

**PRECONFERENCE
22 APRIL**

**COVID-19: HEALTH
COMMUNICATION
IMPERATIVES AND
CONTRIBUTIONS**



**VIRTUAL CONFERENCE
2021**

**23-24
APRIL
MAIN CONFERENCE**



**PROMOTING EQUITY IN HEALTH
COMMUNICATION RESEARCH**



Conference Welcome

Dear Conference Participant:

Welcome to the 2021 D.C. (virtual) Conference on Health Communication. 2021 marks our 10th anniversary, and we have something special planned for the closing ceremony to mark the occasion. We are excited about continuing DCHC's mission through our virtual environment. We have a conference filled with outstanding scholarship as we focus on equity in health communication research. The importance of your work cannot be overstated. The global COVID-19 crisis is a powerful testament to that fact.

It would be easy to say, "two years ago when we last met, we could not have imagined we would be running DCHC 2021 as a virtual conference." And that is true. But it is also true that the pandemic was both foreseen and preventable. The COVID-19 pandemic illustrates the importance of communication to prevent and manage health crises. And yet, here we are – our work cut out for us. Thursday's pre-conference provides deep discussion about the current and potential contributions of health communication scholarship to understanding and overcoming the pandemic.

Friday, the first day of the main conference, does not begin as usual with our keynote address. Dr. Mohan Dutta will provide the conference keynote address at 3:00pm eastern time from his location in New Zealand. Dr. Dutta is Dean's Chair Professor in the School of Communication, Journalism and Marketing and Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE) at Massey University. Professor Dutta's culture-centered approach to research examines culturally-based participatory strategies of radical democracy for addressing unequal health policies. I can think of no one better to address the issue of our conference theme, International and Global Health Communication Research, especially in an era when a global health crisis has brought such inequities around the world into sharp relief.

The sessions leading up to the keynote address provide a rich variety of compelling health communication research on a broad array of topics. As usual, our lunch break will be used to provide graduate student and early career scholar mentoring rounds. While we can't provide lunches through Zoom, our virtual format will provide everything else that session has done for attendees in the past. We are pleased that many of our mentors from previous years are available to provide this session in 2021.

The Awards and Closing Ceremony on Saturday cannot provide a luncheon as usual, though we do hope that you will feel free to partake of a meal while you attend. The closing keynote address will be provided by our 2021 Atkin Translational Scholar Award winner, Dr. Kami Silk, Rosenberg Professor of Communication and the Chair of the Department of Communication at the University of Delaware. Dr. Silk will receive this award in recognition for her outstanding long-term program of community-based health communication research and intervention work that addresses important health risks in society. It is gratifying that Dr. Silk also has had a long history of working closely with Dr. Charles Atkin at Michigan State University on important projects that made significant contributions to society. Please plan to login to Dr. Silk's talk to celebrate this and all our achievements.

We'll be using #DCHC2021 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 2021 will be an exciting three days as participants come together virtually across the globe 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. Please consult our website dchc.gmu.edu or email our team at dchc@gmu.edu for information on the logistics of navigating our virtual conference sessions.

At the back of this program you will find a list of the people who helped to make DCHC 2021 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, Kevin Wright for leading the selection process of research for presentation, Gary Kreps for chairing the Atkin Award selection process and for having the vision to create this conference 10 years ago, and the Department of Communication for providing the organizational infrastructure support. 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, email dchc@gmu.edu Their job is to ensure that your stay here goes smoothly. This program offers a complete conference schedule.

The faculty, staff, and students in the Department of Communication at George Mason University welcome you. We look forward to an exciting DCHC 2021!

Sincerely,

Anne M. Nicotera, DCHC Planning Committee Chair

Brittany Sanders, DCHC Manager and Webmaster

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DCHC 2021 Preconference COVID-19: Health Communication Imperatives and Contributions

Preconference Thursday, April 22

9:00 – 1:00

- 9:00 – 9:15 **Welcome**
- 9:15 – 9:45 **Themes and Trends for COVID-19 Health Communication Research**
Teri Thompson, University of Dayton
Xiaoli Nan, University of Maryland
- 9:45 – 10:15 **Q/A and Discussion**
- 10:15 – 10:30 **Break**
- 10:30 – 12:00 **Facilitated break out group discussions**
All preconference attendees
- 12:00 – 1:00 **Lunch break**

1:00-4:30

- 1:00 – 2:30 **COVID-19 information environments and adoption of preventive behaviors among the general population and risk groups in Chile**
The purpose of this project is to learn how the information environment about the Coronavirus pandemic is constituted, its relationship with the perception of risk and with the adoption and maintenance of preventive behaviors among those over 18 years of age residing in Chile –general population– and among people belonging to groups of increased risk for the disease (older adults and people living with chronic diseases).

Macarena Pena-y-Lillo, PhD. Universidad Diego Portales, Chile
Verónica Rocamora, PhD. Universidad de Santiago, Chile
Patricia Junge, PhD. Universidad de Chile, Chile
Cecilia Prieto, University of Edinburgh, UK
- 2:30 – 2:45 **Break**
- 2:45 – 4:15 **The Role of Communication Science in Addressing the COVID-19 Pandemic**
This panel will address communication issues central to reaching audiences and positively influencing their health behavior to stop the spread of COVID-19, reduce the influence of misinformation, and promote health equity in the context of the pandemic. After making brief presentations, the panelists will engage in roundtable discussion and respond to audience questions.

Moderator: Nancy Grant Harrington, University of Kentucky
Patient-Provider Communication about COVID-19 Vaccine(s): Novel Barriers and Opportunities
Katharine J. Head, Indianapolis University-Purdue University at Indianapolis

Public Service Announcements During COVID-19: Where Do We Go From Here?
Jennifer Manganello, University at Albany

COVID-19 Misinformation: What It Is? Why People Believe It? How to Deal with It?
Xiaoli Nan, University of Maryland

What Does it Mean to Use a Lens of Equity in COVID-19 Communication?
Kasisomayajula Viswanath, Harvard University

On Changing Beliefs in the Closed Human Mind
Nancy Grant Harrington, University of Kentucky

4:15 – 4:30 **Preconference wrap-up**

DCHC 2021: PROMOTING EQUITY IN HEALTH COMMUNICATION RESEARCH

Main Conference Day 1: Friday, April 23

9:00 – 9:30

9:00-9:30 Conference Opening
Welcome and Logistics Q/A

9:30 – 11:00

Panel 1: How Right Now? Developing a Culturally-responsive Communications Initiative to Address Mental Health, Coping, and Resilience Amid COVID-19

Rebecca Leeb, Centers for Disease Control and Prevention; Cynthia Crick, Centers for Disease Control and Prevention; Pierce Nelson, The CDC Foundation; Fred Sandoval National Latino Behavioral Health Association; Amelia Burke-Garcia, NORC @ the University of Chicago

Panel 2: Health Concerns & Social Communities

The ambivalent role of religious leaders – opportunities and risks of including faith-based opinion leaders in health promotion

* Hanna Luetke Lanfer, University of Erfurt; Constanze Rossmann, University of Erfurt

Cross-national Media Coverage of Rape and Rape Culture: Community Structure Theory and “Buffered” Female Privilege

* Lori-Ann Johnson, The College of New Jersey; Viane Villanueva, The College of New Jersey; Marie Hines, The College of New Jersey; Devin Lipsey, The College of New Jersey; John C. Pollock, The College of New Jersey; Alexis Marta, The College of New Jersey

Rhetorical Reconstruction of Identity in Gay Patients Recovering from Prostate Cancer: Narrative Theory and Message Intervention

*William West, University of Minnesota; B.R. Simon Rosser, University of Minnesota

Theorizing Counterpublic Health: Do-It-Yourself Hormone Replacement Therapy and The Construction of Community Space(s)

*Jonathan T. Baker, University of South Florida; Brianna R. Cusanno, University of South Florida

Discussing Mental Health Online: Does the Content of Support-Seeking Disclosure Strategies Influence Social Support Offered?

* Brandon M. Walling, Michigan State University

Panel 3: Race, Identity, & Health Communication

Black, white, and grey: The role of race in Physician-Patient Interaction Model portrayals on Grey's Anatomy

*Clarissa Bowers, Indiana University - Purdue University Indianapolis

Exploring How the Terms “Black” and “African American” May Shape Health Communication Research

*Katherine E Ridley-Merriweather, Indiana University-Purdue University Indianapolis; Raiven Owusu, Indiana University-Purdue University Indianapolis; Krista Hoffmann-Longtin, Indiana University-Purdue University Indianapolis

The intersection of race, sexual orientation, and gender in perceived argument strength of anti-smoking messages

*Mary E. Andrews, Annenberg School for Communication, University of Pennsylvania; Ashley Sanders-Jackson, Michigan State University, College of Communication Arts and Science; Dominik Neumann, Knowledge Media Research Center; Elaine Hanby, Annenberg School for Communication, University of Pennsylvania; David Cordero, Annenberg School for Communication, University of Pennsylvania; Andy Tan, Annenberg School for Communication, University of Pennsylvania

Message design strategies to engage African Americans' in pharmacogenomics research: insights from the Discovery Project

*Sanjana Ramesh, Northwestern University; Courtney L. Scherr, Northwestern University; Northwestern University; Northwestern University

Birthing Change: Using the Stewardship Model to Drive Equity, Literacy and Advocacy to Combat Maternal Mortality Among BIPOC Women

*L. Simone Byrd, Alabama State University; Emuni Sanderson, University of Alabama Birmingham; Deanna Richards, George Washington University

11:00 – 11:15 Break

11:15 – 11:45 Meeting time for Poster Session One

Poster Session One – Posters 1-32, 47

1. *A Comparison of Gain- vs. Loss-Framed Blood Donation Messages: Examining the Mediating Roles of Fear and Psychological Reactance* A Comparison of Gain- vs. Loss-Framed Blood Donation Messages: Examining the Mediating Roles of Fear and Psychological Reactance – *Tobias Reynolds-Tylus, James Madison University; Cory Friedman, James Madison University
2. *Evaluating environmental health science kits in promoting Environmental Health Literacy* - *Caitlin Fallon, University of Rochester Medical Center; Dina Markowitz, University of Rochester Medical Center; Katrina Korfmacher, University of Rochester Medical Center
3. *COVID-19 Contact Tracing News Environment in Minnesota* - * Hannah Kinzer, University of Minnesota School of Public Health; Elisia Cohen, University of Minnesota School of Public Health
4. *Topics analysis of Reddit and Twitter posts discussing inflammatory bowel disease and distress from 2017-2019* - *Jacob A. Rohde, UNC-Chapel Hill; Adams L. Sibley, UNC-Chapel Hill; Seth M. Noar, UNC-Chapel Hill
5. *Does Interpersonal Communication About “The Real Cost” Campaign Predict Lower Vaping Intentions Via Health Belief Model Variables?* - * Yachao Li, The College of New Jersey; Angelina O’Brien, The College of New Jersey; Diana Higgins, The College of New Jersey
6. *Examining Gain- and Loss-Framed Messages in a Novel Breast Cancer Screening/Cardiovascular Context: Does Framing Matter?* - *Katharine J. Head, Indiana University-Purdue University Indianapolis; Nancy Grant Harrington, University of Kentucky; Julie B. Schnur, Icahn School of Medicine at Mount Sinai; Guy H. Montgomery, Icahn School of Medicine at Mount Sinai
7. *Health infographics and message manipulation: An experimental study* - * Shaheen Kanthawala, University of Alabama
8. *Engaging the capacity of local comadronas in rural Guatemala: A tool for HIV prevention and maternal health* - * Victoria Orrego Dunleavy, University of Miami
9. *Caregiving and Health Information Technology: An analysis of the Health Information National Trends (HINTS) Survey*- * Victoria Nelson, Michigan State University; Katie Mitchell, Michigan State University
10. *Cross-national Media Coverage of Drug Trafficking: Community Structure Theory and “Detached” Resource Privilege* - * Tess McInerney, The College of New Jersey; Aleksandra Bojer, The College of New Jersey; Marcel Parsons, The College of New Jersey; Tonianne Artificio, The College of New Jersey; John C. Pollock, The College of New Jersey; Alexis Marta The College of New Jersey
11. *On the Frontline: A Community Based Participatory Research Approach in Understanding College Food Insecurity* - * Tyana Ellis, University of Alabama
12. *Formative research to inform statewide COVID-19 vaccine messaging in West Virginia* - *Daniel Totzkay, West Virginia University; Julia Daisy Fraustino, West Virginia University; Geah Pressgrove, West Virginia University
13. *Misinformation correction strategies to facilitate mask wearing and information seeking intentions during the COVID-19 crisis* - * Sojung Kim, George Mason University; Porismita Borah, Washington State University; Ying Chia (Louise) Hsu, Washington State University
14. *Age-related framing effects: Why vaccination against COVID-19 should be promoted differently in younger and older adults* - * Anne Reinhardt, University of Erfurt; Constanze Rossmann, University of Erfurt

15. *Culture-centered Health Approach to Understand the Health Experience of Bangladeshi Low-income Immigrants in DC during COVID-19* - * Jamal Uddin, Howard University; We Sun, Howard University
16. *The Role of Empathy in Narrative Persuasion: Communicating Death with Dignity* - * Jin-Ae Kang, East Carolina University; Glenn Hubbard, East Carolina University; Brenna Barber, East Carolina University; Caitlin Brewington, East Carolina University
17. *Mental Health Communication During the COVID-19 Pandemic and the Accessibility of Online Social Support* - * Brandon M. Walling, Michigan State University
18. *"Finally, another guy who has been through what I'm going through": Stigma and eating disorders in men* - * Ekaterina Malova, University of Miami *Appealing to fear culturally: Public signs of COVID-19 prevention in Chinese local communities* - * Mian Jia
19. *Appealing to fear culturally: Public signs of COVID-19 prevention in Chinese local communities* - * Mian Jia, The University of Texas at Austin
20. *Food Allergy Anxiety in Parents and Children: The Influence of News Media* - * Jennifer J. Bute, Indiana University Purdue University Indianapolis; Nicole Martins, Indiana University
21. *Student Success and Classroom Engagement and How They Impact Student Health and Wellness In a Classroom Community* - * Aayushi Hingle, George Mason University; Henri Huber, George Mason University
22. *Breast Cancer Survivorship Whole-Person Care: A Model for Communicative Constitution of Subjective Time and Illness Intrusion in Complementary and Alternative Medicine* - * Vinita Agarwal, Salisbury University
23. *"Working as my own pancreas is a full-time job": Health Influencer's Responsibility Framing of Type 1 Diabetes on Instagram* - * Annemarie Wiedicke, University of Erfurt
24. *Variability of COVID-19 noncompliance reporting and penalties at Indiana universities: A content analysis* - * Whitney L. Tipton, University of Indianapolis
25. *Investigating how nurses communicate in online spaces: A mixed methods approach* - Jennifer Ptacek, University of Dayton
26. *Information Avoiding and Ignoring as Barriers for Health Promotion* - * Elena Link, Hanover University of Music, Drama and Media
27. *Wearing A Mask in South Korea: How Ethical Ideology Affects Behavioral Intention to Wear a Mask During the COVID 19 Pandemic?* - * Surin Chung, Ohio University; Euirang Lee, Ohio University; Suman Lee, University of North Carolina at Chapel Hill
28. *Understanding perceived barriers and benefits to mental health education in Cambodia: An interview study* - * Pingann Oung, Michigan State University; Singhua Hor; Ashley Sanders-Jackson, Michigan State University
29. *The role of psychological inoculation in neutralizing health misinformation among individuals who endorse a conspiracy mentality* - * Irina A. Iles, National Cancer Institute; Arielle S. Gillman, National Cancer Institute; Heather N. Platter, National Cancer Institute; William M.P. Klein, National Cancer Institute; Rebecca A. Ferrer, National Cancer Institute
30. *Prioritizing Theory & Health Comm for Nutrition Behavior Change: A Post-hoc Assessment of the Un Oeuf Project in Burkina Faso* - * Yewande O. Addie, University of Florida; Emi Moore, University of North Florida; Heather Stark, University of Florida; Anteneh Omer, Hawassa University; Aïssata Wereme N'Diaye, Institut de l'Environnement et de Recherches Agricoles; Sarah L. McKune, University of Florida
31. *Breast Cancer Survivors' Experiences Communicating About Exercise and Nutrition with Healthcare Providers and Family Members* - * Taylor Vasquez, University of Florida; Miriam Buhr, University of Florida; Jane Bradshaw, University of Florida; Jiang Bian, University of Florida; Karen Dailey, University of Florida; Francois Modave, University of Florida; Janice Krieger, University of Florida
32. *"Out and about doing who-knows-what": Uncertainty and Control amid Shifting COVID-19 Restrictions in the United States* - * Elizabeth Dalton, Middle Tennessee State University; Laura Miller, University of Tennessee, Knoxville; Scott Eldredge, Western Carolina University; Ivanka Pjesivac, University of Georgia

47. *Cancer patient's experiences with patient-centered communication and telehealth during COVID-19: Findings from mixed methods study* - * Katherine Treiman, RTI International; Richard Street, Texas A&M University; Elissa C Kranzler, Fors Marsh Group (formerly the Cancer Support community); Reese Garcia, Fight for Colorectal Cancer; Laura Arena, RTI International; Taya McMilan, RTI International; Rebecca Moultrie, RTI International

11:45 – 12:15 Meeting time for Poster session two

Poster Session Two – Posters 33 - 64

33. *Cross-National News Coverage of Government Response to COVID-19: Community Structure Theory and Privileged Health Access* - * Jessica Fleischman, The College of New Jersey; Courtney Sacco, The College of New Jersey; Sumaya Sippy, The College of New Jersey; Allison Uhl, The College of New Jersey; John C. Pollock, The College of New Jersey; Miranda Crowley, The College of New Jersey
34. *Use of Information and Communications Technology (ICT) during COVID-19: Motivating Factors and Implications* - * Yi-Ching Lee, George Mason University; Sojung (Claire) Kim, George Mason University; Lindsey Malcein, George Mason University
35. *It's Time To Come A Long Way, Baby: Mastectomy and Feminist Health Justice In Health Communication* - *Heather Smith, George Mason University
36. *Covid-19 Perceptions in the Oral-Tradition Based Amish Community of Central Pennsylvania*- *Emily McGrath, Juniata College
37. *Promoting COVID-19 Protective Measures among Young and Healthy Adults: The Interactions Between Normative and Risk Perceptions* - * Jie Zhuang, Texas Christian University
38. *Transgender Individuals' Articulations of Health Care Service Needs in Virginia* - * Iccha Basnyat, James Madison University; Shana Meganck James Madison University; J Kathryn Hobson, James Madison University
39. *"Most doctors seem to know less than we do": COVID-19 Long-haulers' Perspectives on Doctors and Doctors' Communication* - * Charee M. Thompson, University of Illinois, Urbana-Champaign; Kayla Rhidenour, Baylor University; Kate Blackburn, University of Texas at Austin; Lauren Weissman, University of Illinois, Urbana-Champaign; Yonas Seyid, University of Illinois, Urbana-Champaign; Ashley Barrett, Baylor University
40. *"I'll sacrifice my health for success": First-generation College Students' Perception of Health and Information Seeking Behavior* - * Rochelle Davidson Mhonde, George Mason University; Adebanye L. Adebayo, George Mason University
41. *Barriers for Telemedicine Use at the Beginning of the Pandemic* - * Victoria R. Nelson, Michigan State University; Robyn B. Adams, Michigan State University; Bree E. Holtz, Michigan State University
42. *Dyadic Coping, Family Communication Patterns, and Pediatric Cancer: Mothers' Perceptions of Coping with their Partners* - * Anna M. Kerr, Ohio University; Elaine Wittenberg, California State University, Los Angeles; Joy V. Goldsmith, University of Memphis
43. *A comparative study of cognitive and affective risk perceptions and behavior during Covid-19* - * Esi Thompson, Indiana University
44. *Effective Communication for Shared Decision-Making with Internet-informed Cancer Patients: Key Elements and Context Factors* - * Simone Jäger, University of Erfurt
45. *Exploring the effects of multiple-categorization and race cues in stories about mental illness* - * Maria Leonora Comello, UNC Chapel Hill; Sophie To, UNC Chapel Hill; Parul Jain, Ohio University; Mrittika Sen, Independent Scholar; Jacob Thompson, UNC Chapel Hill
46. *Communication about Covid-19 during patients' telemedicine visits with their oncologists* - * Chelsea Hampton, University of Florida; Samantha Paige, University of Florida; Gemme Campbell-Salome,

- University of Florida; Eve Heffron, University of Florida ; Jordan Alpert, University of Florida; Merry Jennifer Markham, University of Florida; Martina Murphy, University of Florida; Chris Harle, University of Florida; Carma Bylund, University of Florida
47. (WILL BE IN ZOOM SESSION 1)
 48. *Advocacy in Action: Impact of Vaping Education Conducted by Health Communication Students at a Rural Middle School* - * Kate Ksobiech, UW-Whitewater; Maisie Finnegan, UW-Whitewater; Maisie Finnegan, UW-Whitewater
 49. *The Patient Navigator: The systematic development and evaluation of an online health information tool for older cancer patients* - * Melanie de Looper, ASCoR, University of Amsterdam; Ellen Smets, Amsterdam UMC; Barbara Schouten, ASCoR, University of Amsterdam; Sifa Bolle, Minddistrict; Julia van Weert, ASCoR, University of Amsterdam
 50. *A Harm Reduction Approach to COVID-19 Prevention: The Influence of Moderation Messages and Infographics* - * Deena Kemp, University of Texas at Austin; Mike Mackert, University of Texas at Austin; Andy J. King, Iowa State University; Sean J. Upshaw, University of Texas at Austin; Jakob D. Jensen, University of Utah
 51. *Knowledge and Beliefs about Cannabidiol (CBD)* - * Sarah Bencivenga, University of Illinois at Urbana-Champaign
 52. *One Size Does Not Fit All: Use of Prosocial Appeals in Messages Designed to Promote Vaccination* - * Kinza Shah, University of Miami; Dr. Qian Huang, University of Miami; Bingjing Mao, University of Miami
 53. *Exploring Disparities by Educational Attainment in COVID-19 Information Acquisition, Avoidance, and Overload in a Chilean Sample* - * Macarena Pena-y-Lillo, Universidad Diego Portales; Cecilia Prieto, University of Edinburgh
 54. *What can we learn about #BlackHealth on Twitter? Does #BlackHealthMatter?* - * Rhyan N. Vereen, University of North Carolina; Matthew McCurdy, BLKHLTH, Inc.
 55. *Genes and DNA: Sources of information in the Latinx community: Implications for developing teaching materials* - * DaKysha Moore, Johnson C. Smith University; Grisel Trejo, Wake Forest; Timothy D. Howard, Wake Forest; Thomas A. Arcury, Wake Forest; Sara A. Quandt, Wake Forest; Edward H. Ip, Wake Forest; Paul Kortenaar, Ontario Science Centre; Joanne C. Sandberg, Wake Forest
 56. *Developing a Theoretical Framework for Understanding Death Positive Approaches to Advance Care Planning Motivation* - * Christian R. Seiter, George Mason University
 57. *SnehAI: Using a media character-based chatbot to engage Indian youth in sex communication* - * Hua Wang, University at Buffalo, The State University of New York; Sneha Gupta, University at Buffalo, The State University of New York; Arvind Singhal, The University of Texas at El Paso; Poonam Muttreja, Population Foundation of India; Sanghamitra Singh, Population Foundation of India
 58. *Exploring Social Support in Online Discussion Forums for Pregnant Women during Global Pandemic: A Comparative Study between China* - * Zehui Dai, Radford University; Dinah Tetteh, Arkansas State University; Grace Hurst, Radford University
 59. *Evaluating First Year Interns' Use of a Telephone Interpretation System During OSCEs* - * Taylor Vasquez, University of Florida; Easton Wollney, University of Florida; Lynne Meyer, University of Florida; University of Florida; University of Florida; University of Florida; University of Florida
 60. *Why do you want to know more? Efficacy assessments as influencing factors of uncertainty preferences* - * Elena Link, Hanover University of Music, Drama and Media; Eva Baumann Hanover University of Music, Drama and Media
 61. *Harnessing AI for health message generation: The Folic Acid Message Engine (FAME)* - * Ralf Schmaelzle, Michigan State University; Wilcox, Shelby, Michigan State University;
 62. *Impact of the COVID-19 pandemic on access to healthcare and quality of life of the Indian transgender community* - * Satarupa Dasgupta, Ramapo College of New Jersey; Sunny Sinha, Marywood University; Raina Roy, Samabhabana

63. *Theoretical guidelines to support health communication messages within an Integrated Marketing Communication (IMC) approach: The case of Thelle-Mogoerane regional hospital* - * Lucky Mawasha, University of South Africa
64. *The Superfund Research Program: Tailoring Risk Communication Strategies to Reduce and Mitigate Exposures to Hazardous Substances* - *Sara Amolegbe, NIEHS; Michelle Heacock, NIEHS; Brittany Trotter, NIEHS; Danielle Carlin, NIEHS; Heather Henry, NIEHS; William Suk NIEHS

12:15-1:15

12:15 – 1:15 Lunch break – Graduate student mentoring “brown bag” Zoom

The mentoring session will be held for graduate students and junior faculty will be held via zoom session during lunch on April 26. Prominent health communication scholars will be available to discuss research and career advancement with junior scholars one-on-one or in small groups. Topics of discussion may include but are not limited to: How to start a research program? How to collaborate with others? How to take advantage of available resources, such as public data, to advance one’s research agenda? What kind of skills are in high demand in the current job market? How to transition from graduate school to employment either in academia or elsewhere? How to balance life and work in a new job? Etc.

Mentors include: [Elisia Cohen](#), [Carla L Fisher](#), [Janice Krieger](#), [Kevin Wright](#), [Xiaoquan Zhao](#)

1:15-3:00

1:15 – 2:45 Concurrent panels 4-6

Panel 4: COVID-19, Risk Perceptions, & Mental Health

A Longitudinal Study of an Academic Community’s Mental Health during the COVID-19 Pandemic

* Kaylee M. Lukacena, Center for Social and Behavioral Science, University of Illinois at Urbana-Champaign; College of Communication and Information, University of Kentucky; Heejun R. Yoon, University of Illinois at Urbana-Champaign; Brent W. Roberts, University of Illinois at Urbana-Champaign

Hospital Fear Beyond the Threat of a Pandemic: The Moderating Role of Mental Disorders

* Qiwei Luna Wu, Texas A&M University

COVID-19 Risk and Preventive Behaviors and Health Outcomes in Pandemic Hotspots

*Rick Zimmerman, Wayne State University; Roma Subramanian, University of Nebraska-Omaha; Amanda Hinnant, University of Missouri; Kathryn Gstalder, Wayne State University; Dorothy Feltner, Wayne State University

Test Positive Me/Family/Friends: Investigating COVID-19 Patients’ Expressions on Subreddit r/COVID19positive

* Kun Yan, University of Arizona; Qiwei Luna Wu, Texas A&M University; Kaylin L. Duncan, University of Arizona

Improving Risk Reduction Behaviors During COVID19 Using CV19 Self Defense: An innovative mHealth Intervention

* Mia Liza A. Lustria, Florida State University; Shuyuan Mary Ho, Florida State University; Huijin Li, Florida A&M University; Obianuju Aliche, Florida State University; Hsuan Huang, Florida A&M University; Xiuwen Liu, Florida State University; Md Shamim Seraj, Florida State University; Kevin Yee, Florida State University

Panel 5: An Equitable, Participatory Approach to mHealth App Development for African American and Hispanic Adults

*Cynthia Baur, University of Maryland, School of Public Health, Center for Health Literacy, Dept. of Behavioral and Community Health; Devlon N. Jackson, University of Maryland, School of Public Health, Center for Health Literacy, Dept. of Behavioral and Community Health; Neil Sehgal, University of Maryland, School of Public Health, Dept. of Health Policy and Management; Madeline Diep, Fraunhofer USA CESE

Panel 6: Entertainment Education, Young People, & Health Interventions

Parents as Gatekeepers? Co-Viewing in Entertainment Education to Improve Health Outcomes

* Sapna Suresh, Northwestern University; Nathan Walter, Northwestern University; Jorge A. Montoya, Sentient Research; Aaron Plant, Sentient Research

Clinic staff perceptions of a sexual health entertainment-education intervention for young women of color

*Deborah Neffa Creech, Sentient Research; Aaron Plant, Sentient Research; Emerald G. Snow, Sentient Research; Jorge A. Montoya, Sentient Research

Representing Reproductive Decision-Making: A Comparative Study of Entertainment-Education Impact on Abortion-Related Outcomes

* John J. Brooks, Northwestern University; Nathan Walter, Northwestern University; Gretchen Sisson, Advancing New Standards in Reproductive Health (ANSIRH), University of California, San Francisco; Stephanie Herold, Advancing New Standards in Reproductive Health (ANSIRH), University of California, San Francisco

Text Messaging for Youth Vaping Prevention: Integrating Framing and Narrative Persuasion

* Xiaomei Cai, George Mason University; Xiaoquan Zhao, George Mason University; Andie S. Malterud, George Mason University

Exploring adolescent vaping: The influences of parental monitoring and parental media monitoring

* Kathryn Greene, Rutgers University; HyeJeong Choi, Missouri; Michelle Miller-Day, REAL Prevention; Michael L. Hecht, REAL Prevention; Shannon D. Glenn, Penn State University; Rachel E. Lyons, Rutgers University

2:45 – 3:00 Break

3:00-4:30

**3:00 – 4:15 Conference Keynote Address: *Addressing structural inequalities that shape outbreak inequality: Community sovereignty as radical democracy*
Mohan J. Dutta, Massey University**

4:15 – 4:30 Break

4:30-5:30

4:30 – 5:00 Meeting time for Poster session 3

Poster Session Three– Posters 65 - 97

65. *The Impact of News Exposure on Mental Health during COVID-19 Pandemic* - *Parul Jain, Ohio University
66. *'Full representation and not just white representation': Perceptions of media among BIPOC young adults with mental health concerns* - *Sophie Bao-Chieu To, University of North Carolina at Chapel Hill; Maria Leonora G. Comello, University of North Carolina at Chapel Hill; Parul Jain, Ohio University; Jeannette H. Porter, University of Missouri
67. *Social media use and exposure to health misinformation among college students*- *Yangsun Hong, University of New Mexico; Lyounghhee Kim, University of New Mexico; Sumaira Abrar, University of New Mexico; Kimberly Oostman, University of New Mexico; Courtney FitzGerald, University of New Mexico
68. *The proliferation of COVID-19 Infodemics: Crafty health advice and fake cure in Africa* - *Adebanke L. Adebayo, George Mason University; Anne Wangari, North Carolina State University; Keziah wangui Githinji, United States International University, Kenya; Esther Adebayo-Abikoye, Henry Jackson Foundation Medical Research International
69. *Developing COVID-19 Communication Resources for Providers: A systematic review* - *Elaine Wittenberg, California State University, Los Angeles; Joy Goldsmith, University of Memphis; Chiahui Chen, University at Buffalo-The State University of New York; Maryjo Prince-Paul, Palliative Care and Serious Illness Consultant; Renee R. Johnson, California State University, Los Angeles
70. *Parent adolescent COVID19 vaccine decision making among multigenerational Latinx, Viet & African American Families in OC, CA* - *Suellen Hopfer, University of California, Irvine; Emilia Fields, University of California, Irvine
71. *Information needs of people who inject drugs* - *Margaret S Zimmerman, Florida State University
72. *Health Disparities and Inequities in Sickle Cell Disease* - *Amanda Young, University of Memphis; Craig Stewart, University of Memphis
73. *Does Social Support Alleviate Worry and Psychological Distress among College Students during the Covid-19 Pandemic?* - *Cindy (Yixin) Chen, Sam Houston State University; Seema Khowaja, Sam Houston State University
74. *Gynecologic Cancer Treatment Appointments: Healthcare Providers' Assessments of the Role of Support Persons* - *Angela Senger-Mersich, Rutgers School of Communication and Information; Kathryn Greene,

- Rutgers School of Communication and Information; Maria K. Venetis, Rutgers School of Communication and Information; Danielle Catona, George Mason University; Alexandre Buckley de Meritens, Rutgers Cancer Institute of New Jersey; Katie Devine, Rutgers Cancer Institute of New Jersey
75. *Health Belief Model Variables Predict Tobacco-Related Behavioral Intentions Differently Between LGBTQ and Heterosexual Individuals* - *Bryan Chen, The College of New Jersey; Yachao Li, The College of New Jersey; Bo Yang, University of Arizona
 76. *“I’ll never be able to capture my son’s footprints in ink on the day he was born”: How COVID-19 affects women’s birth narratives* - *Susanna F. Scott, Indiana University - Purdue University Indianapolis; Nicole L. Johnson, Center for Access & Delivery Research and Evaluation, Iowa City VA; Maria Brann, Indiana University-Purdue University Indianapolis; Jennifer Bute, Indiana University-Purdue University Indianapolis
 77. *Responses to health warnings about the harms of vaping: Experimental findings from a national sample of U.S. adolescents* - *Jacob A. Rohde, Hussman School of Journalism and Media, UNC-Chapel Hill; Seth M. Noar, Hussman School of Journalism and Media, UNC-Chapel Hill; Jennifer Mendel Sheldon, Lineberger Comprehensive Cancer Center, UNC-Chapel Hill; Marissa G. Hall, Gillings School of Global Public Health, UNC-Chapel Hill; Noel T. Brewer, Gillings School of Global Public Health, UNC-Chapel Hill
 78. *Cross-National Newspaper Coverage of Climate Change: Community Structure Theory and “Buffered” Health Access Privilege* - *Faris El Akbani, The College of New Jersey; Avantika Butani, The College of New Jersey; Robert Robinson, The College of New Jersey; John C. Pollock, The College of New Jersey; Miranda Crowley, The College of New Jersey
 79. *Adapting and Evaluating a Nonverbal Immediacy Training for First-Year Medical Students in the Age of COVID-19* - *Grace M. Hildenbrand, Purdue University; Evan K. Perrault, Purdue University
 80. *Coping with COVID-19 at the Community Level: Testing the Predictors and Outcomes of Communal Coping* - *Youllee Kim, The Pennsylvania State University; Xi Tian, The Pennsylvania State University; Denise Solomon, The Pennsylvania State University
 81. *Can’t Reach Out and Touch Someone: A Study about Touch and Relationships During the COVID-19 Pandemic* - *Wendy Riemann, George Mason University
 82. *Negotiating desire and boundaries on dating apps during the COVID-19 pandemic: Implications for the transformation of sexual health communication* - *Carey Noland - Northeastern University
 83. *All Coronavirus, All the Time: Understanding Psychological Reactance Over Time during the COVID-19 Pandemic* - *Allie White, University of Delaware; Michele Boehm, University of Delaware; Alexa Roscizewski, University of Delaware; Ashley Paintsil, University of Delaware; Kami Silk, University of Delaware
 84. *Global Differences in Research on the Relationship between Social Media and Alcohol Use* - *Sunyoung Park, Michigan State University; Yao Dong, Michigan State University; Saleem Alhabash, Michigan State University; Hanneke Hendriks, University of Amsterdam; Sandi Smith, Michigan State University
 85. *Emotions and Perceived Relative Risk Mediate the Effects of E-cigarette Misinformation on Intentions to Purchase E-cigarettes* - *Jessica Liu, Harvard T.H. Chan School of Public Health; Caroline Wright, University of Bristol; Olga Elizarova, Play Collaborate Change, Boston; Jennifer Dahne, Medical University of South Carolina; Jiang Bian, University of Florida; Andy SL Tan, Annenberg School for Communication, University of Pennsylvania
 86. *Emotional Response to a Cognitive Dissonance-Based Behavioral Health Intervention* - *Christine Skubisz, University of Delaware
 87. *The Diary of a Strong & Angry Black Woman: The Effects on my Mental Health* - *Tianna Cobb - University of Oklahoma
 88. *Medical and Nursing Students’ Perceptions of Extended Breastfeeding: An Exploratory Study* - *Joanne Goldbort, Michigan State University; Jie Zhuang, Texas Christian University; Rose Hitt, Albany College of Pharmacy & Health Sciences

89. *Reclaiming our sisterhood and our food: How women of color are using digital platforms to build community and address food security* - * Tambra Raye Stevenson, American University; Franciel Ikeji, Women Advancing Nutrition Dietetics and Agriculture
90. *Engagement with a Social Media Campaign for Mothers to Reduce Permissiveness for Indoor Tanning by Teens in a Randomized Trial* - *David Buller, Klein Buendel, Inc.; Sherry Pagoto, University of Connecticut; Kimberly Henry, Colorado State University; Katie Baker, East Tennessee State University; Barbara Walkosz, Klein Buendel, Inc.; Joel Hillhouse, East Tennessee State University; Julia Berteletti, Klein Buendel, Inc.; Jessica Bibeau, University of Connecticut; Xia Liu, Klein Buendel, Inc.
91. *Quadrants of Relative Risk Model of Health Message Design: Communicating Relative Risk for Multiple-Needs Audiences* - *Sherri Jean Katz, Hubbard School of Journalism and Mass Communication, University of Minnesota; Elisia Cohen, Hubbard School of Journalism and Mass Communication, University of Minnesota; Dorothy Hatsukami, Department of Psychiatry, University of Minnesota
92. *Integrative and Interdisciplinary Model of Occupational Health and Safety: A Meta-Analysis* - *Carolyn Hinton, Queens University of Charlotte
93. *Evaluative Assessment of CDC's Bring Your Brave Breast Cancer Campaign* - *Josephine K. Boumis, University of South Florida
94. *Validating a Mother-Daughter HPV Vaccine Communication Scale* - *Samantha Garcia, University of California, Irvine; Suellen Hopfer, University of California, Irvine
95. *Feasibility of a Computer Role-Playing Game to Teach Empathy to Nursing Students: The Role of Immersiveness and Perspective* - *Zexin "Marsha" Ma, Oakland University; Kuo-Ting (Tim) Huang, Ball State University; Lan Yao, Oakland University
96. *Media Framing of New Front-of-Package Food Labeling Policy in Mexican Newspapers* - *Victoria Campos Gatica, University of California, Merced; Denise D. Payán, University of California, Merced; Kesia Garibay, University of California, Merced; Yolanda Merino Salmeron, University of California, Merced; Susana Ramirez, University of California, Merced
97. *"Masks don't work": COVID-19 misinformation perceptions and corrective strategies on Facebook* - *Porismita Borah, Washington State University; Sojung Kim, George Mason University; Ying Chia (Louise) Hsu, Washington State University

5:00 – 5:30 Meeting time for Poster session 4

Poster Session Four – Posters 98-129

98. *Trust and metaphors for healthcare receivers* - *Lauren Bayliss, Georgia Southern University
99. *Scratching the Surface: Beginning to Understand and Address Illness Experience in Lice Infestation through Autoethnography* - * Jennifer Gray, Appalachian State University
100. *Marijuana Information Sources, Health knowledge, Law Knowledge, and Confidence in Knowledge as Risk Factors of Marijuana use Among College Students* - *Sung-Yeon Park, University of Nevada, Reno; Claire Youngnyo Joa, Louisiana State University, Shreveport; Gi Woong Yun, University of Nevada, Reno; Nora Constantino, School of Community Health Sciences, University of Nevada, Reno
101. *Flattening the curve of COVID-19 in Lucas County, Ohio: Patient agency evaluated through the lens of Health Literate Care Model* - *Krys Ingman, Bowling Green State University
102. *The Role of Congenital or Acquired Invisible Disability in Communication Related Outcomes* - *Pamara F. Chang, University of Cincinnati; Rachel V. Tucker, University of Cincinnati
103. *The Advance Care Planning Benefits and Barriers Scales: Measuring HBM Constructs in the Context of End-of-Life Communication* - *Nate S. Brophy, George Mason University; Christian R. Seiter, George Mason University; Xiaoquan Zhao, George Mason University

104. *Understanding the FDA's "Every Try Counts" Campaign Message Effectiveness with Eye Tracking Technology* - *Sojung Kim, George Mason University, Xiaoquan Zhao, George Mason University; *Nate Brophy, George Mason University
105. *Sexual Refusal Experiences Among College Students: Politeness Theory in Unscripted Territory* - *Elizabeth Dalton - Middle Tennessee State University
106. *Exploring the effect of social media use on Chinese international students' perceptions of the flu shot on U.S. college campuses* - *Huixin Deng, University of Miami; Michelle Seelig, University of Miami
107. *Social Media: Can it Facilitate Positive Social Support & Encourage Eating Disorder Recovery?* - *Lauren Roberson, Murray State University; Matthew Allen, Murray State University
108. *Beliefs Underlying Colon Cancer Information Seeking Among Young Black Adults: A Reasoned Action Approach Elicitation Study* - *Diane B. Francis, University of Kentucky; Anita Silwal, University of Kentucky; Carina M. Zelaya, University of Kentucky; Traci Thomas, University of Kentucky
109. *What's for dinner? Food inequities during the COVID-19 pandemic* - *Julia Kish-Doto, Marymount University; Emma Driscoll, Marymount University
110. *Setting Expectations of Care During the First Prenatal Visit: A Study of Patient-Provider Communication* - *Anna Patterson, University of Pittsburgh Graduate School of Public Health; Abisola Olyanian, University of Pittsburgh Graduate School of Public Health; Stephanie Hartos, University of Pittsburgh Graduate School of Public Health; Judy Chang, Magee Womens Research Institute; University of Pittsburgh School of Medicine
111. *Providing support to a sibling experiencing sexual health uncertainty* - *Qing Huang, University of Texas at Austin
112. *Nationwide Media Coverage of State and Local COVID-19 Responses: Community Structure Theory and a "Violated Way of Life"* - *Miranda Crowley, The College of New Jersey; Radhika Purandare, The College of New Jersey; Abigail Lewis, The College of New Jersey; Alexis Marta, The College of New Jersey; Suchir Govindarajan, The College of New Jersey; James N. Sparano, The College of New Jersey; John C. Pollock, The College of New Jersey
113. *Twitter pandemic: Understanding online conversations about COVID-19 vaccine* - *Ekaterina Malova, University of Miami
114. *Covid-19 and perceptions of medical research: An analysis of unsolicited comments to news posts on Facebook* - *Aurora Occa, University of Kentucky
115. *'There's a community aspect to all of this': Understanding women's health experiences in the Bodies podcast* - *Hayley T. Markovich, University of Florida
116. *Are They Really Important? Patients' Barriers to discuss Online Health Information During a Medical Consultation* - *Annemiek Linn, ASCoR; Julia van Weert, ASCoR; Carma Bylund, College of Journalism and Communications, College of Medicine, University of Florida
117. *"I was literally just not myself": How chronic pain changes multiple layers of identity* - *Heather L. Voorhees, University of Montana
118. *Experiences and Perceptions of COVID-19 Survivors* - *Vickye Hayter, American Association for Marriage and Family Counselling, American Nurses Association (ANA)
119. *The Effectiveness of Online Support Groups Among Stage IV Breast Cancer Patients During COVID-19* - *Kinza Shah, University of Miami; Michelle Seelig, University of Miami
120. *Cross-National Media Coverage of Food Security: Community Structure Theory and Privileged Media and Resources* - *Suchir Govindarajan, The College of New Jersey; Alexa Natalicchio, The College of New Jersey; Mayte Rodriguez, The College of New Jersey; Samantha Bialoblocki, The College of New Jersey; John C. Pollock, The College of New Jersey; Miranda Crowley, The College of New Jersey
121. *Menstrual health stigma in the United States: communication complexities and implications for communication theory and practice* - *Allison Casola, Thomas Jefferson University; Brianna Kunes, Thomas Jefferson University; Amy Henderson Riley, Thomas Jefferson University

122. *Cohesion despite social distance? Interpersonal communication during the coronavirus pandemic* - * Anna Freytag, Hanover University of Music, Drama and Media; Elena Link, Hanover University of Music, Drama and Media; Magdalena Rosset, Hanover University of Music, Drama and Media
123. *Media Effects on Obesity-Related Health Behavior: Application of Cultivation Theory* - *Sue Lim, University of Wisconsin-Milwaukee; Xiaoxia Cao, University of Wisconsin-Milwaukee
124. *Knowledge and Attitudes Towards HPV Vaccines Among Foreign-Born Immigrants in the US: Recommendations for HPV Vaccination Messaging* - *Obianuju Aliche, Florida State University; Mia Lustria, Florida State University; Mary Gerend, Florida State University
125. *Medical concepts in "plain English"? A study of health literacy of international university students* – *Amjad Alghamdi, George Mason University; Julia Kish-Doto, Marymount University
126. *Fostering resilience and resistance: Community based communication as an empowerment strategy among commercial female sex workers* - *Satarupa Dasgupta, Ramapo College of New Jersey
127. *Get Excited to Eat Ramen: College Students' Perspectives on Experiencing Food Insecurity* - *Tyana Ellis, University of Alabama
128. *Media use and interpersonal health communication: a test of substitution in cancer screening behaviors* - *Courtney A. FitzGerald, University of New Mexico
129. *Convergence, divergence, and accommodation: Exploring medical residents' nonverbal communication with patients* - * Tamara Owens, Howard University

Day 2: Saturday, April 24

8:00-11:30

8:00 – 9:30 Concurrent panels 7-9

Panel 7: Coordinating Statewide Public Health Communication to Increase COVID-19 Vaccination Uptake in Rural Appalachia

Julia Daisy Fraustino, West Virginia University; Linda Alexander, West Virginia University; Lisa Costello, West Virginia University; Elaine Darling, The Center for Rural Health Development, Inc.; Daniel Totzkay, West Virginia University; Holli Nelson, WV National Guard

Panel 8: Health Misinformation and Information-Seeking Behaviors

Public Health in the Misinformation Era: A Conceptual and Theoretical Overview

*Seth McCulloch, Virginia Commonwealth University
Purdue University

COVID-19 related misinformation and cancer patients

*Jeanine P.D. Guidry, Virginia Commonwealth University; Carrie A. Miller, Virginia Commonwealth University; Albert Ksinan, Virginia Commonwealth University; Kandace McGuire, Virginia Commonwealth University; Kellie E. Carlyle, Virginia Commonwealth University; Bernard F. Fuemmeler, Virginia Commonwealth University

Health information seeking matters: Predictors and perceived barriers among young Peruvian women

*H. Patricia Garcia, George Mason University

Profiling Cancer Patients Online: Using Cluster Analysis based on Motives for Online Health Information-Seeking

*Song Duimel, ASCoR; Annemiek Linn, ASCoR; Ellen Smets, Amsterdam UMC, Eline Smit, ASCoR; Julia van Weert, ASCoR

Panel 9: COVID-19, Media, & Health

Association between Media Exposure, Emotional Responses, and Intentions to Wear Face Masks During the COVID-19 Pandemic

*Yuehan Liu, Georgia State University; Hue Duong, Georgia State University; Soroya McFarlane, University of Georgia; Hoa Nguyen, University of Maryland

Nationwide Newspaper Coverage of State and Local Government Responses to the Coronavirus: Community Structure Theory and Political Partisanship

*Deanna Amarosa, The College of New Jersey; Dylan Lembo, The College of New Jersey; Kieran Nashad, The College of New Jersey; Brandon Yacovacci, The College of New Jersey; John C. Pollock, The College of New Jersey; Breeda Bennett-Jones, The College of New Jersey

Disseminating Information Related to COVID-19 to The Public via Three Major Public Health Agency Websites: A Descriptive Analysis

* Amjad Alghamdi, George Mason University;; Gary Kreps, George Mason University university

Nick Saban and the Rhetoric of the False Positive: COVID-19 News Coverage Narratives

*R. Pierre Rodgers, George Mason University

Crowdsourced Medicine in the Case of COVID-19 Long-haulers: An Investigation of Language Features and Functions Over Time

*Charee M. Thompson, University of Illinois, Urbana-Champaign; Kayla Rhidenour, Baylor University; Kate Blackburn, University of Texas at Austin; Ashley Barrett, Baylor University

9:30 – 9:45 Break

9:45 – 11:15 Concurrent panels 10-12

Panel 10: Health Disparities and Minority Communities

Health Disparities and Protection Motivation for Communicable Diseases among African Immigrants in the United States

*Nancy Muturi, Kansas State University; Barikisu Issaka, Kansas State

Assessing communication strategies to address health inequities among Latinx communities in Oregon during COVID-19 pandemic

*Kisa Clark, University of Oregon

Resilience, community connectedness as protective factors of sexual minority women/gender minority individuals' coping strategies

*David S. Cordero, Annenberg School for Communication, University of Pennsylvania; Mary E. Andrews, Annenberg School for Communication, University of Pennsylvania; Elaine P. Hanby, Annenberg School for Communication, University of Pennsylvania; Ashley N. Sanders-Jackson, Michigan State University; Andy S.L. Tan, Annenberg School for Communication, University of Pennsylvania

Leading Interdisciplinary and Translational Collaborations for Addressing Health Disparities

*Christine Goldthwaite, Rutgers Center for Organizational Leadership; Sara Spear, Rutgers Center for Organizational Leadership; Ralph Gigliotti, Rutgers Center for Organizational Leadership

Medical Mistrust and the COVID-19 Vaccine: Cultural Concerns, Disparities, Racism, and Stigma

*Jared Critchfield

Panel 11: Issues in Provider-Patient Communication in Varied Medical Contexts

“If I need your help, I’ll include you in the conversation” : Aligning and diverging perceptions in triadic cancer communication

*Lauren Lee, Rutgers University; Kathryn Greene, Rutgers University; Maria K. Venetis, Rutgers University; Allyson C. Bonetempo, Rutgers University; Danielle Catona, George Mason University; Alexandre Buckley de Meritens, Rutgers Cancer Institute of New Jersey, Katie A. Devine, Rutgers Cancer Institute of New Jersey

A Content Analysis of Secure Messaging Between Patients with Cancer and Providers during COVID-19

*Jordan Alpert, University of Florida; Gemme Campbell-Salome, University of Florida; Merry Jennifer Markham, University of Florida; Martina Murphy, University of Florida; Christopher Harle, University of Florida; Samantha Paige, University of Florida; Carma Bylund, University of Florida

The Journey to Pride: A Decade of Transformation Around Patient Centered Care

*Susan Avanzino, California State University, Chico

Longitudinal Analysis of Third-Year Medical Students’ Uncertainty during Clinical Rotations: An Uncertainty Management Perspective

*Anna M. Kerr, Ohio University, Heritage College of Osteopathic Medicine; Charee M. Thompson, University of Illinois, Urbana-Champaign

Culture and Ecosystems of Care: A Framework for Understanding International Health and Medical Contexts

*Kirk St. Amant, Louisiana Tech University

Panel 12: Media, Health Perceptions, & Meaning

Exploring Public Perceptions of COVID-19 News Images Using a Thought-listing Survey

*Nicole O'Donnell, Virginia Commonwealth University; Jeanine P. D. Guidry, Virginia Commonwealth University

Trying to Make Sense of it All: How Ghanaian New Mothers Make Meaning of Children's Health Information on Parenting Mobile Apps

*Delight J. Agboada, University of Maryland; Linda Aldoory, University of Maryland

Best for the baby, best for you? White Supremacy in Advertising In Johnson & Johnson Advertising Campaigns

*Heather Smith, George Mason University

Influence of Presumed Media Influence Hypothesis for Health Promotion About PrEP for HIV Prevention For Cisgender Women

* Yongsun Hong, University of New Mexico

Cross-national Coverage of Human Trafficking: Community Structure Theory, Health Vulnerability, and Resource Privilege

*Radhika Purandare, The College of New Jersey; Taylor Griffiths, The College of New Jersey; Dvi Muniappan, The College of New Jersey; Marcos Ochoa, The College of New Jersey; John C. Pollock, The College of New Jersey; Alexis Marta, The College of New Jersey

11:15 – 11:30 Break

11:30-1:00

11:30 – 1:00 Conference Awards

Closing Keynote Address: Making the Case for Translational Research in Health Communication

Dr. Kami Silk, University of Delaware

Atkin Translational Scholar 2021 Award Recipient

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