#### **Contents**

Contributors xiii

Foreword by Paul R. Gully, MB, ChB, FRCPC, FFPH, World Health

Organization xxvii

Preface xxxi

Acknowledgments xxxiii

#### PART I: HEALTH COMMUNICATION: CURRENT STATUS AND TRENDS 1

1 The Challenge of Health Care and Disability 3

Jerry C. Parker, Rebecca L. Woelfel, Eric S. Hart, and Gordon Brown

Assessing the Health of Nations 5
Overview of Health Status in the United States 6
Overview of Worldwide Health Status 14
Meeting the Health Care Challenge 17
Opportunities in the New Media Landscape 18

2 Emerging Demographics and Health Care Trends 23
Mary E. Northridge, Rubiahna L. Vaughn, and Alwyn T. Cohall

Ecological Model of Social Determinants of Health 23 Emerging Demographics 29 Health Care Trends 32 Challenges and Opportunities 35 Call to Action 36

 Communication Strategies for Reducing Racial and Cultural Disparities 41

María E. Len-Ríos

Disparities and Inequities 42
Research on Health Communication and U.S.
Racial/Ethnic Groups 43

Mass Media Health Campaigns for U.S.	Ethnic/Racial Groups	44
Mass Media Channels 47	-	
The Future of Mass Media Campaigns	52	

#### 4 Health Communication: Trends and Future Directions 59

Contexts of Health Communication 60

Areas of Health Communication 63

Key Trends in Health Care 73

Grand Challenges in Health Care Communication 80

#### 5 Emerging Trends in the New Media Landscape 93 Margaret E. Duffy and Esther Thorson

The Health Communication Media Choice Model 95
What's Happening in Today's Media? 95
Health Communication Research in the New Media
Landscape 98
The Health Communication Media Choice Model 99
Implications for Health Communication 109

## PART II: HEALTH COMMUNICATION IN THE NEW MEDIA LANDSCAPE 117

#### 6 Enhancing Consumer Involvement in Health Care 119 Bradford W. Hesse

The Day The World Changed 119
Purpose of the Chapter 121
Consumer Behavior in the New Media Environment 122
Human Factors 122
An Era of Unfettered Access to Information 123
The Activated Patient 126
Caveats and Research Opportunities 141

# 7 E-Health Self-Care Interventions for Persons With Chronic Illnesses: Review and Future Directions 151 Robert L. Glueckauf and Mia Liza A. Lustria

Methodology 153 Results 153 Other Online Self-Help Programs for Various Chronic Diseases 165 Conceptual and Methodological Issues 170 Implications for Practice 173

#### 8 Increasing Computer-Mediated Social Support 243 Kevin B. Wright

Sources of Social Support on the Internet 244
Social Support and Health Outcomes 246
Relational Concerns When People Seek/Provide Support 247
Research on Computer-Mediated Support Groups 248
Theoretical Approaches to the Study of
Computer-Mediated Support Groups/Communities 252
Ways to Increase Computer-Mediated Social Support 258

#### 9 Engaging Consumers in Health Care Advocacy Using the Internet 267

Janet M. Marchibroda

The Need for Health Care Advocacy 268
Consumer Use of the Internet to Support Health Care Needs 270
Traditional Approaches to Advocating for Policy 273
Health Care Advocacy 274
Increase in the Use of the Internet for Advocacy 275
Using the Internet for Health Care Advocacy 276
Summary and Areas for Further Research 279

# 10 Improving Physician—Patient Communication 283 Petya Eckler, Gregory M. Worsowicz, and Katherine Downey

Current State of Physician–Patient Communication 285
Recent Developments in Physician–Patient Communication 286
New Media and Physician–Patient Communication 288
Practical and Operational Challenges of New Media 295
Implications for the Future 297

#### 11 Health Literacy in the Digital World 303 Christina Zarcadoolas and Andrew Pleasant

Defining Health Literacy 304

Mapping Our Way to the Next Disaster? GIS, Emergency
Preparedness, and Health Literacy 307

Case Study: Electronic Medical Records 313

Health Literacy Load Analysis 316

#### PART III: FUTURE DIRECTIONS 323

12	Making the Grade: Identifica	ation of Evidence-Based
	Communication Messages	325

E. Sally Rogers and Marianne Farkas

The Knowledge Gap 326 Knowledge Translation 327

Need for Knowledge Translation and Evidence-Based Practices 329

Rating the Quality of Research 329

Initiatives to Rate and Synthesize Health Care Research 331

Knowledge Translation and the Disablity Right to Know Clearinghouse 332

Beyond Research Quality 333

Promoting Knowledge Translation of Health and Mental Health Information 335

# New Strategies of Knowledge Translation: A Knowledge Value Mapping Framework 341

Juan D. Rogers

Knowledge Translation and the Definition of a Communication Agenda 342

Communities of Producer-Users in Need of Translation 348

Content and Value in Knowledge Flows 352

Knowledge Value Mapping: A Framework of Knowledge Translation Strategy Design 359

Concluding Remarks: Do We Need a New Institutionalization of the Health Care Professions? 365

#### 14 International Innovations in Health Communication 373 Muhiuddin Haider, Scott C. Ratzan, and Wendy Meltzer

Lessons From Past Experiences 375

Emerging Technologies 380

Limitations of New Technology in the Developing World 388

## 15 Connecting Cognate Fields: Health Communication and Biomedical Informatics 395

Brian K. Hensel, Suzanne A. Boren, and Glen T. Cameron

Biomedical Informatics 396

Health Communication 401

Overlapping Research Foci and Variables 404

## 16 New Media: A Third Force in Health Care 417 Kristofer J. Hagglund, Cheryl L. Shigaki, and Jordan G. McCall

Access to Health Care 419
Health Care Quality 424
Health Literacy 427
Aging of Americans and Digital and Electronic Media 429
The New Media as the Third Force in Health Care 432

#### 17 Health Communication in the New Media Landscape: A Summary 437 Esther Thorson and Margaret E. Duffy

Index 447