

CONFERENCE
PROGRAM|2023

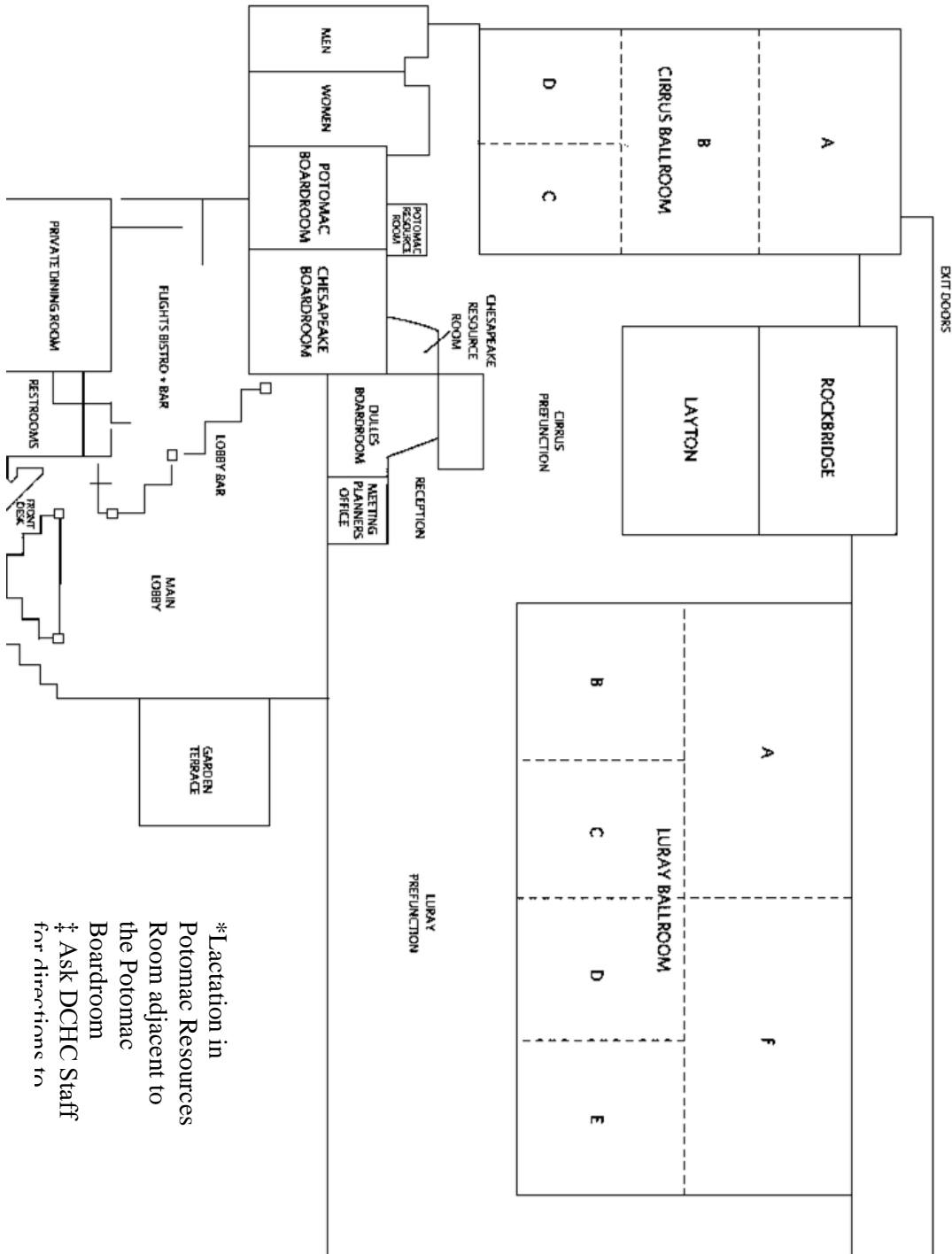


The 7th Biennial D.C. Health
Communication Conference

DCHC 2023 CONFERENCE LOCATION

2300 Dulles Corner Blvd.,
Herndon, Virginia, 20171, USA
[Hyatt Regency Dulles Website](#)

DCHC 2023 CONFERENCE FLOOR PLAN



*Lactation in Potomac Resources Room adjacent to the Potomac Boardroom
‡ Ask DCHC Staff for directions to

Conference Welcome

Dear Conference Participant

Welcome to the 2023 D.C. Conference on Health Communication. 2023 marks our 7th biennial conference, and we are excited to be back in person with you in a fabulous new venue, with better access to both the airport and the DC Metro system. We have a conference filled with outstanding scholarship as we focus on our theme, “Health Communication for a Changing World.” While the world has changed dramatically since last we met, what has not changed is the increasing importance of our work in health communication. Another thing that hasn’t changed is the DCHC commitment to mentoring.

Thursday’s pre-conference provides a workshop on how to find and have conversations with potential research collaborators in clinical research settings. Participants will interact with health communication scholars who have deep experience in inter-professional collaboration discussing skills and strategies needed to initiate and navigate these relationships. Participants will then interact with clinical researchers who are well-versed in inter-professional collaborations to receive guidance on how to embark on a search for clinical collaborators and collaborative projects.

Friday, the first day of the main conference, includes a session focusing on mentoring graduate students and early career scholars. This is an expansion of our previous years’ brown bag, offering more time and more mentors. Please see the program for more information.

Our opening session keynote speaker, Dr. Edward Maibach, is Distinguished University Professor in the Department of Communication and founding director, Center for Climate Change Communication (4C), at George Mason University and newly elected member to the prestigious National Academy of Medicine (NAM). (See Dr. Maibach’s bio here: <https://communication.gmu.edu/people/emaibach>). Following his talk, he and his team from 4C will lead a panel session discussing more of the important work being conducted in the Center.

The Awards Luncheon on Saturday will be highlighted by a closing keynote address by our 2023 Charles Atkin Translational Health Communication Scholar Award winner, Dr. Mohan Dutta, the Dean’s Chair Professor of Communication and the founding Director of the active Center for Culture-Centered Approach to Research and Evaluation (CARE) at Massey University in New Zealand. Dr. Dutta has a long history of conducting important community-based health communication research and intervention studies to promote health equity. (See this brief profile about his important work: <https://www.massey.ac.nz/massey/expertise/profile.cfm?stref=285450>).

Dr. Dutta is the first non-USA based scholar to be honored with this award, illustrating the international reach of health communication scholarship. I hope you can join us at the 2023 DCHC closing luncheon to celebrate this award with Dr. Dutta, as well as all our achievements.

We’ll be using #DCHC2023 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 2023 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 2023 happen. We’d like to especially thank our tremendous staff members; all the abstract reviewers; Kevin Wright and Icha Basnyat, who planned this great program; the George Mason University Center for Health and Risk Communication for sponsoring our Atkin Award winner; 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, look for people wearing “George Mason University” name tags with a STAFF ribbon on them. Their job is to ensure that your stay here goes smoothly. This program offers a complete conference schedule.

Finally, we hope you will attend our dessert reception on Friday evening, 8:30-10:00, in the Luray Foyer. It’s a great opportunity to relax with some sweets after a busy conference day. Some books from Routledge / Taylor & Francis, will be on display.

The faculty, staff, and students in the Department of Communication at George Mason University welcome you. We look forward to an exciting DCHC 2023!

Sincerely,

Anne M. Nicotera, DCHC Planning Committee Chair
Brittany Sanders, DCHC Manager and Webmaster

DCHC 2023 Preconference: Creating and Sustaining Academic-Clinical Research Teams

Thursday, April 27, Program

- 7:00 – 5:00 Registration/Help Desk
Luray Foyer
- 8:00 – 9:00 Breakfast
Luray Foyer
- 9:00 – 9:15 Welcome
Anne M. Nicotera, George Mason University
Tianna L. Cobb, George Mason University
Luray D/E/F
- 9:15 – 10:15 Health Communication Mentors Roundtable Discussion
Luray D/E/F
Kami Silk, University of Delaware
Gretchen N. Holmes, Memorial Hospital at Gulfport
Gemme Campbell-Salome, Geisinger
Jennifer R. Warren, George Mason University
Nancy G. Harrington, University of Kentucky
Carrie A. Miller, University of Florida
- 10:15 – 10:30 Break
- 10:30 – 12:30 Mentoring Rounds – Getting your pitch ready
Luray D/E/F
- 12:30 – 2:00 Lunch
Luray B/C
- 2:00 – 3:00 Clinical Researcher Mentors Roundtable Discussion
Luray D/E/F
Cynthia A. James, Johns Hopkins University School of Medicine.
Meghan Moran, Johns Hopkins University
Jeanine P. D. Guidry, Virginia Commonwealth University
Heather Gardiner, Temple University
Jennifer St. Clair Russell, Dimensions of Care
Kellie E. Carlyle, Virginia Commonwealth University
- 3:00 – 3:15 Break (with coffee)
- 3:15 – 4:30 Mentoring Rounds – Receiving guidance based on your pitch *Luray D/E/F*
- 4:30 – 5:00 Networking
Luray D/E/F

Learn more about our preconference mentors by scanning this QR code or at:
<https://dchc.gmu.edu/preconference-mentors/>



Main Conference Overview

DCHC 2023 Health Communication for a Changing World

Day 1: Friday, April 28

- 7:00 – 6:00 Registration/Help Desk
Luray Foyer
- 7:00 – 7:30 Optional Health Walk.
Gary Kreps, George Mason University
Meet in Hotel Lobby
- 7:00 – 8:30 Continental Breakfast
Luray Foyer
- 8:30 – 9:45 Conference Opening, Welcoming remarks, and Keynote Address: Edward Maibach, George Mason University
Luray D/E/F
- 9:45 – 10:00 Break
- 10:00 – 11:30 Concurrent panels 1 – 3 (competitively selected papers/panels)
Luray A, B/C, and D/E/F
- 11:30 – 1:00 Lunch (on your own)
- 1:00 – 2:30 Concurrent panels 4 – 6 (competitively selected papers/panels)
Luray A, B/C, and D/E/F
- 2:30 – 2:45 Break (with coffee and snack)
Luray Foyer
- 2:45 – 3:25 Poster Session 1: Posters 1 – 27
Layton and Rockbridge
- 3:25 – 3:35 Poster Presenter Change/Break
- 3:35 – 4:15 Poster Session 2: Posters 28 – 54
Layton and Rockbridge
- 4:15 – 4:30 Break
- 4:30 – 6:00 Concurrent panels 7 – 9 (competitively selected papers/panels)
Luray A, B/C, and D/E/F
- 6:15 – 7:30 Memorial Honoring our Friend and Colleague Dr. H. Dan O'Hair
Luray D/E/F
- 8:30 – 10:00 Desert Reception
Luray Foyer

Main Conference Overview

DCHC 2023 Health Communication for a Changing World

Day 2: Saturday, April 29

7:00 – 12:00	Registration/Help Desk <i>Luray Foyer</i>
7:00 – 7:30	Optional Health Walk. Gary Kreps, George Mason University <i>Meet in Hotel Lobby</i>
7:00 – 8:30	Continental Breakfast <i>Luray Foyer</i>
8:30 – 10:00	Concurrent panels 10 – 12 (competitively selected papers/panels) <i>Luray A, B/C, and D/E/F</i>
10:00 – 10:15	Break
10:15 – 10:55	Poster Session 3: Posters 55 – 80 <i>Layton and Rockbridge</i>
10:55 – 11:05	Poster Presenter Change/Break
11:05 – 11:45	Poster Session 4: Posters 81 – 107 <i>Layton and Rockbridge</i>
11:45 – 12:00	Break
12:00 – 1:30	Conference Awards Luncheon and Keynote Address by Atkin Award Winner: Mohan J. Dutta, Massey University. <i>Luray D/E/F</i>

DCHC 2023 Health Communication for a Changing World

Friday, April 28, Program

7:00 – 10:00

7:00 – 6:00	Registration/Help Desk <i>Luray Foyer</i>
7:00 – 7:30	Optional Health Walk. Gary Kreps, George Mason University <i>Meet in Hotel Lobby</i>
7:00 – 8:30	Continental Breakfast <i>Luray Foyer</i>
8:30 – 9:45	Welcome, Anne M. Nicotera, George Mason University Keynote Address: <i>Health Communication and the ecological determinants of health: The final frontier</i> , Edward Maibach, George Mason University <i>Luray D/E/F</i>
9:45 – 10:00	Break

10:00 – 11:30

Panel 1: Building Evidence-Based Approaches to Communicating about Climate Change as a Health Issue

Luray D/E/F

Chair: Edward Maibach, George Mason University

Social Norms Messaging as a Strategy to Activate Health Professionals as Climate/Health Advocates.

*Eryn Campbell, George Mason University

The Use of Role Model Stories to Activate Hospital Employees as Sustainability Champions.

*Nicholas Badullovich, George Mason University

Are Climate/Health Influentials Using Evidence-based Approaches in Their Twitter Accounts?

*Lia Zakiyyah, George Mason University

Harnessing the Potential of Visual Communication to Activate Climate/Health Advocacy by Health Professionals.

*Richard Opoku Amoako, George Mason University

Does it Help When Health Professionals Call Out the Opponents of Climate Action?

*John Kotcher, George Mason University

Panel 2: Building/Supporting Community, Diversity, Equity, Inclusion, and Access through NIH Grant Mechanisms

Luray B/C

Chair: Kate Magsamen-Conrad, University of Iowa

Panelists: Kate Magsamen-Conrad, University of Iowa
Iccha Basnyat, George Mason University
Kathryn Greene, Rutgers University
Collene Lawhorn, National Institutes of Health

The goal of this panel is to give participants the opportunity to learn more about some of the mechanisms offered through the National Institutes of Health (NIH). More specifically, the panel will focus on describing promising avenues for improving the diversity of both scholarship and scholars; panelists will be prepared to discuss a variety of NIH mechanisms that support community, diversity, equity, inclusion, and access through the Health Communication initiative. Specifically, the panel will discuss the recently launched NIH Common Fund Advancing Health Communication Science and Practice Program. The aims of the panel are to: (i) foster networking among health communication scholars across institutions; (ii) poise health communication scholars for best practices for NIH grants.

Panel 3: Information Sources for International Students in Response to Covid-19

Luray A

Chair: Amanda Kporwofa, University of Louisiana at Lafayette

Panelists: Amanda Kporwofa, University of Louisiana at Lafayette
Salome Mbah, University of Louisiana at Lafayette
Koumba Diarrassouba, University of Louisiana at Lafayette
Tania Nachrin, University of Louisiana at Lafayette
Ebenezer Ato kwamena Aidoo, University of Iowa
Sandra Freda Wood, Arizona State University
Faith Afua Otchere, University of Maryland, College Park

International students appear to have a variety of information channels, not only in the United States but also in their home countries. The deadly coronavirus has emerged alongside a misinformation infodemic, necessitating the knowledge of where international students seek information regarding Covid-19. This panel discusses international students' sources of Covid-19 knowledge (whether in the United States or their home countries) and how the delivered information impacts their response to coronavirus will be discussed in this panel discussion. This panel will contribute to promoting international students' health and academic success in the United States as well as advance theories related to information seeking and adoption behaviors in an emergency situation. This panel investigates international students' information seeking behaviors for Covid-19 and how it blends with their response to Covid-19. The practical goal of this study is to assist international students in maintaining their health throughout the pandemic. It is important to understand that every country has somewhat differences in pandemic health communication, and international students who follow conflicting information may not be able to protect themselves adequately in the United States and may be exposed to a high risk of covid 19. Understanding multiple informational sources from their own countries and the United States and their different impacts on their behaviors will contribute to establishing feasible behavioral guidelines to protect international students' health within the U.S territories.

11:30 – 1:00

11:30 – 1:00 Lunch (on your own)

1:00 – 2:30

Panel 4: Graduate Student and Early Career Scholar Mentoring

Luray D/E/F

Chair: Xiaoquan Zhao, George Mason University

Panelists: Xiaoquan Zhao, George Mason University
Iccha Basnyat, George Mason University
Maria Leonora Comello, University of North Carolina at Chapel Hill
Carla Fisher, University of Florida
Elisia L. Cohen, University of Minnesota
Kathryn Greene, Rutgers University
Sunny Kim, Arizona State University
Nathan Walter, Northwestern University

The mentoring session for graduate students will be held 1:00 – 2:30. Leading health communication scholars will be available to discuss research and career advancement with junior scholars 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 the academia or elsewhere? How to balance life and work in a new job?

Panel 5: Mental Health and Communication Issues

Luray B/C

Chair: Naomi Parker, University of Florida

Discovering the Positive Effect of Online Game Social Interaction onto Mental Health: A Moderated Mediation Model.

*Zhicun Luo, City University of Hong Kong

Family Communication Patterns and Climate Anxiety: An Exploratory Analysis of Climate Change Anxiety in Families.

*Brett Robertson, University of South Carolina; Mary Anne Fitzpatrick, University of South Carolina

Changing Communication for a Healthy World: Engaging “Communication for Whole Health” via Action Research.

*Jacob Watson, Indiana University–Purdue University Indianapolis; Samia Alajlouni, Indiana University–Purdue University Indianapolis; Faiza Qureshi, Indiana University–Purdue University Indianapolis; Lisann Goodin-Burton, Indiana University–Purdue University Indianapolis; Linda Ziberi, Rochester Institute of Technology, Kosovo; Susan Parrish-Sprowl, Indiana University–Purdue University Indianapolis; John Parrish-Sprowl, Indiana University–Purdue University Indianapolis

Investigating the Mechanisms Shaping the Association between Mental Illness Symptomology and Satisfaction with Mental Healthcare.

*Rachael E. Bishop, The Pennsylvania State University; Marci Cross-Ramirez, The Pennsylvania State University

Current Understanding of Mental Health Literacy in Nigeria: A Systematic Review.

*Folasewa Olatunde, North Carolina State University

Panel 6: Medical and Provider-Patient Communication Issues

Luray A

Chair: Nadine Bol, Tilburg University

Protection Motivation Theory (PMT) in a Conflict and Concurrent Multiple Disease Context.

*Prudence Mbah, Purdue University

Communication Functions and Perceived Quality of Care in Diverse Medical Encounters.

*Jean Claude Kwitonda, Howard University

Antecedents and Consequences of Information Seeking and Scanning: A Meta-Analytical Review.

*Nehama Lewis, University of Haifa; Hoda Fakhari, Northwestern University; Denali Keefe, Northwestern University; Nathan Walter, Northwestern University

Blurring Online and Offline Environments: Effects of Visual and Auditory Cues in Video-Mediated Doctor-Patient Communication.

*Nadine Bol, Tilburg University; Tatiana Gromova, Tilburg University; Kim Tenfelde, Tilburg University; Marjolijn Antheunis, Tilburg University

2:30 – 2:45

2:30 – 2:45 Break (with coffee and snacks in *Luray Foyer*)

2:45 – 3:25

Poster Session 1: Posters 1 – 27

Layton and Rockbridge

1. *Health Discussion Network Characteristics among a Sample of People with Inflammatory Bowel Disease.*

*Jacob A. Rohde, National Cancer Institute; Adam J. Saffer, University of Minnesota Twin Cities; Xinyan Zhao, University of North Carolina at Chapel Hill

2. *Sexual Behavior on a Catholic University Campus: Prevalence, Characteristics, and Challenges.*

*Katherine Grasso, DeSales University

3. *Two Pathways for the Effects of Social Skills on Online Hate: The Mediating Role of Depression and Empathy.*
*Minwoong Chung, Sungkyunkwan University; Seyoung Lee, Sungkyunkwan University; Heejo Keum, Sungkyunkwan University
4. *Healthcare Providers' Motivations and Challenges when Communicating about Sexual Health with Individuals with Intellectual Disabilities*
*Kaitlynn Beeler, University of Oklahoma
5. *Cultural Beliefs and Practices informing the Ebola Infodemic in Uganda; Exploring the Barriers towards Residents' Engagement with Preventative Efforts.*
*Miriam Komuhendo, University of Maryland
6. *Leveraging Prompt-Engineering to Generate Vaping Prevention Messages: A Role for Artificial Intelligence in Health Communication.*
*Sue Lim, Michigan State University; Ralf Schmäzle, Michigan State University
7. *Patient Sociodemographic and Care-Seeking Factors as Antecedents of Clinician Trust in Primary Care.*
*Heather J. Carmack, The Kern Center for the Science of Health Care Delivery, Mayo Clinic; Rebecca K. Britt, University of Alabama
8. *The Effect of Narcissism on Uncivil Behavior Online: The Mediating Role of Depression and The Moderating Role of Self-Esteem.*
*In-jae Lim, Sungkyunkwan University; Seyoung Lee, Sungkyunkwan University; Heejo Keum, Sungkyunkwan University; Soyoun Kim, Sungkyunkwan University
9. *Nationwide Multicity Coverage of Gender Wage Disparities: Community Structure Theory, Generations, and Belief Systems.*
*Gina Schmid, The College of New Jersey; Melanie Dowling, The College of New Jersey; Emily Diszler, The College of New Jersey; John C. Pollock, The College of New Jersey; Evan Scarduffa, The College of New Jersey
10. *From Words to Action: Using the Health Belief Model to Develop Lung Cancer Screening Messaging for People with a Smoking History.*
*Dannell Boatman, West Virginia University Cancer Institute; Amy Allen, West Virginia University Cancer Institute; Abby Starkey, West Virginia University Cancer Institute; Stephenie Kennedy-Rea, West Virginia University Cancer Institute
11. *Cross National Newspaper Coverage of Pandemic-period Suicide: Community Structure Theory, Health Access, and Resource Privilege.*
Fox Parks, The College of New Jersey; *Nicole Woods, The College of New Jersey; Katherine Naiburg, The College of New Jersey; Alexi Esposito, The College of New Jersey; John C. Pollock, The College of New Jersey; Brilee LoBello, The College of New Jersey
12. *Using Twitter for Public Engagement during World Alzheimer's Awareness Month: Social Network of #ENDALZ on Twitter.*
*Zehui Dai, Radford University; Dominique Louise Batac, Radford University
13. *Cross-National News Coverage of Child Labor: Community Structure Theory, Healthcare Access, and Resource Privilege.*
*Ellie McCreesh, The College of New Jersey; Jillian Ethem, The College of New Jersey; Cassie Riley, The College of New Jersey; Alexander Francois, The College of New Jersey; John C. Pollock, The College of New Jersey; Gabi Valladares, The College of New Jersey
14. *"Probably Benign?!": A Narrative Thematic Analysis of Illness Narratives from Patients with Benign Breast Disease.*
*Hayley Stahl, University of Nebraska-Lincoln; Cassidy Taladay, University of Nebraska-Lincoln

15. *Cross-National News Coverage of Human Trafficking Community Structure Theory and Resource Privilege.*
*Hailey Balmos, The College of New Jersey; Emily Frizell, The College of New Jersey; Ethan Moss, The College of New Jersey; John C. Pollock, The College of New Jersey; Gabi Valladares, The College of New Jersey
16. *Social Comparison and Collective Action: Combining Framing Strategies to Address Restrictions to Reproductive Healthcare.*
*Alysse C. Baker, West Virginia University
17. *Healthy People 2030 and the Rhetorical Constitution of Health.*
*Brandon Edward Mock, Ohio University
18. *Transgender Sex Workers in India: Examination of Sexual Identity Negotiation, Risk Perception and Healthcare Seeking Behavior.*
*Satarupa Dasgupta, Ramapo College of New Jersey
19. *Faith-Based Community Members, Family Communication, Social Support, and COVID-19*
* Kevin B. Wright, George Mason University; Rochelle Mhonde, George Mason University
20. *Do Nurses Fight in Comfort? Coping Strategies on Occupational Stress and Posttraumatic Growth for Frontline Nurses During COVID-19.*
*Zixiao Yang, University of Miami; Qingxiu Lu, The First Affiliated Hospital of Henan University of Chinese Medicine
21. *Nationwide Multicity Coverage of Children and COVID-19: Community Structure Theory, Belief System, and Vulnerability.*
*Skylar Hutchison, The College of New Jersey; Milana Sharipova, The College of New Jersey; Ann-Kerry Donaus, The College of New Jersey; John C. Pollock, The College of New Jersey; Evan Scarduffa, The College of New Jersey
22. *Cross-national Media Coverage of Refugee Health: Community Structure Theory, Health Vulnerability, and Female Privilege.*
*Nancy Bowne, The College of New Jersey; Horacio Hernandez, The College of New Jersey; Maxime Andre, The College of New Jersey; John C. Pollock, The College of New Jersey; Gabi Valladares, The College of New Jersey
23. *Towards a Multilevel Communication-Centered Model of Community Resilience in Times of Health Crises.*
*Arpita Jindani, Rutgers University; Matthew Matsaganis, Rutgers University
24. *Holding an Empathetic Lantern: An Elicitation Study of Students' Beliefs Underlying Offering Social Support to Depressed Friends.*
*Laura Boutemen, University of Central Florida; Lindsay Morris-Neuberger, West Virginia University; Timothy Sellnow, University of Central Florida; Derek Lane, University of Kentucky; Ann Neville Miller, University of Central Florida
25. *Mobile Application as an Intervention Tool for Asian Immigrants with Diabetes and Prediabetes: A Systematic Narrative Review.*
*Xiaobei Chen, University of Florida; Kanchita Patel, Touro College of Pharmacy; Elizabeth J Unni, Touro College of Pharmacy
26. *Health Literacy as a Global Health Priority: A Systematic Review of Operationalizations and Conceptualizations.*
*Emilie Refsbøl Madsen, Indiana University-Purdue University Indianapolis

27. *Post-Partum Depression: Help-Seeking Behaviors among New Mothers through Offline and Online Channels.*

*Barikisu Issaka, Michigan State University; Beza Desta, Michigan State University; Melody Draeger, Michigan State University; Saleem Alhabash, Michigan State University

3:25 – 3:35

3:25 – 3:35 Poster Presenter Change/Break

3:35 – 4:15

Poster Session 2: Posters 28 – 54

Layton and Rockbridge

28. *Community and Opinion Leadership Effects on Vaping Discourse: A Network Analysis of Online Reddit Threads.*

*Jacob A. Rohde, National Cancer Institute; Jessica Liu, Harvard University; Vaughan W. Rees, Harvard University

29. *Depression among Ugandan Females Living in the United States (US): Exploring the Changes in Perception of Depression and Help-Seeking.*

*Miriam Komuhendo, University of Maryland

30. *Cross National Newspaper Coverage of GMOs: Community Structure Theory, Resource Privilege, and Foreign Investment.*

*Samuel Lees, The College of New Jersey; Noah Greenspun, The College of New Jersey; Isabella Blanchard, The College of New Jersey; Jordyn Smith, The College of New Jersey; Srikavya Jangam, The College of New Jersey; John C. Pollock, The College of New Jersey; Brielle LoBello, The College of New Jersey

31. *Nationwide Multi-city Coverage of the Dobbs Decision Overturning Roe: Community Structure Theory and the Role of Evangelicals.*

*Gina Schmid, The College of New Jersey, Brielle LoBello, The College of New Jersey, Gabriela Valladares, The College of New Jersey; John C. Pollock, The College of New Jersey

32. *Growing Collective Efficacy using a Statewide Gardening Campaign: A Grow This! Experiment*

*Kristin McCartney, West Virginia University; Daniel Totzkay, West Virginia University

33. *Worry, Risk Perception, Vaccine Perception, and Vaccine Acceptance: Testing Three Competing Models in the Context of COVID-19.*

*Yixin "Cindy" Chen, Sam Houston State University

34. *Mental Health-related Online Short Videos on Instagram and Tiktok: A Content Analysis on Message Characteristic and Engagement.*

*Melanie De Looper, University of Amsterdam; Weiqi Tian, University of Amsterdam; Eline Smit, University of Amsterdam; Eva van Reijmersdal, University of Amsterdam

35. *Strategies to Alleviate American Football's Concussion Disparity.*

*Thomas Bobbitt, West Virginia University; Dan Totzkay, West Virginia University

36. *Validation or Violation: Experiment into the Effects of Combining Online Health Information and Patient-Provider Interaction.*

*Remco Sanders, University of Amsterdam; A.J. Linn, University of Amsterdam; J.C.M. van Weert, University of Amsterdam; R. Vliegthart, Wageningen University & Research; M.A. Hillen, Amsterdam UMC; Richard L. Street, Texas A&M

37. *Perspectives of Emerging Adults with Type 1 Diabetes in Rural Areas and Acceptability of MyTIDHero.*

Bree Holtz, Michigan State University; *Sierra Morre, Michigan State University; April Idalski Carcone, Wayne State University; Nadia Niha, Wayne State University; Madeleine Reardon, Wayne State University; Deborah Ellis, Wayne State University; Michael Park, Marquette General Health System

38. *The Mediating Role of Efficacy and Fear on Perceived Knowledge and Vaccine Behavior among Immigrants in North America.*
*Parul Jain, Ohio University; Rukhsana Ahmed, SUNY Albany
39. *“That’s a Luxury I Can’t Afford”: Unpacking African Immigrants’ Perception of Mental Healthcare Accessibility and Utilization in the U.S.*
*Faith Afua Otchere, University of Maryland; Miriam Komuhendo, University of Maryland
40. *Why Do People Drink? A Cross-Cultural Study on Reasons for Drinking Alcohol.*
*Rong Ma, Butler University; Zexin Ma, Oakland University
41. *A Comparison of Three Narrative Appeals for Promoting Organ Donor Registration.*
Tobias Reynolds-Tylus*, James Madison University; Olivia Truban, University of Maryland
42. *An Examination of Mothers’ Sensemaking of “Mommy Drinking Culture.”*
*Lynsey Romo, North Carolina State University; Jenna Abetz, College of Charleston; Charee Thompson, University of Illinois at Urbana-Champaign; Montana Wright, North Carolina State University
43. *Cross-National News Coverage of Children’s Food Security: Community Structure Theory and National Resource Growth.*
*MaryCatherine Innace, The College of New Jersey; Kayla Shorter, The College of New Jersey; Christel Burrell, The College of New Jersey; Jared Lyles, The College of New Jersey; John C. Pollock, The College of New Jersey; Gabi Valladares, The College of New Jersey
44. *Providing Supportive Care via Telemedicine: Interviews with Michigan-based Medical Providers on the Perspective of their Abilities.*
*Katharine M Mitchell, Michigan State University; Aderonke Daramola, Michigan State University; Sierra Moore, Michigan State University
45. *Understanding Women’s Sexual Communication Self-Efficacy and Experiences with Sexual Compliance.*
Katherine Grasso, DeSales University; *Darien McAnulla, DeSales University
46. *Alexa helps me out during the day”: How older adults with Cognitive Deficits Navigate ICT use in the (Post)Pandemic World*
*Moldir Moldagaliyeva, Michigan State University; Barikisu Issaka, Michigan State University; Anastasia Kononova, Michigan State University; Lin Li, Michigan State University; Vladislava Sukhanovskaya, Michigan State University
47. *Evaluating the Health Information and Features of the Apple Health Application Based on User Feedback: A Content Analysis.*
*Amjad Abdulaziz Alghamdi, George Mason University; Gary L. Kreps, George Mason University
48. *COVID-19 Vaccine Uptake Decisions among Parents of Pediatric Cancer Patients.*
*Jeanine Guidry, Virginia Commonwealth University; Carrie Miller, University of Florida – Gainesville; Paul Perrin, University of Virginia; Kellie Carlyle, Virginia Commonwealth University; Linnea Laestadius, University of Wisconsin – Milwaukee; Vanessa Sheppard, Virginia Commonwealth University; Bernard Fuemmeler, Virginia Commonwealth University
49. *Development of a Digital Storytelling Intervention for HPV Vaccination Promotion among Vietnamese and Korean American Mothers.*
*Sunny Kim, Arizona State University; Angela Chia-Chen Chen, Arizona State University; Lihong Ou, Arizona State University; Linda Larkey, Arizona State University; Michael Todd, Arizona State University; Yooro Han, Arizona State University
50. *The Role of Negative Healthcare Experiences, Discriminatory Experiences, and Medical Mistrust in Endorsement of Conspiracy Beliefs.*
*Lillie D. Williamson, University of Wisconsin-Madison; Kai Prins, University of Wisconsin-Madison; Sabrina Finke, University of Wisconsin-Madison
51. *Cross-national Newspaper Coverage of Human Trafficking: Community Structure Theory, Resource Privilege, and Female Empowerment.*

*Ann-Kerry Donaus, The College of New Jersey; Zach Suter, The College of New Jersey; Owen Davidson, The College of New Jersey; John C. Pollock, The College of New Jersey; Brielle LoBello, The College of New Jersey

52. *HPV Vaccine Decision and Uptake: What Factors Influence Foreign-Born Mothers' (FBMS) Decision to Initiate Vaccination for their Children.*

*Obianuju Aliche, Florida State University; Mia Lustria, Florida State University

53. *Understanding COVID-19-related Discussion and User Engagement on the LIHKG Forum.*

*Mulin Jiang, City University of Hong Kong; Ji Won Kim, City University of Hong Kong; Luyan Huang, City University of Hong Kong

54. *The Health Language Matrix: Exploring the Use of a Novel Communication Tool to Improve Provider-Patient Communication.*

*Christina SanInocencio, Fairfield University; Rachel Callander, Allyship

4:15 – 4:30

4:15 – 4:30 Break

4:30 – 6:00

Panel 7: Marginalized/Underserved Communities and Equity in Health

Luray D/E/F

Chair: Denise Scannell, MITRE Labs Health Innovation Center

From Cancer Justice to Vaccine Equity: The Opportunities and Challenges of Culture-Centered Health Advocacy in a Pandemic.

*Shaunak Sastry, University of Cincinnati; *Brandon Mock, Ohio University; Steve Sunderland, Cancer Justice Network

Marginalized and Protest Masculinities: The Missing Pieces in Health Communication Research.

*Rizvan Saeed, Ohio University

Attitude and Behavioral Intentions of Mexican American Men towards Colorectal Cancer Screening.

*Ebenezer Ato kwamena Aidoo, University of Iowa; Anne Hubbell, New Mexico State University

COVID-19 Vaccine Hesitancy: Applying the Health Information Persuasion Exploration (HIPETM) Framework to Promote Vaccine Adoption in Underserved Communities.

*Linda Desens, MITRE Labs Health Innovation Center; Denise Scannell, MITRE Labs Health Innovation Center

Mentalhealth4all: Development and Implementation of an Online Platform to Improve Access to Mental Healthcare for Migrants and Refugees.

*Melanie De Looper, University of Amsterdam; Gian Hernandez, University of Amsterdam; Julia van Weert, University of Amsterdam; Barbara Schouten, University of Amsterdam

Panel 8: Black Women in Health Communication (BWHC): Navigating the Changing World

Luray B/C

Chair: Krystalyn Morton, George Mason University

Panelists: Tambra Stevenson, American University
Rochelle Davidson Mhonde, George Mason University
Delight Agboada, University of Maryland, College Park
Adebanke L. Adebayo, Washburn University
Prudence Mbah, Purdue University
Miriam Komuhendo, University of Maryland, College Park
Faith Afua Otchere, University of Maryland, College Park
Rhyan N. Vereen, University of North Carolina at Chapel Hill
Barikisu Issaka, Michigan State University

As Black women scholars in a dynamic discipline of health communication, we embody the change we wish to see. However, we collectively identify the structural and interpersonal barriers that create unsafe spaces in addition to harmful experiences within academia and beyond. During the 2021 DC Health Communication Conference (DCHC), Black women scholars experienced a collective awakening that highlighted the need for this coalition. We, as the BWHC, wish to create a strategic sisterhood that transforms the discipline and magnifies our voices.

The goal of this panel is to collaboratively deliberate on practical action steps which help expand spaces for Black women scholars in the field to build and thrive. As an extension of a panel discussion at the 2022 National Communication Association (NCA) conference, this discussion will continue to explore pragmatic ways to dismantle systemic barriers and rebuild equitable support to ensure the success of the next generation of health communication scholars in an ever-changing world.

This panel will cover related topics: a) the challenges that define the scholarship of Black women in the discipline, b) building support and sisterhood among Black women in health communication, c) strategically navigating academia/industry and finding “our” people in these spaces, d) creating avenues to amplify our voices within the discipline, e) strategizing methods for awareness creation for other Black women in health communication (membership recruitment) and f) call to action through a collective agentic framework and theoretical lens.

Panel 9: Issues in Social Support and Health

Luray A

Chair: Anu Kaur, George Mason University

Shame Resilience, Social Support, and Humor in an Online Community of Patients with Anorectal Disorders.

*Gulmira Amangalieva, University of Alabama; Rebecca K. Britt, Ph.D., The University of Alabama; Heather J. Carmack, Ph.D., The University of Alabama; Steven Holiday, Ph.D., The University of Alabama; Ademola R. Adelu, The University of Alabama

Providing Healthcare & Social Support During Economic Crises: Lessons Learned from “Solidarity Outpatient Clinics” in Greece.

*Matthew Matsaganis, Rutgers University; Maria Petraki, National & Kapodistrian University of Athens, Greece; Vassia Karanatsiou, National & Kapodistrian University of Athens, Greece

Findings of Emotional Support Intervention for Non-primary Support Providers in the Context of Chronic Illness.

Charee Thompson, University of Illinois Urbana-Champaign; *Heather Voorhees, University of Montana; Emiko Taniguchi-Dorios, University of Hawaii at Manoa; Shana Makos, University of Illinois Urbana-Champaign; Kirsten Pool, University of Illinois Urbana-Champaign; Sara Babu, University of Illinois Urbana-Champaign

Telehealth-Based Cancer Support Groups in a Rural Community.

*Bree Holtz, Michigan State University; Katharine M. Mitchell, Michigan State University; Kelly Hirko, Michigan State University; Aderonke Daramola, Michigan State University; Deborah Strand, Munson Health Center

Connecting Dementia Family Caregiver Support Seeking Strategies, Social Support Provision, and Burden.

*Karen Elizabeth Schlag, University of Texas Medical Branch at Galveston; Zhengyu Zhang, West Virginia University

6:15 – 7:30

Memorial Honoring Dr. H. Dan O'Hair

Luray D/E/F

Chair:

Kevin Wright, George Mason University

This panel honors the memory of our friend and colleague H. Dan O'Hair. We welcome people who knew Dan or who were influenced by his scholarship to share their memories, stories, and other thoughts about Dan and his impact on the health communication discipline.

8:30 – 10:00

8:30 – 10:00 Desert Reception in *Luray Foyer*

DCHC 2023 Health Communication for a Changing World

Saturday, April 29

7:00 – 8:30

- 7:00 – 12:00 Registration/Help Desk
Luray Foyer
- 7:00 – 7:30 Optional Health Walk.
Gary Kreps, George Mason University
Meet in Hotel Lobby
- 7:00 – 8:30 Continental Breakfast
Luray Foyer

8:30 – 10:00

Concurrent Panels 10 – 12

Panel 10: Looking Back and Forward in Approaches to Address Racism in Black Women's Health: Have we Gone Far Enough?

Luray D/E/F

Chair: Jennifer R. Warren, George Mason University

Panelists:

Intersectional Racism(s) and their Cumulative Impact on Black Women's Health Agency.

Jennifer R. Warren, George Mason University

Exploring Internalized Racism and Health through the Strong Black Woman Stereotype and Schema.

Sahana Natarajan, Rutgers University

Praxis, ethics and power: expanding the transformative participatory paradigm for research about Black women's health

Rochelle Davidson Mhonde, George Mason University

In America, racism is a significant driver of health inequities and a social determinant of health as it has been causally linked to rampant health disparities impacting Black women disproportionately. Research shows that structural, interpersonal, cultural, and internalized racism is correlated with poor emotional, psychological, mental, and physical health. Health communication is bringing attention to racism and its effects through investigations and implementing tailored interventions where people live, work, and play. The approaches to investigating and finding solutions are situated within traditions that are ill-equipped to enhance the capacity of Black women to be effective health agents. Racism is viewed as a thing acting on Black women relative to racism constituting perceptions and enactments that fundamentally undermine agency. Racism is an intersecting system of oppression in which many Black women are mired. Body, mind, and spirit are still subjected to the influence of the legacy of chattel slavery, which sought to imprison Black women in perpetuity. Racism is a chronic and perpetual threat that can overtake the whole person. Traditions, conventions, and canons, even cultural-based approaches may all fall short of dismantling the webs of oppression entangling many Black women to effect even small changes. This panel looks back and forward at approaches and possible solutions to discern if the discipline of health communication, as a critical component of public health, has gone far enough in conceiving how to address issues of race and health in our efforts to develop strategies to motivate behavior change among Black women.

Panel 11: COVID-19 and Health Communication

Luray B/C

Chair: Brett Robertson, University of South Carolina

Choosing COVID-19 Treatment over Prevention through Vaccination: A U.S. Social Media Case Study.

Stuart H. Williams, The MITRE Corporation; *Megan D. McFarlane, The MITRE Corporation;
Mary Giammarino, The MITRE Corporation; Emily Acker, The MITRE Corporation

How Shared Decision Making and Quality Communication with Family Contributed to Quality Pediatric Care during COVID-19: A Secondary Analysis.

*Qiwei Luna Wu, Cleveland State University; Grace Ellen Brannon, University of Texas at
Arlington

Disaster Preparedness as Health Communication: An Application of Diffusion of Innovation for Preparedness around Covid-19.

*Brett Robertson, University of South Carolina; *Kerk Kee, Texas Tech University

Normative Influence in a Time of Distrust and Polarization: Effects of Norms on COVID-19 Vaccination Intentions among Blacks.

*Tong Lin, University of Maryland, College Park; Yuan Wang, University of Maryland, College
Park; Kathryn Their, University of Maryland, College Park; Xiaoli Nan, University of Maryland,
College Park

Sister Circles & Wellness: Investigating Black Women Healthcare Professionals' Workplace Experiences during the Double Pandemic.

*Sherella Cupid, Louisiana State University

Panel 12: Effects of Health Misinformation on Cognition

Luray A

Chair: Muhammed Ittefaq, James Madison University

Youth Perceptions of Modified Risk Statements on Vaping Products.

Sherri Jean Katz, University of Minnesota; *Elisia Cohen, University of Minnesota; Ashley
Petersen, University of Minnesota; Dorothy Hatsukami, University of Minnesota

Angry Content for Angry People: How Anger Facilitates Health Misinformation Recall on Facebook.

Jiyoung Lee, The University of Alabama; Callie Kalny, Northwestern University; *Stefanie
Demetriades, DePaul University; Nathan Walter, Northwestern University

How Covid-19 Message Fatigue Affects Misinformation Belief: A Two-Wave Panel Study.

Jiwon Kim City University of Hong Kong; *Luyan Huang, City University of Hong Kong

Sensemaking on Twitter around Emerging Mpox Crisis: A CERC Examination.

*Pratiti Diddi, George Mason University; Sushma Kumble, Towson University; Christopher
Calabrese, Clemson University

The Peril of Stigma Peril Messages: Exploring the Harmful Effects of Person-Oriented Threat Messages about Opioids.

*Victoria Ledford, Auburn University

10:00 – 10:15

10:00 – 10:15 Break

10:15 – 10:55

Poster Session 3: Posters 55 – 80

Layton and Rockbridge

55. *Proposing Intervention Strategies and Considerations for Black Lung Mitigation in Central Appalachia.*

*Madison Martin, West Virginia University; Daniel Totzkay, West Virginia University

56. *Perceptions of Telemedicine during the COVID-19 Pandemic: Comparing Rural and Urban Samples.*

*Katharine M Mitchell, Michigan State University; Bree E Holtz, Michigan State University;
Kelly Hirko, Michigan State University; Sabrina Ford, Michigan State University

57. *The Role of Choice and Descriptive Norms in Attenuating Reactance to BPA Risk Messages: A Conceptual Replication.*
 Andrea Martinez Gonzalez, James Madison University; *Tobias Reynolds-Tylus, James Madison University
58. *The Relationship between the Impulsive Use of Digital Media and Online Uncivil Behavior: The Serial Mediation Effect of Media Overuse and Perceived Norms.*
 *Hyun Jee Park, Sungkyunkwan University, Seoul, Korea; Heejo Keum, Sungkyunkwan University, Seoul, Korea; Seyoung Lee, Sungkyunkwan University, Seoul, Korea
59. *Addressing the Maternal Mortality Rates in Rural Women in Pakistan.*
 *Samaha Ghani, West Virginia University
60. *"I Was Never Taught How to Say No": Exploring Intercultural Family Narratives about Sexual Health and Trauma among College Students.*
 *Rochelle R. Davidson Mhonde, George Mason University; Olivia B. Reed, George Mason University
61. *"Is this Normal?": r/menshealth and the (Re)Production of Masculinity on Reddit.*
 *Sally Luken, University of Massachusetts Amherst; Brandon Mock, Ohio University; Rizvan Saeed, Ohio University
62. *"If You are Man enough, Impregnate your Wife": Male Partners' Perspectives on Couple Fertility Problems.*
 *Harry Morgan Insaideo, Ohio University
63. *Addressing the Conceptual Nature of Trends in Health Communication Scholarship through an Analysis of Published Studies in Health.*
 *Rebecca K. Britt, University of Alabama; Heather J. Carmack, Mayo Clinic; Gulmira Amangalieva, University of Alabama
64. *Examining the Role of Cultural Narratives in the Vaccine Decision-Making of African international students in the United States.*
 Delight Jessica Agboada, University of Maryland; Faith Afua Otchere, University of Maryland
65. *Motivating Vaccination through Heightened Risk Perception, Perceived Safety, and Perceived Efficacy.*
 *Lauren Roberson, Murray State University; *Elizabeth Gordon, Murray State University;
 *Azahar Molla, Murray State University; Amelia Dodd, Murray State University; D. Gage Jordan, Murray State University
66. *"[They are] not in the Club so to Speak": Analyzing Family Conversations about Hereditary Cancer Risk using Intergroup Perspectives.*
 Skye Chernichky-Karcher, Bloomsburg University of Pennsylvania; *Gemme Campbell-Salome, Geisinger
67. *Please Don't Try This at Home: Political Figures as Medical Authority and Impacts on Citizens' Trust in Health Professionals.*
 *Nicole Messina, Temple University
68. *Opportunities to Leverage Social Influence for Health Communication among Older Adult Facebook Users.*
 *Carrie Miller, University of Florida; Jeanine Guidry, Virginia Commonwealth University; Janice Krieger, University of Florida; Bernard Fuemmeler, Virginia Commonwealth University
69. *Improving Healthcare Communication for Caregivers of Spouses with Blood Cancer.*
 *Easton N. Wollney, University of Florida; Taylor T. Vasquez, University of Florida; Carma L. Bylund, University of Florida; Carla L. Fisher, University of Florida
70. *Breastfeeding Information Sources and Outcomes in North Dakota.*
 *Anna Ross, George Washington University; Soojung Kim, University of North Dakota; Grace Njau, North Dakota Department of Health; Andrew Williams, University of North Dakota
71. *Examining Public Health Education: A case of Adolescent Service Policy and Strategy, Ghana.*
 *Sabena Abdul Raheem, University of Cincinnati; Barikisu Ishaka, Michigan State University

72. *Uncertain Poets Describe Their Reactions to COVID-19 Vaccines.*
 *Nichole Egbert, Kent State University; Samuel Noi, University of Arkansas; Theresah Ayertey, Kent State University; Madison Rindfleisch, Kent State University; Xinyu Zhang, Kent State University
73. *Vaccine Decision-Making Profiles for Formative Evaluation across the COVID-19 Vaccination Campaign in West Virginia*
 *Daniel Totzkay, West Virginia University; Julia Daisy Fraustino, West Virginia University; Lisa M. Costello, West Virginia University; Samaha Ghani, West Virginia University
74. *Developing a Self-Guided Digital Storytelling Toolkit for Empowerment and Research Collaboration.*
 Jade Wilson, University of North Carolina - Chapel Hill; *Maria Leonora Comello, University of North Carolina – Chapel Hill; Kalissa Means, University of Alabama – Birmingham; Anaiyah Polight, Johnson C. Smith University; Madison Booker-Smith, Johnson C. Smith University; LaTimberly Washington, University of Alabama – Birmingham; Elizabeth Tolley, FHI 360; Allysha Maragh-Bass, FHI 360
75. *Vaccine Acceptance or Resistance: A Discursive Analysis of Responses to the Malaria and Covid-19 Vaccine implementation in Ghana.*
 *Esi Thompson, Indiana University
76. *Nurse Managers' Decision-Making Process to Forward Patient Safety Information: A Grounded Theory Study.*
 *Christine Wargo Deatrck, University of Central Florida; Sandra Galura, University of Central Florida; Nora Warshawsky, University of Central Florida (retired); Timothy L. Sellnow, University of Central Florida; Donna Neff, University of Central Florida; Christa Cook, University of Central Florida-
77. *Why do People Support or Oppose Male Circumcision: Analysis of Twitter Conversations about Circumcision.*
 *Rizvan Saeed, Ohio University; Michael Rodirigue-Barnes, Ohio University; Chuck Kaminski, Ohio University
78. *Information Repertoires and Infection: The Role of Knowledge Consumption Patterns in Rural Populations' Health Behavior.*
 *Sapna Suresh, Northwestern University; Camille J. Saucier, Northwestern University; Christiana L. Robbins, Northwestern University; Zexin Ma, Oakland University; Jorge A. Montoya, Sentient Research; Aaron Plant, Sentient Research; Martha E. Dominguez, California Department of Public Health
79. *Community based participatory research on technology: Understanding and building culturally relevant technological capital among migrant communities in Iowa.*
 *Ebenezer Ato kwamena Aidoo, University of Iowa; Dr. Kate Magsamen-Conrad, University of Iowa
80. *Highlighting Heroes and Ignoring Villains: Visual Representation of Polio and Polio Vaccine in Newspapers.*
 *Muhammad Ittefaq, James Madison University; Hafiz Taufiq Ahmad, Ohio University; Sayyed Fawad Ali Shah, Jacksonville State University

10:55 – 11:05

10:55 – 11:05 Poster Presenter Change/Break

Poster Session 4: Posters 81 – 107**Layton and Rockbridge**

81. *Patient Experiences with Tele-Oncology during the Covid-19 Pandemic.*
*Tithi B. Amin, University of Florida; Chelsea N. Hampton, University of Florida; Gemme Campbell-Salome, Geisinger; Jordan Alpert, Cleveland Clinic; Samantha Paige, University of Florida; Martina Murphy, University of Florida; Eve Heffron, University of Florida; Tien Le, University of Florida; Taylor Vasquez, University of Florida; Wei Xue, University of Florida; Merry-Jennifer Markham, University of Florida; Carma L. Bylund, University of Florida
82. *Examining How Validated Mental Health Screeners are Administered in Multilingual Primary Care Visits: Three Cases in Cantonese, Mandarin, and Spanish.*
*Evelyn Y. Ho, University of San Francisco; Leah S. Karliner, University of California, San Francisco; Raneem Harb, University of San Francisco; Giselle Aguayo Ramirez, University of California, San Francisco; Maria E. Garcia, University of California, San Francisco
83. *Using the Normative Model of Social Support to Explore the Experiences of Women Suffering from Obstetric Fistula in Ghana.*
*Ebenezer Ato kwamena Aidoo, University of Iowa; Sandra Freda Wood, Arizona State University; Obianuju Aliche, Florida State University; Kwaku Lindsay, University of Cape Coast Ghana; Frank Nukunu, University of Cape Coast Ghana; Mesharck Okunnor, University of Cape Coast Ghana;
84. *HCT Patient-Caregiver Dyad Perspectives on Participation in a Digital Storytelling Intervention: A Qualitative Approach.*
*Sunny Kim, Arizona State University; Shelby Langer, Arizona State University; Mary Ahern, Arizona State University; Linda Larkey, Arizona State University; Michael Todd, Arizona State University; Danielle Martin, Arizona State University; Karen Weihs, University of Arizona; Nandita Khera, Mayo Clinic
85. *Contextualizing Contraceptive Decision Making: The Ripple Effect of Sharing Contraceptive Experiences.*
*Carina M. Zelaya, University of Maryland; Xingman Wu, University of Maryland
86. *"Please Listen to Me": Long COVID Patients and Primary Care Provider Communication.*
*Jeanine Guidry, Virginia Commonwealth University; Linnea Laestadius, University of Wisconsin – Milwaukee; Paul Perrin, University of Virginia; Melissa Pinto, University of California at Irvine; Candace Burton, University of Nevada - Las Vegas; Raouf Gharbo, Virginia Commonwealth University; Carrie Miller, University of Florida, Gainesville; Kellie Carlyle, Virginia Commonwealth University
87. *Disseminating Theoretically-Driven Facebook Advertising Messages for Recruiting Older Adults to a Colorectal Cancer Clinical Trial.*
*Elizabeth Flood-Grady, University of Florida; Eric Cooks, University of Florida; Xiaobei Chen, University of Florida; McKenzie Cooper, University of Florida; Emma Bryan, University of Florida; Miriam Buhr, University of Florida; Janice L. Krieger, University of Florida
88. *Understanding Reciprocal Empathy. A Narrative Study on Female Cancer Patients, Survivors and Caregivers in Botswana.*
*Irene Minkie Segopolo, Michigan State University; Teresa Mastin, Michigan State University; Hopeton Dunn, University of Botswana
89. *Roles of Emphasis Framing and Reference Points on Tailored Persuasion: Following CDC Recommended Preventive Guidelines of Covid-19.*
*Yen-I Lee, Washington State University; Tanzia Khan, Washington State University; Mengfei Guan, University of Oklahoma
90. *Understanding Psychological Trauma and Trauma-Informed Health Communication via Polyvagal Lens.*
*Sandeep (Anu) Kaur, George Mason University

91. *Online Incivility Victimization and Life Satisfaction in Digital Communication: The Serial Mediation Effects of Self-Esteem and Life Satisfaction.*
*Hyun Jee Park, Sungkyunkwan University, Seoul, Korea; Seyoung Lee, Sungkyunkwan University, Seoul, Korea; Heejo Keum, Sungkyunkwan University, Seoul, Korea
92. *Perceptions of ADHD Information on Social Media.*
*Gloria Pacic, Michigan State University; Faith Delle, Michigan State University; Nancy Rhodes, Michigan State University
93. *Appeals for Participation in Management of COVID-19: A Critical Content Analysis of the Frames used in President's Nation's Address.*
*Sabena Abdul Raheem, University of Cincinnati; Prince Safo, University of Cincinnati; Rebecca Obu Larko, University of Cincinnati; Jessica Fung, University of Cincinnati
94. *Effects of Emotional Appeals and Social Support in COVID-19 YouTube Videos on Audience Responses: A Big Data Approach.*
*Wenjing Xie, Marist College; Amanda Damiano, Marist College; Chang-Han Jong, No Affiliation
95. *Hospital Internal Communication and Patient-Physician Communication for Desirable Maternal Health Outcomes in Ghana.*
*Faith Afua Otchere, University of Maryland; Delight Jessica Agboada, University of Maryland
96. *Understanding Stigma with Institutional Theory: Intervention Stigma Surrounding the Medication-Assisted Treatments for Substance Use Disorders*
*Katie Kang, West Virginia University
97. *Integrating Public Health and Geography: A Study of Inequalities of Income, Education, and Minority to Predict obesity*
*Seoyeon Hong, Rowan University; Sungwook Kim, Saint Joseph's University; Hyunmin Lee, Drexel University; Bokyung Kim, Rowan University
98. *Miseducation and Environmental Health: Perceptions of Climate Change and Sea Level Rise in Minority Communities.*
*Maria Elena Villar, Northeastern University; Paige Johnson, Virginia Commonwealth University; Jessica Rodriguez, Florida International University
99. *Breast is Best and Formula is Worst: How individuals who use Infant Formula Understand the Breastfeeding Master Narrative.*
*Susanna Foxworthy Scott, Butler University; Jennifer J. Bute, Indiana University-Purdue University Indianapolis
100. *The Use of Emotional Appeals in Messages Designed to Promote Influenza Vaccination During COVID-19.*
*Kinza Shah, University of Miami; Nick Bowman, Syracuse University
101. *Free Time 4 Wellness (FT4W): Assessing Intersectionality in an NCI/CRUK Funded Community-Level Intervention.*
*Kate Magsamen-Conrad, University of Iowa; Kajal Gokal, Loughborough University Ingrid Oakley-Girvan, Director of the Data and Technology Proving Ground at the Public Health Institute and Senior Vice President of Research and Strategy at Medable Inc.; Jessica Watterson, Monash University; Lauren Houghton, Mailman School of Public Health, Columbia
102. *Medical Citizenship: A Health Communication Approach*
*Jeannette H. Porter, University of Missouri School of Journalism
103. *Examining Message Repetition, Message Fatigue, Psychological Reactance and Behavioral Intention in Public Health Messages.*
*Brandon Thomas, Michigan State University; Daniel Totzkay, West Virginia University; Kami Silk, University of Delaware

104. *What Motivates Saudi Females' Intentions to Get a Mammogram? A Randomized Control Trial to Evaluate Effective Preventative Message.*
*Saleh Bin Khualyf, Virginia Commonwealth University; Kellie E. Carlyle, Virginia Commonwealth University; Mariam F. Alkazemi, Virginia Commonwealth University; Richard Fine, Virginia Commonwealth University; Aloni Hill, Virginia Commonwealth University; Jeanine Guidry, Virginia Commonwealth University
105. *Framing Childhood Lead Poisoning: An Experimental Test of News Articles on Environmental Policy Support*
*Sarah Benevento, University of Illinois at Urbana-Champaign
106. *Highlighting the Threats vs. Benefits to Smokers and Its Effects on the Various Dimensions of Persuasiveness*
*Eunsung Lee, Sungkyunkwan University; Joseph Costello, Sungkyunkwan University
107. *The Peril of Stigma Peril Messages: Exploring the Harmful Effects of Person-Oriented Threat Messages about Opioids.*
*Victoria Ledford, Auburn University

11:45 – 12:00

11:45 – 12:00 Break

12:00 – 1:30

Conference Awards Luncheon and Keynote Address

Luray D/E/F

Paper and Poster Awards

Keynote Address, 2023 Charles Atkin Translational Scholar Award Recipient: Mohan J. Dutta, Massey University.

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