

Communication 618C
Health Communication Campaigns
Spring 2002

Instructor

Professor Mohan J Dutta-Bergman, Ph.D., MA, B.Tech
2152 LAEB
Office: 494-2587
Email: mdutta-bergman@sla.purdue.edu
Web: <http://web.ics.purdue.edu/~mdutta>
Office Hours:

Course Philosophy

It takes more than mere intellectual talk to make social change...A Step Beyond the Ivory Tower

Hunger, substance abuse, HIV/AIDS, terrorism- we live in a world fraught with social problems. The willingness and intent to make positive changes in society brings us together in this course. Although intellectual fervor and critical thinking are the essential tools to the process of social change, a commitment to apply the knowledge in different social change settings lies at the heart of our endeavor. In a nutshell, Health Communication Campaigns ultimately strives toward theory-based APPLICATION.

Course Overview

Using examples of public campaigns in the United States and in other parts of the world, this course provides a starting point to think about what does and does not work with public health campaigns. Blending theory and practice, the course encourages thoughtful criticism of past campaigns based on solid theoretical ideas and the subsequent development of worthwhile applications. The theoretical emphases encompass mass mediated, community-based, workspace-based, school-based, and interpersonal approaches to public health interventions. The problems and subsequent interventions are studied both at macro and micro levels.

Course Objectives

The student is expected to attain the following goals:

- Understand the significance of theory in health communication campaigns.
- Examine existing theories of public communication campaigns and understand the philosophical underpinnings of these theories.
- Juxtapose extant and current campaigns with the theoretical approaches to understand how theory can help in shaping effective campaigns.
- Compare, contrast and synthesize the different theoretical foundations with the aim of developing "new knowledge."
- Develop an understanding of methodological fit, how research methodology is shaped by the research objectives
- Develop, implement, and report a research project.

Evaluation Criteria

1. Course Readings & Effective Class Participation (10%): Effective class participation is based upon thorough engagement with the assigned course readings. Special attention must be paid to understanding the objectives of the individual paper, the research methodology, and the presentation of the results.
2. Research Proposal (25%): The research proposal (10-15 pages) would present the research problem, the objectives, the theoretical framework, and the choice of research methodology. Emphasis should be on the presentation of adequate rationale, building support for the research. Students work in a group of two/three.
3. Research Paper (40%): The research paper will address a relevant social change problem, for instance substance abuse, unsafe sex etc. The choice of topic must be relevant to the current social environment. After the development of an appropriate approach that fits the problem (in the proposal), students are required to design and implement a research project that enhances current understanding of health campaigns. The end product is a high quality paper that may be presented at a professional conference.
4. Final Examination (25%): A take-home final will test your ability to compare, analyze, synthesize and apply the content discussed in class. The emphasis here will be on your ability to effectively critique the current knowledge of public campaigns.

Academic Misconduct

As a student in this course, it is assumed that you have read and imbibed the official position of Purdue University on matters of academic misconduct (see the University Regulations booklet). If misconduct occurs in the context of this course, it will be handled according to the procedures specified in the University Regulations booklet.

Course Policies

Late assignments will not be accepted except in case of documented emergency situations. The student is responsible to contact me and make other arrangements in case of an emergency.

Course Content Coverage

Week One: Health Communication Campaigns: Do they Work?

Week Two: Mass-mediated Approaches to Health Communication Campaigns

Week Three: Community-based Approaches to Health Communication Campaigns

Week Four: The Health Belief Model in the Context of Health Communication Campaigns

Week Five: The Theory of Reasoned Action and Health Communication Campaigns

Week Six: Social Marketing Approaches to Health Communication Campaigns;
Strategic Approaches to Design & Development of Health Communication Campaigns

Week Seven: Selective Exposure Theory, Agenda-Setting, Framing, & Knowledge Gap

Week Eight: The Elaboration Likelihood Model, Systematic-Heuristic Model & other Dual Processing Theories

Week Nine: Tailored Communication Campaigns, New Media in the Context of Health Communication

Week Ten: International Health Communication Campaigns: Understanding Health from a Cross-cultural Perspective

Week Eleven: Core Areas of Social Change: Dietary Behavior, Smoking, Sexually Transmitted Diseases, Alcohol Consumption

Week Twelve: At-risk Populations, Part One: Adolescents & Health Communication Campaigns; Women as Targets; Men, Masculinity & Health Communication Campaigns

Week Thirteen: At-risk Populations, Part Two: Aging & Health Communication Campaigns; Occupation-related Health Issues; Sex-workers & Intravenous Drug Users

Week Fourteen: Research Presentation Series, Part One

Week Fifteen: Research Presentation Series, Part Two

Health Communication Campaigns: Why Need a Theory?

Class Discussion. PowerPoint Presentation. No Readings.

Soaps, Ads & Stories: Using Mass Media to Make Social Change

Hertog, J.K., Finnegan, J.R., Rooney, B., et al. (1993). Self-Efficacy as a Target Population Segmentation Strategy in a Diet and Cancer Risk Reduction Campaign. *Health Communication* ,5(1): 21-40.

Klingler, R.S. and Aune, K.S. (1994). Effects of a Daytime Serial and a Public Service Announcement in Promoting Cognitions, Attitudes, and Behaviors Related to Bone-Marrow Testing. *Health Communication* ,6(3): 225-245.

Schooler, C., Flora, J.A., and Farquhar, J.W. (1993). Moving Toward Synergy: Media Supplementation in the Stanford Five-City Project. *Communication Research* ,20(4): 587-610.

Michael T Stephenson Sensation seeking, perceived message sensation value, personal involvement, and processing of anti-marijuana PSAs. *Communication Monographs*, Annandale; Mar 2001; Vol. 68, Iss. 1; pg. 49, 23 pgs.

Suarez, L., Nichols, D.C., Pulley, L., et al. (1993). Local Health Departments Implement a Theory-Based Model to Increase Breast and Cervical Cancer Screening. *Public Health Reports* ,108(4): 477-482.

Hecht, M.L., Corman, S.R., and Miller-Rassulo, M. (1993). An Evaluation of the Drug Resistance Project: A Comparison of Film Versus Live Performance Media. *Health Communication* ,5(2): 75-88.

Gantz, W., and Greenberg, B.S. (1990). The Role of Informative Television Programs in the Battle Against AIDS. *Health Communication* ,2(4): 199-215.

Samuels, S.E. (1990). Project LEAN: A National Campaign to Reduce Dietary Fat Consumption. *American Journal of Health Promotion* ,4(6): 435-440.

Winett, R.A., Anderson, E.S., Moore, J.F., et al. (1992). Family/Media Approach to HIV Prevention: Results with a Home-Based, Parent-Teen Video Program. *Health Psychology*, 11(3): 203-206.

Beyond the Brochure: Alternative Approaches to Effective Health Communication (PDF-821K)

Healthy Homes, Healthy Neighborhoods, Healthy Cities & Healthy Nations

Altman, D.G., Endres, J., Linzer, J., et al. (1991). Obstacles to and Future Goals of Ten Comprehensive Community Health Promotion Projects. *Journal of Community Health*, 16(6): 299-314.

Eng, E., and Parker, E. (1994). Measuring Community Competence in the Mississippi Delta: The Interface between Program Evaluation and Empowerment. *Health Education Quarterly* ,21(2): 199-220.

Lacey, L.P., Phillips, C.W., Ansell, D., et al. (1989). An Urban Community-Based Cancer Prevention Screening and Health Education Intervention in Chicago. *Public Health Reports* ,104(6): 536-541.

Goodman, R.M., Wheeler, F.C., and Lee, P.R. (1995). Evaluation of the Heart to Heart Project: Lessons from a Community-Based Chronic Disease Prevention Project. *American Journal of Health Promotion* ,9(6), 443-455.

Lasater, T.M., Wells, B.L., Carleton, R.A., et al. (1986). The Role of Churches in Disease Prevention Research Studies. *Public Health Reports* ,101(2): 125-131.

Michielutte, R., Dignan, M.B., Wells, H.B., et al. (1989). Development of a Community Cancer Education Program: The Forsyth County, NC, Cervical Cancer Prevention Project. *Public Health Reports* ,104(6): 542-551.

Suarez, L., Nichols, D.C., Pulley, L., et al. (1993). Local Health Departments Implement a Theory-Based Model to Increase Breast and Cervical Cancer Screening. *Public Health Reports* ,108(4): 477-482.

Wallack, L., and Sciandra, R. (1991). Media Advocacy and Public Education in the Community Intervention Trial to Reduce Heavy Smoking (COMMIT). *International Quarterly of Community Health Education* ,11(3): 205-222.

Health Belief Model

Bletzer, K.V. (1995). Use of Ethnography in the Evaluation and Targeting of HIV/AIDS Education among Latino Farm Workers. *AIDS Education and Prevention* ,7(2): 178-191.

Bosworth, K. (1994). Computer Games and Simulations as Tools to Reach and Engage Adolescents in Health Promotion Activities. *Computers in Human Services* ,11(1/2): 109-119.

Feigelman, S., Stanton, B., Rubin, J.D., et. al. (1993). Effectiveness of Family Notification Efforts and Compliance with Measles Post-Exposure Prophylaxis. *Journal of Community Health* ,18(2): 83-93.

Ramsdell, W.M., Kelly, P., Coody, D., et al. (1991). The Texas Skin Cancer/Melanoma Project. *The Journal of Texas Medicine* ,87(10): 70-73.

Witte, K., Stokols, D., Ituarte, P., et al. (1993). Testing the Health Belief Model in a Field Study to Promote Bicycle Safety Helmets. *Communication Research* ,20(4): 564-586.

The Theory of Reasoned Action

Andrews, A.B., McLeese, D.G., and Curran, S. (1995). The Impact of a Media Campaign on Public Action to Help Maltreated Children in Addictive Families. *Child Abuse & Neglect* ,19(8): 921-932.

Burke, J.A., Salazar, A, Daughety, V., et al. (1992). Activating Interpersonal Influence in the Prevention of Adolescent Tobacco Use: An Evaluation of Iowa's Program Against Smoking. *Health Communication* ,4(1): 1-17.

Sciacca, J.P., Phipps, B.L., Dube, D.A., et al. (1995). Influences on Breast-Feeding by Lower-Income Women: An Incentive-Based, Partner-Supported Educational Program. *Journal of the American Dietetic Association* ,95(3): 323-328.

Winkleby, M.A., Flora, J.A., and Kraemer, H.C. (1994). A Community-Based Heart Disease Intervention: Predictors of Change. *American Journal of Public Health*, 84(5): 767-772.

Strategic Elements of Social Marketing: Conceptualizing Change

Social Marketing Institute Conference Report: Nonprofit Marketing Summit Conference (2000), Tampa, FL. The Social Marketing Institute.
www.social-marketing.org/papers/NMS-report.pdf

Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors (PDF format). Michael L. Rothschild, Professor
School of Business, University of Wisconsin, Madison

Eadie DR and Smith CJ (1995). The role of applied research in public health advertising: some comparisons with commercial marketing. *Health Education Journal*, 54: 367-380.

Abed, J., Reilley, B., Butler, M. O., Kean, T., Wong, F., & Hohman, K. (2000). Comprehensive Cancer Control Initiative of the Centers for Disease Control and Prevention: An Example of Participatory Innovation Diffusion. *Journal of Public Health Management Practice*, 6(2), 79-92.

Agenda Setting Theory: Getting Noticed

Agenda setting and community consensus: First and second level effects; *Esteban Lopez-Escobar; International Journal of Public Opinion Research*, Oxford; Winter 1998; Vol. 10, Iss. 4; pg. 335, 14 pgs.

National health care reform: An idea whose time came and went; *Hacker, Jacob S; Journal of Health Politics, Policy and Law*, Durham; Winter 1996; Vol. 21, Iss. 4; pg. 647, 50 pgs.

Radon and asbestos: A study of agenda setting and causal stories; *Scheberle, Denise; Policy Studies Journal*, Urbana; Spring 1994; Vol. 22, Iss. 1; pg. 74

Problems and opportunities in agenda-setting research; *Kosicki, Gerald M; Journal of Communication*, New York; Spring 1993; Vol. 43, Iss. 2; pg. 100, 28 pgs

The anatomy of agenda-setting research; *Rogers, Everett M; Journal of Communication*, New York; Spring 1993; Vol. 43, Iss. 2; pg. 68, 17 pgs

Testing alternative theories of agenda setting: Forest policy change in British Columbia, Canada; *Sheldon Kamieniecki; Policy Studies Journal*, Urbana; 2000; Vol. 28, Iss. 1; pg. 176, 14 pgs

Knowledge Gap Theory: Are the Rich Getting Richer, The Poor Getting Poorer?

Cecilie Gaziano. (2001). Knowledge gap on cervical, colorectal cancer exists among U.S. women. *Newspaper Research Journal*, Athens; Winter 2001; Vol. 22, Iss. 1; pg. 12, 16 pgs.

Cognitive access to negatively arousing news: An experimental investigation of the knowledge gap; *Maria Elizabeth Grabe; Communication Research*, Beverly Hills; Feb 2000; Vol. 27, Iss. 1; pg. 3, 24 pgs

Revisiting the knowledge gap hypothesis; *Nojin Kwak; Communication Research*, Beverly Hills; Aug 1999; Vol. 26, Iss. 4; pg. 385, 29 pgs

Local community ties, community-boundedness, and local public affairs knowledge gaps; *Kasisomayajula Viswanath; Communication Research*, Beverly Hills; Feb 2000; Vol. 27, Iss. 1; pg. 27, 27 pg

Framing Theory: Constructing Reality in Media

News frames as social narratives: TWA flight 800; *Frank D Durham; Journal of Communication*, New York; Autumn 1998; Vol. 48, Iss. 4; pg. 100, 18 pgs.

The socio-political framing of aging and communication research; *Angela Williams; Journal of Applied Communication Research*, Annandale; Feb 1998; Vol. 26, Iss. 1; pg. 139, 16 pgs.

Community structure and science framing of news about local environmental risks; *Robert J Griffin; Science Communication*, Thousand Oaks; Jun 1997; Vol. 18, Iss. 4; pg. 362, 23 pgs

The moderating effects of message framing and source credibility on the price-perceived risk relationship; *Grewal, Dhruv; Gotlieb, Jerry; Marmorstein, Howard; Journal Of Consumer Research*, Gainesville; Jun 1994; Vol. 21, Iss. 1; pg. 145, 9 pgs

Message framing and persuasion: A message processing analysis; *Smith, Stephen M; Petty, Richard E; Personality and Social Psychology Bulletin*, Thousand Oaks; Mar 1996; Vol. 22, Iss. 3; pg. 257, 1 pgs

Listening to the Music or Thinking the Thoughts: Applying Dual-Processing Models to Understanding Health Messages

Allen, Mike; Reynolds, Rodney. (1993). The Elaboration Likelihood Model and the sleeper effect: An assessment of attitude change over time. *Communication Theory*, 3(1), 73

Beth L Dinoff; Robin M Kowalski. (1999). Reducing AIDS risk behavior: The combined efficacy of protection motivation theory and the elaboration likelihood model
Journal of Social and Clinical Psychology, 18(2), 223-240.

Ford, L.A. and Smith, S.W. (1991). Memorability and Persuasiveness of Organ Donation Message Strategies. *American Behavioral Scientist*, 34(6): 695-711.

Haugtvedt, Curtis P; Schumann, David W; Schneier, Wendy L; Warren, Wendy L. (1994). Advertising repetition and variation strategies: Implications for understanding attitude strength. *Journal Of Consumer Research*, Jun, Vol. 21, (1), 176-190.

Lord, Kenneth R, Lee, Myung-Soo, Sauer, Paul L. (1995). The combined influence hypothesis: Central and peripheral a. *Journal of Advertising*; 24(1), 73-86.

Monique M Mitchell. (2000). Able but not motivated? The relative effects of happy and sad mood on persuasive message processing. *Communication Monographs*, Annandale; Jun 2000; Vol. 67, Iss. 2; pg. 215, 12 pgs

Perse, E.M., Nathanson, A.I., and McLeod, D.M. (1996). Effects of Spokesperson Sex, Public Service Announcement Appeal, and Involvement on Evaluations of Safe-Sex PSAs. *Health Communication*, 8(2): 171-189.

Petty, Richard E; Wegener, Duane T; Fabrigar, Leandre R; Priester, Joseph R; Cacioppo, John T . (1993). Conceptual and methodological issues in the elaboration likelihood model of persuasion: A reply to the Michigan State critics, *Communication Theory*, 3(4), 336.

Verplanken, Bas. (1991). Persuasive Communication of Risk Information: A Test of Cue Versus Message Processing Effects in a Field Experiment. *Personality and Social Psychology Bulletin*, Thousand Oaks; Apr, 17(2), 188.

Communicating Across Boundaries: Cross-Cultural Elements of Campaign Design

Jennifer L Aaker . (1997). The effect of cultural orientation on persuasion. *Journal of Consumer Research*, 24(3), 315-329.

Crawford, I. and Robinson, W.L. (1990). Adolescents and AIDS: Knowledge and Attitudes of African-American, Latino, and Caucasian Midwestern U.S. High School Seniors. *Journal of Psychology & Human Sexuality* ,3(2): 25-33.

Min-Sun Kim. (2000). A test of a cultural model of patients' motivation for verbal communication in patient-doctor interactions, *Communication Monographs*, Annandale; Sep 2000; Vol. 67, Iss. 3; pg. 262, 22 pgs.

F Sushila Niles. (1998). Individualism-collectivism revisited. *Cross - Cultural Research*, Thousand Oaks; Nov 1998; Vol. 32, Iss. 4; pg. 315, 27 pgs

Stevenson, H.C., and Davis, G. (1994). Impact of Culturally Sensitive AIDS Video Education on the AIDS Risk Knowledge of African-American Adolescents. *AIDS Education and Prevention* ,6(1): 40-52.

Stevenson, H.C., Gay, K.M., and Josar, L. (1995). Culturally Sensitive AIDS Education and Perceived AIDS Risk Knowledge : Reaching the "Know-It-All" Teenager. *AIDS Education and Prevention* ,7(2): 134-144.

Turner, L.W., Sutherland, M., Harris, G.J., et al. (1995). Cardiovascular Health Promotion in North Florida African-American Churches. *Health Values* ,19(2): 3-9.

When Smoke Gets in Your Lungs: Smoking Readings

Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs—August 1999*. Atlanta GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, August 1999. http://www.cdc.gov/tobacco/research_data/stat_nat_data/bestprac-dwnld.htm

Margaret Cooke. (2000). The dissemination of a smoking cessation program: predictors of program awareness, adoption and maintenance. *Health Promotion International*, 15, 113-124.

Flynn, B.S., Worden, J.K., Secker-Walker, R.H., et al. (1992). Prevention of Cigarette Smoking Through Mass Media Intervention and School Programs. *American Journal of Public Health*, 82(6): 827-834.

Hastings GB and MacFadyen L (2000). *Keep Smiling: No one's going to die. An analysis of internal documents from the tobacco industry's main UK advertising agencies*. The Centre for Tobacco Control Research and the Tobacco Control Resource Centre. London: British Medical Association. ISBN 0-7279-1600-9 www.csm.strath.ac.uk/KeepSmilingReport.pdf

Florida "Truth" Campaign (State of Florida, USA)
Assessing Program Impacts, 1998-1999: Florida Youth Tobacco Survey. (1999).
Florida
Department of Health. <http://www.state.fl.us/tobacco/cg0100.htm>

Murray, D.M., Prokhorov, A.V., Harty, K.C., et al. (1994). Effects of a Statewide Antismoking Campaign on Mass Media Messages and Smoking Beliefs. *Preventive Medicine* , 23(1): 54-60.

J. Rugkåsa, O. Kennedy, M. Barton, P. S. Abaunza, M. P. Treacy, and B. Knox . (2001). Smoking and symbolism: children, communication and cigarettes, *Health Education Research*, 16, 131-142.

Simon Chapman and Amanda Dominello. (2001). A strategy for increasing news media coverage of tobacco and health in Australia. *Health Promotion International*, 16, 137-143.

Stead M, Hastings GB and Tudor-Smith C (1996). Preventing adolescent smoking: A review of options. *Health Education Journal*, 55(1): 31-54.

Campaign for Tobacco-free Kids. <http://tobaccofreekids.org/>

Do Like a Man, Die Like a Man: Men, Masculinity & Health Campaigns

Men and AIDS - a gendered approach: 2000 World AIDS Campaign; Published by UNAIDS, the Joint United Nations Programme on HIV/AIDS. <http://www.unaids.org/wac/2001/Files/WACmenE.doc>

Changing the Attitudes and Behaviours of Men through Social Marketing Case studies from the International Council on Management of Population Programmes. <http://www.icomp.org.my/inno4/inno4c7.htm>

Babes, Wives, Maids, And Whores: Gendered Social Change

G Durham. (2001). Displaced Persons: Symbols of South Asian Femininity and the Returned Gaze in U.S. Media Culture, *Communication Theory*, 11, 201-217.

Howze Harper, E., Broyden, R.R., and Impara, J.C. (1992). Using Informal Caregivers to Communicate with Women About Mammography. *Health Communication*, 4(3): 227-244.

Steven Prentice-Dunn, Donna L. Floyd, and James M. Flournoy. (2001). Effects of persuasive message order on coping with breast cancer information. *Health Education Research*, 16, 81-84.

Robert A. C. Ruiter, Gerjo Kok, Bas Verplanken, and Johannes Brug. (2001). Evoked fear and effects of appeals on attitudes to performing breast self-examination: an information-processing perspective. *Health Education Research*, 16, 307-319.

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KG Wilkins. (1999). Development Discourse on Gender and Communication in Strategies for Social Change, *Journal of Communication*, 49, 46-68.

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Yancey, A.K., Tanjasiri, S.P., Klein, M., et al. (1995). Increased Cancer Screening Behavior in Women of Color by Culturally Sensitive Video Exposure. *Preventive Medicine*, 24(12): 142-148.

Wong, F. L. The Manual of Intervention Strategies to Increase Breast Cancer Screening. Center for Disease Control.
<http://www.cdc.gov/cancer/nbccedp/bccpdfs/prumannual.pdf>

HIV/AIDS: Sailing through Troubled Waters

Paulette Schatz and Kuzvinetsa P. Dzvimbo. (2001). *The adolescent sexual world and AIDS prevention: a democratic approach to programme design in Zimbabwe.* Health Promotion International, 16, 127-136

L Svenson, S Carmel, and C Varnhagen. (1997). *A Review of the Knowledge, Attitudes and Behaviours of University Students Concerning HIV/AIDS.* Health Promotion International, 12, 61-68.

James M. Tesoriero, Donna M. Parisi, Sorraya Sampson, Janet Foster, Susan Klein, and Cheryl Elleberg. (2000). *Faith Communities and HIV/AIDS Prevention in New York State: Results of a Statewide Survey.* Public Health Reports, 115, 544-556.

Female Sex Worker HIV Prevention Projects: Lessons Learnt from Papua New Guinea, India and Bangladesh. UNAIDS: Geneva, Switzerland.
<http://www.unaids.org/publications/documents/care/general/JC-FemSexWork-E.pdf>

The "I Care Do You?" Campaign; <http://www.unaids.org/wac/2001/index.html>

Dayton, J. (1998). *World Bank HIV/AIDS interventions - Ex-ante and Ex-post Evaluation.* World Bank Discussion Paper, WDP 389, The World Bank: Washington, DC. www-wds.worldbank.org/servlet/WDSContentServer/WDSP/IB/1998/06/01/000009265_3980709145109/Rendered/PDF/multi0page.pdf

Prisons And Aids: UNAIDS Technical Update. (1997). UNAIDS Best Practice Collection, UNAIDS: Geneva, Switzerland.
<http://www.unaids.org/publications/documents/sectors/prisons/prisontue.pdf>

AIDS and Men Who Have Sex With Men: UNAIDS Point of View. (1998). UNAIDS: Geneva, Switzerland.
<http://www.unaids.org/publications/documents/specific/men/msmpve.pdf>

Stop AIDS (Switzerland)

The world's longest running HIV/AIDS prevention program succeeds by working to change both private behavior and public attitudes.
<http://www.stopaids.ch>

Diet-related Interventions

Brinberg, D., and Axelson, M.L. (1990). Increasing the Consumption of Dietary Fiber: A Decision Theory Analysis. *Health Education Research* ,5(4): 409-420.

Dennison, D., Dennison K.F., and McCann, S. (1990). Integration of Nutrient Activity Analysis Software into a Worksite Weight Management Program. *Health Education* , 21(6): 4-7.

Ernst, N.D., Wu, M., Frommer, P., et al. (1986). Nutrition Education at the Point of Purchase: The Foods For Health Project Evaluated. *Preventive Medicine* ,15: 60-73.

Foerster, S.B., Kizer, K.W., DiSogra, L.K., et al. (1995). California's "5 a Day—for Better Health!" Campaign: An Innovative Population-Based Effort to Effect Large-Scale Dietary Change. *American Journal of Preventive Medicine* ,11(2): 124-131.

Kirkpatrick, B., and Buck, M.M. (1995). Heart Adventures Challenge Course: A Lifestyle Education Activity. *Journal of Physical Education, Recreation, and Dance* ,66(2): 17-24.

McGowan, M.P., Joffe, A., Duggan, A.K., et al. (1994). Intervention in Hypercholesterolemic College Students: A Pilot Study. *Journal of Adolescent Health* ,15(2): 155-162.

Moreno, A.B., and Thelen, M.H. (1993). A Preliminary Prevention Program for Eating Disorders in a Junior High School Population. *Journal of Youth and Adolescence* , 22(2): 109-124.

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Campaigns Targeting Alcohol Consumption

Bosworth, K. (1994). Computer Games and Simulations as Tools to Reach and Engage Adolescents in Health Promotion Activities. *Computers in Human Services* ,11(1/2): 109-119.

Duryea, E.J., and Okwumabua, J.O. (1988). Effects of a Preventive **Alcohol** Education Program After Three Years. *Journal of Drug Education* ,18(1): 23-31.

Hansen, W.B., and Graham, J.W. (1991). Preventing **Alcohol**, Marijuana, and Cigarette Use among Adolescents: Peer Pressure Resistance Training versus Establishing Conservative Norms. *Preventive Medicine* ,20(3): 414-430.

Prokhorov, A.V., Perry, C.L., Kelder, S.H., et al. (1993). Lifestyle Values of Adolescents: Results from Minnesota Heart Health Youth Program. *Adolescence* ,28(111): 638-647.

Safer, L.A., and Harding, C.G. (1993). Under Pressure Program: Using Live Theatre to Investigate Adolescents' Attitudes and Behavior Related to Drug and **Alcohol** Abuse Education and Prevention. *Adolescence* ,28(109): 135-148.