

# Helen G Dixon

## List of Publications by Citations

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**Version:** 2024-04-28

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

76  
papers

2,083  
citations

27  
h-index

44  
g-index

100  
ext. papers

2,455  
ext. citations

3.7  
avg, IF

4.73  
L-index

#	Paper	IF	Citations
76	The effects of television advertisements for junk food versus nutritious food on children's food attitudes and preferences. <i>Social Science and Medicine</i> , <b>2007</b> , 65, 1311-23	5.1	214
75	Consumer testing of the acceptability and effectiveness of front-of-pack food labelling systems for the Australian grocery market. <i>Health Promotion International</i> , <b>2009</b> , 24, 120-9	3	198
74	A randomised controlled trial using mobile advertising to promote safer sex and sun safety to young people. <i>Health Education Research</i> , <b>2011</b> , 26, 782-94	1.8	85
73	Sun protection and sunburn in primary school children: the influence of age, gender, and coloring. <i>Preventive Medicine</i> , <b>1999</b> , 28, 119-30	4.3	83
72	Effects of nutrient content claims, sports celebrity endorsements and premium offers on pre-adolescent children's food preferences: experimental research. <i>Pediatric Obesity</i> , <b>2014</b> , 9, e47-57	4.6	78
71	Association between commercial television exposure and fast-food consumption among adults. <i>Public Health Nutrition</i> , <b>2009</b> , 12, 105-10	3.3	76
70	Parent's responses to nutrient claims and sports celebrity endorsements on energy-dense and nutrient-poor foods: an experimental study. <i>Public Health Nutrition</i> , <b>2011</b> , 14, 1071-9	3.3	68
69	Dietary, physical activity and sedentary behaviour among Australian secondary students in 2005. <i>Health Promotion International</i> , <b>2007</b> , 22, 236-45	3	67
68	What types of nutrition menu labelling lead consumers to select less energy-dense fast food? An experimental study. <i>Appetite</i> , <b>2013</b> , 67, 8-15	4.5	62
67	Promoting sun protection in children: rationale and challenges. <i>Health Education and Behavior</i> , <b>1999</b> , 26, 409-17	4.2	62
66	Do Health Claims and Front-of-Pack Labels Lead to a Positivity Bias in Unhealthy Foods?. <i>Nutrients</i> , <b>2016</b> , 8,	6.7	50
65	Consumers' responses to front-of-pack labels that vary by interpretive content. <i>Appetite</i> , <b>2016</b> , 101, 205-13	4.3	47
64	Public reaction to Victoria's "2 Fruit 'n' 5 Veg Every Day" campaign and reported consumption of fruit and vegetables. <i>Preventive Medicine</i> , <b>1998</b> , 27, 572-82	4.3	44
63	Pester power: snackfoods displayed at supermarket checkouts in Melbourne, Australia. <i>Health Promotion Journal of Australia</i> , <b>2006</b> , 17, 124-7	1.7	43
62	The impact of interpretive and reductive front-of-pack labels on food choice and willingness to pay. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , <b>2017</b> , 14, 171	8.4	42
61	Using a mass media campaign to raise women's awareness of the link between alcohol and cancer: cross-sectional pre-intervention and post-intervention evaluation surveys. <i>BMJ Open</i> , <b>2015</b> , 5, e006511	3	41
60	The types and aspects of front-of-pack food labelling schemes preferred by adults and children. <i>Appetite</i> , <b>2017</b> , 109, 115-123	4.5	38

59	Consumers' responses to health claims in the context of other on-pack nutrition information: a systematic review. <i>Nutrition Reviews</i> , <b>2017</b> , 75, 260-273	6.4	35
58	Population-based evaluation of the 'LiveLighter' healthy weight and lifestyle mass media campaign. <i>Health Education Research</i> , <b>2016</b> , 31, 121-35	1.8	33
57	Trends in sun protection behaviour among Australian young adults. <i>Australian and New Zealand Journal of Public Health</i> , <b>2001</b> , 25, 62-5	2.3	33
56	Health warnings promote healthier dietary decision making: Effects of positive versus negative message framing and graphic versus text-based warnings. <i>Appetite</i> , <b>2018</b> , 127, 280-288	4.5	30
55	Does the portrayal of tanning in Australian women's magazines relate to real women's tanning beliefs and behavior?. <i>Health Education and Behavior</i> , <b>2011</b> , 38, 132-42	4.2	30
54	Observed use of sunglasses in public outdoor settings around Melbourne, Australia: 1993 to 2002. <i>Preventive Medicine</i> , <b>2006</b> , 42, 291-6	4.3	30
53	The combined effect of front-of-pack nutrition labels and health claims on consumers' evaluation of food products. <i>Food Quality and Preference</i> , <b>2016</b> , 53, 57-65	5.8	29
52	Portrayal of tanning, clothing fashion and shade use in Australian women's magazines, 1987-2005. <i>Health Education Research</i> , <b>2008</b> , 23, 791-802	1.8	29
51	Use of sun-protective clothing at outdoor leisure settings from 1992 to 2002: serial cross-sectional observation survey. <i>Cancer Epidemiology Biomarkers and Prevention</i> , <b>2008</b> , 17, 428-34	4	28
50	The relative ability of different front-of-pack labels to assist consumers discriminate between healthy, moderately healthy, and unhealthy foods. <i>Food Quality and Preference</i> , <b>2017</b> , 59, 109-113	5.8	27
49	Assessing population-wide behaviour change: concordance of 10-year trends in self-reported and observed sun protection. <i>International Journal of Public Health</i> , <b>2014</b> , 59, 157-66	4	27
48	Trends in news coverage about skin cancer prevention, 1993-2006: increasingly mixed messages for the public. <i>Australian and New Zealand Journal of Public Health</i> , <b>2008</b> , 32, 461-6	2.3	27
47	Solar UV forecasts: a randomized trial assessing their impact on adults' sun-protection behavior. <i>Health Education and Behavior</i> , <b>2007</b> , 34, 486-502	4.2	26
46	Agenda-setting effects of sun-related news coverage on public attitudes and beliefs about tanning and skin cancer. <i>Health Communication</i> , <b>2014</b> , 29, 173-81	3.2	25
45	Controlled cohort evaluation of the mass media campaign's impact on adults' reported consumption of sugar-sweetened beverages. <i>BMJ Open</i> , <b>2018</b> , 8, e019574	3	25
44	Predictors of increased body weight and waist circumference for middle-aged adults. <i>Public Health Nutrition</i> , <b>2014</b> , 17, 1087-97	3.3	23
43	Encouraging the consumption of fruit and vegetables by older Australians: an experiential study. <i>Journal of Nutrition Education and Behavior</i> , <b>2004</b> , 36, 245-9	2	22
42	Finding the keys to successful adult-targeted advertisements on obesity prevention: an experimental audience testing study. <i>BMC Public Health</i> , <b>2015</b> , 15, 804	4.1	21

41	Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. <i>BMC Public Health</i> , <b>2017</b> , 17, 312	4.1	19
40	Food marketing with movie character toys: Effects on young children's preferences for unhealthy and healthier fast food meals. <i>Appetite</i> , <b>2017</b> , 117, 342-350	4.5	18
39	Can counter-advertising reduce pre-adolescent children's susceptibility to front-of-package promotions on unhealthy foods? Experimental research. <i>Social Science and Medicine</i> , <b>2014</b> , 116, 211-9	5.1	18
38	Healthy weight and lifestyle advertisements: an assessment of their persuasive potential. <i>Health Education Research</i> , <b>2015</b> , 30, 569-79	1.8	16
37	Public reaction to the portrayal of the tobacco industry in the film <i>The Insider</i> . <i>Tobacco Control</i> , <b>2001</b> , 10, 285-91	5.3	16
36	Food product health warnings promote dietary self-control through reductions in neural signals indexing food cue reactivity. <i>NeuroImage: Clinical</i> , <b>2018</b> , 18, 702-712	5.3	15
35	Evaluating the influence of message framing and graphic imagery on perceptions of food product health warnings. <i>Food Quality and Preference</i> , <b>2019</b> , 77, 32-42	5.8	13
34	Counter-advertising may reduce parent's susceptibility to front-of-package promotions on unhealthy foods. <i>Journal of Nutrition Education and Behavior</i> , <b>2014</b> , 46, 467-74	2	12
33	The Breast Cancer Distance Education Program: development and evaluation of a course for specialist breast care nurses. <i>Cancer Nursing</i> , <b>2001</b> , 24, 44-52	2.6	12
32	Association of the LiveLighter mass media campaign with consumption of sugar-sweetened beverages: Cohort study. <i>Health Promotion Journal of Australia</i> , <b>2019</b> , 30 Suppl 1, 34-42	1.7	11
31	Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. <i>BMJ Open</i> , <b>2017</b> , 7, e014193	3	10
30	The prostate cancer screening debate: public reaction to medical controversy in the media. <i>Public Understanding of Science</i> , <b>2009</b> , 18, 115-28	3.1	10
29	Sports Sponsorship as a Cause of Obesity. <i>Current Obesity Reports</i> , <b>2019</b> , 8, 480-494	8.4	9
28	Community junior sport sponsorship: an online experiment assessing children's responses to unhealthy food v. pro-health sponsorship options. <i>Public Health Nutrition</i> , <b>2018</b> , 21, 1176-1185	3.3	8
27	A randomized trial assessing the effects of health claims on choice of foods in the presence of front-of-pack labels. <i>American Journal of Clinical Nutrition</i> , <b>2018</b> , 108, 1275-1282	7	8
26	Immediate effects on adult drinkers of exposure to alcohol harm reduction advertisements with and without drinking guideline messages: experimental study. <i>Addiction</i> , <b>2018</b> , 113, 1019-1029	4.6	7
25	The impact of unhealthy food sponsorship vs. pro-health sponsorship models on young adults' food preferences: a randomised controlled trial. <i>BMC Public Health</i> , <b>2018</b> , 18, 1399	4.1	7
24	Consumers' Views on the Importance of Specific Front-of-Pack Nutrition Information: A Latent Profile Analysis. <i>Nutrients</i> , <b>2019</b> , 11,	6.7	6

23	Competing with big business: a randomised experiment testing the effects of messages to promote alcohol and sugary drink control policy. <i>BMC Public Health</i> , <b>2017</b> , 17, 945	4.1	6
22	Public awareness and misunderstanding about DrinkWise Australia: a cross-sectional survey of Australian adults. <i>Australian and New Zealand Journal of Public Health</i> , <b>2017</b> , 41, 352-357	2.3	6
21	Effects of health star labelling on the healthiness of adults' fast food meal selections: An experimental study. <i>Appetite</i> , <b>2019</b> , 136, 146-153	4.5	5
20	Protocol for a Randomized Trial Assessing Consumer Evaluations of Pre-Packaged Foods that Systematically Vary by Nutrition Information and Product Attributes. <i>BMC Nutrition</i> , <b>2017</b> , 3,	2.5	5
19	Efficacy of bowel cancer appeals for promoting physical activity. <i>Health Promotion Journal of Australia</i> , <b>2005</b> , 16, 107-9	1.7	5
18	Can front-of-pack labels influence portion size judgements for unhealthy foods?. <i>Public Health Nutrition</i> , <b>2018</b> , 21, 2776-2781	3.3	4
17	Unhealthy sport sponsorship at the 2017 AFL Grand Final: a case study of its frequency, duration and nature. <i>Australian and New Zealand Journal of Public Health</i> , <b>2019</b> , 43, 366-372	2.3	4
16	Comparing responses to public health and industry-funded alcohol harm reduction advertisements: an experimental study. <i>BMJ Open</i> , <b>2020</b> , 10, e035569	3	4
15	Identifying effective healthy weight and lifestyle advertisements: Focus groups with Australian adults. <i>Appetite</i> , <b>2016</b> , 103, 184-191	4.5	4
14	Meteorology meets public health: UV forecasts and reports for sun safety. <i>Health Promotion Journal of Australia</i> , <b>2002</b> , 13, 252-252	1.7	3
13	Understanding the effectiveness of advertisements about the long-term harms of alcohol and low-risk drinking guidelines: A mediation analysis. <i>Social Science and Medicine</i> , <b>2021</b> , 270, 113596	5.1	3
12	Can point-of-sale nutrition information and health warnings encourage reduced preference for sugary drinks?: An experimental study. <i>Appetite</i> , <b>2020</b> , 149, 104612	4.5	2
11	Sun-protective clothing and shade use in public outdoor leisure settings from 1992 to 2019: Results from cross-sectional observational surveys in Melbourne, Australia. <i>Preventive Medicine</i> , <b>2020</b> , 139, 106230	4.3	2
10	Can counter-advertising protect spectators of elite sport against the influence of unhealthy food and beverage sponsorship? A naturalistic trial. <i>Social Science and Medicine</i> , <b>2020</b> , 266, 113415	5.1	2
9	Sugary drink advertising expenditure across Australian media channels 2016-2018. <i>Australian and New Zealand Journal of Public Health</i> , <b>2021</b> , 45, 270-276	2.3	2
8	General and specific graphic health warning labels reduce willingness to consume sugar-sweetened beverages. <i>Appetite</i> , <b>2021</b> , 161, 105141	4.5	2
7	Secondary school canteens in Australia: analysis of canteen menus from a repeated cross-sectional national survey. <i>Public Health Nutrition</i> , <b>2020</b> , 1-10	3.3	2
6	Parents' reactions to unhealthy food . pro-health sponsorship options for children's sport: an experimental study. <i>Public Health Nutrition</i> , <b>2020</b> , 23, 727-737	3.3	1

5	Response to: counter-advertising to combat unhealthy food marketing will not be enough. commentary on "can counter-advertising reduce pre-adolescent children's susceptibility to front-of-package promotions on unhealthy foods? Experimental research". <i>Social Science and Medicine</i> , <b>2014</b> , 116, 223-4	5.1	1
4	Can counter-advertising diminish persuasive effects of conventional and pseudo-healthy unhealthy food product advertising on parents?: an experimental study. <i>BMC Public Health</i> , <b>2020</b> , 20, 1781	4.1	1
3	The relative importance of primary food choice factors among different consumer groups: A latent profile analysis. <i>Food Quality and Preference</i> , <b>2021</b> , 94, 104199	5.8	1
2	Can point-of-sale nutrition information encourage reduced preference for sugary drinks among adolescents?. <i>Public Health Nutrition</i> , <b>2021</b> , 24, 4023-4034	3.3	0
1	Prevalence and Correlates of Observed Sun Protection Behaviors Across Different Public Outdoor Settings in Melbourne, Australia. <i>Health Education and Behavior</i> , <b>2021</b> , 10901981211026535	4.2	0