



The 4th Biennial D.C. Health Communication
Conference

**PATIENT-CENTERED
HEALTH COMMUNICATION**

CONFERENCE PROGRAM



WELCOME TO THE HYATT REGENCY FAIRFAX

12777 Fair Lakes Circle
Fairfax, Virginia 22033, USA
fairfax.regency.hyatt.com

DCHC 2017 CONFERENCE FLOOR PLAN



Conference Welcome

Dear Conference Participant:

Welcome to the 2017 D.C. Conference on Health Communication. This year, we had a record number of abstract submissions and are excited about DCHC's growing visibility. We have a conference filled with outstanding scholarship and are initiating several new conference features. First, we are partnering with Air Networks (dchc2017.onAir.cc) – an open access, crowdsourced, and curated network of online Knowledge Hubs. All presenters can upload documents, slides, posters, and other information. All attendees can participate in discussions before, during, and after the conference. Our onAir site is linked to other related sites to foster interdisciplinary networking and collaboration. An information sheet with details about onAir, including how to join and participate, is included in your conference packet. Please see our staff at the registration table with questions.

Second, we are featuring more paneled research presentations, followed by opportunities for panelists to participate in short group discussions to debrief the sessions. These discussions will be recorded, streamed, and archived on the DCHC 2017 onAir site. Third, we have reduced the number of posters per session, allowing more time for more conversation with more presenters. Poster presenters can also upload their posters to the Hub for continued conversations.

Thursday's pre-conference addresses effective use of multiple health communication channels. Participants will interact with key representatives of major federal funding agencies about exciting new health communication research opportunities, as well as with invited speakers presenting cutting-edge health communication research programs.

Finally, we'd like to draw your attention to two other exciting aspects of DCHC 2017. First, in collaboration with the Kentucky Conference on Health Communication (KCHC) and the American Academy on Communication in Healthcare (AACH), we are launching the Social Science Clinical Research Alliance (SSCRA) with a lunchtime roundtable discussion on Friday. Second, on Saturday morning, we are thrilled to offer a Q&A session with officials from NCI's Health Communication and Informatics Research Branch for researchers interested in pursuing extramural funding from NCI.

We'll be using the #DCHC2017 during the conference to tweet about interesting talks and send out pictures. Please follow us and use the hashtag to tweet your own DCHC-related messages. Please tag @Mason_DCHC!

DCHC 2017 will be an exciting three days as participants come together to discuss research, theory, and practice in health communication. We hope you'll reconnect with old friends and make new ones, enjoy intellectually stimulating presentations and discussions, generate new ideas for research and collaborations, and have an overall outstanding conference experience.

At the back of this program you will find a list of the people who helped to make DCHC 2017 happen. We'd like to especially thank the NIH Office of Behavioral and Social Science Research and the National Cancer Institute for including us in grant funding with our sister conference KCHC, the George Mason University Center for Health and Risk Communication for sponsoring our keynote speaker on Friday, the Department of Communication for providing the organizational infrastructure support, and Gary Kreps for having the vision to create this conference six years ago. We also would like to thank our outstanding group of presenters and all of our conference participants for joining us this year. Finally, special thanks go to members of the DCHC advisory board, our planning committee, and the wonderful faculty, staff, and graduate students who have given their time and effort to make this conference special.

If you have questions, look for people wearing "George Mason University" name tags with a red ribbon on them. Their job is to ensure that your stay here goes smoothly. This program offers a complete conference schedule. We have provided some local information in your DCHC bag.

Finally, we hope you will attend our dessert reception on Friday evening, 8:00-11:00, in the Hyatt bar. It's a great opportunity to relax after a busy conference day.

The faculty, staff, and students in the Department of Communication at George Mason University welcome you. We look forward to an exciting DCHC 2017!

Sincerely,
 Anne M. Nicotera, DCHC Manager
 Brittany Sanders, DCHC Assistant Manager

SPONSORS AND FRIENDS



Preconference Overview

DCHC 2017 Preconference: Enhancing the Use of Multiple Health Communication Channels

Thursday, April 27

- 8:00 – 9:15 Registration and Continental Breakfast
Virginia Suites
- 9:15 – 9:30 Welcome
Commonwealth Ballroom
- 9:30 – 10:45 Federal Health Communication Funding Opportunities
Commonwealth A-B
- 10:45 – 12:00 Roundtable Funding Meetings with Federal Program Officers
Virginia Suites
- 12:00 – 1:15 Lunch
Hyatt Atrium
- 1:15 – 3:15 Multi-Channel Health Communication Applications Research
Commonwealth Ballroom
- 3:15 – 3:30 Break
- 3:30 – 4:45 Research and Practice
Health Behavior Change Campaigns in the Military: Harnessing
the Power of Social Norms and Multiple Health Communication
Channels
Commonwealth Ballroom
- 4:45 – 5:00 Preconference Closing Remarks
Commonwealth Ballroom
- 5:00 – 7:00 No-Host Reception
Hyatt Atrium

Main Conference Overview

DCHC 2017: Patient Centered Health Communication

Day 1: Friday, April 28

- 7:00 – 7:30 Health Walk through the beautiful Fair Lakes area.
Gary Kreps, George Mason University
- 7:00 – 8:30 Registration and Continental Breakfast
- 8:30 – 9:45 Conference Opening
Keynote Address
Commonwealth Ballroom
- 9:45 – 10:00 Break
- 10:00 – 11:30 Concurrent panels (competitively selected papers/panels)
Commonwealth A-C
- 11:30 – 11:40 Panel debrief discussion (panelists only)
Fairfax Room
- 11:30 – 1:00 Lunch (on your own) or Roundtable Discussion on Clinical
Collaboration
- 1:00 – 2:30 Concurrent panels (competitively selected papers/panels)
Commonwealth A-C
- 2:30 – 2:40 Panel debrief discussion (panelists only)
Fairfax Room
- 2:30 – 2:45 Break with snack available
- 2:45 – 4:15 Poster Session 1
Virginia Suites
- 4:15 – 4:30 Break
- 4:30 – 6:00 Concurrent panels (competitively selected papers/panels)
Commonwealth A-C
- 6:00 – 6:10 Panel debrief discussion (panelists only)
Fairfax Room
- 6:00 – 8:00 Dinner (on your own)
- 6:15 – 6:45 Memorial Honoring our Friend and Colleague Dr. Tim Edgar
- 8:00 – 11:00 Dessert Reception, Routledge Communication Studies
Hyatt Atrium

Main Conference Overview

DCHC 2017: Patient Centered Health Communication

Day 2: Saturday, April 29

- 7:00 – 7:30 Health Walk through the beautiful Fair Lakes area
Gary Kreps, George Mason University
- 7:00 – 8:30 Registration and Continental Breakfast
- 7:30 – 8:15 Q&A with National Cancer Institute
- 8:30 – 10:00 Concurrent panels (competitively selected papers/panels)
Commonwealth A-C
- 10:00 – 10:10 Panel debrief discussion (panelists only)
Fairfax Room
- 10:00 – 10:15 Break
- 10:15 – 11:45 Poster Session 2
Virginia Suites
- 11:45 – 12:00 Break
- 12:00 – 1:30 Conference Awards Luncheon and Keynote Address by Atkin
Award Recipient
Commonwealth Ballroom

DCHC 2017 Preconference: Enhancing the Use of Multiple Health Communication Channels

Thursday, April 27, Program

- 8:00 – 9:15 Registration and Continental Breakfast
- 9:15 – 9:30 Welcome
Commonwealth Ballroom
- Gary Kreps, Director, Center for Health and Risk Communication,
George Mason University
- 9:30 – 10:45 Federal Health Communication Funding Opportunities
Commonwealth A-B
- Kelly Blake, Health Communication and Informatics Research
Branch, National Cancer Institute
Rob Logan, National Library of Medicine
Cynthia Vinson, Implementation Science Team, National
Cancer Institute
Patricia Weber, Small Business Innovation Research
Development Center, National Cancer Institute
- 10:45 – 12:00 Roundtable Funding Meetings with Federal Program Officers
Virginia Suites
- 12:00 – 1:15 Lunch
Hyatt Atrium
- 1:15 – 3:15 Multi-Channel Health Communication Applications Research
Commonwealth A-B
- Traditional and digital media strategies for FDA's tobacco
education campaigns: Opportunities and challenges*
Xiaoquan Zhao, George Mason University
- The Role of Social Media in Health Interventions and Support
for Behavioral Change*
Kevin B. Wright, George Mason University
- Evidence-based guidance for determining the goals and content
in health communication and decision support*
Katherine E. Rowan, George Mason University
- 3:15 – 3:30 Break

- 3:30 – 4:45 Research and Practice
Health Behavior Change Campaigns in the Military: Harnessing
the Power of Social Norms & Multiple Health Communication
Channels
Commonwealth A-B
- Kristina Cook, Booz Allen Hamilton
supporting Navy Alcohol & Drug Abuse Prevention
- Danika Rainer, Booz Allen Hamilton
supporting Army National Guard
- Katie Duthaler, Booz Allen Hamilton
supporting Deployment Health Clinical Center
- Caroline Acton, Booz Allen Hamilton,
supporting National Intrepid Center of Excellence
- 4:45 – 5:00 Preconference Closing remarks
Commonwealth Ballroom
- Gary Kreps, Director, Center for Health and Risk Communication,
George Mason University
- 5:00 – 7:00 No-Host Reception
Hyatt Atrium

DCHC 2017: Patient Centered Health Communication

Friday, April 28, Program

7:00 – 11:30

- 7:00 – 7:30 Health Walk through the beautiful Fair Lakes area.
Please meet in hotel lobby at 7:00.
Gary Kreps, George Mason University
- 7:00 – 8:30 Registration and Continental Breakfast
- 8:30 – 9:45 Welcome, Anne M. Nicotera, George Mason University
The Other End of the Stethoscope, Marcus Engel
Commonwealth Ballroom
- 9:45 – 10:00 Break

10:00 – 11:30

Cancer, Communication, and Prevention

Commonwealth A

Moderator: Sherine El-Toukhy, University of North Carolina at Chapel Hill
Provider information provision and breast cancer patient outcomes

*Maria K. Venetis, Purdue University; Shelley L. Staples, University of Arizona; Jeffrey D. Robinson, Portland State University; Thomas Kearney, Rutgers Cancer Institute of New Jersey

Informing lymphoma patients about the side-effects of treatment: The impact of tailoring information to individual needs

*Nanon Labrie, University of Amsterdam; Sandra van Dulme, Netherlands Institute for Health Services Research/Radboud University Medical Center; Marie José Kersten, University of Amsterdam; Ellen Smets, University of Amsterdam

Supportive care needs and resource assessment of cancer patients

Sunny Kim, Arizona State University; Linda Larkey, Arizona State University; Scott Leischow, Mayo Clinic; Jiwon Kim, Arizona State University; Korinna Romero, Arizona State University - *guest presenter Hee Won Kim, Arizona State University

Promoting preteen HPV vaccination through primary care settings

Joan R. Cates, University of North Carolina at Chapel Hill; *Sandra J. Diehl, University of North Carolina at Chapel Hill; William Calo, University of North Carolina at Chapel Hill; Justin G. Trogdon, University of North Carolina at Chapel Hill; Laurie Stockton, University of North Carolina at Chapel Hill; Arshya Gurbani, University of North Carolina at Chapel Hill; Chioma Elizabeth Ihekweazu, University of North Carolina at Chapel Hill; Tamera Coyne-Beasley, University of North Carolina at Chapel Hill

Cancer/health communication and breast, cervical, and prostate cancer screening among Asian Americans

*Jungmi Jun, University of Maryland; Xiaoli Nan, University of Maryland

*presenting author

Media and Health

Commonwealth B

Moderator: Denise K. Scannell, MITRE

Media use, fear, and health behaviors in a Zika pandemic crisis

*Ji Won Kim, Syracuse University

Empowering domestic violence victims through Twitter: A textual analysis of social media dialogue

*Nahed Eltantawy, High Point University; *Sojung Claire Kim, High Point University

Zika 2016: A 3-phase longitudinal study of media exposure on public attitudes and behavioral intentions toward Zika virus prevention

*Karly Kownslar, Pittsburg State University; Alicia Mason, Pittsburg State University

Online media as a viable platform for communicating health information for the teenage girl in Trinidad and Tobago

Melissa Cumberbatch, Columbus State Community College; *Reneé Hosang-Alleyne

Women's voices unfiltered: Assessing perceptions of the pink ribbon through blog posts

*Wendy Winn, Appalachian State University; Jennifer B. Gray, Appalachian State University; Joseph Cazier, Appalachian State University; Sam Volstad, Appalachian State University

Family/Life Span Communication Issues and Health Behaviors

Commonwealth C

Moderator: Emily Peterson, National Cancer Institute

Examining the stigmatized decision making process of cochlear implantation

*Pamara F. Chang, University of Cincinnati

Explaining health information sharing among college students: A developmental perspective

*Ming-Ching Liang, Metropolitan State University

Mothers' behaviors and preferences when choosing physicians for their families: Assisting "Chief Medical Officers"

Evan K. Perrault, Purdue University; *Jill Inderstrodt-Stephens, Purdue University

Celebration drinking with close friends and acquaintances: SMS surveys on St. Patrick's Day

*Duygu Kanver, Michigan State University; Saleem Alhabash, Michigan State University; Tian Liang, Michigan State University; Sandi Smith, Michigan State University; Pang-Ning Tan, Michigan State University; Courtland VanDam, Michigan State University; Gregory Viken, Michigan State University

Pinning about #IPV: The discussion about intimate partner violence on Pinterest

*Jeanine Guidry, Virginia Commonwealth University; *Caroline Orr, Virginia Commonwealth University; Kellie Carlyle, Virginia Commonwealth University

*presenting author

11:30 – 1:00

Lunch (on your own) OR Lunchtime Roundtable

Special Roundtable: Creating the Social Science-Clinical Research Alliance

Commonwealth C

Moderators:

Nancy G. Harrington, University of Kentucky

Anne M. Nicotera, George Mason University

Panelists:

Rufus Barfield, University of Central Florida

Judy Chang, University of Pittsburgh

Emily Carter, Wendy Walk

Carla L. Fisher, University of Florida

Kathleen Kieran, Seattle Children's Hospital

Sarah McGhee, Association of American Medical Colleges

Janet Panoch, Indiana University-Purdue University Indianapolis

Lora Peppard, George Mason University

This discussion will generate ideas for promoting the launch of the Social Science-Clinical Research Alliance (SSCRA). The discussion will be driven by a set of questions about how to best promote interprofessional research collaboration between social science and clinical researchers interested in health communication. The panel is composed of both social scientists and clinicians. The SSCRA is a joint project of DCHC, our sister conference (KCHC) and the American Academy of Communication in Healthcare (AACH).

1:00 – 2:30

The Role of Communication in Addressing Obesity and Diet-Related Concerns

Commonwealth A

Moderator: Camella J. Rising, George Mason University

Managing diabetes: Person-centered communication in a communication competence model of diabetes management

*Susan Kline, Ohio State University; Cat McGrew, Western Oregon University

Examining the role of youth empowerment in preventing adolescence obesity in low-income communities

*Nancy Muturi, Kansas State University; *Tazrin Khan, Kansas State University; Tandalayo Kidd, Kansas State University; Erika Lindshield, Kansas State University; Kendra Kattelmann, South Dakota State University; Susan Zies, Ohio State University

Sticking to a prescribed diet without getting stuck: Enhancing adherence to treatment among patients with metabolic disorders

Kayla McGowan, Emerson College; *Christine Skubisz, Emerson College; Susan Waisbren, Boston Children's Hospital

Relationally managing weight loss

*Clinton Brown, Purdue University

The differential roles of facilitators and peers in promoting mHealth engagement for weight loss

*Heewon Kim, Arizona State University

*presenting author

Using the Health Information National Trends Survey (HINTS) for Health Communication Research

Commonwealth B

- Moderator: Emily Peterson, National Cancer Institute
Panelists: Melinda Krakow, Cancer Prevention Fellow, Behavioral Research Program, NCI
Cendrine Robinson, Cancer Prevention Fellow, Behavioral Research Program, NCI
Chan Thai, Assistant Professor, Santa Clara University
Respondent: Kelly Blake, Program Director, Behavioral Research Program, NCI

This interactive panel will first introduce graduate students and interested researchers to HINTS as an interdisciplinary, nationally-representative data resource for secondary data analysis. Panel presenters who have worked closely with the development and dissemination of HINTS will provide an overview and rationale for HINTS as a public-use dataset, review optimal strategies for analyzing HINTS data, and describe resources available online (hints.cancer.gov) and in person for researchers.

Health Psychology and Message Processing: Cognition and Resistance to Persuasion

Commonwealth C

Moderator: Sayyed Shah, University of New Mexico

Self-affirmation and defensive processing of graphic cigarette warning labels among African American smokers

*Xiaoli Nan, University of Maryland; Irina Iles, University of Maryland; Zexin Ma, University of Maryland; Robert Feldman, University of Maryland; James Butler University of Maryland; Min Qi Wang University of Maryland; Xiaoquan Zhao, George Mason University

Do gain-framed exercise messages elicit less psychological reactance? A test of the intertwined model

*Chelsea L. Ratcliff, University of Utah; Jakob D. Jensen, University of Utah; Courtney L. Scherr, Northwestern University; Kaylee Crossley, University of Utah; Katheryn Christy, University of Utah; Melinda M. Krakow, National Cancer Institute

Individual cognitive factors' mediation of parent-child communication of healthy eating towards child attitudes & behaviour

May O. Lwin, Nanyang Technological University; Wonsun Shin, The University of Melbourne; Andrew Z. H. Yee, Nanyang Technological University; Janelle S. Ng, Nanyang Technological University; *Karthikayen Jayasundar, Nanyang Technological University

Can self-affirmation reduce defensive responses to health messages? The role of self-esteem

*Xuan Zhu, University of Minnesota

Who controls my health? Health locus of control and students' medical help seeking

*Helen M. Lillie, Purdue University

*presenting author

Healthy snack available in Commonwealth Foyer

Poster Session 1

Virginia Suites

2:45 – 3:25 Odd numbered posters presented

3:25 – 4:05 Even numbered posters presented

4:05 – 4:15 Poster take down

1. *Measuring the preference toward patient-centered communication with Chinese-revised Practitioner-Patient Orientation Scale* – *Runyu Zou, Erasmus Medical Center Rotterdam; *Jie Wang, Fudan University; Hua Fu, Fudan University; Fan Wang, Fudan University
2. *Negotiating assent: Physical therapy graduate student communication with patients during clinical training* – *Rebecca Imes, Carroll University
3. *Health beliefs about depression and psychological counseling: Examining the role of Asian cultural values* – *Ge Zhu, University of Iowa; Nancy Muturi, Kansas State University
4. *Effects of religiosity on HPV Vaccination decision making among college students* – *Lauren Gray, University of Minnesota; Xuan Zhu, University of Minnesota; Marco Yzer, University of Minnesota
5. *The influence of sexual norms of peers on intentions to practice responsible sex: Moderating role of perceived threat and efficacy* – *Parul Jain, Ohio University; Eric Hoffman, Flagler College; Michael Beam, Kent State University; Xu Shan, Ohio State University
6. *Barriers to effective nutrition care with dietitians as experienced by HIV patients* – *Mutia T.P.L. Kusuma, Kansas State University/Universitas Gadjah Mada; Anastasia S. Titisari, Universitas Gadjah Mada; Nur S.P. Suni, Universitas Gadjah Mada; Yanri W. Subronto, Universitas Gadjah Mada
7. *Framing the 2016 U.S. Zika Virus Case: Examining Public Communications Messages from the CDC* – *Laura E. Willis, Quinnipiac University; *Kaitlyn Pratt, Quinnipiac University
8. *Informed U: The development and testing of an interpersonally delivered curriculum that actively involves college students* – *Kate Magsamen-Conrad, Bowling Green State University; Zacharias Barden, Informed-U; Faith DeNardo, Bowling Green State University; Pete Gorman, Healthy Interactions
9. *Technology adoption, privacy, and health: Testing an exploratory lifespan communication model of mobile device adoption* – *Kate Magsamen-Conrad, Bowling Green State University
10. *Trust, disclosure, and interpersonal solidarity in patient-provider communication: A study of an Appalachian dietary intervention* – *Elizabeth Adams, University of Kentucky; Brandi Frisby, University of Kentucky; Frances Hardin-Fanning, University of Kentucky

*presenting author

11. *Because Google said so! Patients' and providers' communication strategies in discussing online information* – Annemiek Linn, University of Amsterdam; *Remco Sanders, University of Amsterdam
12. *Perceptions of parental nutrition communication strategies predict diet quality of adolescents with early menarche (FLASH Study)* – *Camella J. Rising, George Mason University; Leila Raminpour, George Mason University
13. *HIV in rural America: exploring the roles of the HIV care continuum and social support for optimizing care options for PLHA* – *Angela Anima-Korang, Southern Illinois University Carbondale
14. *Family participation in intensive care unit daily rounds as both a facilitator and disrupter of effective communication* – *Jennifer Ervin, University of Pittsburgh; *Jeremy Kahn, University of Pittsburgh
15. *The representation of human papillomavirus, sex, and cancer prevention in popular television programming* – *Audrey Smith Bachman, University of Kentucky; Robin C. Vanderpool, University of Kentucky; Elisia L. Cohen, University of Kentucky; Amanda Wilburn, University of Kentucky; Scott Johnson, University of Kentucky
16. *A narrative effect on psychosocial processing in therapeutic contexts: A digital storytelling with bone marrow transplant patients* – Sunny Kim, Arizona State University; Olga Davis, Arizona State University; Bin Suh, Arizona State University; Nicole Hoffman, Arizona State University; Korinna Romero, Arizona State University; Linda Larkey, Arizona State University; Nandita Khera, Mayo Clinic
17. *Going beyond trainings to improve health care provider behavior* – *Heather Hancock, Johns Hopkins University; Katherine Holmsen, Johns Hopkins University
18. *A new framework for worker well-being: Moving beyond worker wellness programs* – *Elizabeth L. Petrun Sayers, RAND Corporation; Chia-Chia Chang, CDC/NIOSH; Steven Sauter, CDC/NIOSH; Ramya Chari, RAND Corporation; Vivian Towe, RAND Corporation
19. *Communicating social support* – W. David Scales, Western Carolina University; *Candy J. Noltensmeyer, Western Carolina University; *Kayla Harasymchuk, Western Carolina University
20. *Easing depression through nostalgia* – *Syed Ali Hussain, Michigan State University; *Saleem Alhabash, Michigan State University
21. *The MY B.R.E.A.S.T. program: Breast health awareness and screening information for medically underserved minority populations* – *Lisa A. Harris, Cleveland State University; *R. Pierre Rodgers, George Mason University; *Ellen Drogin Rodgers, George Mason University; *Rebecca Eisenberg, George Mason University
22. *Nationwide newspaper coverage of rape and rape culture on college campuses: A community structure approach* – Amanda Jahr, The College of New Jersey; *Brielle Richardella, The College of New Jersey; John C. Pollock, The College of New Jersey; Melissa Morgan, The College of New Jersey

*presenting author

23. *#NotOkay: Stories about abuse on Instagram and Twitter* – *Jeanine Guidry, Virginia Commonwealth University; Caroline Orr, Virginia Commonwealth University; Kellie Carlyle, Virginia Commonwealth University
24. *Comparing newspaper coverage of post traumatic stress in cases of rape: A nationwide community structure analysis* – *Joanne Kim, The College of New Jersey; John C. Pollock, The College of New Jersey; Alana Zepka, The College of New Jersey; Levi Reed, The College of New Jersey; Jennifer Eckley, The College of New Jersey; Amanda Squicciarini, The College of New Jersey; Theresa Soya, University of Pennsylvania
25. *Smith's patient-centered interview: Examining the role of timing of a perceived self-efficacy questionnaire* – *Brandon Walling, Michigan State University
26. *Potential role of mobile phone in promoting antenatal care amongst pregnant women in Bangladesh: A qualitative assessment* – *Monwar Hossain, NTU; *May O. Lwin, NTU; Charles T. Salmon, NTU; Theng Y. Leng, NTU
27. *Analyzing safe bicycling practices on university campuses* – *Micah Turner, Michigan State University; *Andrew Grayson, Michigan State University; Madalyn Mulroy, Michigan State University; Sandi Smith, Michigan State University; Kami Silk, Michigan State University
28. *The gambler: How Ovarian cancer patients use metaphors in online forums to describe clinical trial experience* – *Susanna Foxworthy Scott, Indiana University-Purdue University Indianapolis
29. *Community based participatory research (CBPR) to develop a health literacy dialogic aid for a medically underserved community* – *Neha Trivedi, University of Maryland; Linda Aldoory, University of Maryland; Ernest Carter, Prince George's County Department of Health
30. *No laughing matter? Comparing humor and fear appeals in message pretesting for FDA's The Real Cost campaign* – *Xiaoquan Zhao, George Mason University; Maria Roditis, FDA Center for Tobacco Products; Tesfa Alexander, FDA Center for Tobacco Products
31. *Privacy and technology: Understanding patient and provider use of fitness tracker data* – *Mary Michelle Coleman Walsh, Gannon University; *Jennifer Allen Catellier, Gannon University
32. *Communication among deaf patients and healthcare practitioners: A meta-analysis of English-language scholarship, 1996-2016* – Warren Bareiss, University of South Carolina Upstate
33. *Medical humanities and first year medical students' beliefs about SUD and patients with SUD* – Tara Watterson, University of Kentucky; *Whittney Darnell, University of Kentucky; Allison Scott Gordon, University of Kentucky
34. *Analyzing verbal and nonverbal interactions of doctor-patient communication: A comparison of depressed and non-depressed patients* – *Sojung Claire Kim, High Point University; *Paul Iglar, Medical College of Wisconsin; *Rabia Copuroglu, University of Wisconsin-Milwaukee; *Onur Asan, Medical College of Wisconsin

*presenting author

35. *A closer look at African Americans' medical mistrust related to organ donation* – *Lillie D. Williamson, University of Illinois at Urbana-Champaign; Cabral A. Bigman, University of Illinois at Urbana-Champaign; Brian L. Quick, University of Illinois at Urbana-Champaign
36. *Is it genetics or behavior? Perceived causes of disease among patients undergoing genome sequencing, baseline data* – *Hannah Badal, Northwestern University; Courtney Scherr, Northwestern University; Sharon Afox, Northwestern University; Christie Hoell, Northwestern University; Angelica Espinoza, Northwestern University; Amy Ross, Northwestern University; Maureen Smith, Northwestern University
37. *Examining the effect of information about midwife and doula services on women's attitudes and beliefs* – *Carmen Stitt, California State University, Sacramento; Laura Martinez, California State University, Sacramento; Kiersten Brockman, California State University, Sacramento; MaryEllen Mathis, California State University, Sacramento
38. *Wargaming welfare: testing the viability of a preventive health information service for Chilean seniors* – Rayen Condeza, Pontificia Universidad Catolica de Chile; Gabriel Bastias, Pontificia Universidad Catolica de Chile; *Sergio Godoy, Pontificia Universidad Catolica de Chile
39. *Measuring engagement in active involvement interventions to reduce substance use among adolescents* – *Kathryn Greene, Rutgers; Anne E. Ray, REAL Prevention; Allyson Bontempo, Rutgers; Michael L. Hecht, REAL Prevention; Michelle Miller-Day, Chapman/REAL Prevention; Amanda Carpenter, Rutgers; Smita C. Banerjee, Memorial Sloan Kettering Cancer Center
40. *Forget the hangover: Research to better understand college non-drinkers* – *Lindsay Neuberger, University of Central Florida; Thomas Hall, University of Central Florida; Laura Boutemen, University of Central Florida; Emily Knapp, University of Central Florida; Rebecka Fraser, University of Central Florida; Cara Moro, University of Central Florida
41. *"He held the doorknob the entire time...": An analysis of medical professionals' communication behaviors as noted in yelp reviews* – *Pamela Hayward, Augusta University
42. *Exploring substance-abuse treatment providers' communication with patients about medication-assisted treatment* – *Yanqin Liu, Arizona State University; Annabella Gallagher, Arizona State University; Anthony J. Roberto, Arizona State University; Michael S. Shafer, Arizona State University
43. *Deviating from the plan: Implications for meaning making and uncertainty* – *Heather T. Fasano, Carolinas HealthCare System
44. *Exploring the feasibility of a smoking cessation "smart" case and app duo* – *Maria Leonora G. Comello, University of North Carolina at Chapel Hill; Jeannette Porter, University of North Carolina at Chapel Hill; Deanna Puglia, University of North Carolina at Chapel Hill; Kyle Linton, Nicotrax, Inc.

45. *Preferences for delivery of genomic results among women diagnosed with breast cancer at a young age* – Kimberly Kaphingst, University of Utah; Jennifer Ivanovich, Washington University in St. Louis; Cindy Matsen, University of Utah; *Ashley Elrick, University of Utah; Melody Goodman, New York University
46. *The effects of mass media and interpersonal channels on consumer response to over-the-counter (OTC) drug advertising* – *Mihyun Kang, Eastern Connecticut State University; Mina Lee, Kookmin University
47. *Effects of drug-prevention messages on behavioral willingness to engage in risky behaviors through self-concept activation* – *Maria Leonora G. Comello, University of North Carolina at Chapel Hill; Sherine El-Toukhy, University of North Carolina at Chapel Hill
48. *Osteopathic medical students' communication satisfaction and their desire to practice primary care in rural and underserved areas* – *Anna M. Kerr, Ohio University Heritage College of Osteopathic Medicine; Elizabeth A. Beverly, Ohio University Heritage College of Osteopathic Medicine; Sebastián R. Díaz, Ohio University Heritage College of Osteopathic Medicine
49. *The role of patient beliefs on antibiotic seeking behavior after initial observation recommendations for outpatient ARTI* – *Emily P. Caldes, Penn State University; Erina L. MacGeorge, Penn State University; Xi Tian, Penn State University; Amber Worthington, Penn State University
50. *An Examination of College Students' Family Discussions of Organ Donation* – *Lillie D. Williamson, University of Illinois at Urbana-Champaign; Kaylee M. Lukacena, University of Kentucky; Tobias Reynolds-Tylus, University of Illinois at Urbana-Champaign
51. *Impact of nationwide patient-centered communication training for oncology nurses* – Elaine Wittenberg, City of Hope; Betty Ferrell, City of Hope; *Haley Buller, City of Hope
52. *What does "It's on us" mean to you?: College students' perceptions of a national sexual assault awareness campaign* – *Kaylee M. Lukacena, University of Kentucky; *Lillie D. Williamson, University of Illinois at Urbana-Champaign; Carolyn Huizar, University of Illinois at Urbana-Champaign; Marian Huhman, University of Illinois at Urbana-Champaign; Tobias Reynolds-Tylus, University of Illinois at Urbana-Champaign
53. *Blame it on college culture: Rape, rhetoric and reality* – *Anasheh Gharabighi, Santa Monica College; Heather Smith, Santa Monica College
54. *Does the Internet help? A meta-analysis of the effects of internet supplemented health campaigns on behavior change in the U.S.* – *Minhao Dai, University of Kentucky; Nancy G. Harrington, University of Kentucky
55. *Let's move together! Using theory-based messages to promote family support for diabetes patients' physical activity* – *Karin Bernt, Hanover University of Music, Drama and Media; *Anna Freytag, Hanover University of Music, Drama and Media; *Kristina Vortmann, Hanover University of Music, Drama and Media; *Doreen Reifegerste, Hanover University of Music, Drama and Media; Eva Baumann, Hanover University of Music, Drama and Media

*presenting author

56. *Public responses toward cigarette claims: Results from the HINTS-FDA survey* – *Zexin (Marsha) Ma, University of Maryland; Xiaoli Nan, University of Maryland
57. *Health messages, perceived intent, and motivation to exercise among African American women* – *Natasha Brown, Indiana University Northwest
58. *Topic avoidance and sharing: Family communication about health across cultures* – *Ashley Elrick, University of Utah; Jasmine Nakayama, University of Utah; Manu Pokharel, University of Utah; Heather Canary, University of Utah; Marjan Champine, University of Utah; Margaret Clayton, University of Utah; Kimberly Kaphingst, University of Utah
59. *Characteristics of the doctor's note: Establishing a baseline towards understanding the implications of OpenNotes in oncology* – *Bonny Morris, Virginia Commonwealth University; Jordan Alpert, Virginia Commonwealth University; Khalid Matin, Virginia Commonwealth University; Richard Brown, Virginia Commonwealth University
60. *The doctor will Skype you now: College student attitudes towards the integration of telemedicine (HealthSpot Kiosk®)* – *Kasey A. Foley, Pennsylvania State University
61. *Nationwide newspaper coverage of gun safety: A community structure approach* – *Amit Patel, The College of New Jersey; Michael DiBlasi, The College of New Jersey; Michael Ruggiero, The College of New Jersey; Kelly Ver Haeghe, The College of New Jersey; John C. Pollock, The College of New Jersey; Melissa Morgan, The College of New Jersey
62. *Are you ready? Gauging medical students' ability to communicate with end-of-life patients* – *Tamara L. Owens, Howard University
63. *Norm accessibility and drinking: Considering the role of discussion on intentions to drink* – Bridget Potocki, Ohio State University; *Nancy Rhodes, Michigan State University
64. *The effect of acculturation on HPV vaccination behavior among Latina women* – *Olivia P. Berci, Johns Hopkins University; Meghan B. Moran, Johns Hopkins University; Sheila T. Murphy, University of Southern California; Lauren Frank, Portland State University; Nancy Chen, California State University; Nan Zhao Martin, California State University Los Angeles; Carmen Gonzalez, University of Washington; Sandra Ball-Rokeach, University of Southern California

Provider-Patient Interaction Issues

Commonwealth A

Moderator: Carla L. Fisher, University of Florida

Women's understanding of their Pap and HPV test results: Implications for patient-provider communication

Teresa M. Imburgia, Indiana University School of Medicine; *Katharine J. Head, Indiana University-Purdue University Indianapolis; Gregory D. Zimet, Indiana University School of Medicine; Marcia L. Shew, Indiana University School of Medicine

Problematic health disclosure of diabetes self-care during the medical encounter within the African American community

*Demetria M. McNeal, University of Colorado

Managing competing lines of action in the doctor's office

*Abdesalam Soudi, University of Pittsburgh

Trust in doctors and other health information sources: Evidence from the Health Information National Trends Survey (2005-2013)

*Chan L. Thai, Santa Clara University; Anna Gaysynsky, National Cancer Institute; Angela Falisi, National Cancer Institute; Wen-Ying Sylvia Chou, National Cancer Institute; Kelly D. Blake, National Cancer Institute; Bradford W. Hesse, National Cancer Institute

A qualitative study on Chinese senior people's health literacy and their doctor-patient communication

*Sumin Fang, University of Maryland

Health Intervention Strategies

Commonwealth B

Moderator: Elisia Cohen, University of Kentucky

A comparison of narrative and non-narrative messages for promoting Zika-related preventative health behaviors in at-risk male populations

Chelsea Foster, Pittsburg State University; *Hannah Ishmael, Pittsburg State University; Alicia Mason, Pittsburg State University

Assessing the effectiveness of a student-centered health campaign: A two year analysis of the Stall Stories campaign

*Brandon Thomas, Michigan State University; Kami Silk, Michigan State University; Andy Grayson, Michigan State University; Sandi Smith, Michigan State University; Micah Turner, Michigan State University

Knowledge of antibiotic resistance in a U.S. sample: Implications for message design to improve antibiotic stewardship

*Erina MacGeorge, Pennsylvania State University; Emily Caldes, Pennsylvania State University; Kasey Foley, Pennsylvania State University; Sarah Evans, Pennsylvania State University; Amber Worthington, Pennsylvania State University

Using the theory of planned behavior (TPB) to derive evidence for effective health messages to increase MMR uptake among parents

*Jascha Wiehn, University of Bielefeld; Constanze Rossmann, University of Erfurt; Cornelia Betsch, University of Erfurt

Developing culturally-centered interventions for heart disease - “Gaya Hidup Sehat, Sepanjang Hayat [Healing Our Hearts]”

Mohan J. Dutta, National University of Singapore; *Satveer Kaur-Gill, National University of Singapore

The Interplay between Online and Offline Patient-Centered Health Communication

Commonwealth C

Moderator: Julia C.M. van Weert, University of Amsterdam

Panelists: Minh Hao Nguyen, University of Amsterdam
Nadine Bol, University of Amsterdam
Annemiek J. Linn, University of Amsterdam
Mia Liza A. Lustria, Florida State University
Camella J. Rising, George Mason University

This panel focuses on tailored information, or information adapted to the specific preferences of an individual, and how it is intended to reach and affect patients with a greater likelihood than standardized information. Health information tailored to the characteristics and specific needs of a patient has been shown to promote patient health outcomes, under the condition that the provider attends to the individual preferences and wishes of that patient. The panel will start with an introduction about the ways patient-centeredness may be improved through the interplay of online and offline health communication. Together, the presenters on this panel will provide a more comprehensive understanding of how to optimize patient-centered communication by considering the active ingredients of both offline and online tailored health communication.

6:00 – 11:00

6:00 – 8:00 Dinner (on your own)

6:15 – 6:45 Memorial Honoring our Friend and Colleague Dr. Tim Edgar
Commonwealth C

8:30 – 11:00 Dessert Reception, Routledge Communication Studies
Hyatt Atrium

*presenting author

Friday

17

Friday

DCHC 2017: Patient Centered Health Communication

Saturday, April 29, Program

7:00 – 8:30

- 7:00 – 7:30 Health Walk through the beautiful Fair Lakes area.
Please meet in hotel lobby at 7:00.
Gary Kreps, George Mason University
- 7:00 – 8:30 Registration and Continental Breakfast
- 7:30 – 8:15 Q&A with National Cancer Institute
Wen-Ying (Sylvia) Chou, NCI
Commonwealth C

8:30 – 10:00

Patient-Centered Communication and Health Care Delivery

Commonwealth A

Moderator: Jordan Alpert, Virginia Commonwealth University

*Emotion labor, patient-centered care & first responders disaster response:
Lessons learned from the 2011 Joplin tornado*

*Lynzee Flores, Pittsburg State University; *MacKenzi Tims, Pittsburg State University; *Hannah Ishamel, Pittsburg State University; Alicia Mason, Pittsburg State University

Evaluating the relationship between quality of patient-centered care and perceived patient satisfaction at Wake Forest University

*Serena Daya, Wake Forest University

Treading lightly: Indirect speech and the enactment of patient-centered communication

*Staci Defibaugh, Old Dominion University

Towards a sustainability-enhanced approach to patient centered health care delivery

*Alicia Mason, Pittsburg State University; Catherine Hooey, Pittsburg State University; James Triplett, Pittsburg State University

Scripting the context of care: A script-theory approach to designing patient-centered health communication

Kirk St. Amant, Louisiana Tech University - *guest presenter Jordan Alpert, Virginia Commonwealth University

Risk Communication and Health Messages

Commonwealth B

Moderator: Nadine Bol, University of Amsterdam

Balloons, Bayer, and blood clots: [Mis]Communication of risk in birth control messages

*Kiersten Brockman, California State University, Sacramento

*presenting author

“We’re all in the same boat”: Managing uncertainty and privacy amidst the risk of inheriting Huntington’s Disease

*David Bodenheimer, Novant Health; Zachary White, Queens University of Charlotte

Communicating risk information about drugs: The effect of quantitative information type on risk perceptions and understanding

Irina A. Iles, FDA Center for Drug Evaluation and Research/University of Maryland; *Paula Rausch, FDA Center for Drug Evaluation and Research

Immediate and long-term effects of a risk-based online mammography decision intervention on predictors of mammography behavior

*Holli Seitz, Mississippi State University; Laura Gibson, University of Pennsylvania; Christine Skubisz, Emerson College; Susan Mello, Northeastern University; Marilyn M. Schapira, University of Pennsylvania; Katrina Armstrong, Massachusetts General Hospital; Joseph N. Cappella, University of Pennsylvania

#Zika on Instagram: How publics discuss the health crisis through online visuals and text

*Jeanine Guidry, Virginia Commonwealth University

Issues in Health Communication

Commonwealth C

Moderator: Nancy G. Harrington, University of Kentucky

FluMob: Enabling surveillance of acute respiratory infections in healthcare workers via mobile phones

May O. Lwin, Nanyang Technological University; *Karthikayen Jayasundar, Nanyang Technological University; Anita Sheldenkar, Nanyang Technological University

An evaluation of linguistic agency assignment in text messages about health

*Elizabeth Glowacki, University of Texas at Austin; Daniel Kreitzberg, University of Texas at Austin; Emily Scheinfeld, University of Texas at Austin; Matthew McGlone, University of Texas at Austin; Susan Kirtz, University of Texas at Austin; Jessica Wagner, University of Texas at Austin; Jay Bernhardt, University of Texas at Austin

Prevalence of incivility among emergency medical services professionals

*Kim White-Mills, Indiana University-Purdue University Indianapolis; Rebecca E. Cash, National Registry of Emergency Medical Technicians; Remle P. Crowe, National Registry of Emergency Medical Technicians; Ashish R. Panchal, The Center for EMS, The Ohio State University Wexner Medical Center

Reactions to flavored e-liquid cues: An electroencephalogram study

*Sherine El-Toukhy, National Institute on Minority Health and Health Disparities; Kelvin Choi, National Institute on Minority Health and Health Disparities; Anne Tootell, University of Maryland; Ruta Brazinskaite, University of Maryland; Mary Andrews, National Institute on Minority Health and Health Disparities; Debra Bernat, George Washington University; Edward Bernat, University of Maryland

#ShoutYourAbortion: Not-so-quietly addressing stigma with video narratives

*Cheresa Reynolds, University of Kentucky

*presenting author

Poster Session 2*Virginia Suites*

10:15 – 10:55 Odd numbered posters presented

10:55 – 11:35 Even numbered posters presented

11:35 – 11:45 Poster take down

65. *Content analysis of breast cancer websites for information on environmental risks* – *Daniel Totzkay, Michigan State University; *Brandon Walling, Michigan State University; Kami J. Silk, Michigan State University; Sandi W. Smith, Michigan State University; Megan Jackson, Michigan State University; Youjin Jang, Michigan State University; Sunyoung Park, Michigan State University
66. *Converging nurses eating their young: An application of communication accommodation theory in the context of bullying/ incivility* – *Ashleigh Shields, Purdue University; Melanie Morgan, Purdue University; Virginia Sánchez, Purdue University; Meghana Rawat, Purdue University
67. *From healthcare providers' point of view: Can health trackers help patients?* – *Bree E. Holtz, Michigan State University; *Youjin Jang, Michigan State University; Katharine M. Murray, Michigan State University
69. *Piloting a curriculum intervention to measure and improve children's health literacy* – *Samantha Stanley, University of Maryland; Linda Aldoory, University of Maryland; Chelsea Leonard, Atlantic General Hospital; Tamara Mills, Worcester County Public Schools
70. *Patient-provider concordance, communication apprehension with providers, and willingness to communicate among male college students* – *Heather J. Carmack, James Madison University; *Ashley R. Reynolds, James Madison University
71. *A mental models approach develop an intervention for variant of uncertain significance results from genetic tests: Expert opinions* – *Courtney L. Scherr, Northwestern University; Amy Ross, Northwestern University; Hannah Badal, Northwestern University; Charlotte Marshall-Fricker, Northwestern University; Neeha Shrestha, Northwestern University; Baruch Fischhoff, Carnegie Mellon University; Susan Vadaparampil, Moffitt Cancer Center
72. *High school meets medical school: results of a two year partnership in patient education* – *Janet Panoch, Indiana University-Purdue University Indianapolis; *Kenneth Lazarus, Indiana University School of Medicine; *Donald Cegala, Ohio State University; *Alaina Leverenz, Indiana University-Purdue University Indianapolis
73. *Veterinary students communication in the clinical setting: Application of a patient-centered approach* – *Ashleigh Shields, Purdue University; Felicia Roberts, Purdue University

74. *Social media and hospital space: A content analysis of diversity and representativeness of marginalized populations* – *Finie Richardson, Howard University; *Taryn K. Myers, Howard University; Jae Eun Chung, Howard University
75. *Gyan Jyoti: Revolutionizing use of mobile phones for empowering frontline health workers (FLWs)* – *Lindsey Leslie, Johns Hopkins Center for Communication Programs
76. *Ajzen's theory of reasoned action (TRA) and theory of planned behavior (TPB): Explaining fasting during Ramadan in pregnant women* – *Farah Latif, George Mason University; *Sarah Gonzalez, Saint Louis University
77. *Applying the communication theory of identity to family caregivers of cancer patients* – Nichole Egbert, Kent State University; *Tammy Bosley, Kent State University; Foluke Omosun, Kent State University
78. *Speaking up about medical errors in the healthcare setting* – Kenneth J. Levine, Michigan State University; Kami J. Silk, Michigan State University; *Sunyoung Park, Michigan State University; Christine Jodoin, Sparrow Hospital; Anna Melville, Sparrow Hospital; Adam Novak, Michigan Health & Hospital Association; Ted Glynn, Sparrow Hospital; Youjin Jang, Michigan State University; Megan Jackson, Michigan State University; Madalyn Mulroy, Michigan State University; Molly Carmody, Michigan State University; Alicia Fowler, Michigan State University
79. *Do web searches support help-seeking for depression among Latino teens?* – Lucila Vargas, University of North Carolina at Chapel Hill; *Maria Leonora G. Comello, University of North Carolina at Chapel Hill; Joshua Barker, University of North Carolina at Chapel Hill
80. *Communicating support of nursing mothers in the workplace: Results from a survey of new mothers* – Jalyn Ingalls, Michigan Department of Health and Human Services; Kami J. Silk, Michigan State University; *Sunyoung Park, Michigan State University; Molly Carmody, Michigan State University; Alicia Fowler, Michigan State University; Andrew Grayson, Michigan State University; Brandon Thomas, Michigan State University; Jennifer Pamplin, Michigan State University
81. *Communication accommodation in maternity care: Patient-provider communication in labor and delivery decisions* – *Gabriele Cafone, Seton Hall University
82. *Relationships of family history-related factors, causal beliefs about cancer, and mammography adherence among underserved women* – *Soo Jung Hong, Huntsman Cancer Institute - The University of Utah; Melody Goodman, New York University; Melvin Blanchard, Washington University School of Medicine; Kimberly A. Kaphingst, Huntsman Cancer Institute - The University of Utah

83. *Accommodating and non-accommodating messages of high BMI adolescents and their parents* – *Ana Ximena de la Serna, University of Kentucky; *Donald Helme, University of Kentucky; *Kevin Wombacher, University of Kentucky; *Audrey Bachman, University of Kentucky; *Aurelia Radalescu, University of Kentucky
84. *Sex education and the 21st century revolution through innovative community approach to sexual health and communication methods* – *Tania A. Escobedo, UCLA; Karyl Kicenski, UCLA
85. *Evaluating a campus-wide health text-messaging program: The impact of message dose and time of delivery on message effectiveness* – *Elizabeth M. Glowacki, University of Texas at Austin; Susan Kirtz, University of Texas at Austin; Jessica Hughes Wagner, University of Texas at Austin; Jay M. Bernhardt, University of Texas at Austin
86. *Nationwide U.S. coverage of solitary confinement: A community structure approach* – John C. Pollock, The College of New Jersey; *Melissa Morgan, The College of New Jersey; Andrew Street, The College of New Jersey; Madison Moran, The College of New Jersey; Ashley Van Riper, The College of New Jersey; Christopher Minick, The College of New Jersey; Theresa Soya, University of Pennsylvania
87. *Let's lose together: Social support solicitation and provision in an online weight management group* – McKenzie Pittman, University at Buffalo; *Aisha K. O'Mally, University at Buffalo; Scott Murzewski, University at Buffalo; William Pryzinda, University at Buffalo; Lance S. Rintamaki, University at Buffalo
88. *A systematic review of weight-related communication trainings for physicians: What do we know and how do we inform?* – *Jean M. Reading, Virginia Commonwealth University School of Medicine; Morgan Snell, Virginia Commonwealth University School of Medicine; Jessica Gokee LaRose, Virginia Commonwealth University School of Medicine
89. *Communicating miscarriage diagnoses: Assessing interns' patient-centered communication practices* – *Maria Brann, Indiana University-Purdue University Indianapolis; Jennifer J. Bute, Indiana University-Purdue University Indianapolis
90. *Information (not only) for the patient: Uses and gratifications of surrogate health information seeking* – *Doreen Reifegerste, Hanover University of Music, Drama and Media; Marko Bachl, University of Hohenheim
91. *"It's going to hurt my insides": College women's understanding of birth control methods* – *Nicole Hudak, Ohio University
92. *Metaphor in patient's narratives about their experiences with melanoma: A qualitative analysis of melanoma patient blogs* – *Danielle Catona, Seton Hall University

93. *The effect of model's age on evaluations and behavioral intentions related to alcohol social media advertisements* – *Juan Mundel, Michigan State University; Kristen Lynch, Michigan State University; Michael Nelson, Michigan State University; Saleem Alhabash, Michigan State University; Emily Clark, Michigan State University; Tony Deng, Michigan State University; Syed Ali Hussain, Michigan State University; Duygu Kanver, Michigan State University; Anna McAlister, Michigan State University; Yadira Nieves-Pizarro, Michigan State University; Elizabeth Taylor Quilliam, Michigan State University; Jef Richards, Michigan State University
94. *Extending the use of health literacy assessment instruments: A case for suitability assessment of materials and clear communication* – *Brenda L. MacArthur, George Mason University; *Thomas J. Roccotagliata, George Mason University; Clayton Sinyai, The Center for Construction Research and Training
95. *Public conversations about cancer on social networking sites: Analyzing responses to Ben Stiller's prostate cancer moment* – *Sarah C. Vos, University of Kentucky; Jeannette Sutton, University of Kentucky; Michele Olson, University of Kentucky
96. *Physicians' perceptions of adolescent obesity: An ecological approach* – *Audrey Smith Bachman, University of Kentucky; Donald Helme, University of Kentucky; Ana Ximena de la Serna, University of Kentucky; Kevin Wombacher, University of Kentucky; Aurelia Radulescu, University of Kentucky
97. *Is patient-centered communication enough? Health professionals' attitudes towards family involvement in depression treatment* – *Doreen Reifegerste, Hanover University of Music, Drama and Media; Elena Link, Hanover University of Music, Drama and Media; Elisabeth Eberlein, University of Jena
98. *Tailoring the mode of delivery: Younger and older adults' satisfaction with online health information* – *Minh Hao Nguyen, Amsterdam School of Communication Research (ASCoR) / University of Amsterdam
99. *Arab American privacy rule criteria for the disclosure of mental illness* – *Sarah El-Azab, Purdue University
100. *Communication and coping behavior outcomes and Alzheimer's disease caregiver stress* – *Elizabeth A. Spencer, University of Kentucky
101. *Joint impact of local health workers and radio programs for improving antenatal care in Ethiopia* – *Lauren Frank, Portland State University; Lois Aspinall, BBC Media Action; Sophie Baskett, BBC Media Action
102. *Perceptions of Fitspiration messages: A new approach to physical activity promotion* – *Daniel Kamal, Purdue University; *Jennifer Ptacek, Purdue University
103. *This can't be right, Doc! Effects of unfavorable diagnosis on medical test validity, risk perceptions, and behavioral intentions* – *Sherine El-Toukhy, University of North Carolina at Chapel Hill; Sri Kalyanaraman, University of Florida

*presenting author

104. *Senior sorority sisters: End-of-life decision making and assisted living* – *Whittney H. Darnell, University of Kentucky; *Shane Wehlage, University of Kentucky; *Alison Buckley, University of Kentucky
105. *Talking about early detection of oral cancer in routine examination: Challenges for patient-dentist communication* – *Eva Baumann, Hanover University of Music, Drama, and Media; Stefanie Wahl, Hanover University of Music, Drama, and Media; Martina Jürgensen, University of Lübeck; Annika Waldmann, University Hospital Schleswig-Holstein, Campus Lübeck; Hans-Jürgen Wenz, University Hospital Schleswig-Holstein, Campus Kiel; Jörg Wiltfang, University Hospital Schleswig-Holstein, Campus Kiel; Katrin Hertrampf, University Hospital Schleswig-Holstein, Campus Kiel
106. *Trust as driving force to consult health professionals or alternative sources* – *Elena Link, Hanover University of Music, Drama and Media; Eva Baumann, Hanover University of Music, Drama and Media; Hannah Frueh, University of Freiburg
107. *Increasing medication adherence for patients with chronic illness: Opportunities for health communication scholars* – *Irina A. Iles, University of Maryland
108. *Narrative reconstruction among survivors of acute coronary syndrome* – *Randolph Devereaux, Mercer University School of Medicine; David Parish, Mercer University School of Medicine; *Michael Irvin Arrington, Mercer University School of Medicine; Hamza Awad, Mercer University School of Medicine; Suzie L. Madden, Mercer University College of Health Professions; Kate Lennington; Else Seifu, United States Army Public Health Command; Whitney Hamilton, University of New England; Zhen Ying Liu, Chang-Gung Memorial Hospital
109. *Health information-seeking behaviors among patients with Type II diabetes: Testing predictors of HISB online and with doctors* – *Nicole Johnson, Indiana University-Purdue University Indianapolis
110. *#WhyWomenDontReport: Evaluating Twitter as an avenue for social support* – *Sarah Sheff, University of Kentucky; *Kaylee Lukacena, University of Kentucky
111. *Adapting an evidence-based media literacy curriculum to prevent youth substance use for dissemination* – Anne E. Ray, REAL Prevention; *Kathryn Greene, Rutgers; Michael L. Hecht, REAL Prevention; Michelle Miller-Day, Chapman/REAL Prevention; Amanda Carpenter, Rutgers; Smita C. Banerjee, Memorial Sloan Kettering Cancer Center
112. *Threat and efficacy messages in television news following local transmission of the Zika virus in the United States* – *Michele Olson, University of Kentucky; Jeannette Sutton, University of Kentucky; Sarah Vos, University of Kentucky
113. *Better together: Communication skills training for couples with vulvodynia* – *Elizabeth Hintz, Purdue University

114. *Disclosure, trust, and prenatal care: The trust-attraction hypothesis in obstetric nurse-patient communication* – *Elizabeth D. Dalton, Middle Tennessee State University; *Scott Eldredge, Western Carolina University; Laura Miller, University of Tennessee, Knoxville; Ivanka Pjesivac, University of Georgia
115. *Relationship of information orientation and cancer history on consent preference and control over genetic information in a biobank* – *Soo Jung Hong, Huntsman Cancer Institute - The University of Utah; Bettina F. Drake, the Washington University School of Medicine; Katherine M. Brown, the Washington University School of Medicine; Kimberly A. Kaphingst, Huntsman Cancer Institute - The University of Utah
116. *Defining and understanding patient-provider communication in news stories from the Black Press: A content analysis* – *Sean Upshaw, Howard University
117. *Cross-national newspaper coverage of women's reproductive rights 2011-2015: A community structure approach* – John C. Pollock, The College of New Jersey; Brooke Buonauro, The College of New Jersey; *Otto Gomez, The College of New Jersey; Andrea Galfo, The College of New Jersey; Melanie Salmon, The College of New Jersey; Taylor Hart-McGonigle, The College of New Jersey; *Keelin Moran, The College of New Jersey
118. *Cancer fatalism and health/tobacco information seeking among cigarette, alternative, and multiple tobacco product users* – *Jungmi Jun, University of Maryland; *Xiaoli Nan, University of Maryland
119. *Leveraging perceptions of tailored content as a way to increase message involvement about cancer clinical studies* – Deaven Freed, University of Florida; *Alyssa Jaisle, University of Florida; Elizabeth Flood-Grady, University of Florida; *Dorothy Hagmajer, University of Florida; Janice L. Krieger, University of Florida
120. *Peril or protection: Discussions about #CampusCarry on Twitter and Instagram* – *Caroline Orr, Virginia Commonwealth University; Jeanine Guidry, Virginia Commonwealth University; Kellie Carlyle, Virginia Commonwealth University; Marcus Messner, Virginia Commonwealth University
121. *Moyo ndi Mpamba: Using multi-level family-centered integrated health communication to promote social and behavior change Malawi* – *S. Claire Slesinski, Johns Hopkins Center for Communication Programs; Alinafe Kasiya, Johns Hopkins Center for Communication Programs; Chancy Mauluka, Johns Hopkins Center for Communication Programs; Dziko Chatata, Johns Hopkins Center for Communication Programs; Carol Underwood, Johns Hopkins Center for Communication Programs
122. *Understanding the barriers to mental health services utilization in racial and ethnic minority communities in a U.S. county* – *Lan Jin, Purdue University; Latatendu Acharya, Purdue University

123. *Discussing online health information during the medical consultation: Studying the effects on patient outcomes* – *Remco Sanders, University of Amsterdam; Annemiek Linn, University of Amsterdam
124. *Engaging a professional online medical community through a gamified community management tool* – Hillary Jones, University of North Carolina at Chapel Hill; *Maria Leonora G. Comello, University of North Carolina at Chapel Hill
125. *What is mHealth?: Concept explication and a taxonomy* – *Sung-Yeon Park, University of Nevada-Reno; Ashley Martinez, University of Nevada-Reno
126. *Visual narratives of depression on social media* – *Syed Ali Hussain, Michigan State University
127. *What do I share and why do I share it? Impression management through fitness trackers* – *Jennifer Allen Catellier, Gannon University; *Mary Michelle Coleman Walsh, Gannon University
128. *Nutritional decision-making at the food pantry: Information-seeking communication between clients and volunteers* – *Christina Jones, Ball State University

12:00 – 1:30

Conference Awards Luncheon and Keynote Address

Commonwealth Ballroom

Top Overall Paper Award

Top Early Career Scholar Paper Award

Top Student Paper Award

Top Poster Award

Top Early Career Poster Award

Top Student Poster Award

Keynote Address, 2017 Charles Atkin Translational Scholar Award Recipient



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