

Making Healthy Choices

CHAPTER 1

- WHAT IS HEALTH?
- IDENTIFYING HEALTH RISKS
- TAKING RESPONSIBILITY FOR YOUR HEALTH
- DECIDE
- BEING A WISE HEALTH CONSUMER

Things to think about:

1. Predict how many decisions you make in an hour during a typical day.
2. List all the decisions you made today from the time you woke up until the time you arrived at school.
3. Select one decision from your list and describe the process you used to make that decision.

Directions: Follow along, participate and answer questions and do activities as required. Hand NOTE TAKING GUIDE in at the end of the unit for a grade.

Michigan State Standards

Assessing Information

Decision Making

Analyzing Influences

Advocacy

SMART Goals



Sec. 1-1

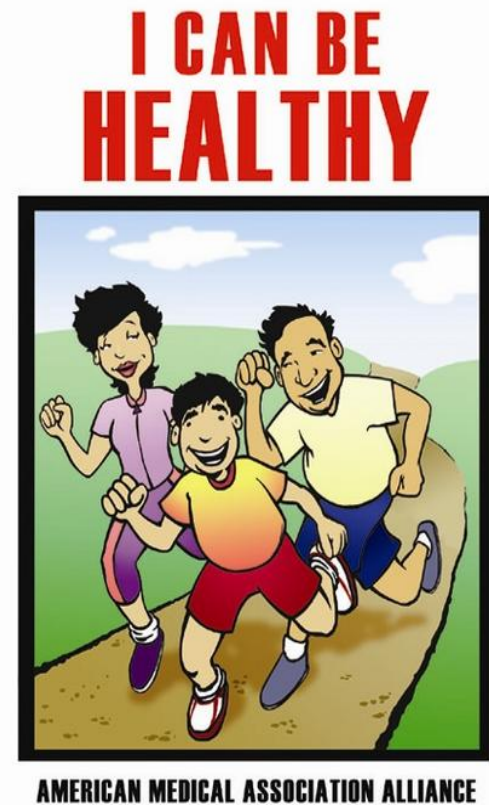
What is Health

- How would you define health?

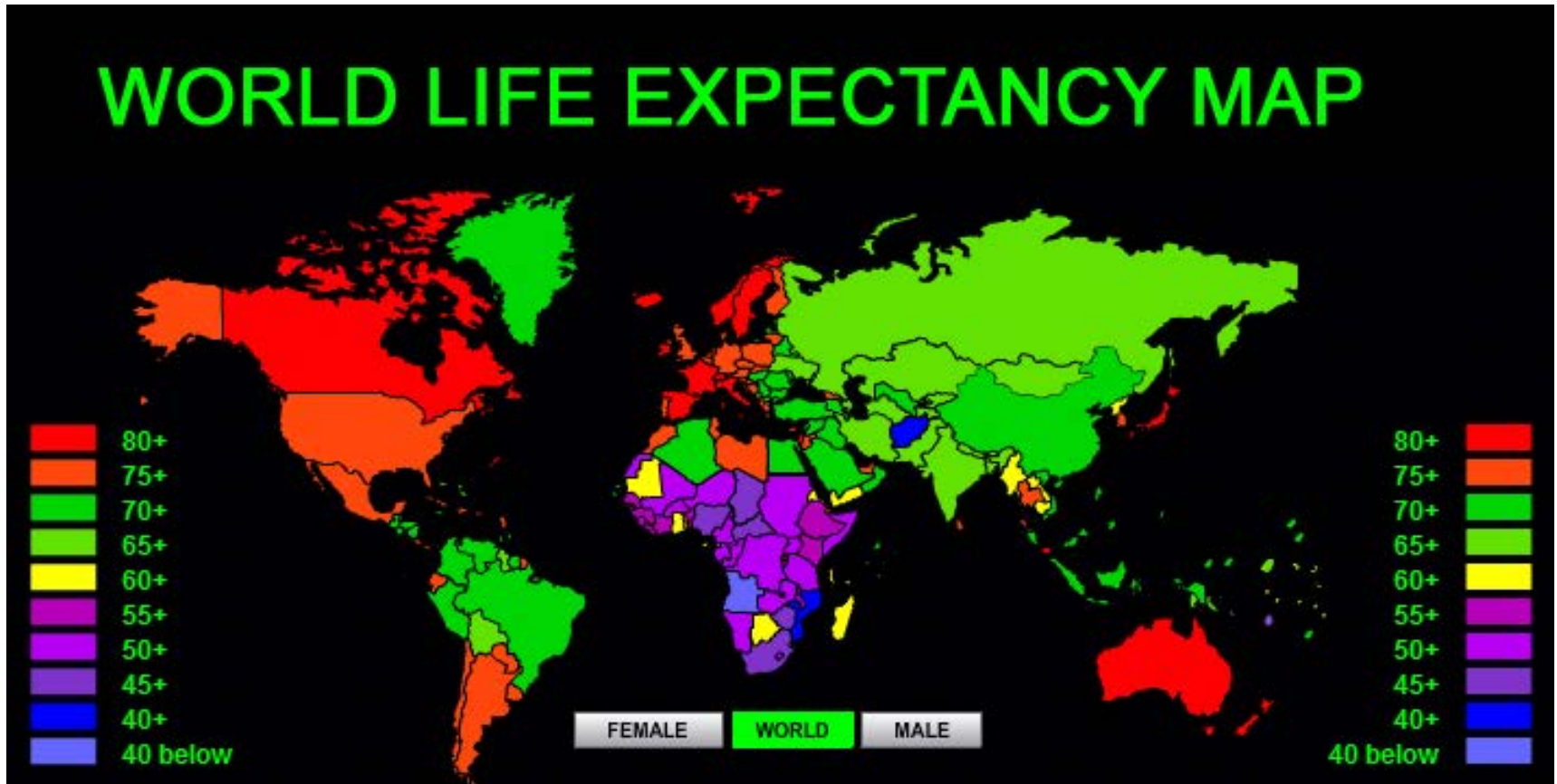
- How can you tell if you're healthy?

- Can you control your own health?

- To me, being healthy means being able to... _____
- Health Today:
 - **Health**: The well-being of your body, your mind, and your relationships with other people.
 - Life Expectancy: the number of years a person can expect to live
 - **Quality of Life**: the degree of overall satisfaction that a person gets from life.



LIFE EXPECTANCY: the number of years a person can expect to live



Where does the US rank? _____ Why do you think that is?



Family Involvement: Quality of Life

Definition: The degree of overall satisfaction that a person gets from life.

Quality of life is a subjective concept. It means different things to different people.

One person might enjoy a life that is exciting and hectic, another person might want a life that is quiet and predictable. How do the members of your class define *quality of life*?

Interview 3 family members about quality of life. What makes them feel happy and satisfied?

Record their responses below. Use an extra sheet of paper if necessary.

Person 1: To me, quality of life depends on

Person 2: To me, quality of life depends on

Person 3: To me, quality of life depends on

Answer the questions below...

1. Based on your interviews, list three characteristics that your class members would agree describe a high quality of life.

a.

b.

c.

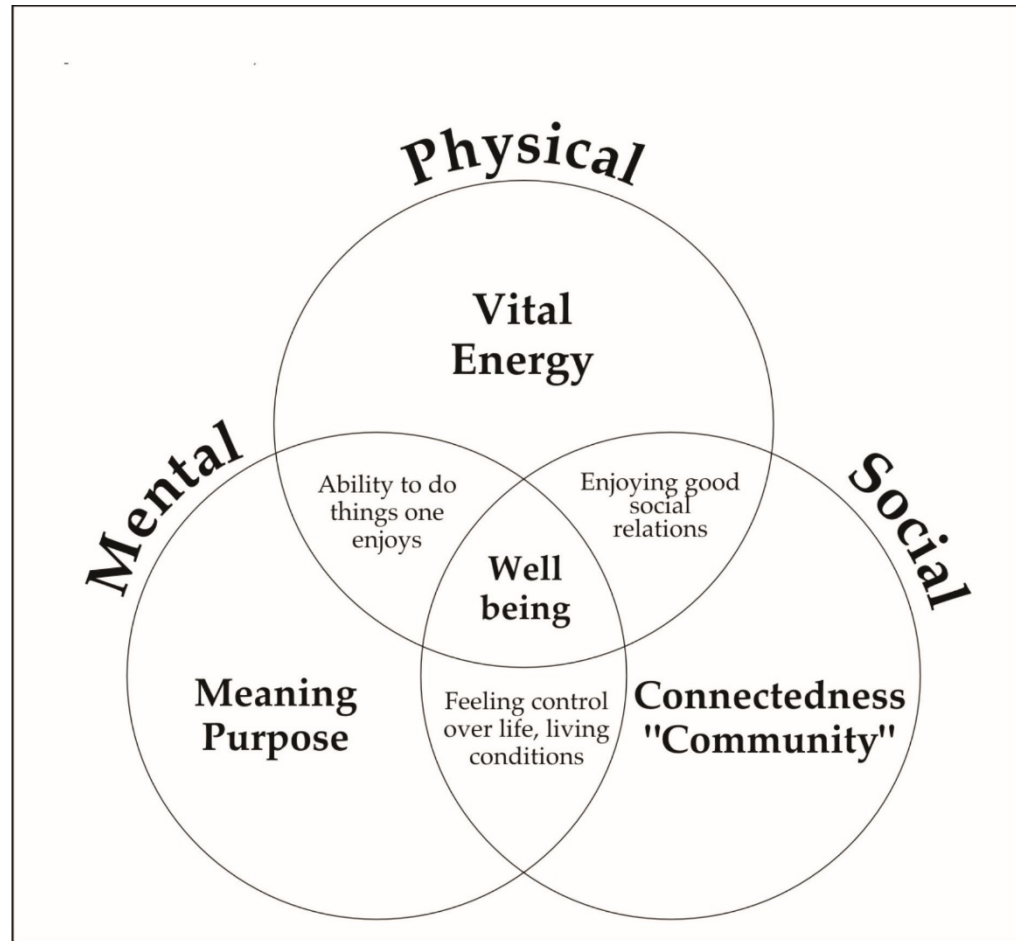
2. Do you agree with your class? If not, what would you choose instead?

3. List two actions you could take throughout your life to help ensure a high quality of life for yourself.

a.

b.

Aspects of Health





Aspects of Health



Physical Health

- How well your body functions
- Able to carry out everyday tasks w/o becoming overly tired
- Enough energy to go to school, enjoy your spare time and take care of your responsibilities at home
- Healthy diet
- Regular exercise
- Adequate sleep
- Proper medical and dental care





Aspects of Health

Mental & Emotional Health

- **Mentally Healthy:** The state of being comfortable with yourself, with others and with your surroundings
 - Your mind is alert
 - You can learn from your mistakes
 - You recognize your achievements
- **Emotionally Healthy:** how you react to events in your life
 - Feelings you experience are appropriate responses to events
 - You take time to relax
 - You are able to share your feelings w/ others



Characteristics of a Healthy Person

- **Social Health:** being able to make and keep friends
 - How well you get along with others
 - Have loving relationships
 - Respect rights of others
 - Give and accept help
 - Building and maintaining healthy relationships with:
 - Family
 - Friends
 - Communicating needs to others
 - Getting involved in your community



Hands-On Activity

Health in the Balance

In this activity you will create a mobile that balances the three aspects of health.

Materials

cardboard • scissors • pen or pencil
internet • glue • string • tape

Try This

1. Create a mobile that represents the balance of health showing all three areas: Physical, Mental and Social
2. Either find pictures on the internet (print them out) or draw pictures that show healthy activities.



3. Create a mobile that balances all three aspects of health. Be creative! Hang your mobile from the ceiling!

Think and Discuss

- 1 Describe each of the activities in your mobile and explain how it contributes to physical, social, or mental and emotional health.
- 2 How well did the mobile balance? In your life, are your physical, social, mental, and emotional health in balance? Explain.
- 3 Describe some things you could do to improve each aspect of your overall well-being.

ASPECTS OF HEALTH:

Your physical, mental and emotional, and social health are aspects of your overall health.

Below are several scenarios, indicate which aspect of health they are a part of...

What do you do/can you do to stay healthy:

a. **P**hysically?

b. **M**entally?

c. **S**ocially?

Physical, Mental or Social

- Jamal started playing tennis as an after-school activity.
- Susan was feeling sad because she did not do well on the biology midterm exam.
- Ivan spent a lot of time alone when he first arrived at his new school.
- Junko got extra help after school from her social studies teacher in order to prepare for the test.
- Vanessa joined the chess club in order to meet people with interests similar to hers.
- Cara was worried about her grandmother's illness.
- Guillermo participated in a march against violence in his neighborhood.
- Tom didn't floss his teeth as often as his dentist recommended.

ASPECTS OF HEALTH:

Your physical, mental and emotional, and social health are aspects of your overall health.

With a neighbor in class...

Describe a situation in which one aspect of health has an impact on the other two.

The example can be imaginary or a real situation from your life.

Share with class.



A Continuum of Health

Defining a Continuum

A **continuum** (kun TIN yoo um) is a gradual progression through many stages between one extreme and another.

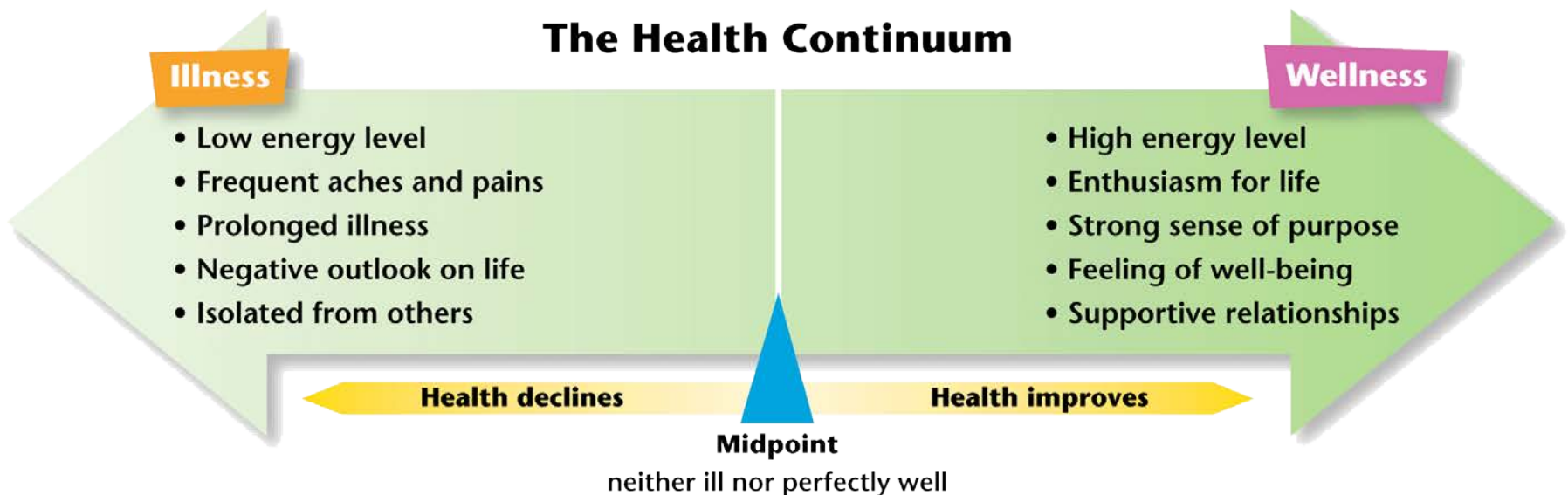
A Health Continuum

- One end of the continuum represents poor health (illness).
- The other end represents perfect, or ideal, health (wellness).
- **Wellness** is a state of high-level health.

Movement Along the Continuum

Many of the choices you make on a daily basis affect your position on the health continuum.

A Continuum of Health



Transparency 2**The Health Continuum**

FIGURE 1-2

The health continuum is a model that illustrates the full range of health between the extremes of illness and wellness. Your behavior can move you toward illness or toward wellness. Read the following list of behaviors, and decide how each behavior would influence the person's position on the continuum. If the behavior would improve health, write improve. If it would cause health to decline, write decline.

- _____ 1. Tiffany has just quit smoking.
- _____ 2. Since he began a part-time job in the evening, Jason has been getting less than seven hours of sleep a night.
- _____ 3. Angela wants to lose weight quickly, so she is trying a high-protein, low-carbohydrate diet.
- _____ 4. Alex has decided to talk to his school guidance counselor about his feelings of depression.
- _____ 5. Shellita has begun taking brisk walks every evening after dinner.
- _____ 6. Matthew has decided to become sexually involved with his new girlfriend, whom he met at a party several weeks ago.
- _____ 7. Clara has begun to take some time every day to relax.
- _____ 8. Roger wants to gain weight to improve his chances of making the football team. He has begun to eat high-fat snacks such as chips and doughnuts.
- _____ 9. Frank, who is new at school, has joined the photography club as a way to make friends.
- _____ 10. Connie has started to attend parties where many young people drink alcohol.

11. **Critical Thinking** What changes could you make in your life to move toward the wellness end of the continuum?

Section 1 Review: DISCUSS THE FOLLOWING WITH A NEIGHBOR

Section 1 Review

Key Ideas and Vocabulary

1. Why are both life expectancy and quality of life used to evaluate overall health?
2. What are the three aspects of overall health?
3. What is a **continuum**? Describe the extremes of the health continuum.
4. How are the choices people make related to their positions on the health continuum?

Critical Thinking

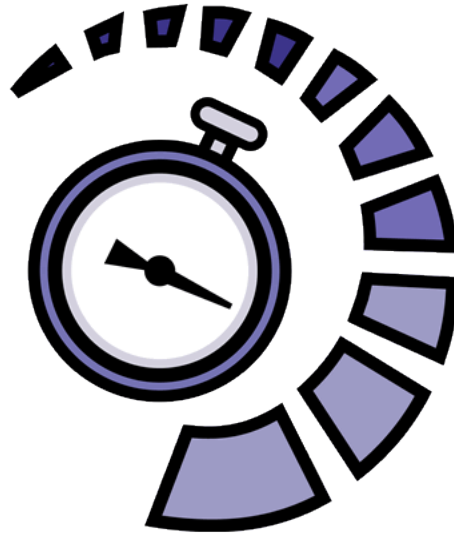
5. **Comparing and Contrasting** What is the difference between mental health and emotional health?

Health at School

Promoting Well-Being Think of two programs that a school could offer to help improve the overall health of students and teachers. Write a paragraph explaining your ideas. **WRITING**

6. **Relating Cause and Effect** What are two ways you could improve your physical health? Your emotional health? Your social health?
7. **Evaluating** Cody eats a lot of “junk” food and doesn’t get much exercise. However, he doesn’t have any obvious signs of illness. Where would you place Cody on the health continuum? Explain.

Take Quiz



Section 1.2 IDENTIFYING HEALTH RISKS

OBJECTIVES

IDENTIFY FACTORS THAT CAN INFLUENCE A PERSON'S HEALTH. WHAT DO YOU THINK THEY ARE?

DESCRIBE THREE STRATEGIES YOU CAN USE TO EVALUATE RISK FACTORS.

Vocabulary

- heredity
- gender
- environment
- culture
- media
- habit
- risk factor

Warm-Up

Myth Using a cell phone puts a person at risk for developing cancer.

Fact Cell phone use does not increase the risk of developing cancer. However, cell phone use while driving does greatly increase the risk of a car crash.

WRITING Where do you think people get their information about health risks? How reliable are those sources of information?



Personal Inventory Chapter 1: Identifying Your Values

The decisions you make are influenced by your values—the things that really matter to you. This personal inventory will help you identify your values.

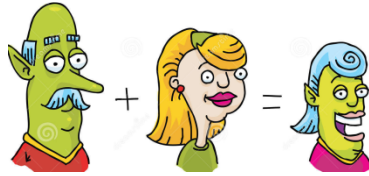
Write down 9 of the following 18 items. Select the items that are most important to you or you think would make you the happiest.

- 1. Being handsome or beautiful**
- 2. Being able to make your own decisions**
- 3. Having the talent to be a successful musician or artist**
- 4. Being guaranteed good health for the rest of your life**
- 5. Having the ability to eat as much as you like and never get fat**
- 6. Being considered a person that others can always rely on**
- 7. Being famous as a actor, politician, or other high-profile personality**
- 8. Having the skill to be the top athlete in the sport of your choice**
- 9. Having the chance for adventure, such as a trip into outer space**
- 10. Having close friends that you can always count on and trust**
- 11. Finding a cure for cancer or another deadly disease**
- 12. Having a warm, loving, and supportive family**
- 13. Inventing a device that would guarantee clean air and water forever**
- 14. Dying a peaceful, painless death at an old age**
- 15. Having friendships with famous, influential people**
- 16. Having a clear conscience and no regrets at the end of your life**
- 17. Being wealthy enough to buy anything you want**
- 18. Having the ability to end hunger and homelessness**

- 1. Are there any items you would like to add to the list? If so, what are they?**
- 2. Based on your choices, pick four words to describe what you care about most.**

Influences on Health:

- Heredity
- Physical Environment
- Social Environment
- Culture
- Media
- Technology
- Healthcare
- Behavior



What are some differences you can see?



Passive



Assertive



Aggressive





Heredity

To some extent, your level of health is already determined when you were born.

Your **heredity**, all the traits that are passed biologically from parent to child.

Even if you inherit a risk factor, you can lower your overall risk by avoiding other risk factors.

Another part of your heredity is your **gender**—whether you are male or female.



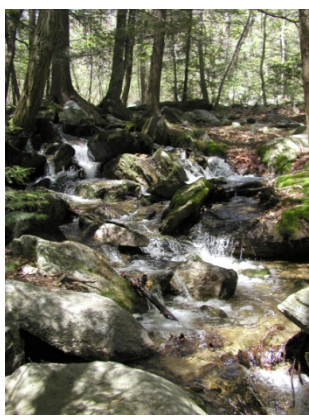


Physical Environment

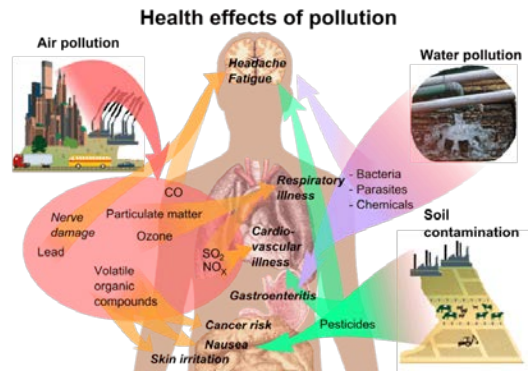
- The **environment** is all the physical and social conditions that surround a person and can influence that person's health.



- Your **physical environment** includes both your outdoor and indoor surroundings



- Being aware of potential **risks** in your physical environment can help you protect your health.



Social Environment

Connect to
YOUR LIFE

How do your friends affect your physical, emotional, and social health?

- Your **social environment** includes the people you spend time with - your family, friends, classmates, and other people in your community.
- Your social environment is healthier when you choose friends who show concern for their own health and yours.



Start at 3:31

Culture

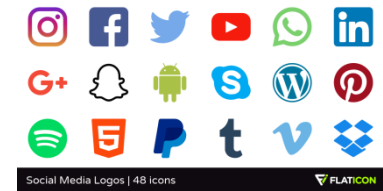
- **Culture** is the beliefs and patterns of behavior that are shared by a group of people and passed from generation to generation.
- In some cultures, public displays of emotion are typical.
- In other cultures people tend to keep their emotions private.





Media

- **Media** are forms of communication that provide news and entertainment.
- Media can have a positive or negative influence on your health.
- You might receive useful information from a public service announcement or from a news report on a health topic. How do you know if it's valid information?



- Some characters on television shows may be poor role models who indulge in risky behavior. How do you think this effects society?





Technology

- Advances in technology help doctors to detect health problems sooner and improve the quality of life for patients.
- Some Web sites provide accurate information about health. What are some clues that they are accurate?

- Others are filled with misleading or self-serving information. What are some clues that the information is inaccurate?

- Be sure to [consider the source](#) of the information on a Web site and the purpose of the site.



Healthcare

- Your health is influenced by the healthcare that is available to you and your family.
- Healthcare includes the medical services provided by doctors, nurses, dentists, and therapists.
- Healthcare also includes the places these people work, such as clinics and hospitals.
- Some factors increase the likelihood that a person will take advantage of available healthcare.
 - Location
 - Hours of operation
 - Insurance



MiChild



Behavior

- Sometimes behaviors become habits.
- A **habit** is a behavior that is repeated so often that it becomes almost automatic.
 - Habits can be healthy...like:
 - Habits can be unhealthy...like...
 - They can be broken...how?
 - You can set a goal to change your behavior.
 - Your goal should include a plan for changing your habit.
 - Involve friends and family for better results in breaking the bad habit.



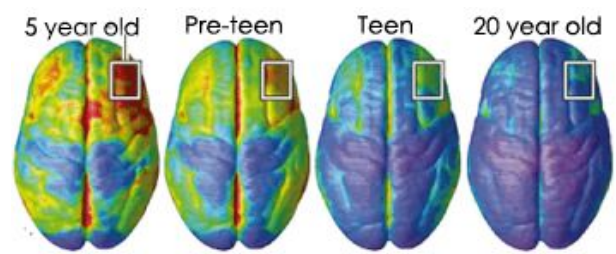
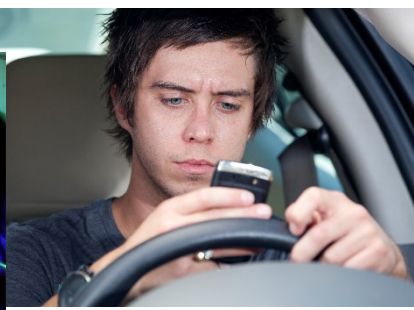


Evaluating Health Risks

A **risk factor** is any action or condition that increases the likelihood of injury, disease, or other negative outcome.

There are three ways to evaluate a risk factor:

- **Consider** both short- and long-term consequences.
 - **Decide** whether you can control the risk factor.
- **Analyze** the possible benefits and risks of a decision.



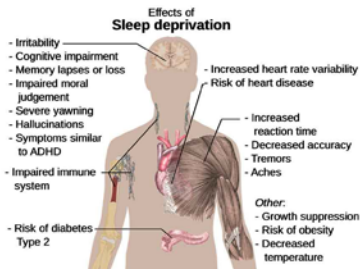
Red/yellow: Less mature Blue/purple: More mature



Top 10 DANGEROUS NEW SOCIAL MEDIA TREND
 BAKERSFIELD HIGH WAITING OTHER PATIENTS
 abc 8:03 5P

Short- and Long-Term Consequences

- Some behaviors can have an immediate effect on your health.



Short term health risks of alcohol include:

- ▶ Anxiety
- ▶ Sexual difficulties such as impotence
- ▶ Impaired judgement leading to accidents and injuries
- ▶ Slowed breathing and heartbeat
- ▶ Loss of consciousness
- ▶ Suffocation through choking on your own vomit (aspiration)
- ▶ Potentially fatal poisoning

The good news is that the short term effects of drinking are reversible. When you reduce your drinking, the symptoms improve.

Long term health risks which alcohol can contribute to:

- ▶ Damage to an unborn child
- ▶ Liver disease
- ▶ Osteoporosis (thinning of the bones)
- ▶ Pancreatitis
- ▶ Stomach ulcers
- ▶ Infertility
- ▶ Heart disease
- ▶ Raised blood pressure
- ▶ Stroke
- ▶ Dementia
- ▶ Brain damage



- With some risky behaviors, the consequences are **not** immediate.

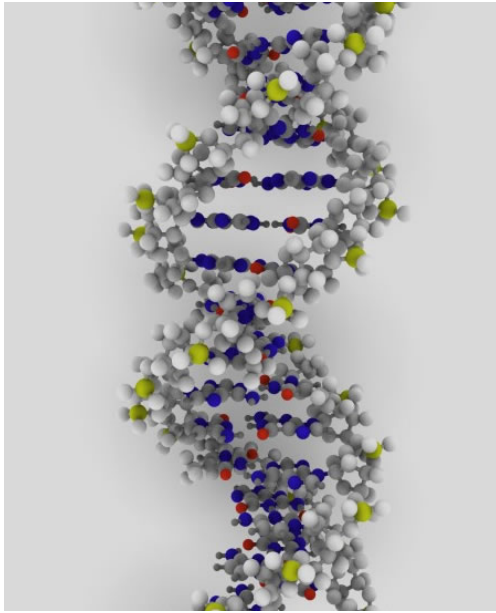
Drugs + Your BODY: It Isn't Pretty

Drugs change or enhance what the body's normal functions do. The normal or usual response we expect to see in the body may not be the same when the drug is used. Use the information to answer the questions below.

Organ	Drugs	EFFECT(S)	Reason(s)
HEART	Stimulants Cocaine Cocaine and Heroin	• Heart attack • Stroke • Blood clots • Heart damage • Heart death	Drugs that speed up the heart can cause changes in the heart's electrical system that can lead to heart failure or death.
LUNGS	Tobacco	• Frequent coughing • Emphysema • Lung infections • Cancer	Drugs that irritate the lungs can lead to chronic bronchitis, emphysema, and lung cancer. These drugs also damage the immune system, making it harder to fight off infections.
LIVER	Heroin	• Frequent jaundice • Cirrhosis • Liver infections	Heroin causes liver damage by blocking the flow of bile, which can lead to liver failure. It also causes inflammation of the liver, which can lead to liver cancer.
BONES	Heroin Alcoholic Drugs	• Thinned bones	Heroin and alcohol can lead to osteoporosis, a condition that weakens the bones and makes them more likely to break.
ENDOCRINE SYSTEM (DIABETES)	Alcoholic Drugs Heroin	• Insulin resistance	Heroin and alcohol can lead to insulin resistance, a condition that makes it harder for the body to use insulin to control blood sugar levels.
BRAIN	All	• Learning impairment • Decreased attention • Memory loss • Depression • Anxiety • Increased risk of stroke • Increased risk of heart disease • Increased risk of cancer	Drugs that affect the brain can lead to a variety of problems, including learning impairment, memory loss, and depression. They can also increase the risk of stroke and heart disease.
SKIN	Tobacco	• Wrinkles • Skin cancer	Tobacco causes skin damage by blocking the flow of blood to the skin, which can lead to wrinkles and skin cancer.
MOUTH	Alcoholic Drugs Heroin Cocaine and Heroin Cocaine and Heroin	• Sores • Gum disease • Bad breath	Alcohol and drugs can lead to oral health problems, including sores, gum disease, and bad breath.
	Heroin Cocaine and Heroin	• Bad breath • Gum disease • Sores	Heroin and cocaine can lead to oral health problems, including bad breath, gum disease, and sores.

- It can be very difficult to change habits that have existed for years. Even if you do change your risky behaviors later in life, you may not be able to repair the damage you may have done to your body.

Risk Factors You Cannot Control



- What are some risk factors you CAN'T control?
 - Gender
 - Culture
 - Heredity
 -
 -
 -

- What can you do about these risk factors to lessen the effects on your life?



Risk Factors You Can Control

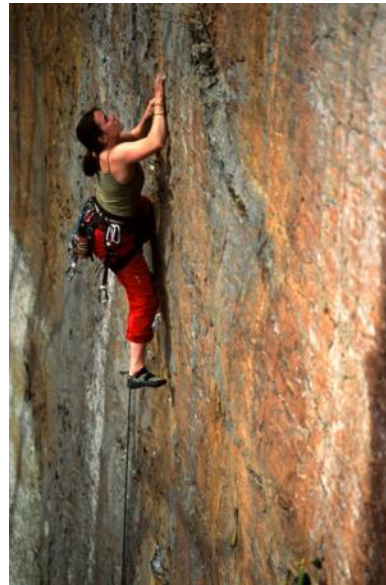
You can control these risk factors that are related to your behavior...

- your level of **physical activity**
- your intake of **fat, sugar, or salt**
- your use of **tobacco, alcohol, and other drugs**
- your use to **protective gear**, such as seat belts
- your choice of friends



Analyzing Benefits and Risks

- There is no such thing as a risk free life...
- Without taking risks and trying new things, it would be impossible to grow as a person.
- You need to weigh the risks of an action against the possible benefits.



A risk-benefit chart can help you decide whether to accept a ride from a friend who doesn't have a license.

Analyzing

Benefits and Risks

Benefits	Risks
Home before curfew	Inexperienced driver crashes car
Avoid argument with parents	Parents are angry about decision
Show confidence in friend's skills	Friend loses permit or is arrested

- A risk-benefit chart can help you decide whether to: (YOU DECIDE): PICK ONE OR CREATE YOUR OWN

texting & driving

going to a party where there will be drugs/alcohol

smoking a cigarette/vaping

competing in a sport

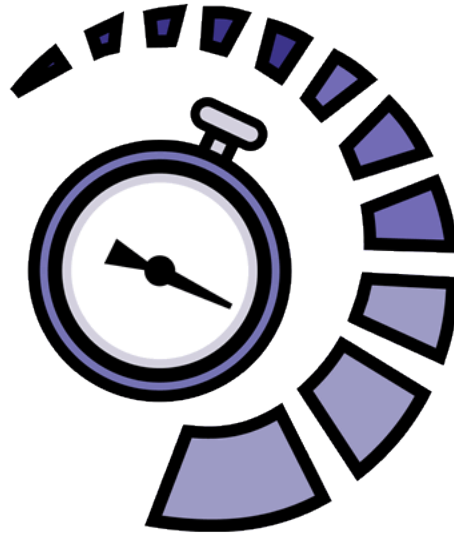
racing cars

investing money in the stock market

starting your own club at school

Analyzing Benefits and Risks	
Benefits	Risks

Take Quiz



Taking Responsibility for Your Health

SECTION 1.3

Objectives

- ▶ **Describe** the broad goals of *Healthy People 2020*.
- ▶ **Identify** three steps you can take to meet your personal health goals.

Warm-Up

Quick Quiz How many of these statements accurately describe your behaviors?

- 1** I exercise at least three times a week.
- 2** I set aside some time each day to relax.
- 3** I get about eight hours of sleep each night.
- 4** I avoid alcohol, tobacco, and other drugs.
- 5** I always wear a seat belt when riding in a car.

WRITING Make a connection between the number of “Yes” answers and how responsible you are about your health.

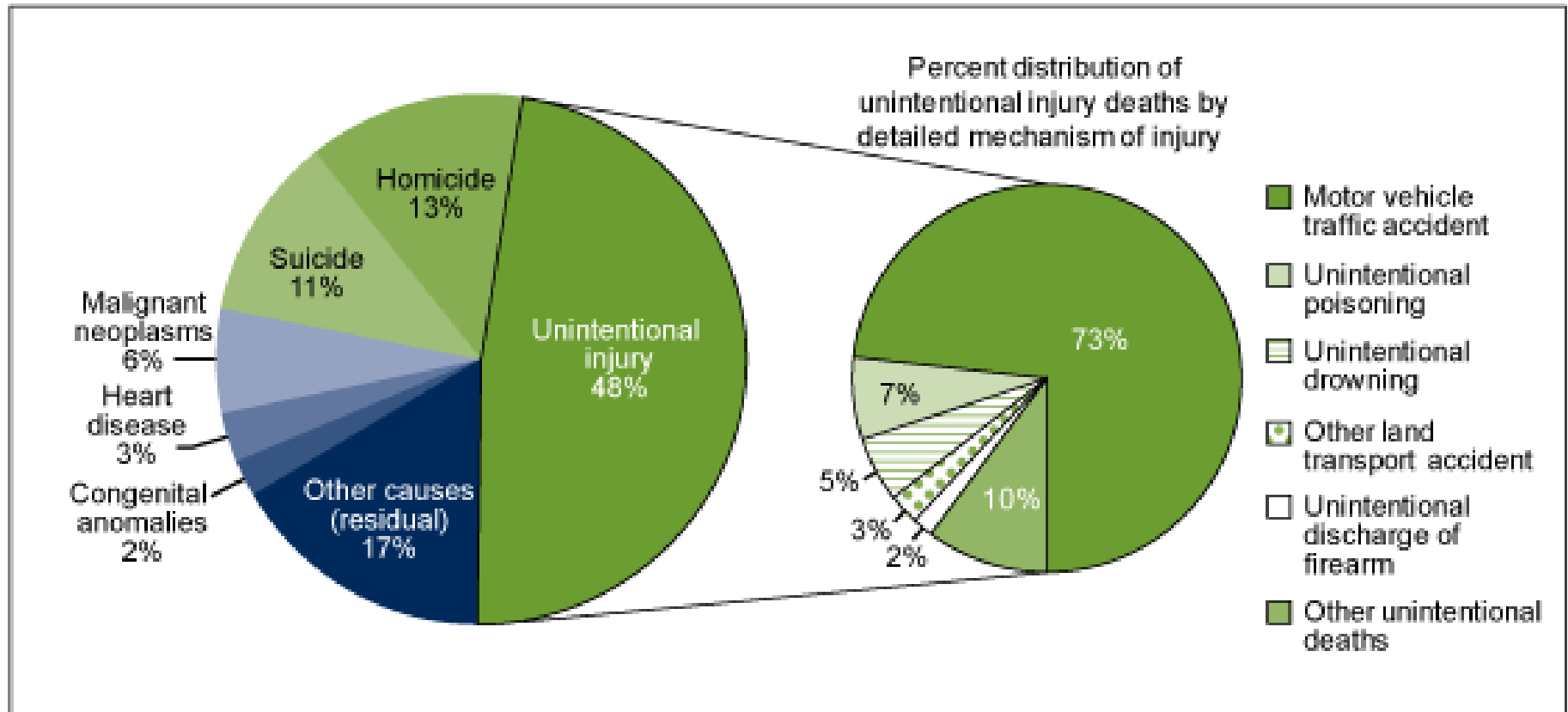
Healthy People 2020

- *Healthy People 2020* has FOUR broad goals.
- Attain high-quality, longer lives free of preventable disease, disability, injury, and premature death.
- Achieve health equity, eliminate disparities, and improve the health of all groups.
- Create social and physical environments that promote good health for all.
- Promote quality of life, healthy development, and healthy behaviors across all life stages.

Mission - Healthy People 2020 strives to:

- Identify nationwide health improvement priorities.
- Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress.
- Provide measurable objectives and goals that are applicable at the national, State, and local levels.
- Engage multiple sectors to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge.
- Identify critical research, evaluation, and data collection needs.

Figure 2. Percent distribution of all deaths to teenagers 12–19 years, by cause of death: United States, 1999–2006



SOURCE: National Vital Statistics System, Mortality.

<https://nccd.cdc.gov/Youthonline/App/Results.aspx?LID=MI>

A Healthy You

There are three steps you can take to help meet your personal health goals

- gaining awareness
- gaining knowledge
- building skills



Gaining Awareness

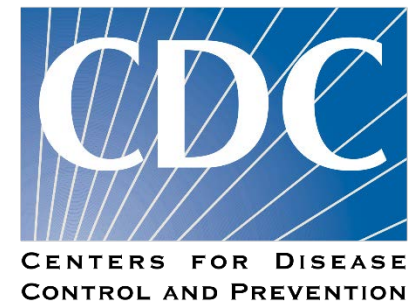
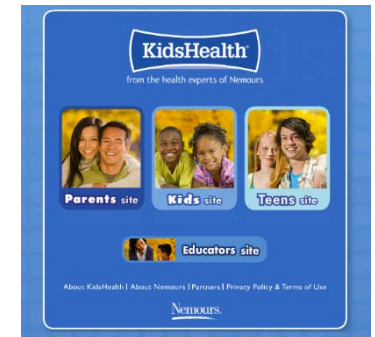
You must first be able to recognize a health problem before you can do anything about it.

- Some problems are easy to recognize
 - Twisted ankle, catching a cold
- Others are not so easy to recognize
 - High blood pressure
 - High cholesterol
- Annual physicals are important to help make sure you're aware of any obvious or hidden health issues



Gaining Knowledge

- The next step is to learn about the problem.
 - Causes, warning signs, possible outcomes
 - Prevention
 - Treatment
 - Risk factors
- Most importantly, you need to learn about risk factors, especially those related to behavior.
- Find good sources to help you understand
 - www.kidshealth.org
 - www.webmd.com
 - www.cdc.org



Building Health Skills

Knowledge isn't very useful if you do not have the skills to apply it.

The skills necessary to maintain your health must be mastered, they include:

- Analyzing Influences
- Accessing Information
- Communicating
- Making Decisions



Building Health Skills

Analyzing Influences An important skill for promoting health is recognizing the influence culture, media, and friends have on your health habits.

Accessing Information You need to know how to find and evaluate health information.

- Which sources of information about health-related products and services can you trust?
- How do you locate a doctor or mental-health counselor in your community?

Communicating Good communication skills allow you to resolve conflicts.

- Being able to communicate your thoughts and feelings effectively helps you to maintain close relationships.
- Good communication skills allow you to resolve conflicts.
- They help you express your opinions and show caring and respect for others.

Making Decisions Making wise decisions is key to protecting your health.

- The DECIDE process can help you make difficult decisions.
- This process helps you to identify your alternatives, think about the possible outcomes of a decision, and consider your values.
 - Your **values** are the standards and beliefs that are most important to you.

Building Health Skills

Setting Goals

- The goals you set help you translate knowledge into behavior.
- Once you set a goal, you can develop an **action plan**—a series of specific steps you can take to achieve the goal.

Practicing Healthful Behaviors You need to develop strategies for maintaining healthy behaviors and reducing risky behaviors.

- You will need to practice new healthy behaviors repeatedly until it becomes a habit in order to replace unhealthy behaviors.

Advocacy

The skill of **advocacy** involves using communication to influence and support others in making positive health decisions.

- **HOW CAN YOU ADVOCATE FOR A FRIEND WHO IS FACING A DIFFICULT PROBLEM:** migraines, stomach pain, depression, suicidal thoughts, etc.

Achieving Health Literacy

What is health literacy?

Health Literacy is:



your
health



health & health care
information



your health
decisions



making decisions
together



taking health
action



feeling good about
your health

A person with **health literacy** has the ability to gather, understand, and use health information to improve his or her health.

- Awareness, knowledge, and skills all contribute to health literacy.
- For example: If you become aware that the amount of fat in a diet is a health concern, you can learn which foods are high in fat. Then you can apply the skills of decision making and setting goals to lower your intake of high-fat foods.

Vocabulary

prevention Taking action to avoid disease, injury, and other negative health outcomes.

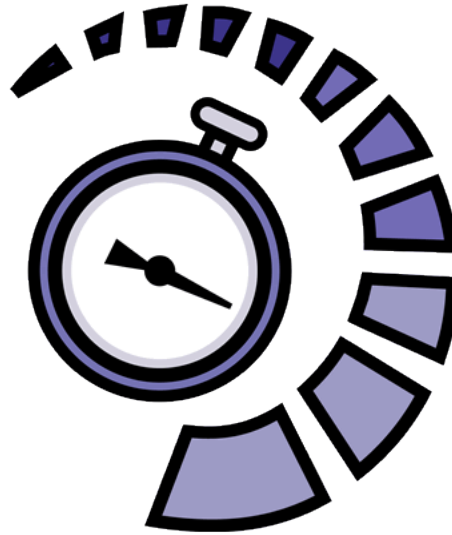
values The standards and beliefs that are most important to you.

action plan A series of specific steps you can take to achieve a goal.

advocacy The use of communication to influence and support others in making positive health decisions.

health literacy The ability to gather, understand, and use health information to improve one's health.

QuickTake Quiz



Click to start quiz.

Install
QuickTake

D	DEFINE the problem	Consider the decision and state the issue clearly.
E	EXPLORE the alternatives	Make a list of possible alternatives.
C	CONSIDER the consequences	Think through the consequences of choosing each alternative.
I	IDENTIFY your values	Identify those choices that are a good match for your values.
D	DECIDE and act	Decide which alternative is best for you.
E	EVALUATE the results	Sometime after you have put your decision into effect, take time to review it.



The **DECIDE** Process

Define the problem.

Consider the decision you are facing, and state the issue clearly.

- Is it important or complex enough to warrant using DECIDE?
- Some choices are so easy that you already know what to do.
- In other situations, your decision won't really make much difference – a flip of the coin would do.





The **DECIDE** Process

Explore the alternatives.

Make a list of possible alternatives for solving your problem.

- Include “doing nothing” if it is appropriate.
- If you need more information to fully understand the problem or any of the alternatives, do the research now.
- You may find that some of the choices are unrealistic. If so, remove them from the list.

D **E**



The **DECIDE** Process

onsider the consequences.

One by one, think through what might happen if you were to choose **each alternative** on your list. Be sure to do the following:

- Include both **positive** and **negative** results.
- Consider **what probably would happen**, not what you hope would happen.
- Ask yourself:
 - How risky is each alternative?
 - What are its chances of success?
 - How would it affect my future?
 - Remember to consider the effects on other people as well.



The **DECIDE** Process

Identify your values.

Sometimes your values influence your decisions even when you are not aware of the influence. At other times, you may overlook your values because you want something badly. When you do this, however, you may feel uncomfortable with your decision later.

- Consider your **long-term goals** as well as the beliefs or your **family** and **culture**.
- Consider your **own** and **others'** health and safety, and **your self-respect**.
- Identify those choices that are a **good match for your values**.

D E C I



The **DECIDE** Process

Decide and act.

- Use the information you have collected to **compare** the alternatives.
- **Decide** which one is best for you.
- Remember, sometimes there is more than one “right” choice.

- Make a **plan** to act on your decision.
- You may need to break the plan into smaller steps.
- Set realistic deadlines for each step.
- Then follow through with your plan.

D E C I D



The **DECIDE** Process

Evaluate the results.

Sometime after you have put your decision into effect, take some time to **review** it.

- How did your decision work out?
- How has it affected your life?
 - How has it affected others?
- If you could do it over again, what would you do differently?
- If you can still change some things for the better, **DO IT NOW.**

D E C I D E

Being a Wise Consumer



Objectives

- ▶ **Describe** how to evaluate health products, services, and information.
- ▶ **Evaluate** what advertising does and does not do for a consumer.
- ▶ **Explain** how a person can avoid health fraud.
- ▶ **Identify** your rights as a consumer.

SECTION 1.4

Warm-Up

Dear Advice Line,

I buy a brand-name lotion that costs twice as much as the store brand. The ads for the expensive lotion say that it keeps your hair healthier. My mother says that the store brand is just as good. Who is right?



WRITING Which lotion would you buy and why?

Making Healthy Consumer Choices

- A **consumer** buys products or services for personal use.
 - Consumable products: purchased again and again
 - Durable products: meant to last for a number of years before they wear out.
- As a teen, you are making more decisions about your health, including which products and services to use.
- You need to know how to evaluate the products, services, and information you are offered.

THE BIGGEST BARGAIN: GENERICS
We priced out containers of 100 caplets and tablets of Advil, and the best we found was \$8.43 at Walmart. But if you really want to save, go with the generic version of Advil, ibuprofen, because even the most expensive store brand cost less than Advil. Here's how much you can save by buying store brands.



Retailer	Price	Advil Price	Savings
Walmart	\$2.36	\$8.43	72%
Target	\$2.79	\$8.57	67%
Walgreens	\$7.30	\$9.85	26%
CVS	\$7.67	\$9.60	20%

Products

Some factors to consider before buying a product are its safety, cost, warranty, and consumer testing.

- **Safety** Read the product labels and other information supplied with the product to determine its contents and possible safety issues.
- **Cost** Check to see if there are other brands or other products that will give you the same results at a lower cost.
- **Warranty** Is there a **warranty**, an offer to repair or replace the product if there is a problem?
- **Consumer Testing** Some government agencies and private groups test a wide range of consumer products. They publish their results and recommendations.

Services

When you evaluate a service, you need to find out whether the person who will perform the service is qualified.

QUESTIONS TO ASK INCLUDE:

- What kind of education and experience does the person have? Does the person have the required educational degree, license, or certification?
- Does the person have references? Ask for the names and telephone numbers of people who have used their service.
- Have any complaints been filed with your state's Attorney General?

Information

To evaluate health information, you need to evaluate the source of the information.

- Is the source qualified to speak on the topic?
- Does the source bring a bias, or slant, to the topic? For example, are they trying to sell a product or service?
- Are there other reliable sources that reach the same conclusion?
- Is the information current and up to date?

Government agencies, medical associations, and non-profit private health groups often provide reliable information. So do reporters who specialize in science and health topics.

The Effects of Advertising

- **Advertising** is the public promotion of a product or service.
- Ads appear on television and radio, in newspapers and magazines, on billboards, and in movie theaters.
 - Everyone is influenced to some extent by advertising. But as a consumer, you need to base your choices on facts, not advertisements.
- Ads also pop up on the Internet.
- Ads can let you know what products and services are available, but they rarely provide the information you need to make wise choices.

An ad may mention scientific studies. But unless the ad explains how the studies were done or provides actual results, a claim based on these studies may be false or misleading.

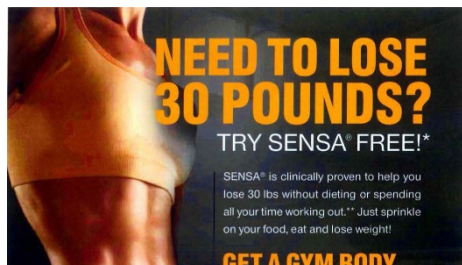


Advertising Methods

Method	Message	Example
Scientific studies	Scientific tests prove the product is effective.	“Tests prove that Brand X works fast.”
Bandwagon approach	Everyone is using the product. You should, too.	“Don’t be left behind—use Product X.”
Testimonial	The product is effective because trustworthy people recommend it.	“The medicine recommended by doctors and their families”
Comparison to other products	The product is more effective than others.	“Brand X now has 20% more painkiller than Brand Y.”
Emotional appeal	The product is safest for you and your family.	“Choose Brand X—your family’s health depends on it.”
Price appeal	The product gives you more for your money.	“Brand X—the most for the least”

Health Fraud

- If a person tells lies to obtain money or property, the person is guilty of an illegal act called **fraud**.
- People who sell useless medical treatments or products are engaged in health fraud, or **quackery**.
- One danger of quackery is that it can keep someone from receiving proper medical care.



Recognizing Health Fraud

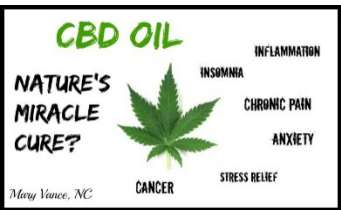
People can avoid health fraud by carefully evaluating the claims made about a treatment or product. These are some warning signs of quackery.

- Someone claims that a product or treatment is the only possible cure for a health problem.
- The promised results seem too good to be true.
- A product or treatment is said to cure many different ailments.
- A product is said to contain “special” or “secret” ingredients.



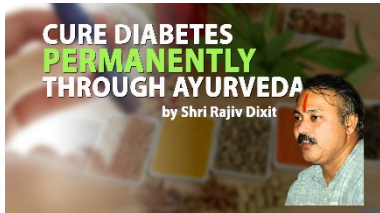
How many times do you need **TO BE REMINDED?**

“If it sounds too good to be **TRUE** then it probably **IS.**”



The Oxygen Diet

There are foods today that dramatically increase the amount of oxygen in your body.
Not only are many of them incredibly healing — they are down-right delicious!
I've compiled **easy, delicious and devastatingly powerful** oxygen recipes for you to compliment "The Miracle Cure".



Responding to Health Fraud

Notify your state's Office of the [Attorney General](#) about any health fraud you uncover in your state.

Get your local [Better Business Bureau](#) involved.

Your Rights As a Consumer

As a consumer, you have the right to information, the right to consumer protection by government agencies, and the right to complain.

The Right to Information

You need enough information to make an informed judgment about whether a product or service will be safe and effective.

The Consumer Protection

- Some agencies test products before they can be sold to consumers.
- Other agencies take action against quackery.
- Some agencies remove unsafe products from the marketplace.

Right to Complain

- **Identify the Problem** Be as clear and specific as possible about what is wrong.
- **Decide on Your Goal** Decide on a fair way to resolve your complaint. Do you want a refund, replacement, repair, or credit?
- **Collect Documents** Gather sales receipts, warranties, canceled checks, contracts, or repair records to back up your complaint.
- **Identify the Person in Charge** Find out who has the power to deal with your problem.

Where do I go to complain?

Government Consumer Agencies

The Consumer Product Safety Commission (CPSC)

Establishes safety standards for consumer goods and takes dangerous products off the market



Put Your Complaint In Writing

A letter of complaint should include

- the product's model and serial number
- the location and date of purchase
- your specific complaint and suggested resolution
- your name, address, and phone number and the best times to reach you
- a summary of any conversations you had in person
- a reasonable date by which you expect action to be taken

Be firm, calm, and respectful. Avoid writing in an angry or threatening letter. Keep a copy of the letter and all the documents.

If you don't receive a response or are unhappy with the response, contact the national headquarters of the company.

Vocabulary

consumer Someone who buys products or services for personal use.

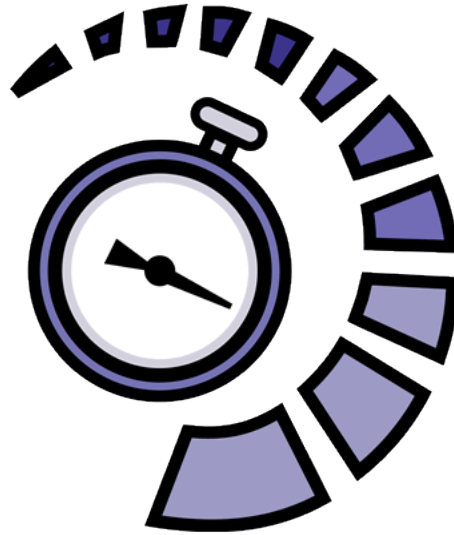
warranty An offer to repair or replace a product if there is a problem with the product.

advertising The public promotion of a product or service.

fraud An illegal act that involves telling lies to obtain money or property.

quackery The selling of useless medical treatments or products.

QuickTake Quiz



Click to start quiz.