

# COMMUNITY-ENGAGED HEALTH COMMUNICATION

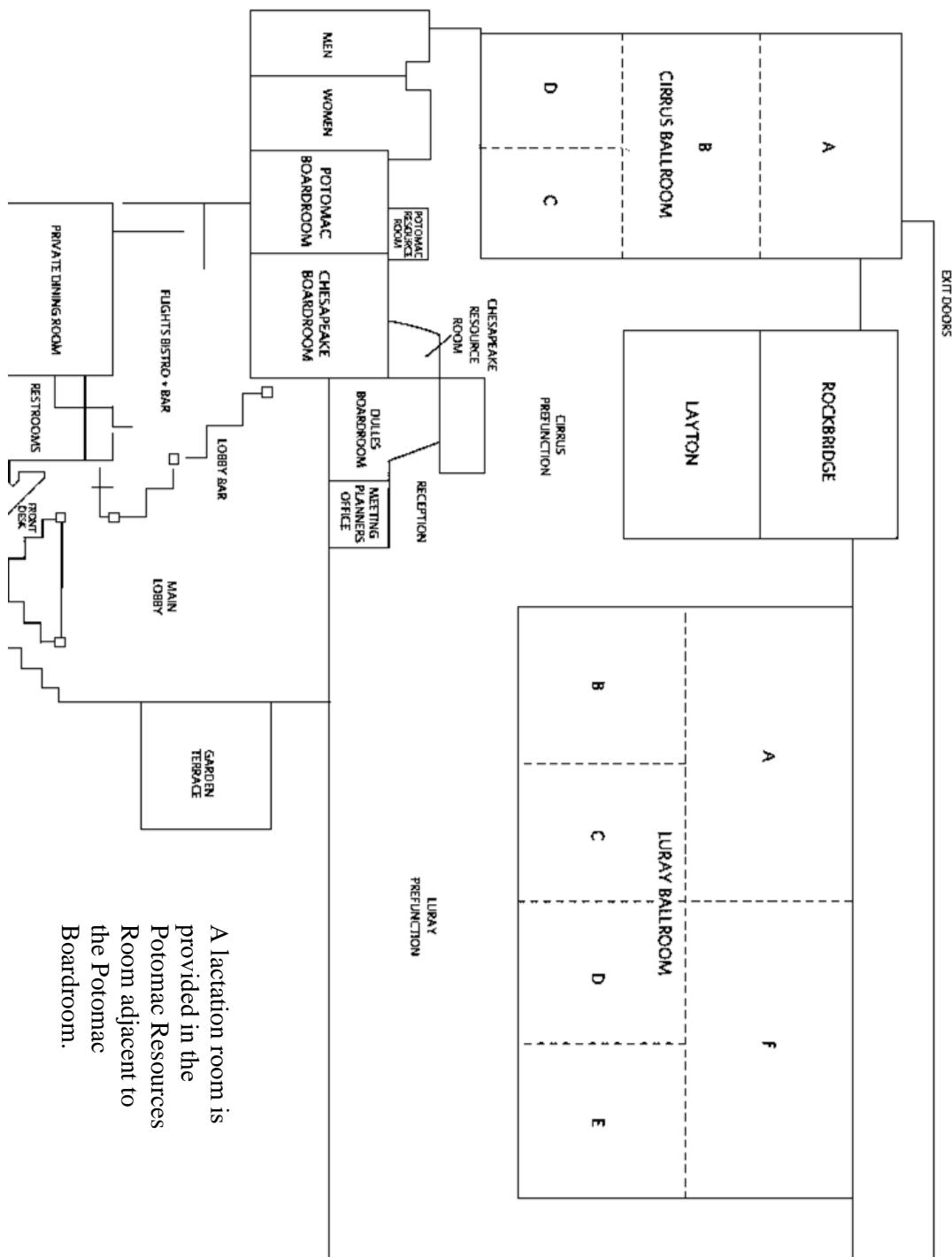


**MAY | 1-3 | 2025**

## DCHC 2025 CONFERENCE LOCATION

2300 Dulles Corner Blvd.,  
Herndon, Virginia, 20171, USA  
[Hyatt Regency Dulles Website](#)

## DCHC 2025 CONFERENCE FLOOR PLAN



## Conference Welcome

Dear Conference Participant:

Welcome to the 2025 D.C. Conference on Health Communication. 2025 marks our 8<sup>th</sup> biennial conference, and we are excited to be back at the Hyatt Regency Dulles. We have a conference filled with outstanding scholarship as we focus on our theme, “Community-Engaged Health Communication.” With interest in DCHC rising, we have expanded the conference to two-and-a-half days. Instead of a preconference, our program includes 2 double-session-length workshops, each offered twice. The first is offered on Thursday afternoon and Friday morning. The second is offered on Thursday afternoon and Saturday morning. Other programs run concurrently; so please consult the program for scheduling.

We had a record number of submissions, including several conference-themed panels. We accepted 7 competitive panels and 179 abstracts (51 paneled presentations and 128 posters). Our regular graduate student and early career mentoring session will occur during the lunch break on Friday; lunch will be available for those who register in advance.

Our opening session keynote speaker, Dr. Michael Hecht, is President of REAL Prevention, LLC, and a Distinguished Professor Emeritus of Communication Arts and Sciences and Crime, Law and Justice at Penn State University. He started in prevention research over 40 years ago, after a graduate student recruited him to collaborate on a narrative project targeting adolescent drug use. Now, Michael focuses his work on school and community-based prevention, culture and health, health message design and narrative health messages. This work includes several evidence-based interventions that advance his Narrative Engagement Theory and Principle of Cultural Grounding. His program, *keepin' it REAL*, is the most widely distributed school-based curriculum since its adoption by D.A.R.E. It has been adapted for use in Nicaragua, the UK, Spain, and Mexico. *Parents' Stories* guides parents to discuss alcohol with high school youth in order to reduce risky drinking. REAL Prevention's programs include several other evidence-based interventions. Michael has authored more than 200 books, chapters, and peer-reviewed journal articles. This work represents collaborative efforts with groups and individuals through which Michael and his colleagues hope to promote healthy, safe, and responsible behaviors. Michael's body of work represents the best of our efforts in the field translating health communication scholarship to public health community-based interventions.

At the Awards Luncheon on Saturday, we will announce abstract and poster awards. The luncheon will be highlighted by a closing keynote address from the 2025 Charles Atkin Translational Health Communication Scholar Award winner, Dr. Seth Noar. Please see <https://dchc.gmu.edu/awards-and-past-winners/> for more about Dr. Noar.

Please use #DCHC2025 for social media. Follow and tag @Mason\_DCHC!

We'd like to especially thank our tremendous staff members; all the abstract reviewers; Iccha Basnyat, who planned this great program; the George Mason University Center for Health and Risk Communication for sponsoring our Atkin Award winner; and the Department of Communication for providing the organizational infrastructure support. We also would like to thank our outstanding group of presenters and all of our conference participants for joining us this year. Finally, special thanks go to members of the DCHC advisory board, our planning committee, and the wonderful faculty, staff, and graduate students who have given their time and effort to make this conference special.

If you have questions, look for people wearing “George Mason University” name tags with a STAFF ribbon on them.

Finally, we hope you will attend our dessert reception on Friday evening, 8:30-10:00, in the Luray Foyer. It's a great opportunity to relax with some sweets after a busy conference day. Books on display from Routledge Taylor & Francis and Palgrave Macmillan will be raffled. Be sure to enter the raffle and be there to see if you win a book!

The faculty, staff, and students in the Department of Communication at George Mason University welcome you. We look forward to an exciting DCHC 2025!

Please use #DCHC2025 for social media. Follow and tag @Mason\_DCHC!

Sincerely,

Anne M. Nicotera, DCHC Planning Committee Chair  
Brittany Sanders, DCHC Manager and Webmaster

## Conference Overview

### DCHC 2025 Community-Engaged Health Communication

#### **Day 1: Thursday, May 1**

7:00 – 5:00 Registration/Help Desk  
*Luray Foyer*

7:00 – 8:30 Continental Breakfast  
*Luray Foyer*

8:30 – 9:45 Conference Opening, Welcoming Remarks, and Keynote Address: Dr. Michael L. Hecht, President of REAL Prevention, LLC and Distinguished Professor Emeritus, Penn State University  
*Luray D/E/F*

9:45 – 10:00 Break

10:00 – 11:30 Concurrent Panels 1 – 3 (competitively selected papers/panels)  
*Luray A, B-C, D/E/F*

11:30 – 1:00 Lunch (on your own)

1:00 – 2:30 Concurrent Panels 4 – 6 (competitively selected papers/panels)  
*Luray A, B-C, D/E/F*

2:30 – 3:00 Snack Break

3:00 – 6:15 Workshop A (First Offering): Engaging with Community(ies): CBPR lessons learned, challenges, and resolving \*sticky\* issues  
Facilitators: Charee Thompson, University of Illinois at Urbana-Champaign, Kathryn Greene, Rutgers University, and Soroya McFarlane, University of Georgia  
*Luray D/E/F*

3:00 – 4:30 Concurrent Panels 7 – 8 (competitively selected papers/panels)  
*Luray A, B-C*

4:30 – 4:45 Break

4:45 – 6:15 Concurrent Panels 9 – 10 (competitively selected papers/panels)  
*Luray A, B-C*

## Conference Overview

### DCHC 2025 Community-Engaged Health Communication

#### **Day 2: Friday, May 2**

7:00 – 5:00 Registration/Help Desk  
*Luray Foyer*

7:00 – 8:30 Continental Breakfast  
*Luray Foyer*

8:30 – 11:45 Workshop A (Second Offering)  
*Luray D/E/F*

8:30 – 10:00 Concurrent Panels 11 – 12 (competitively selected papers/panels)  
*Luray A, B/C*

10:00 – 10:15 Break

10:15 – 11:45 Concurrent Panels 13 – 14 (competitively selected papers/panels)  
*Luray A, B/C*

11:45 – 1:00 Lunch (on your own)  
OR Graduate Student & Early Career Mentoring Session

1:00 – 2:30 Concurrent Panels 15 – 17 (competitively selected papers/panels)  
*Luray A, B/C, and D/E/F*

2:30 – 3:00 Snack Break  
*Luray Foyer*

3:00 – 6:15 Workshop B (First Offering): Nuts and Bolts of Conducting a CCA Intervention  
Facilitators: Ambar Basu, University of South Florida; Shaunak Sastry, University of Cincinnati; Satveer Kaur-Gill, University of Nebraska-Lincoln  
*Luray D/E/F*

2:45 – 3:30 Poster Session 1: Posters 1 – 32  
*Layton and Rockbridge*

3:30 – 4:15 Poster Session 2: Posters 33 – 64  
*Layton and Rockbridge*

4:15 – 4:30 Break

4:30 – 6:00 Concurrent panels 18 – 19 (competitively selected papers/panels)  
*Luray A, B/C*

8:00 – 10:00 Desert Reception  
*Luray Foyer*

## Conference Overview

### DCHC 2025 Community-Engaged Health Communication

#### **Day 3: Saturday, May 3**

7:00 – 10:00 Registration/Help Desk  
*Luray Foyer*

7:00 – 8:30 Continental Breakfast  
*Luray Foyer*

8:30 – 11:45 Workshop B (Second Offering):  
*Luray A/B/C*

8:30 – 10:00 Panel 20 (competitively selected papers/panel)  
*D/E/F*

10:00 – 10:15 Break

10:15 – 11:00 Poster Session 3: Posters 65 – 96  
*Layton and Rockbridge*

11:00 – 11:45 Poster Session 4: Posters 97 – 127  
*Layton and Rockbridge*

11:45 – 12:00 Break

12:00 – 1:30 Conference Awards Luncheon and Keynote Address by Atkin Award Winner Dr. Seth Noar, James Howard and Hallie McLean Parker Distinguished Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill  
*Luray D/E/F*

## Thursday, May 1, 2025

### Thursday 7:00 – 9:45

7:00 – 5:00 Registration/Help Desk  
*Luray Foyer*

7:00 – 8:30 Continental Breakfast  
*Luray Foyer*

8:30 – 9:45 *Welcome:* Anne M. Nicotera, Kimberly Meltzer Wiseman, George Mason University  
*Keynote Address:* Dr. Michael L. Hecht, President of REAL Prevention, LLC, and Distinguished Professor Emeritus, Penn State University

### Thursday 9:45 – 10:00

BREAK

### Thursday 10:00 – 11:30

#### COVID-19 Vaccine Communication

*Luray A*

*Chair:* Muhammad Ittefaq, James Madison University

*Cultural Targeting of Covid-19 Vaccine Messaging: A Media Psychophysiology Experiment Investigating Native American Responses to Booster Shot Awareness Videos*

\*Paul Bolls, Washington State University; Di Mu, Texas A&M International University; Anaderi Iniquez, Washington State University; Nicole O'Donnell, Washington State University; Andre Southerland, Washington State University; Erica Austin, Washington State University

*Silent Messages: The Impact of Missing Memorable Health Communication on Hispanic/Latine Communities During the COVID-19 Pandemic*

\*Carina Zaleya, University of Maryland; Anita Atwell Seate, University of Maryland; Yan Qu, University of Maryland; Tania Nachrin, University of Maryland; Brooke Liu, University of Maryland

*The Roles of Provider Communication, Politics, and Populist Beliefs in Staying Up to Date with COVID-19 Vaccination*

\*Dan Totzkay, West Virginia University; Julia Fraustino, West Virginia University; Lisa Costello, West Virginia University  
*Influence of Social Media on Vaccine Resistance amongst Residents of West Coast Region in The Gambia*

\*Ousman Mbaye, University of Wisconsin Milwaukee; Azeez Kazeem, University of Wisconsin Milwaukee

*Navigating Post-Pandemic Parental Vaccine Hesitancy: The Possible Contribution of Parental Pandemic Experiences and Exposure to Online Misinformation*

\*Jeanine Guidry, Tilburg University; Linnea Laestadius, University of Wisconsin – Milwaukee; Paul Perrin, University of Virginia; Kellie Carlyle, Virginia Commonwealth University; Carrie Miller, Virginia Commonwealth University; Candace Burton, University of Nevada Las Vegas; Jizzo Bosdriesz, GGD Amsterdam

#### Mental Health Discourses

*Luray B/C*

*Chair:* Heather Voorhees, University of Montana

*Policy Makers' Social Media Messages in Shaping Mental Health Discourse: A Thematic Analysis*

\*Keerthi Desaboina, Oklahoma State University; Florah Aluoch, Oklahoma State University; Xuewei Chen, Oklahoma State University; Anita Silwal, Oklahoma State University

*The Interplay between the Desire for Social Visibility and Expressive Engagement on Social Media in the Context of Adolescent Mental Health Concerns*

\*Moonsun Choi, University of New Mexico; Yangsun Hong, University of New Mexico; Nnenna Udebunu, University of New Mexico; Jayita Chakraborty, University of New Mexico; Rachel Taylor, University of New Mexico; Courtney Fitzgerald, University of New Mexico

*Coping with the Mental Health Impacts of the Palestinian Genocide*

\*Rania Zaiad, George Mason University; Laila Kunaish, University of Delaware

*How Did Age and Gender Shape Mental Health Resilience During the Pandemic? Exploring Work-Life Balance and Support Networks*

\*Narges Ghafary, George Mason University; Kevin Wright, George Mason University

## **Sharing Research with the Public: A Guide for Health Communication Researchers**

*Luray D/E/F*

*Facilitator:* Marleah Dean Kruzel, University of South Florida

Many academics want to make a difference but are unsure how to effectively communicate their research results with public. When they do, they often use jargon, focus on the research design, and do not provide actionable steps. Science communication is the practice of sharing one's research with the public. Possible science communication products include op-eds/blogs, infographics, social media, community presentations, and podcasts. Leveraging my science communication training, decade of research, and my own patient story, I teach 4 strategies for sharing research with the public and provide an action plan for personalizing these strategies to their research agenda. Attendees will select a research project for developing a science communication product and will have dedicated time to create and/or revise their product. Attendees will leave the session with step-by-step dissemination plan.

**Thursday 11:30 – 1:00**

LUNCH (on your own)

**Thursday 1:00 – 2:30**

## **Engaging Families to Mitigate Community-Level Stigma**

*Luray A*

*Chair:* Heather Voorhees, University of Montana

*Panelists:* Rochelle Davidson Mhone, George Mason University

Donte T. Boyd, The Ohio State University

Mary Beth Asbury, Middle Tennessee State University

Sydney O'Shay, Utah State University

Tosin Adebayo, Towson University

Through this panel, we will provide important examples of how a family's communication rules, norms, and expectations can either exacerbate or mitigate community stigma around (and, therefore, reduce adverse health outcomes among) family members living with an illness. Specifically, we discuss health topics that are considered taboo, like STI infection, opioid misuse, and sexual assault survivorship. We have invited scholars who study family communication, social stigma, and health disparities—and, in some cases, all three—to share an overview of their own research and curate a discussion on how community change is nurtured within the family system. Our goal is not to place blame for stigma, health disparities or structural inequality on individual families or the family system. Instead, it is critical to explore how family-based communication about sensitive health topics contributes to the intersectionality of individual health behaviors, and to acknowledge the significant role that family communication can play in reducing health disparities through destigmatization.

## **Health News in Media**

*Luray B/C*

*Chair:* Carina Zelaya, University of Maryland

*Autism Representation in Saudi Digital News Media*

\* Raghad Alghamdi, George Mason University

*News Media Coverage of Suicide in Pakistan during the COVID-19 Pandemic*

\*Muhammad Ittefaq, James Madison University; Shafiq Ahmad, University of the Punjab; Rauf Arif, Towson University

*The Construction of Risk in Body-Centric Online Trends: A Decade-Long Examination of Eating Disorders and New Media*

*Coverage in the United States and the United Kingdom*

\*Valerie Gruest, Northwestern University; Amy Ross Arguedas, University of Oxford

*Cross-National Media Coverage of Men's Mental Health: Community Structure Theory, Health Access, Female Privilege, and Communication Privilege*

Dante Bettino, The College of New Jersey; Mark Jagord, The College of New Jersey; Anthony Ruhl, The College of New Jersey; John C. Pollock, The College of New Jersey; Shannon Allen, The College of New Jersey; Kyle Levy, The College of New Jersey

*Cross-National Coverage of Migration from Conflict Zones: Community Structure Theory and Resource and Infrastructure Privilege*

\*Tess Leighton, The College of New Jersey; Blen Tesfahun, The College of New Jersey; Samantha Matson, The College of New Jersey; John C. Pollock, The College of New Jersey; Roman Fabbricatore, The College of New Jersey

## NIH Perspectives on Community-Partnered Health Communication Research

### *Luray D/E/F*

*Moderator:* Kristin Brethel-Haurwitz, Office of Behavioral and Social Science Research, NIH

*Panelists:* Alexa Romberg, National Institute on Drug Abuse  
Sylvia E. Long, National Institute of Nursing Research  
Sylvia Chou, National Cancer Institute

Many Institutes, Centers, and Offices (ICOs) within the NIH support health communication research to further their missions and ensure the impact of biomedical discoveries on health. The NIH has increasingly been supporting research projects with significant community partnerships, both within large initiatives and at the individual investigator-initiated project level. This panel will discuss opportunities and considerations for scholars submitting community-partnered health communication research to NIH. Program Officers representing various ICOs within NIH will talk about how health communication research intersects with their ICO's mission and how their ICO envisions successful communication interventions and community-engagement for research. The panelists will highlight current funding opportunities, including training fellowships. Ample time will be reserved for questions and discussion with attendees. This panel will discuss opportunities and considerations for scholars submitting community-partnered health communication research to NIH. Program Officers representing various ICOs within NIH will talk about how health communication research intersects with their ICO's mission and how their ICO envisions successful communication interventions and community-engagement for research. The panelists will highlight current funding opportunities, including training fellowships. Ample time will be reserved for questions and discussion with attendees.

**Thursday 2:30 – 3:00**

SNACK BREAK

**Thursday 3:00 – 6:15**

### **Workshop 1 (First Offering): Engaging with Community(ies): CBPR Lessons Learned, challenges, and Resolving “Sticky” Issues**

### *Luray D/E/F*

*Facilitators:* Charee Thompson, University of Illinois at Urbana-Champaign

Kathryn Greene, Rutgers University

Soroya McFarlane, University of Georgia

Community-engaged health communication research offers incredible opportunities to align scholarly work with meaningful impact. However, the journey is filled with challenges, from navigating co-authorship with community partners to publishing iterative research and balancing institutional expectations with value-driven goals. Through a mix of short presentations, hands-on activities, and small group discussions, this workshop offers a practical and reflective space to explore best practices, learn from missteps, and tackle complex issues we face working within teams, communities, institutions, and the field of communication studies. Whether you are experienced in community-engaged research or new to engaging with communities, this workshop offers a practical reflective space to enhance your skills, connect with peers, and move your projects forward.

**Thursday 3:00 – 4:30**

### **Community Insights: How Local Leaders and Community Health Workers Transform Pandemic Communication**

### *Luray A*

*Moderator:* David Liendo Uriona, Community Health Advocate

*Panelists:* Cynthia Baur, University of Maryland  
Carina Zelaya, University of Maryland  
Brooke Liu, University of Maryland

This panel reports three research projects from the University of Maryland's Pandemic Readiness Initiative (PRI), a multidisciplinary collaboration examining the information, communication, and social dynamics of past and future pandemics and other public health emergencies. The PRI adopts a community-engaged approach to health communication research, emphasizing the critical role of local voices in pandemic response and preparedness. Project #1 investigates how Maryland community leaders managed communication challenges during the COVID-19 pandemic, focusing on their critical role in connecting public health institutions with vulnerable populations. Project #2 examines how community health workers (CHWs) are rebuilding and sustaining trust to enhance community readiness for future crises in a “post-pandemic” context. Project #3 explores the characteristics of “memorable messages” (Cooke-Jackson & Rubinsky, 2018; Hamble, 2022) in public health communication, with a focus on the Latine community’s experiences during the COVID-19 pandemic.

## **Narrative and the Framing of Health Issues**

### **Luray B/C**

*Chair:* Zexin Ma, University of Connecticut

*Science Narratives Around Controversial Innovations: Comparing Dynamic Discourse Around an Alzheimer's Drug, Aduhelm, Across Local, National, and Social Media*

\*Kelly Tenzek, University at Buffalo; Yotam Ophir, University at Buffalo; Tahleen Lattimer, University at Buffalo; Madison Deyneka, University at Buffalo; Alda Espinal, University at Buffalo

*"If It Bleeds, It Leads": Framing Medical Errors U.S. News Coverage, 2010-2019*

\*Heather Carmack, Mayo Clinic; Maggie Unruh, University of Illinois Urbana-Champaign

*Reclaiming the Narrative: How a Pop Culture Podcast About Celebrities' Memoirs Shapes Abortion Discourse*

\*Maria Brann, Indiana University Indianapolis; Kelsey Binion, Indiana University Indianapolis

*This Is Us Alzheimer's Storyline as Entertainment-Education: A Narrative Analysis*

\*Tahleen Lattimer, University at Buffalo; Kelly Tenzek, University at Buffalo; Hua Wang, University at Buffalo

*Amyloidosis Speakers Bureau (ASB) Patient Narratives: Impact on Information Seeking Behaviors Among Medical Students*

\*Adebanke L. Adebayo, Washburn University; Kathrine Rowan, George Mason University; Deb Boedicker, Amyloidosis Speakers Bureau; MacKenzie Boedicker, Amyloidosis Speakers Bureau

**Thursday 4:30 – 4:45**

**BREAK**

**Thursday 4:45 – 6:15**

## **Communication in Healthcare**

### **Luray A**

*Chair:* Priyanka Ginwal, University of Alabama

*The Interplay Between Institutional Trust and Instant Messenger Use for COVID-19 on Compliance with Preventive Behaviors in Early Stages of the Pandemic*

\*Rachel Taylor, The University of New Mexico; Yangsun Hong, The University of New Mexico; Woohyun Yoo, Incheon National University

*A Transformative Communication Model that Fosters Trust and Advocacy between Community-Researcher Partnerships to Develop a Culturally Informed Sexual Health Social Media Intervention*

\*Rochelle Davidson Mhonde, George Mason University; Daliah Ouedraogo, Howard University; Janell Addo-Boateng, George Mason University; Ashley Dawson, George Mason University; Briana Dawson, George Mason University

*Building Trust and Providing Support: An Autoethnographic Study in CBPR*

\*Samantha Rose, University of Iowa

*Determinants of Trust in the Healthcare System: The Role of Communication, Patient Involvement, and Socioeconomic Factors*

\* Albert Junior Nyarko, University of Kentucky; Fahima Khanam, Washington State University

## **Stigma and Marginalized Communities in Healthcare**

### **Luray B/C**

*Chair:* Adebanke L. Adebayo, Washburn University

*Promoting Mpox Preventive Behaviors among GBMSM Communities: Integrating Stigma and Reasoned Action Approach*

\*Yachao Li, The College of New Jersey; Bo Yang, University of Arizona

*Parenting, Autism, and Stigma: Navigating Social Support in Reddit Communities*

\*Alyssa H. Harrell, George Mason University; Kevin B. Wright, George Mason University

*Manifestations of Stigma in Electronic Health Records of Individuals with Chronic Pain: A Mixed-Methods Content Analysis*

\*Deirdre Jane Prigge, George Mason University

*Pre-exposure Prophylaxis (PrEP) Use and Related Stigmas Experienced by Men Who Have Sex with Men (MSM): A Systemic Review*

\*David Hammell, George Mason University

## Friday, May 2

### Friday 7:00 – 8:30

7:00 – 5:00 Registration/Help Desk

*Luray Foyer*

7:00 – 8:30 Continental Breakfast

*Luray Foyer*

### Friday 8:30 – 11:45

#### **Workshop 1 (Second Offering): Engaging with Community(ies): CBPR Lessons Learned, challenges, and Resolving “Sticky” Issues**

*Luray D/E/F*

*Facilitators:* Charee Thompson, University of Illinois at Urbana-Champaign

Kathryn Greene, Rutgers University

Soroya McFarlane, University of Georgia

Community-engaged health communication research offers incredible opportunities to align scholarly work with meaningful impact. However, the journey is filled with challenges, from navigating co-authorship with community partners to publishing iterative research and balancing institutional expectations with value-driven goals. Through a mix of short presentations, hands-on activities, and small group discussions, this workshop offers a practical and reflective space to explore best practices, learn from missteps, and tackle complex issues we face working within teams, communities, institutions, and the field of communication studies. Whether you are experienced in community-engaged research or new to engaging with communities, this workshop offers a practical reflective space to enhance your skills, connect with peers, and move your projects forward.

### Friday 8:30 – 10:00

#### **Navigating the Silent Language of Alzheimer's in Health Communication Discourse**

*Luray A*

*Moderator:* Richard Opoku Amoako, George Mason University

*Panelists:* Naessiamba Eab-Aggrey, George Mason University

Pavan Gunna Reddy, George Mason University

Aaron Trujillo, George Mason University

Alzheimer's disease is a significant issue in the United States, with projections indicating that 13 million people will be affected by 2060. As the population ages, advancements in early detection, such as blood tests as accurate as spinal taps for detecting molecular signs, offer promise. However, reliance on biomarker-based diagnostics raises concerns about costs and equity. Scholars advocate for holistic approaches beyond the amyloid framework to address dementia. Public awareness remains low, with many harboring misconceptions about prevention and risk factors. Stigma and secrecy further hinder discussions, while message framing impacts understanding and emotional responses to the disease. This panel aims to normalize conversations about Alzheimer's, challenge stigma, and encourage health communication scholars to engage with communities to raise awareness and promote holistic solutions.

#### **Motherhood, Maternity & Health**

*Luray B/C*

*Chair:* Kelsey Binion, Indiana University Indianapolis,

*Navigating the Intersection of Race, Gender, and Maternal Health: An Autoethnographic Exploration of Black Motherhood,*

*Perinatal Stress, and Postpartum Depression*

\*Javonna Friend, George Mason University

*Exploring the Perception of Afghan Childbearing Women about Respectful Maternity Care - A Qualitative Study in Afghanistan*

\*Parwana Hamdam, Ohio University

*Healthier Workplaces: Investigating Organizational Re-Entry Processes and Well-Being after Maternity Leave*

\*Haley Sawyer, Purdue University

*From Search Bars To heartbeats: Cyberchondria's Role in Online Health Information Seeking Across Pregnancy Trimesters and Parity Among U.S. Pregnant Women*

\*Shirley Olatunji, University of Kansas

*A Bereaved Parents' Initiative for Pregnancy Loss and Stillbirth Awareness*

\*Sarah Aghazadeh, American University

**Friday 10:00 – 10:15**

BREAK

**Friday 10:15 – 11:45**

**Patients & Providers Perspectives of Healthcare**

*Luray A*

*Chair:* Ava Kikut-Stein, Harvard University

*Patient and Primary Care Clinician Perceptions of How Patient Portals Shape Patient-Clinician Communication: An Interview Study Sampling from Clinic Sites Serving Diverse Communities*

\*Lisa Mikesell, Rutgers University; Matthew Matsaganis, Rutgers University; Ryan White, Rutgers University; Riva Touger-Decker, Rutgers University

*How Clinicians Can Best Support Patients Presenting with Chronic Pelvic Pain: An Interview Study*

\*Allyson Bontempo, Rutgers Robert Wood Johnson Medical School

*Navigating Motherhood Abroad: Memorable Messages from Healthcare Providers*

\*Tania Nachrin, University of Maryland

*An Exploration of Transgender People of Color's Patient Experiences in Patient-Provider Healthcare Contexts: A Preliminary Analysis*

\*M.J. Salas, Rutgers University

*A Full Circle Model of Trauma-Informed Communication for Providers and Patients*

\*Barbara Ley, University of Delaware; Sandeep (Anu) Kaur, George Mason University

**Demystifying the methodological approaches for community-engaged health communication research**

*Luray B/C*

*Moderator:* Satarupa Dasgupta, Ramapo College of New Jersey

*Panelists:* Pooja Ichplani, Florida State University

Trevor Kauer, Mayo Clinic

YiYin Leong, University at Buffalo

Lauren Mackenzie, Marine Corps University

Kelly Tenzek, University at Buffalo

Community-based participatory approaches are gaining traction among health communication researchers, yet ambiguity remains about effectively engaging communities. Addressing applied health challenges requires culturally relevant insights from the community to ensure solutions are adopted organically rather than imposed by researchers. This involves building long-term relationships with stakeholders and translating insights into actionable outcomes, a process often overlooked in published works. While qualitative and mixed methods are common in community engagement, strategic use of quantitative, computational methods has promising potential to make research more accessible to the community and to cater to the interests and goals of emerging scholars in the discipline. This panel explores key aspects of community-engaged research: initiating relationships, employing diverse methodologies, and adapting and translating insights. The panel highlights diverse community-engaged health communication efforts across various contexts. These include developing STI risk reduction interventions for high-risk populations in South Asia, supporting military personnel and veterans through collaborative approaches to address loss, empowering older adults with medication safety and advocacy tools, addressing cultural challenges faced by firefighters through journaling, and exploring marginalized communities' healthcare experiences. These varied approaches showcase the potential of community-based research to address unique health challenges and promote engagement.

**Friday 11:45 – 1:00**

LUNCH (on your own)

OR

**Graduate Student and Early Career Mentoring Session - Must have answered yes in the registration system to attend**  
*Layton and Rockbridge*

**Culture-Centered and Community Engaged Health Communication**

**Luray A**

*Chair:* Rochelle Davidson Mhone, George Mason University

*Being/Becoming a “Community-Engaged” Scholar: A Reflexive Dialogue on Engaging the Culture-Centered Approach at Discrete Career Stages*

\*Balkisa Sissy, University of Cincinnati; Usman Bah, University of Cincinnati; Yixuan Qi, University of Cincinnati; Shaunak Sastry, University of Cincinnati

*Youth as Partners in Research: How the Culture-Centered Approach Can Foster Engagement of South Asian Youth in Mental Health Communication Research*

\*Lisa Mikesell, Rutgers University; Sabrina Singh, Rutgers University; Varsha Singh, St. Joseph's University Medical Center; Usha Ramachandran, Rutgers Robert Wood Johnson Medical School; Nandini Moorthy, Rutgers Robert Wood Johnson Medical School; Sunanda Gaur, Rutgers Robert Wood Johnson Medical School

*Amplifying Advocacy: A Culture-Centered Analysis of African American Perspectives on the FDA Approval of BiDil*

\*Sean Upshaw, University of Texas at Austin; DaLawnia Comer HaGans, University of Texas at Austin

*A Scoping Review of Community-Based Participatory Research to Promote the HPV Vaccine in Developing Countries*

\*Jayita Chakraborty, University of New Mexico; Nnenna Udebunu, University of New Mexico

*Development of a Community-engaged Communication Curriculum to Reduce (Unnecessary) Black Birth Trauma*

\*Soroya Julian McFarlane, University of Georgia; Sandra M. Thornhill, Uzazi Village; Justice Gatson, Uzazi Village; Cecilia Saffold, Uzazi Village; Tamora Callands, University of Georgia; Diane Francis, Northeastern University; Andrea Swartzendruber, University of Georgia; Ben Sam-Paintsil, University of Georgia; Divya S, University of Georgia; Beauty Acheampong, University of Georgia

**Youth Engagement in the Development and Implementation of Public Health Communication**

**Luray B/C**

*Moderator:* Andy S.L. Tan, University of Pennsylvania

*Panelists:* Chris McLain, University of Pennsylvania

Ava Kikut-Stein, Harvard University

Kathryn Greene, Rutgers University

Gabby Rodriguez, Drexel University, Project SMART Youth Advisory Committee Member

Despite a recent increase on youth-focused research in public health communication, direct engagement with the target population has been limited. Studies that have directly collaborated with youth have only done so at limited points, often excluding their voices in vital research stages. This oversight leads to ineffective messaging, inauthentic representation of young people's actual perceptions and motivations, study measures that lack validity, and misinterpreted results. The disconnect highlights the importance of youth participatory action communication research and community-based participatory research, which enable culturally tailored interventions to better address the needs of their target population. Panelists have utilized these approaches in establishing a dedication to the engagement of youth, each in a unique way that is relevant to their respective goals in public health research and campaign development. The panel explores projects demonstrating the impact of youth engagement in public health research, including collaborations with LGBTQ+ youth to develop anti-vaping campaigns addressing disparities, engaging Latino/a/x teens to examine misinformation on cancer risks and prevention, and involving youth in creating substance prevention messages. These efforts highlight the value of integrating youth voices and participatory methods to enhance the effectiveness of public health interventions.

**Voices of Healing: Impact of patient narratives on community-engaged health communication**  
*Luray D/E/F*

**Moderator:** Adebake L. Adebayo, Washburn University,

**Panelists:** Kathrine Rowan, George Mason University; Deb Boedicker, Amyloidosis Speakers Bureau; MacKenzie Boedicker, Amyloidosis Speakers Bureau; Aayushi Hingle-Collier, Montgomery College

In an era of increasingly depersonalized healthcare systems and the complex ecosystem of contemporary healthcare, community engagement emerges as a critical nexus where patient narratives, collective experiences, and systemic transformations converge. Essentially, patient narratives emerge as powerful instruments of understanding, advocacy, and transformative communication. This panel critically examines patient narratives not as isolated individual accounts, but as dynamic, collaborative dialogues that fundamentally reshape community health communication, challenge existing power structures, and generate collective agency. It brings together interdisciplinary voices to examine how patient stories can reshape healthcare communication, challenge systemic barriers, and foster more inclusive, empathetic medical practices. Our panel approach transcends traditional medical communication models by positioning communities as active co-creators of health knowledge rather than passive recipients of medical information. We recognize that meaningful health communication is inherently dialogic—a reciprocal process where patients, healthcare providers, community leaders, and local stakeholders collaboratively construct understanding, challenge inequities, and develop responsive health strategies. Patient narratives serve as critical intervention points, revealing systemic barriers, illuminating lived experiences of health disparities, misdiagnosis, and generating bottom-up knowledge that traditional epidemiological approaches often overlook. This approach recognizes that holistic health communication is not about transmitting information, but about creating dialogic spaces where diverse voices can be heard, respected, and transformed into actionable insights.

**Friday 2:30 – 2:45**

SNACK BREAK

**Friday 3:00 – 6:15**

**Workshop 2 (First Offering): Nuts and Bolts of Conducting a CCA Intervention**  
*Luray D/E/F*

Facilitators: Ambar Basu, University of South Florida

Shaunak Sastry, University of Cincinnati

Satveer Kaur-Gill, University of Nebraska-Lincoln

In this workshop, we work through the ABCs of applying a culture-centered approach to designing a culture-centered intervention. Our workshop is designed to engage with key foundational questions such as:

- 1) What does it mean when we say CCA is a meta-theoretical framework?
- 2) What does it mean to be guided by a culture-centered approach?
- 3) What are the methodological foundations of the culture-centered approach?
- 4) What are the steps, readings, and perspectives to consider when designing a culture-centered intervention?
- 5) What are the ontological, epistemological, and axiological considerations when working with the CCA?

To conclude, we will reflect on various CCA interventions over the years, discussing the challenges and strengths of culture-centered interventions.

**Friday 2:45-3:30**

**Poster Session 1: Posters 1 – 32**

*Layton and Rockbridge*

1. *Who Consents: Legacies of Harm and the History of Medical Research - A Critical Textual Analysis of Informed Consent*  
\*Kenja-Rae Farquharson, Howard University

2. *Social Media Messaging for Preventing Type 2 Diabetes among the Hispanic Community in the US*

\*Juan Mundel, Michigan State University; Mohammed Madouh, Arizona State University; Maricarmen Vizcaino, Arizona State University

3. *Examining Barriers and Motivators in Smart Health Wearable Adoption Among Singaporean Seniors*

\*Hyunjin Kang, Nanyang Technological University; Jeong Kyu Lee, University of Oklahoma

4. *As Seen on TV: Identifying the Top Medical Conditions and Pharmacologic Agents Mentioned in Popular Medical Dramas*

\*Aravind Sreeram, The Johns Hopkins University School of Medicine

5. *Communicating Compassion in Miscarriage Care: Analyzing Online Narratives to Understand Healthcare Providers' Behaviors*

\*Kelsey Binion, Indiana University Indianapolis; Maria Brann, Indiana University Indianapolis

6. *Exploring TikTok Narratives on Adult Women's Autism Diagnosis*  
\* Raghad Alghamdi, George Mason University; Jordan Lear, George Mason University
7. *A Participatory Approach to Capturing Youth Health Misinformation Exposure and Reaching Peer Communities*  
Ava Kikut-Stein, Harvard University; \*Kate Li, Case Western Reserve University; Sitara L. Mahtani, Dana-Farber Cancer Institute; Sara Minsky, Dana-Farber Cancer Institute; Aileene Maldonado-Campos, Dana-Farber Cancer Institute; Jacqueline Marte-Dilone, Sueños Basketball; Michelle Adamic, Everyone's a Player; Lindsay Frazier, Dana-Farber Cancer Institute; K. Viswanath, Harvard University; K. Viswanath, Harvard University, Dana-Farber Cancer Institute
8. *Presidential Rhetoric and Health Communication: An Analysis of Health Policies of President Akuffo Addo*  
\*Dora Nentoula, University of New Mexico
9. *The Persuasive Effects of Narratives: A Systematic Review of Reviews*  
\*Zexin Ma, University of Connecticut; Xiaoli Nan, University of Maryland - College Park
10. *College Students' Attitudes and Intentions to Register as Organ Donors*  
\*Amber Reinhart, University of Missouri-St. Louis; Thomas Feeley, University at Buffalo
11. *Identity Disclosure of Sex Workers: Understanding How Stigma Impacts Disclosure*  
\*Alexis Denham, Purdue University
12. *#Party&Play: How Exposure to "Chemsex" Content on Popular Gay Dating App Normalizes and Encourages Drug Use*  
\*Yachao Li, The College of New Jersey; Bo Yang, University of Arizona
13. *Patient Perspectives on Utilizing Online Portals for Accessing Lab Test Results: A Systematic Review*  
\*Mia Liza A. Lustria, Florida State University; Lovinta Atrinawati, Florida State University; Obianuju Aliche, Mayo Clinic; Kyung Kim, Florida State University; Zhe He, Florida State University
14. *What We Didn't Ask: Informational and Emotional Needs During COVID-19*  
\*Carina Zelaya, University of Maryland; Anita Atwell Seate, University of Maryland; Yan Qu, University of Maryland; Tania Nachrin, University of Maryland; Brooke Liu, University of Maryland,
15. *Identity Clashes: Mental Health Challenges and Cultural Identities of Southeast Asian Women*  
\*Narges Ghafary, George Mason University; Iccha Basnyat, George Mason University
16. *Challenges in Reintegration: Understanding the Experiences of Human Trafficking Survivors*  
\*Athar Memon, Ohio University; Sonali Jha, Ohio University
17. *Getting on the "Same Page": Couples' Experiences Communicating about Hereditary Cancer and Family Building Decisions*  
\*Marleah Dean, University of South Florida; Laura Miller, Moffitt Cancer Center; Kyle Davan, University of Tennessee; Elizabeth Hintz, University of South Florida; Jonathan Baker, University of Connecticut; Maija Reblin, Ohio University; Gwendolyn Quinn, University of Vermont; Jennifer Blakemore, New York University
18. *Fraternity Men's Experiences in Sexual Violence Prevention and Intervention: Perceptions, Gender Norms, and Engagement*  
\*Allison Frazier, Purdue University; Chantel Haughton, Purdue University
19. *"The Role of Information-Seeking and Scanning in Breast Cancer Perceptions and Screening Adherence Among Older Singaporean Women*  
\*Jeong Kyu Lee, The University of Oklahoma; Norman Wong, The University of Oklahoma; Hyunjin Kang, Nanyang Technological University; Lavinia Lin, National Centre for Infectious Diseases; Huang Qing, Singapore Cancer Society
20. *Encouraging Help-seeking for Depression: The Mistargeted Communication Technique and Psychological Reactance*  
\*Tobias Reynolds-Tylus, James Madison University; Leonita Morina, James Madison University
21. *Nationwide Multi-City Media Coverage of Opioid Use: Community Structure Theory and Belief Systems*  
Gabrielle Smith, The College of New Jersey; Christina Dawson, The College of New Jersey; Daniel Valvano, The College of New Jersey; John C. Pollock, The College of New Jersey; Christopher DeSantis, The College of New Jersey; \*Natalie Roesch, The College of New Jersey
22. *Using Visual Communication to Increase Comprehension of Informed Consent Forms in Health Communication Research*  
\*Susan Dun, Northwestern University; Mauricio Cordero, Northwestern University; Claire Moon, Northwestern University; Kimberly Espinosa, Northwestern University
23. *Building Communication Infrastructure for Community Resilience to Weather Health Crises and the Role of Local Government*  
\*Matthew Matsaganis, Rutgers University; Maria Petraki, National & Kapodistrian University of Athens (Greece); Dionysis Balourdos, National Centre of Social Research (Greece)
24. *Cancer Patients' Social Media-Based Decisions: Exploring the Role of Provider Discussions, Social Media Use, and Misinformation Perceptions*  
\*Luna Wu, Texas Tech University
25. *Assessing College Students' Perceptions of Digital Dating Abuse and Associated Correlates*  
\*Mindy Weathers, Western Carolina University; Meghan Gangel, Western Carolina University; Ashley Elliott, Western Carolina University; Hannah Huddleston, Western Carolina University

26. *The Role of Communications Barriers, SDOH and Socio-Demographics in Telehealth Adoption*  
 \*Chinwendu Akalonu, University of South Carolina; Jungmi Jun, University of South Carolina

27. *Nationwide Multi-city Media Coverage of Abortion Access: Community Structure Theory, Vulnerability, Political Partisanship, Health Access, and Belief Systems*  
 \*Caroline Dowd, The College of New Jersey; Mary Felton, The College of New Jersey; Allison Begos, The College of New Jersey; John C. Pollock, The College of New Jersey; Christopher DeSantis, The College of New Jersey

28. *The Evaluation of Nonprescription Drug Information in China: Readability, Comprehensibility and Communicative Effectiveness*  
 \*Yingying Fan, Hong Kong Baptist University

30. *Exploring Patient Disclosure and Communication Dynamics in Healthcare Settings*  
 \*Madison Neurohr, University at Buffalo; Yi Yin Leong, University at Buffalo; McKenzie Vorpahl, University at Buffalo

31. *Piloting a Medication Safety Video for Assisted Living Facility (ALF) Residents and Family Caregivers*  
 \*Kelly Tenzek, University at Buffalo; Tahleen Lattimer, University at Buffalo; Jennifer Stoll, University at Buffalo; Alexandria Wahler, University at Buffalo; Ranjit Singh, University at Buffalo; Bob Wahler, University at Buffalo; Scott Monte, University at Buffalo

32. *Nationwide Multi-City Media Coverage of Disability Accommodation: Community Structure Theory, Poverty, Violent Crime, and Female Empowerment*  
 Evan Caruso, The College of New Jersey; Angelina Odato, The College of New Jersey; Joshua Schulman, The College of New Jersey; John C. Pollock, The College of New Jersey; \*Christopher DeSantis, The College of New Jersey

**Friday 3:30-4:15**

**Poster Session 2: Posters 33 – 64**

**Layton and Rockbridge**

33. *Public Sentiment and Reactions in Health Organizations' YouTube HPV Videos*  
 \*Priyanka Ginwal, The University of Alabama; Rebecca K. Ivic-Britt, The University of Alabama; Heather Carmack, Mayo Clinic, Rochester, Minnesota, United States; Gulmira Amangalieva, The University of Alabama; Courtney L. Franco, Mayo Clinic

34. *Ending FGM through CBPR: Introducing the Victim-Perpetrator Triad Model (VPTM) of Health Communication*  
 \*Ugochukwu Madu, University of Iowa

35. *Antimicrobial Resistance on Instagram: Health Belief Model-Guided Examination of Engagement*  
 \*Gulmira Amangalieva, The University of Alabama; Rebecca Katherine Ivic-Britt, Heather Carmack, Mayo Clinic; The University of Alabama; Priyanka Ginwal, The University of Alabama; Slade Prisoc, The University of Alabama

36. *Enhancing Health Communication through Virtual Reality: A Systematic Review of VR Interventions for Anxiety and Depression*  
 \*Xinyi Song, University of Maryland

37. *Harnessing AI for Tailoring and Targeting Health Communication: Promoting Breast Cancer Screening Among Women of Color*  
 \*Hanzi He, University of Florida; Shuo Yao, University of Florida; Michelle Ruiz, University of Florida; Fevi Paro, University of Florida; Wenshuo Zhang, University of Florida; Haoran Chu, University of Florida

38. *Boundaries Rules Management in Sex and Sexuality Communication in African Families in South Africa*  
 \*Victorine Mbong Shu, University of the Free State

39. *Uncertainty Management in The Information-Seeking Behavior of U.S. Migrants: An Intercultural Perspective*  
 \*Abigail Olajire, University of Missouri; Na Wang, University of Missouri; Astrid Villamil, University of Missouri; Rachel Hernandez, University of Missouri

40. *"She Only Loves Me When I'm Dieting": The Role of Memorable Messages from Parents in Latino Emerging Adults' Body Image*  
 \*Makenzie Schroeder, University of Missouri; Rachael Hernandez, University of Missouri; Trevor Kauer, Mayo Clinic

41. *Building Bridges to Community Impact: Volunteerism and Public Health Resilience*  
 \*Devin Thomas, US Public Health Service

42. *Readiness to Form a Project Advisory Board for a Dietary Hypertension Intervention for African American Women on Fixed Incomes*  
 \*Nadia A. Sesay, University of Kentucky; Kendra OoNorasak, University of Kentucky; Deidra Haskins, University of Kentucky; Brandi M. White, University of Kentucky

43. *#Dry Scooping: Does Watching Health and Wellness TikTok Videos Predict Whether Young Adults Are Likely to Try These Sometimes Dangerous Health and Wellness Hacks?*  
 \*C. Leigh Nelson, James Madison University; Sharlene Richards, James Madison University

44. *Educated Yet a Stranger to the Language of Health: Examining Patient Health Information-Seeking Experiences and Provider-Patient Dynamics*  
 \*Naessiamba Eab-Aggrey, George Mason University

45. *Support Person Holding Back Information in Medical Interactions: The Role of Empathic Communication and Disclosure Efficacy*  
 \*Lauren Lee, Rutgers University; Maria Venetis, Rutgers University; Elizabeth Broadbridge, Rutgers University; Katie Devine, Rutgers Cancer Institute Of New Jersey; Kathryn Greene, Rutgers University

46. *Recurring Socioeconomic Themes Influencing HPV Vaccine Uptake: A Systematic Review of Global Patterns and Insights*  
 \*Samaneh Shirani Lapari, The University of Alabama; Bahareh Amini, The University of Alabama

47. *Older Adults' Perceptions of AI In Health Care: A Thematic Analysis*  
 \*Kelly Tenzek, University at Buffalo; Courtney Olbrich, University at Buffalo; Jennifer Stoll, University at Buffalo; Arya Rahgozar, University at Ottawa; Ranjit Singh, University at Buffalo; Samaira Sharma, University at Buffalo; Andrew Baumgartner, University at Buffalo

48. *Cross-National Media Coverage of Sexual Violence: Community Structure Theory, Economic and Resource Privilege, and Agricultural Vulnerability*  
 \*Rebecca Heath, The College of New Jersey; Natalie Roesch, The College of New Jersey; Jennifer Romero, The College of New Jersey; John C. Pollock, The College of New Jersey; Roman Fabbricatore, The College of New Jersey

49. *Evaluating Communicative (Dis)Enfranchisement in the Lived Experiences of Women with Irregular Menstrual Cycles*  
 \*Anuoluwapo Adesina, University of Maryland, College Park

50. *Patterns of Technology-Facilitated Sexual Violence Among Generation Z Individuals: A Systematic Literature Review*  
 \*Emily Melvin, Ramapo College of New Jersey; Aunovro Sen, Rutgers Preparatory School; Lasya Hota, Horace Greeley School

51. *Examination of Sexual Identity Negotiation, Risk Perception and Healthcare Seeking Behavior of Transgender Sex Workers in India*  
 \*Satarupa Dasgupta, Ramapo College of New Jersey

52. *Narrative's Role in Empowering Storytellers and Storylisteners about Reproductive Loss*  
 \*Maria Brann, Indiana University Indianapolis; Alaina Leverenz, Columbia College; Jennifer Bute, Indiana University Indianapolis; Amanda Holman, Creighton University; Haley Horstman, University of Missouri

53. *Cross-National Media Coverage of Abortion Access: Community Structure Theory and Resource, Education, and Health Privilege*  
 Kaylee Park, The College of New Jersey; \*Jacqueline Faulk, The College of New Jersey; Kelly Cane, The College of New Jersey; John C. Pollock, The College of New Jersey; Roman Fabbricatore, The College of New Jersey

54. *The Role of Message Framing and Cultural Factors in Health Chatbot Usage: A Comparative Analysis of Theoretical Models Among Latino and Non- Latino Populations*  
 \*Yi Liao, University of Utah; Anne Madeo, University of Utah; Ravi Sharaf, University of Utah; Kensaku Kawamoto, University of Utah; Guilherme Del Fiol, University of Utah; Kimberly Kaphingst, University of Utah

55. *Misinformation in Alternative Medicine: The Role of Journalists in Addressing the "Ogbanje" Sickle Cell Disease Misinformation*  
 \*Ugochukwu Madu, University of Iowa; Rachel Young, University of Iowa

56. *The Influence of Parasocial Interactions with Social Media Influencers on Mental Health Outcomes: A Study of College Students' Social Media Engagement*  
 \*Amjad Alghamdi, George Mason University; Sojung Kim, George Mason University; Sogol Khermandar, George Mason University

57. *Dolls for Dementia: A Netnography of Realistic Baby Dolls Among Dementia Caregivers on TikTok*  
 \*Yi Yin Leong, University at Buffalo; Kelly Tenzek, University at Buffalo

58. *Nationwide Multi-city Media Coverage of Climate Change: Community Structure Theory, Political Partisanship, Vulnerability, and Parental Responsibility*  
 Kayla Woods, The College of New Jersey; Destinie Nodarse, The College of New Jersey; Albanie Brown, The College of New Jersey; John C. Pollock, The College of New Jersey; Christopher DeSantis, The College of New Jersey; \*Caroline Dowd, The College of New Jersey

59. *The Digital Arena: Exploring College Athlete Mental Health and Self-Presentation Through a Socio-ecological Lens*  
 \*Brooke Gottlieb, The University of North Carolina at Chapel Hill; Maria Leonora (Nori) Comello, The University of North Carolina at Chapel Hill

60. *Metaphorical Constructions of Menstruation in Ghanaian Media and Public Discourse: A Qualitative Content Analysis*  
 \*Ernest Agorde, Indiana University Indianapolis; Mavis Essel, University of South Florida; Harriet Ayiku, Indiana University Bloomington

61. *The Role of Coping, Risk Perception, Virtual Social Interaction, Perceived Control and Social Support in HBCU Students' Emotional Wellbeing*  
 \*Hsuan Yuan Huang, Florida A&M University

62. *Improvising in the Field: Adapting Research Methods to Unique Community-Based Challenges and Opportunities*

\*Holley Wilkin, Georgia State University

63. *Measuring the Language of the Lost: The Development and Validation of the Stigma Message Acceptance Scale (SMAS)*

\*Virgil Hayes, University of Missouri

64. *Exploring Dominant Message Framing Strategies Used in Climate Change Videos on YouTube*

\*Richard Amoako, George Mason University; Ernest Eshun, University of Missouri

**Friday 4:15 – 4:30**

**BREAK**

**Friday 4:30 – 6:00**

**Tobacco & Health Messaging**

**Luray D/E/F**

*Chair:* Kelly Tenzek, University of Buffalo

*Using Social Cognitive Theory to Explore Perceptions of Thirdhand Smoke Remediation Responsibility among Tobacco Industry-targeted Communities*

\*Toby Sandoz, San Diego State University; Mary Gonzales, San Diego State University; Katya Azzam, San Diego State University; Lydia Greiner, San Diego State University; Georg Matt, San Diego State University; Rachael Record, San Diego State University

*How Messages Around Tobacco Products, Identity, and Coping Contribute to Racial Health Inequities Across the Last Century: An Autoethnography*

\*Mary Andrews, Stony Brook University

*Analyzing Heterogeneity in The Effects of Culturally Tailored Anti-Smoking Health Education Messages Among Young Adult Sexual Minority Women at the Intersection of Sexual Orientation, Race, and Ethnicity*

\*Brittany Zulkiewicz, University of Pennsylvania; Juno Obedin-Maliver, Stanford University; Shoba Ramanadhan, Harvard University; Mitchell Lunn, Stanford University; Jennifer Potter, Harvard Medical School; Sixiao Liu, University of Central Florida, Andy Tan, University of Pennsylvania

*Amplifying LGBTQ+ Youth Voices: A Community-Centered Research Approach to Reducing Vaping in Young LGBTQ+ Populations*

\*Chris McLain, University of Pennsylvania; Elaine Hanby, University of Pennsylvania; Kate Okker-Edging, University of Pennsylvania; Andy S.L. Tan, University of Pennsylvania

**Patient Identity and Experiences**

**Luray D/E/F**

*Chair:* Luna Wu, Texas Tech University

*Time Alone, Not Time Lonely: Breast Cancer Patient Experiences with and Preferences for Time Alone with Their Cancer Care Team*

\*Liesl Broadbridge, Rutgers University; Katie A. Devine, Rutgers University; Maria K. Venetis, Rutgers University; Lauren E. Lee, Rutgers University; Kathryn Greene, Rutgers University

*Ode on Melancholy: Communication as Social Action for Tuberculosis Patients*

\*Arpita Jindani, Rutgers University; Rashun Miles, University of Mississippi

*Measuring Symptom Invalidation as Experienced by Patients with Endometriosis*

\*Allyson Bontempo, Rutgers Robert Wood Johnson Medical School

*Making Sense of Time: Exploring Temporal Narratives in End-Of-Life Communication*

\*Kelly Tenzek, University at Buffalo; Jessica Cherry, Fairfield University; Tahleen Lattimer, University at Buffalo; Emily Scheinfeld, Kennesaw State University

*Creating and Validating a Relational Illness Identity Scale*

\*Heather Voorhees, University of Montana

**Friday 8:00 – 10:00**

**DESSERT RECEPTION**

**Luray Foyer**

We have several books from Routledge Taylor & Francis and Palgrave Macmillan that will be given away. Remember to enter the book raffle and attend the reception to win. One book per winner, choice of book goes to early winners.

## Saturday, May 3

### Saturday 7:00 – 8:30

7:00 – 5:00 Registration/Help Desk  
*Luray Foyer*

7:00 – 8:30 Continental Breakfast  
*Luray Foyer*

### Saturday 8:30 – 11:45

#### **Workshop 2 (Second Offering): Nuts and Bolts of Conducting a CCA Intervention** *Luray A/B/C*

Facilitators: Ambar Basu, University of South Florida  
Shaunak Sastry, University of Cincinnati  
Satveer Kaur-Gill, University of Nebraska-Lincoln

In this workshop, we work through the ABCs of applying a culture-centered approach to designing a culture-centered intervention. Our workshop is designed to engage with key foundational questions such as:

- 1) What does it mean when we say CCA is a meta-theoretical framework?
- 2) What does it mean to be guided by a culture-centered approach?
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- 4) What are the steps, readings, and perspectives to consider when designing a culture-centered intervention?
- 5) What are the ontological, epistemological, and axiological considerations when working with the CCA?

To conclude, we will reflect on various CCA interventions over the years, discussing the challenges and strengths of culture-centered interventions.

### Saturday 8:30 – 10:00

#### **Behavior Change Health Communication** *Luray D/E/F*

Chair: Dan Totzkay, West Virginia University

*Binge Drinking Status as a Moderator in Narrative versus Non-Narrative Pictorial Warning Labels: Roles of Cognitive Elaboration and Retrospective Reflection*

\*Zexin Ma, University of Connecticut; Joshua Haworth, Oakland University; Carla Rash, UConn Health; Jun Hu, Oakland University

*Refining the Theory of Planned Behavior in Cancer Screening: Exploring the Connection Between Perceived Barriers, Benefits, and Self-Efficacy*

\*Na Wang, University of Missouri; Julius Matthew Riles, University of Missouri; Huaiyu Chen, University of Kentucky

*Duped into Buying Prescription Medications Online: A Test of the Theory of Planned Behavior*

\*Saleem Alhabash, Michigan State University; Subhalakshmi Bezbarua, Michigan State University; Patricia Huddleston, Michigan State University; Anastasia Kononova, Michigan State University; Dana Anafina, Michigan State University

*Sourcing and Examining the Factor Structure of Topic-Related Conspiracy Theory Beliefs, Topic-Related General Misinformation Beliefs, and Behavioral Beliefs to Inform Campaign Messaging Topics*

\*Danielle Clark, University of Pennsylvania

*Exploring Health Information Sources as Predictors of Cervical Cancer Preventative Behavior in Nigeria*

\*Obianuju Aliche, Mayo Clinic; Ebenezer Aidoo, University of Iowa; Sandra Wood, Arizona State University

### Saturday 10:00 – 10:15

BREAK

### Saturday 10:15 – 11:00

#### **Poster Session 3: Posters 65 – 96**

*Layton and Rockbridge*

65. “I Don’t Know, It Happens [to] Everyone, So It Can’t Be That Bad”: Readiness, Expectations, and Reactions to Multi-Modal Content Related to End-of-Life

\*Kelly Tenzek, University at Buffalo; Madison Neurohr, University at Buffalo, Yiyin Leong, University at Buffalo, Tahleen Lattimer, University at Buffalo, Mark Frank, University at Buffalo

66. A Content Analysis of Attention Deficit/Hyperactivity Disorder-Centered Unbounded Online Health Communities

\*Pav Reddy, George Mason University

67. *Cervical Cancer Prevention Attitudes, Knowledge and Beliefs in International College Women : A Formative Study*  
 \*Malek Sebri, University of Georgia

68. *Untangling the Downstream Effects of Self-Reported Exposure to Conflicting Health Information: A Cross-Sectional Survey of U.S. Adults*  
 \*Emma Jesch, University of Pennsylvania

69. *Identity Disclosure of Sex Workers: Understanding How Stigma Impacts Disclosure*  
 \*Alexis Denham, Purdue University

70. *Patient-Provider Communication in the Medication Reconciliation Process: An Examination of Barriers, Facilitators, and Implications for Transitions of Care in Emergency Medicine*  
 \*Tahleen Lattimer, University at Buffalo, SUNY; Connor Wurst, University at Buffalo, SUNY; Noni Setiowati, University at Buffalo, SUNY; Huei-Yen "Winnie" Chen, University at Buffalo, SUNY; Ann Bisantz, University at Buffalo, SUNY; Robert Wahler, University at Buffalo, SUNY; David Jacobs, University at Buffalo, SUNY; Sharon Hewner, University at Buffalo, SUNY; Jennifer Stoll, University at Buffalo, SUNY; Alexandria Wahler, University at Buffalo, SUNY; Sabrina Casucci, University at Buffalo, SUNY; Ranjit Singh, University at Buffalo, SUNY

71. *An Analysis of Deaf Caregiver Experiences Surrounding Alzheimer's Disease and Related Dementias: A Community-Engaged Study*  
 \*Tahleen Lattimer, University at Buffalo, SUNY; Kelly Tenzek, University at Buffalo, SUNY

72. *Unethical Traditional Chinese Medicine Advertising Practices for Online Sales: A Systematic Review Mixed with Critical Analysis*  
 \*Angela Chang, University of Macau; Peter J. Schulz, University of Lugano

73. *Enhancing Health Communication through Virtual Reality (VR) and Augmented Reality (AR): The Persuasive Effects of Mix Reality Visualizations on Perceiver's Smoking Behaviors and Attitudes*  
 \*Xinyi Song, University of Maryland

74. *Emotional Intelligence (EI) as a Tool for Destigmatizing Mental Health: Advocacy Groups Communication on Social Media*  
 \*Pratiti Diddi, George Mason University; Sushma Kumble, Towson University; Sojung Kim, George Mason University

75. *How Selfie Practices Harm Young Women's Body Image: Evidence from the Panel Survey Among Koreans*  
 \*Ji Won Kim, City University of Hong Kong; Michael Prieler, Hallym University; Stella Chia, Concordia University; Luyan Huang, City University of Hong Kong

76. *Exploring Social Media Influences on E-Cigarette and Nicotine Pouch Use*  
 \*Ayesha Riaz, University of Kentucky

77. *Learning from Others' Journeys: Influencers as Sources of Information and Self-Expansion After a Cancer Diagnosis*  
 Benjamin Johnson, University of Florida; \*Katherine Ryan, University of Florida; Jiawei Liu, University of Florida

78. *Promoting Support for Employed Mothers among Non-parent Workers*  
 \*Julie Cannon, University of North Carolina at Charlotte

79. *"Na man I be, I no suppose cry, I suppose hustle. Na money be man": Exploring the reinforcement of traditional masculinity portrayals in online spaces*  
 \*Ruth Emmanuel, University of Cincinnati; Rebecca Obu Larko, University of Iowa

80. *Let Her Cook: Content Creators, Recipes, and Home Meals*  
 \*Simona Rivero, University of Florida; Benjamin Johnson, University of Florida; Isabella Abouhana, University of Florida; Skyler Prieto, University of Florida; Julia Hubbell, University of Florida; Sasha Atterberry, University of Florida; Astrid Weiner, University of Florida; Claire Kaufman, University of Florida; Emily Olster, University of Florida; Tess Fargo, University of Florida; Rachel Al Baissari, University of Florida; Cheyenne Band, University of Florida; Samantha Zelaya, University of Florida

81. *How are Stories about Opioid Use Disorder Told in the Television Show, Grey's Anatomy?*  
 \*Victoria Ledford, Auburn University

82. *News Coverage of Post-Traumatic Stress Disorder (PTSD) in Pakistani Newspapers*  
 \*Muhammad Ittefaq, James Madison University

83. *It Doesn't Have to Be This Way: Pretesting Messages Toward Family Members Caring for Those with Alzheimer's Disease*  
 \*Aaron Trujillo, George Mason University

84. *Cross-national Media Coverage of Pandemic Mental Health: Community Structure Theory, Female Privilege and Vulnerability, and Resource Privilege*  
 \*Samyuktha Senthil, The College of New Jersey; Yamilet DeAvila, The College of New Jersey; John C. Pollock, The College of New Jersey; Roman Fabbricatore, The College of New Jersey

85. *Medical Societies' Responses to Trump's False Statements about Overcounting COVID Deaths: Using Image Repair Strategies to Counter Health Mis/Disinformation*  
 \*Heather Carmack, Mayo Clinic

86. *The Rhetoric of Herbal Advertisements in Ghana: A Descriptive Case Study of Informational Centers in Cape Coast North*  
 \*Dora Nentoula, University of New Mexico

87. *Leveraging Digital Technologies to Advance Knowledge and Preventive Practices for Chronic Kidney Disease (CKD) in Ghana*  
 \*Amina Abdallah, Kansas State University; Nancy Muturi, Kansas State University

88. *Breaking News or Breaking Stigma? The Effect of News Headline Framing of College Mental Health Prescriptions*  
 \*Rudy Sunrin Kim, University of Maryland; Xingman Wu, University of Maryland

89. *Engaging Essential Patient Support Personnel in Research as Patient Partners*  
 \*Christine Skubisz, Bentley University

90. *Rare Disease Caregiver Communication and Computer-Mediated Communication: How Lennox-Gastaut Syndrome Caregivers Use Facebook for Informational and Social Support Needs*  
 \*Christina SanInocencio, Fairfield University

91. *Cross-National Media Coverage of Drug Trafficking: Community Structure Theory and Resource, Infrastructure, and Overall Economic Privilege*  
 Roman Fabbricatore, The College of New Jersey; Maria Hannoush, The College of New Jersey; Gabriela Salmeron, The College of New Jersey; Rodney Irving, The College of New Jersey; John C. Pollock, The College of New Jersey; Shannon Allen, The College of New Jersey; \*Brook Distler, The College of New Jersey

92. *The Role of Digital Media in Motivating Teenage Pregnancy Prevention Among Teenagers in Ghana*  
 \*Karamatu Abdul Malik, Kansas State University; Nancy Muturi, Kansas State University

93. *Mental Health Influencer Posts and Engagement on Instagram*  
 \*Stephanie Van Stee, University of Missouri-St. Louis; Mariam Alkazemi, Virginia Commonwealth University; Lipika Vuthuri, Virginia Commonwealth University; Susan Bodnar-Deren, Virginia Commonwealth University

94. *Cross-National Media Coverage of Human Trafficking: Community Structure Theory, Female Empowerment and Female Vulnerability*  
*Cross-National Media Coverage of Human Trafficking: Community Structure Theory, Female Empowerment and Female Vulnerability*  
 Victoria Perez, The College of New Jersey; \* Emily Ferrer, The College of New Jersey; Greta Bush, The College of New Jersey; John C. Pollock, The College of New Jersey; Roman Fabbricatore, The College of New Jersey

95. *How Online Health Communities Facilitate Patient-Provider Disclosure and Reshape Healthcare Dynamics*  
 \*Dr. Anindya Deb, Central University of South Bihar; Anjali Joshi, Central University of South Bihar

96. *Digital Community Engagement and Emotional Recovery: How Online Support Groups Build Emotional Resilience after Pet Loss*  
 \*Chenchen Wang, University of Maryland

**Saturday 11:00 – 11:45**

**Poster Session 4: Posters 97 – 128**

**Layton and Rockbridge**

97. *The Politicization of Women's Health: A Content Analysis of the 2024 Presidential Election*  
 \*Nnenna Udebunu, University of New Mexico

98. *Message Credibility in Brazilian Harm Reduction Content on TikTok*  
 \*Renata Gomes, University of Illinois at Urbana-Champaign; Cabral Bigman-Galimore, University of Illinois at Urbana-Champaign

100. *Users' Perceptions of Telehealth Services: A Qualitative Content Analysis of Reddit Discussions*  
 \*Lovinta Happy Atrinawati, Florida State University; Hanim Maria Atrinawati, Florida State University; Mia Liza Lustria, Florida State University

102. *"I Don't Want Them to Think They Can't Get Pregnant, Then They Have Unprotected Sex, and They Are Pregnant": Obgyns Communicating Diagnosis Of PCOS in Young Adults*  
 \*Akpene Ama Avor, Indiana University

103. *Nationwide Multi-city Media Coverage of Homelessness: Ethnic Identity and Belief System*  
 Matthew Post, The College of New Jersey; Elijah Parkman-Williams, The College of New Jersey; John C. Pollock, The College of New Jersey; \*Christopher DeSantis, The College of New Jersey

104. *Maternal Health Disparities and the Role of Non-Governmental Organizations in Nepal*  
 \*Manoj Kumar Dahal, George Mason University

105. *The Acculturation and Mental Health Status of Asian Immigrants in the Washington Metropolitan Area*  
 \*Joonwoo Moon, Morgan State University; Aisha Powell, Morgan State University; Jana Duckett, Morgan State University; Janice Smith, Morgan State University; Julaine Rigg, Morgan State University; Seontaik Kim, Morgan State University

106. *Practice Makes Progress: Understanding the Continued Usage of Mindfulness Mobile Applications*  
 \*Bhakti Sharma, Quinnipiac University

107. *Cross-National Newspaper Coverage of Men's Contraception: Community Structure Theory, Agricultural Dependence, and Health Vulnerability*  
 Sabrina Arauz, The College of New Jersey; John Rodriguez, The College of New Jersey; Mariane Hernandez, The College of New Jersey; Isabella Macor, The College of New Jersey; John C. Pollock, The College of New Jersey; Shannon Allen, The College of New Jersey; \*Mabintou Fofana, The College of New Jersey

108. *Community-Based Research Grounded in Communication Infrastructure Theory: Contributions to Theory and Community-Engaged Research*  
 \*Holley Wilkin, Georgia State University

109. *Anti-Counterfeiting Efforts Leading to Psychological Reactance: Effectiveness of Anti-Counterfeiting Awareness-Raising Messages*  
 \*Anastasia Kononova, Michigan State University; Juan Mundel, Michigan State University; Hejin Lee, Michigan State University; Moldir Moldagaliyeva, Michigan State University; Zheran Liu, Michigan State University; Yerkebulan Almanov, Michigan State University; Naadiya Iddrisu, Michigan State University; Patricia Huddleston, Michigan State University; Saleem Alhabash, Michigan State University

110. *"Tell All The Truth But Tell it Slant": An Ethnographic Observation of Pop-up Vaccine Clinics in Minority Communities*  
 \*Arpita Jindani, Rutgers University

111. *The Depiction of Children with Disabilities in Media: A Systematic Review of Content Analysis from 2004 to 2024*  
 \*Angshuman Kashyap, University of Maryland College Park

112. *Living A Healthy Life: Social Media, Self-objectification, and the Managed Self*  
 \*Alice Liu, Drexel University; Jianyi Liu, Drexel University; Hyunmin Lee, Drexel University

113. *Types of Physical Activity and its Perceived Benefits Among the Secretarial Staff of the University of Ibadan, Oyo State*  
 \*Olorunsayo Tolulope Ijeluola, James Madison University

114. *Uncertainty Management & Sensemaking: Parent-Child Interactions in Pakistan During COVID-19*  
 \*Noor Fatima Bokhari, University of Texas at Austin

115. *From Personal Stories to Health Education: A Quantitative Study of Endometriosis videos on TikTok*  
 \*Emilia Ramirez-Paguay, University of Missouri, Columbia; Leela Mogadam, University of Missouri, Columbia; Sydney Boeger, University of Missouri, Columbia; Daiyi Jiang, University of Missouri, Columbia

116. *Communicative Strategies of the Anti-Rape Movement: Investigating a Feminist Public Health Project*  
 \*Bailey Flynn, Cornell University

117. *Informed Choice on Family Planning Awareness*  
 \*Sachita Pandey, George Mason University

118. *Decolonizing International Student Health Insurance*  
 \*Kristen Okamoto, James Madison University; Emily Nicholson, James Madison University; Olorunsayo Ijeluola, James Madison University; Amelia Stoner, James Madison University; Folajimi Kalejaye, James Madison University

119. *Perceptions of Telemedicine Among Medical Students*  
 \*Bree Holtz, Michigan State University; Naadiyah Iddrisu, Michigan State University; Kelly Hirko, Michigan State University; Andrea Wendling, Michigan State University; Sabrina Ford, Michigan State University

120. *Understanding College Students' Parasocial Relationships with Social Media Influencers and the Psychosocial Pathways from Online to Offline Social Support*  
 \*Wan-Lun Chang, George Mason University; Juliana Marcello, George Mason University; Kaitlin Cashin, George Mason University; Sojung Kim, George Mason University

121. *Examining the Relationship between HIV/AIDS knowledge and Sexual Behavior among College Students in America*  
 \*Sandra Djaba, George Mason University

122. *Teletherapy and Digital Communication: Examining the Shift in Mental Health Treatment-Seeking Behavior among Youths*  
 \*Abdulmalik Adetola Lawal, University of Nevada, Reno

123. *Health Literacy as a Mediator between Providers' Communication Accommodative Behavior, Teach-Back Method, and Illness Uncertainty among Patients with Chronic Diseases*  
 \*Athar Memon, Ohio University; Sonali Jha, Ohio University

124. *Building Narrative Power with Liberatory Storytelling*  
 \*Kimberly Alleyne, George Mason University

125. *Nationwide Multi-City Media Coverage of Obesity: Community Structure Theory, Belief Systems, and Vulnerability*  
 Kaya Joseph, The College of New Jersey; Sophia Flynn, The College of New Jersey; Olivia Chiarella, The College of New Jersey; John C. Pollock, The College of New Jersey; Christopher DeSantis, The College of New Jersey; \*Kyle Levy, The College of New Jersey

126. *Beyond Gains and Losses: The Role of Content Frames in Building Support for Harm Reduction Centers*  
 \*Virgil Hayes, University of Missouri

127. *Explicating Patient's Assertiveness & its Relationship to Patients' Satisfaction*  
 \* Amjad Alghamdi, George Mason University

128. *Illness Imagery: Metaphorical Representations of Hypertension in Ghanaian Media*  
 \* Ernest Agorde, Indiana University Indianapolis

Saturday 11:45 – 12:00

BREAK

Saturday 12:00 – 1:30

Conference Awards Luncheon and Keynote Address  
*Luray D/E/F*

**Abstract and Poster Awards**

**Keynote Address: 2025 Charles Atkin Translational Scholar Award**

*Dr. Seth M. Noar*

James Howard and Hallie McLean Parker Distinguished Professor

Hussman School of Journalism and Media, University of North Carolina at Chapel Hill  
UNC Lineberger Comprehensive Cancer Center

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