

CSCA 2023

Health Communication Interest Group (HCIG) Sessions

1100 Thursday 8:00 AM to 9:15 AM CDT Mills 1

**Closing the Distance With Technology in Health Communication**

Sponsor: Health Communication Interest Group Chair: Robert D. Hall, Utah Tech University

- "An Exploration of the Effects of Temporal Distance on Proactive Behavioral Intention Toward Pro- environment Actions" Hengjun Lin, Utah Tech University
- "The Impact of Political Ideology on Self-perceived Risk, Self-efficacy, and Social Distancing During the COVID-19 Pandemic" Matthew James-Andrew Craig, Kent State University; Toqa Hassan, Kent State University; Nichole Egbert, Kent State University; Grace Morris, Kent State University
- "'We are Here for You!' Snap's Efforts Toward Improving App Users' Mental Health" Gladys Mana Momade, Illinois State University
- "Computer-automated Analysis of the Web Accessibility of Medical Tourism Providers Digital Health Communication Strategies" Alicia Mason, Pittsburg State University; Elizabeth Spencer, University of Kentucky; Kristen Livingston, Pittsburg State University; Treyton Meyers, Pittsburg State University

These papers on this panel explore ways to close the distance with technology in health communication using computer-automated analysis for medical tourism, mental health of app users, while understanding distance during COVID-19 and micronutrient home fortification programs in Rural Western China, and temporal distance on proactive behavioral intentions.

1405 Thursday 12:30 PM to 1:45 PM CDT Mills 1

**Health Communication Interest Group Business Meeting**

Sponsor: Health Communication Interest Group

Chair: DeAnne Priddis, Middle Tennessee State University Presenters:

DeAnne Priddis, Middle Tennessee State University

Sydney O'Shay, Utah State University

Ashleigh M. Day, Northern Arizona University

Jenn Anderson, South Dakota State University

1506 Thursday 2:00 PM to 3:15 PM CDT Mills 1

**Health Communication Interest Group: Top Papers**

Sponsor: Health Communication Interest Group

Chair: DeAnne Priddis, Middle Tennessee State University

- "The Impacts of Narrative Perspectives of Anti-prescription Opioid Campaigns: The Mediating Roles of Identification, Perceived Severity, and Anticipated Guilt (Top Paper)" Xiaoxia Cao, University of Wisconsin-Milwaukee
- "Weight as Sole Focus of Health Care Providers' Care: Exploring the Silenced Voices of Patients' Experiencing Race and Weight Stigma During Health (Top Inclusive Scholarship Paper)" Rebecca Imes, Carroll University; Lynelle Jen Napata, Carroll University

- "Humanizing Dementia: Effects of Counter-stereotypical Messages on Patronizing Speech Toward People with a Stigmatized Health Condition" R. Amanda Cooper, University of Arizona; Jake Harwood, University of Arizona
- "Regulatory Fit and STI Screening: Persuasive Effects of Regulatory Orientation on Message Regulatory Focus" Josh Averbeck, Western Illinois University; Emmanuel Odunfa, Western Illinois University; Folake Okur, Western Illinois University; Joyce Peter, Western Illinois University
- "Sex Talk? Never Had It. (Top Student Paper and Top Debut Paper)" Tristin Evans, Illinois State University

This panel features the top reviewed papers in the Health Communication Interest Group. Please join the session to hear more about the important work happening in our field.

1701 Thursday 5:00 PM to 6:15 PM CDT Mills 2

### **Health Communication Interest Group Networking Session: Intersection of Ideas - BarCamp Style**

Sponsor: Health Communication Interest Group

Chair: DeAnne Priddis, Middle Tennessee State University Presenters:

- DeAnne Priddis, Middle Tennessee State University
- Leah Elizabeth Bryant, DePaul University
- Jessica Eckstein, Western Connecticut State University
- Anne Kerber, Minnesota State University, Mankato
- Mary Beth Asbury, Middle Tennessee State University

This panel will open and close with time for informal networking between established and emerging health communication scholars. All attendees will be active participants in this panel, as we use the BarCamp approach for participant driven content. This approach comes from the software and technology field to develop web applications as we learn from each other and problem solve together. Bring a new success, a struggle you are experiencing, and your willingness to learn, share, and contribute to this session. Our topics will relate to our work in health communication as a career and as scholars.

2106 Friday 8:00 AM to 9:15 AM CDT Sterling 4

### **Linking Leverages: How Graduate Students Can Place Health Communication Curriculum Across Multiple Disciplines**

Sponsors: Graduate Student Caucus; Health Communication Interest Group

- Chair: Delight Agboada, University of Maryland  
Sandra Freda Wood, Arizona State University Iman Ikram, Ohio University  
Grace Oforiwa Sikapokoo, Ohio University Najma Akhther, Wayne State University
- Faith Afua Otchere, University of Maryland Kujang Laki, Ohio Northern University

The panel seeks to explore how health communication scholars can collaborate with multiple disciplines to co-create a holistic curriculum. This curriculum provides a broader understanding of knowledge, attitudes, and practices for diverse populations in numerous contexts. Further, it offers ways to engage various healthcare professionals and communities. As co-collaborators

we place the health of populations at the forefront to promote, preserve, and protect critical preventive care practices thus leading to improved health outcomes.

2307 Friday 11:00 AM to 12:15 PM CDT Mills 3

**Intersecting Research with Community to Spark Conversation: Breaking the Menstrual Silence (Top Panel)**

Sponsor: Health Communication Interest Group Chair: Marissa Strickler, Purdue University Fort Wayne

- Sarah Symonds LeBlanc, Purdue University Fort Wayne
- Rikki A. Roscoe, University of Missouri
- Iman Ikram, Ohio University
- Alicia Lynn Alexander, Southern Illinois University Edwardsville
- Mx Willow Rosen, Planned Parenthood of the St. Louis Region and Southwest Missouri

At the 2022 conference, four of these panelists met during a panel on menstruation health and what the Madison area was doing to address period poverty. This proposed panel is a continuation of that panel. The panel will update attendees on their menstruation research as well as bring to light the work that is being done to address period poverty in the St. Louis area.

2601 Friday 4:30 PM to 5:45 PM CDT Sterling 3

**Community-Led Health Communication Research as Social Justice Scholarship**

Sponsor: Health Communication Interest Group

Chair: Jenn Anderson, South Dakota State University Presenters:

- Kelley Le Beaux, Great Plains Tribal Leaders Health Board
- Mary J. Isaacson, South Dakota State University
- Tinka Duran, Great Plains Tribal Leaders Health Board
- Gina Johnson, Great Plains Tribal Leaders Health Board
- Leslie J. Harris, University of Wisconsin-Milwaukee
- Erin Sahlstein Parcell, University of Wisconsin-Milwaukee
- Sarah Symonds LeBlanc, Purdue University Fort Wayne
- Kate Magsamen-Conrad, University of Iowa
- Austin Beattie, University of Iowa
- Erin C. Slattery, University of Iowa
- Ebenezer Ato Kwamena Aidoo, University of Iowa
- Frankline Matanji, University of Iowa
- Samantha Spurgin, University of Iowa

This panel brings together teams of scholars and community members representing multiple institutions and organizations who partner to conduct community-led health communication research as a means of furthering social justice or overcoming injustices. Such approaches elevate the experiences, knowledge, and voices of people belonging to traditionally marginalized groups or communities. In this session, our teams will discuss current and past community-led projects in areas such as palliative care, period poverty, menstruation stigma, gun violence, and invisible health conditions.

3107 Saturday 8:00 AM to 9:15 AM CDT Mills 1

### **The Silenced Voices in Stigmatized Areas of Health Communication**

Sponsor: Health Communication Interest Group

Chair: Tucker Robinson, Missouri State University Respondent: Xianlin Jin, The University of Toledo

- "Courtesy Stigma Among Military Caregivers of Veterans Experiencing Posttraumatic Stress" Rikki A. Roscoe, University of Missouri
- "Postpartum Depression and the Disclosure Process" Kelsey Lunsford, University of Florida
- "Communicating Resiliency Through Survivorship: A Thematic Analysis of Suicide Attempt Survivors' Messaging on Blog Posts" Peyton John Bonine, Ball State University
- "Diffusion of a Micronutrient Home Fortification Program for Infants and Toddlers in a Multi-Ethnic Population in Rural Western China" Yuping Mao, California State University, Long Beach; Ruixue Ye, West China School of Public Health and West China Fourth Hospital, Sichuan University; Yuju Wu, West China School of Public Health and West China Fourth Hospital, Sichuan University; Chang Sun, West China School of Public Health and West China Fourth Hospital, Sichuan University; Qingzhi Wang, West China School of Public Health and West China Fourth Hospital, Sichuan University; Huan Zhou, West China School of Public Health and West China Fourth Hospital, Sichuan University; Hein Raat, Department of Public Health, Erasmus University Medical Center

These papers on this panel explore stigmatized areas in health communication such as postpartum depression, suicide survivorship, military post traumatic stress, and race and weight stigma.

3603 Saturday 3:30 PM to 4:45 PM CDT Sterling 6

### **Dissemination as Key to Addressing Health Inequities: Discussing the Intersections of Health Communication Research, Practice, and Public Engagement (Spotlight Panel)**

Sponsor: Health Communication Interest Group

Chair: Ashleigh M. Day, Northern Arizona University Presenters:

- Sydney O'Shay, Utah State University  
Jenn Anderson, South Dakota State University  
Sarah Symonds LeBlanc, Purdue University Fort Wayne
- Stephen Spates, Missouri State University
- Crystal D. Daugherty, Northern Kentucky University

Dissemination of research is a critical step to instigating change around health inequities. Thus, it is increasingly important that health communication scholars work with key stakeholders to implement evidence-based recommendations and engage with relevant publics to disseminate findings broadly. Discussants will share how they integrate research, practice, and public engagement to ensure dissemination as they address health communication issues related to substance use and stigma, bias and discrimination, maternal health, and Indigenous palliative care.