

Background Readings: Risk Communication Advisory Committee, February 16-17, 2016

February 16

Session 1: Effective Risk Communication – Audience Engagement for Change

McClure, J.B. (2002). Are Biomarkers Useful Treatment Aids for Promoting Health Behavior Change? An Empirical Review *Journal of Preventive Medicine* 22(3), 200-207.

Broniatowski, D. A., Klein, E. Y., and Reyna, V. F. (2015). Germs Are Germs, and Why Not Take a Risk? Patients' Expectations for Prescribing Antibiotics in an Inner-City Emergency Department. *Medical Decision Making*. Jan;35(1), 60-7.

Session 2: Strategies and Tactics for Effective Communication about Risks and Recalls

Benjamin Chapman, B., Raymond, B., and Powell, D. (2014). Potential of social media as a tool to combat foodborne illness. *Perspectives in Public Health* 134: 225.

Claeys, A.S., Cauberghe, V., and Vyncke, P. (2010). Restoring Reputations in Times of Crisis: An Experimental Study of the Situational Crisis Communication Theory and the Moderating Effects of Locus of Control. *Public Relations Review*, 36, 256–262.

Session 3: Communicating for Public Health – Public Service Announcements

Lerner, J.S., Ye, L., Valdesolo, P., and Kassam, K.S. (2015). Emotion and Decision Making. *Annual Review of Psychology*, 66, 799-823. doi: 10.1146/annurev-psych-010213-115043

Botan, C.H., 2016 (forthcoming). *Strategic Communication Theory and Practice: The Cocreational View*, Wiley-Blackwell, pp.

Sandman, P.M. (1998). Hazard Versus Outrage in the Public Perception of Risk, in *Effective Risk Communication*. New York: Plenum Publications, 45-49. ISBN: 0306430754.

Session 4: Strategies for Making Messages More Effective

Redish, J.C. (1993). Understanding Readers, Chapter 1. In Barnum, C.M and Carliner, S. (Eds.) *Techniques for Technical Communicators*. New York: Macmillan.

McCormack, L., Lefebvre, R.C., Bann, C., Taylor, O., and Rausch, P. (2015). Consumer Understanding, Preferences, and Responses to Different Versions of Drug Safety Messages in the United States: A Randomized Controlled Trial. *Drug Safety*, Online First November 2015, pp. 1-14, DOI 10.1007/s40264-015-0358-9.

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Session 5: How Audiences Negotiate Multiple Messages

Nathan F. Dieckmann, N.F., Johnson, B. B., Gregory, R., Mayorga, M., Han, P.K.J., Slovic, P. (2015). Public perceptions of expert disagreement: Bias and incompetence or a complex and random world? *Public Understanding of Science*: 1-15

Anthony, K.E., Sellnow, T.L. and Millner, A.G. (2013) Message Convergence as a Message-centered Approach to Analyzing and Improving Risk Communication. *Journal of Applied Communication Research*, 41:4, 346-364, DOI: [10.1080/00909882.2013.844346](https://doi.org/10.1080/00909882.2013.844346)

Session 6: Techniques for Reaching Underserved Populations

Gazmararian, J.A., Yang, B., Elon, L., Graham, M., and Parker, R. (2012) Successful Enrollment in Text4Baby More Likely With Higher Health Literacy. *Journal of Health Communication*, 17:303–311, DOI: 10.1080/10810730.2012.712618.

Viswanath K, McCloud R, Minsky S, Puleo E, Kontos E, Bigman-Galimore C, Rudd R, Emmons KM. (2013) Internet use, browsing and the urban poor: Implications for Cancer Control. *Journal of National Cancer Institute Monograph*. 2013(47):199-205. PMID: PMC3881997.