E., Gollust, S. E., & Barry, C. L. (2019). News Media Reporting On Medication Treatment For Opioid Use Disorder Amid The Opioid Epidemic. *Health Aff (Millwood)*, 38(4), 643-651. doi:[10.1377/hlthaff.2018.05075](https://doi.org/10.1377/hlthaff.2018.05075)
- ❖ Kim, S., & Baek, Y. M. (2019). Medical Drama Viewing and Healthy Lifestyle Behaviors: Understanding the Role of Health Locus of Control Beliefs and Education Level. *Health Commun*, 34(4), 392-401. doi:[10.1080/10410236.2017.1405483](https://doi.org/10.1080/10410236.2017.1405483)
- ❖ Kitunen, A., Rundle-Thiele, S., Kadir, M., Badejo, A., Zdanowicz, G., & Price, M. (2019). Learning what our target audiences think and do: extending segmentation to all four bases. *BMC Public Health*, 19(1), 382. doi:[10.1186/s12889-019-6696-2](https://doi.org/10.1186/s12889-019-6696-2)
- ❖ McDaid, L., Riddell, J., Teal, G., Boydell, N., Coia, N., & Flowers, P. (2019). The Effectiveness of Social Marketing Interventions to Improve HIV Testing Among Gay, Bisexual and Other Men Who Have Sex with Men: A Systematic Review. *AIDS Behav*. doi:[10.1007/s10461-019-02507-7](https://doi.org/10.1007/s10461-019-02507-7)
- ❖ Nabi, R. L., & Myrick, J. G. (2019). Uplifting Fear Appeals: Considering the Role of Hope in Fear-Based Persuasive Messages. *Health Commun*, 34(4), 463-474. doi:[10.1080/10410236.2017.1422847](https://doi.org/10.1080/10410236.2017.1422847)
- ❖ Ooms, J., Hoeks, J., & Jansen, C. (2019). "Hey, that could be me": The role of similarity in narrative persuasion. *PLoS One*, 14(4), e0215359. doi:[10.1371/journal.pone.0215359](https://doi.org/10.1371/journal.pone.0215359)
- ❖ Park, S. Y., Son, H., Lee, J., & Go, E. (2019). Moderating Effects of Social Norms and Alcohol Consumption on Message Framing in Responsible Drinking Campaigns: Value from Deviance Regulation Theory. *Health Commun*, 1-11. doi:[10.1080/10410236.2019.1593077](https://doi.org/10.1080/10410236.2019.1593077)
- ❖ Pepper, J. K., Squiers, L. B., Peinado, S. C., Bann, C. M., Dolina, S. D., Lynch, M. M., . . . McCormack, L. A. (2019). Impact of messages about scientific uncertainty on risk perceptions and intentions to use electronic vaping products. *Addict Behav*, 91, 136-140. doi:[10.1016/j.addbeh.2018.10.025](https://doi.org/10.1016/j.addbeh.2018.10.025)
- ❖ Rogers, A. H., Bakhshaie, J., Orr, M. F., Ditre, J. W., & Zvolensky, M. J. (2019). Health Literacy, Opioid Misuse, and Pain Experience Among Adults with Chronic Pain. *Pain Med*. doi:[10.1093/pm/pnz062](https://doi.org/10.1093/pm/pnz062)
- ❖ Sallis, A., Attwood, S., Harper, H., Larsen, J., Berry, D., Vlaev, I., . . . Chadborn, T. (2019). A randomised trial of the effect of appearance versus health-framed messages on engagement with an online brief screening and alcohol reduction intervention. *Psychol Health*, 1-21. doi:[10.1080/08870446.2019.1579911](https://doi.org/10.1080/08870446.2019.1579911)
- ❖ Scherr, C. L., Nam, K., Augusto, B., Kasting, M. L., Caldwell, M., Lee, M. C., . . . Vadaparampil, S. T. (2019). A Framework for Pilot Testing Health Risk Video Narratives. *Health Commun*, 1-10. doi:[10.1080/10410236.2019.1598612](https://doi.org/10.1080/10410236.2019.1598612)
- ❖ Smith, R. A., Zhu, X., & Fink, E. L. (2019). Understanding the Effects of Stigma Messages: Danger Appraisal and Message Judgments. *Health Commun*, 34(4), 424-436. doi:[10.1080/10410236.2017.1405487](https://doi.org/10.1080/10410236.2017.1405487)
- ❖ Wagner, D. E., Fernandez, P., Jordan, J. W., & Saggese, D. J. (2019). Freedom From Chew: Using Social Branding to Reduce Chewing Tobacco Use Among Country Peer Crowd Teens. *Health Educ Behav*, 46(2), 286-294. doi:[10.1177/1090198118806966](https://doi.org/10.1177/1090198118806966)
- ❖ Yamashita, T., Bardo, A. R., Cummins, P., Millar, R. J., Sahoo, S., & Liu, D. (2019). The Roles of Education, Literacy, and Numeracy in Need for Health Information during the Second Half of Adulthood: A Moderated Mediation Analysis. *J Health Commun*, 1-13. doi:[10.1080/10810730.2019.1601303](https://doi.org/10.1080/10810730.2019.1601303)



- ❖ Yiannakoulias, N., Slavik, C. E., & Chase, M. (2019). Expressions of pro- and anti-vaccine sentiment on YouTube. *Vaccine*, 37(15), 2057-2064. doi:[10.1016/j.vaccine.2019.03.001](https://doi.org/10.1016/j.vaccine.2019.03.001)

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