

THE JOURNAL OF CONSUMER AFFAIRS
Spring 2011
Volume 45, Number 1

CONTENTS

**Special Issue on Public Health Issues Influenced
by Consumer Choice**

Editorial Prelude: Marketing for Public Health: We Need an App for That	1
<i>Marla B. Royne and Marian Levy</i>	
Advertising Framing Effects and Consideration of Future Consequences	7
<i>Jeremy Kees</i>	
Developing Breast Health Messages for Women in Rural Populations	33
<i>Eric Haley, Elizabeth J. Avery, and Sally J. McMillan</i>	
Nutrition Information and Children's Fast Food Menu Choices	52
<i>Mary Ann Stutts, Gail M. Zank, Karen H. Smith, and Sally A. Williams</i>	
Parental Communication Style's Impact on Children's Attitudes Toward Obesity and Food Advertising	87
<i>Hyunjae (Jay) Yu</i>	
Heterogeneous Consumer Responses to Snack Food Taxes and Warning Labels	108
<i>Ryan D. Lacañilao, Sean B. Cash, and Wiktor L. Adamowicz</i>	
How Adolescents' Perceived Media Influence on Peers Affects Smoking Decisions	123
<i>Hye-Jin Paek, Albert C. Gunther, Douglas M. McLeod, and Thomas Hove</i>	
Enhancing Self-Referencing to Health Messages	147
<i>Chingching Chang</i>	
Editorial Postlude: The Public as the Problem for Public Health	165
<i>Herbert Jack Rotfeld</i>	