

CONTENTS

Preface xi

Introduction

Public Health Communication: Making Sense
of Contradictory Evidence 1
Robert C. Hornik

Part I: Deliberate Trials

1 Using Mass Media to Prevent Cigarette Smoking 23
John K. Worden and Brian S. Flynn

2 Television Campaigns and Sensation Seeking Targeting
of Adolescent Marijuana Use: A Controlled
Time Series Approach 35
*Philip Palmgreen, Lewis Donohew, Elizabeth Pugzles Lorch,
Rick H. Hoyle, and Michael T. Stephenson*

3 Long-Term Effectiveness of the Early Mass Media
Led Antismoking Campaigns in Australia 57
John P. Pierce, Petra Macaskill, and David Hill

Part II: Evaluations of Full-Scale Interventions

- 4 The Contributions of Public Health Education Toward the Reduction of Cardiovascular Disease Mortality: Experiences From the National High Blood Pressure Education Program
Edward J. Roccella 73
- 5 Increasing Seat Belt Use in North Carolina
Allan F. Williams, JoAnn K. Wells, and Donald W. Reinfurt 85
- 6 The California Tobacco Control Program: A Long-Term Health Communication Project
John P. Pierce, Sherry Emery, and Elizabeth Gilpin 97
- 7 The Impact of Antismoking Media Campaigns on Progression to Established Smoking: Results of a Longitudinal Youth Study in Massachusetts
Michael Siegel and Lois Biener 115
- 8 Evaluating AIDS Public Education in Europe: A Cross-National Comparison
Kaye Wellings 131
- 9 Effects of a Mass Media Campaign to Prevent AIDS Among Young People in Ghana
Susan McCombie, Robert C. Hornik, and John K. Anarfi 147
- 10 Changes in Sun-Related Attitudes and Behaviors, and Reduced Sunburn Prevalence in a Population at High Risk of Melanoma
David Hill, Victoria White, Robin Marks, and Ron Borland 163
- 11 Impact of a Mass Media Vasectomy Promotion Campaign in Brazil
D. Lawrence Kincaid, Alice Payne Merritt, Liza Nickerson, Sandra de Castro Buffington, Marcos Paulo P. de Castro, and Bernadete Martin de Castro 179

- 12 Improving Vaccination Coverage in Urban Areas
Through a Health Communication Campaign:
The 1990 Philippines Experience 197
*Susan Zimicki, Robert C. Hornik, Cecelia C. Verzosa,
José R. Hernandez, Eleanora de Guzman, Manolet Dayrit,
Adora Fausto, and Mary Bessie Lee*
- 13 Communication in Support of Child Survival:
Evidence and Explanations From Eight Countries 219
*Robert C. Hornik, Judith McDivitt, Susan Zimicki,
P. Stanley Yoder, Eduardo Contreras-Budge,
Jeffrey McDowell, and Mark Rasmuson*

Part III: Media Coverage and Health Behavior

- 14 Impact of Persuasive Information on Secular Trends
in Health-Related Behaviors 251
David P. Fan
- 15 The Effects of Professional and Media Warnings
About the Association Between Aspirin Use
in Children and Reye's Syndrome 265
*Stephen B. Soumerai, Dennis Ross-Degnan, and
Jessica Spira Kahn*
- 16 Reflections on Community Health Campaigns: Secular
Trends and the Capacity to Effect Change 289
Kasisomayajula Viswanath and John R. Finnegan, Jr.

Part IV: Cross-Case Overviews

- 17 "Behavioral Journalism" Accelerates Diffusion of Healthy
Innovations 315
Alfred L. McAlister and Maria Fernandez
- 18 From Prevention Vaccines to Community Care:
New Ways to Look at Program Success 327
William Smith

- 19** A Meta-Analysis of U.S. Health Campaign Effects
on Behavior: Emphasize Enforcement, Exposure,
and New Information, and Beware the Secular Trend 357
Leslie B. Snyder and Mark A. Hamilton

Epilogue

- Evaluation Design for Public Health Communication Programs 385
Robert C. Hornik
- Author Index 407
- Subject Index 421