Consumer Health
HEAL 225

College of Charleston
Spring 2012 ------- 3 Semester Credit Hours

TIME & PLACE:
1:40-2:55 TTH Room 409 Silcox Physical Education and Health Center

INSTRUCTOR:
Dr. Deborah A. Miller

OFFICE:
310 Silcox Physical Education and Health Center

OFFICE HOURS:
10:45-12:00 TTR, 9:00-12:00 W; and by appointment

PHONE/FAX:
(843) 953-8248 (843) 953-5558 (Sec.) (843) 953-6757 Fax

E-MAIL:
millerd@cofc.edu

PREREQUISITES:
None

COURSE TEXT:

COURSE DESCRIPTION:
An examination of the factors involved in the selection and evaluation of health services and products. Topics will also include quackery, consumer protection laws and organizations, and health insurance considerations.

COURSE OBJECTIVES:
Upon the successful completion of this course, the student should be able to:

- Identify the role of self-responsibility in maintaining health
- Explain why health quackery persists despite the current level of medical and scientific knowledge and the potential impact on his health.
- Recognize warning signs of deceptive advertising and quackery.
- Discuss consumer protection laws/organizations and provide a rationale for them.
- Analyze health products and services, especially in the areas of diet and weight loss.
- Describe how to determine viable and questionable alternatives to traditional health care.
Discuss the merits and options of health insurance plans in an era of increasing health care costs.

**REQUIREMENTS:**

- 63% (3 exams)
- 37% Commercial and Ad Analysis, Research Project, Service Learning Project

**DESCRIPTION OF ASSIGNMENTS:**

All written assignments must be typed. Be sure to use a spelling checker and then reread your paper for clarity. Late papers are only accepted due to extenuating circumstances that have been documented and approved by the Undergraduate Dean’s office. All assignments are to be handed in at 1:40 on the due date. All papers will be graded by a rubric posted in WebCT unless specified. This rubric should be the last stapled page of your paper. Five points (5) will be deducted from your paper for NOT attaching the appropriate rubric.

**A. COMMERCIAL & AD ANALYSIS** (25 pts)  
**Due:** January 24, 26th, & 31st

Working with a partner, each pair is to find on the internet a commercial or ad that deals with a health product or item. After showing the ad to the class, critique the ad using the following questions:

1. **What is the purpose of the commercial and advertisement?** (2 pts)
   Of course, the obvious thing for any advertisement is to sell the product, but there are many ways in which this may be done. The purpose may be to counteract some adverse report about the product; it may be to build a particular public image; or it may be to simply make you feel good. Its sales appeal may be overt or covert. In any case, the most general overall purpose of the ad should be isolated. If more than one purpose is apparent, each should be stated accordingly.

2. **What techniques (type of appeal) are utilized to sell this product?** (3 pts)

3. **What message comes across to the casual viewer when confronted with the ad?** (3 pts)
   Since many people just casually glance at ads on television, they must be designed to deliver a message quickly, without any type of script. For example, a picture of a big banana split might simply make a person hungry for something sweet. What are the subliminal messages found in this commercial or ad?

4. **What information does the ad contain?** (10 pts)
   Ads are meant to sell a product or idea and make statements which sound factual. Often the ad tells only the portion of the truth that is favorable to the product. Occasionally the ad tells the truth and offers some evidence of their claims. In order to discern the truth, a number of sub-questions must be asked:
   - What information presented in the ad is **true**?
   - What information presented in the ad is **false**?
   - What information presented in the ad is **misleading**?
   - What does the ad **leave out** that is an important consideration?
   - What does the ad say by **implication**?

5. **Oral presentation & bulleted outline of the answers to the questions** (7 pts)
   A 1-2 page bulleted paper will be handed in by each pair with the answers to the above questions. The paper
should be handed to the professor on the day of the presentation BEFORE the presentation is begun.

B. SERVICE LEARNING PROJECT: (50 pts.) Due Date = April 5th

Each student must complete 10 hours of service learning in a setting of his/her choice. The instructor has compiled a booklet of more than 250 agencies in the tricounty area that the student may work with throughout the semester. Each agency has a brief summary of its mission, contact person, phone number, website, and other valuable information clearly identified. The student must keep a log of hours completed and have his/her supervisor initial each hour spent volunteering. Students should select an area that is of interest and where they feel they can "make a difference". The written paper must answer the following questions: 1. What were your duties or responsibilities at your site? 2. Who were the clients/people that you worked with? 3. Describe any health conditions or problems that you became aware of during your volunteer experience. 4. Describe any consumer health issues you observed. 5. What did you learn from volunteering at your site? See www.tuw.org for the agencies in the booklet.

10 Documented hours 10 hrs. x 3 pts. each = 30 points
Written Paper (2-3 pages) Due Date = April 15th 20 points

**** Written papers may be handed in early upon the completion of all 10 hours of volunteering ****

C. RESEARCH PRESENTATIONS: (50 pts.) Randomly selected for March 29th or April 3, 5, & 10th

You will work in a small group with 2 other people and present the class with a creative, unique, and enjoyable presentation about the effectiveness of a health product/item. These multi-media presentations must be 15 minutes in length and everyone in your group must be actively involved. Each group of 3 people is expected to do a comparative analysis of a product that is made by several different companies. We want to know which product is the best buy and why. Which manufacturer is telling the truth and will the consumer get his/her money's worth? A 1-2 page detailed outline with information about your product must be handed out to your professor and every student in the class the day of your presentation. You will need to do some background research into how the product works and what was needed to get its patent.

EXAMINATIONS:
Exam 1 will cover Chapters 1, 2, 3, & 4 and all class materials.
Exam 2 will cover Chapters 5, 9, 11, 12, 13, & 14 and all class materials.
Exam 3 will cover Chapters 8, 10, & 23, and all class materials.
Final Exam will cover all class materials.

GRADING SCALE:

383 - 425 = A  90 - 100%
374 - 382 = A-  88 - 89
361 - 373 = B+  85 - 87
340 - 360 = B   80 - 84
332 - 339 = B- 78 - 79
319 - 331 = C+ 75 - 77%
298 - 318 = C 70 - 74
289 - 297 = C- 68 - 69
281 - 288 = D+ 66 - 67
272 - 280 = D 64 - 65
264 - 271 = D- 62 - 63
264 = F Below 62%

CLASS EXPECTATIONS:

1. Active participation by each student is demonstrated by his/her attendance as well as oral contributions to class discussions. Therefore, students must read all assignments **BEFORE** coming to class.

2. All assignments (written and oral) should reflect knowledge, current research in the field and its application, appropriate use of technology, and creativeness.

3. All written assignments should be developed on a computer using a word processing program. Work should be typed neatly, grammatically correct and presented on time.

4. **Cell phones are to be turned to VIBRATE before entering the classroom.** All electronic devices must be kept in bookbags or out of sight during class. **Text messaging during class is disrespectful and should not be done. Any electronic device** that is visible during an exam will result in an Honor Code violation.

5. Students with documented special needs should **meet with me** to determine what accommodations are required to successfully complete the course requirements. However, any student that needs special assistance is encouraged to meet with me during office hours. I want all of you to be successful in my class and I am here to help you.

6. Out of respect to the professor, your classmates, and the academic integrity of the College of Charleston, appropriate attire must be worn at all times and cover the private areas of your body. You are expected to conform to the College of Charleston code of conduct at all times. Therefore, any behavior or attire that detracts from the academic learning environment will result in your immediate dismissal from the classroom.

EVALUATION SCALE:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1....................</td>
<td>100</td>
</tr>
<tr>
<td>Advertisement Analysis</td>
<td>25</td>
</tr>
<tr>
<td>Exam 2....................</td>
<td>100</td>
</tr>
<tr>
<td>Research Project........</td>
<td>50</td>
</tr>
<tr>
<td>Exam 3....................</td>
<td>100</td>
</tr>
<tr>
<td>Service Learning Project</td>
<td>50</td>
</tr>
<tr>
<td>Final Exam................</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Points...........</strong></td>
<td><strong>425</strong></td>
</tr>
</tbody>
</table>
## Tentative Course Outline

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 - T</td>
<td>Introductions &amp; Course Overview</td>
<td></td>
</tr>
<tr>
<td>12 - TH</td>
<td>Consumer Health Issues</td>
<td>1</td>
</tr>
<tr>
<td>17 - T</td>
<td>Advertising &amp; Other Marketing Practices Separating Fact From Fiction</td>
<td>4, 2</td>
</tr>
<tr>
<td>19 - TH</td>
<td>Frauds &amp; Quackery</td>
<td>3</td>
</tr>
<tr>
<td>24 - T</td>
<td>** Ad critiques presented to class **</td>
<td></td>
</tr>
<tr>
<td>26 - TH</td>
<td>** Ad critiques presented to class **</td>
<td></td>
</tr>
<tr>
<td>31 - T</td>
<td>** Ad critiques presented to class ** Video: &quot;Side Effects&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FEBRUARY</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 - TH</td>
<td>Video: &quot;Side Effects&quot; Select Research Groups &amp; Topics</td>
<td></td>
</tr>
<tr>
<td>7 - T</td>
<td>*** Exam 1 *** (Chapters 1 - 4)</td>
<td></td>
</tr>
<tr>
<td>9 - TH</td>
<td>*** Research Group Meetings ***</td>
<td></td>
</tr>
<tr>
<td>14 - T</td>
<td>Guest Speaker: Nina Crowley, R.D. Basic Nutrition Concepts Nutrition Fads, Fallacies, &amp; Scams</td>
<td>11, 12</td>
</tr>
<tr>
<td>16 - TH</td>
<td>Guest Speaker: Mr. Gene Sessoms Fitness Concepts, Products, &amp; Services</td>
<td>14</td>
</tr>
<tr>
<td>21 - T</td>
<td>Guest Speaker: Nina Crowley, R.D. Weight Control &amp; Fad Diets</td>
<td>13</td>
</tr>
<tr>
<td>23 - TH</td>
<td>Self-Care</td>
<td>9</td>
</tr>
<tr>
<td>28 - T</td>
<td>Science-Based Health Care</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARCH</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - TH</td>
<td>*** Exam 2 *** (Chapters 5, 9, 11, 12, 13, &amp; 14)</td>
<td></td>
</tr>
<tr>
<td>13 - T</td>
<td>VIDEO: Sicko</td>
<td></td>
</tr>
<tr>
<td>15 - TR</td>
<td>VIDEO: Sicko</td>
<td></td>
</tr>
<tr>
<td>20 - T</td>
<td>Health Insurance</td>
<td>23</td>
</tr>
<tr>
<td>22 - TH</td>
<td>Health-Care Facilities</td>
<td>10</td>
</tr>
<tr>
<td>27 - T</td>
<td>Complementary &amp; Alternative Medicine</td>
<td>8</td>
</tr>
<tr>
<td>29 - TH</td>
<td>*** GROUP RESEARCH PROJECTS ***</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 - T</td>
<td>*** GROUP RESEARCH PROJECTS ***</td>
<td></td>
</tr>
</tbody>
</table>
MAKE-UP EXAMS:

Make-up exams are given at the discretion of the professor and are decided upon individually. If there is an emergency or you are ill the day of an exam, it is your responsibility to get in touch with me as soon as possible. According to the College Bulletin, it is in your best interest to contact the Dean of Undergraduate Students and bring documentation in the case of an emergency or prolonged illness.

ATTENDANCE:

Your presence is required in class every day. Two (2) tardies equal one (1) absence. Your grade will be lowered one full letter grade on your 3rd unexcused absence!!! Excused absences include, but are not limited to: death of a family member or friend, court appearance, hospitalization of self or close friend, automobile accident, or some other unpreventable occurrence. All documentation should be taken to the Dean of Students for verification and then the original documentation should be shown to the professor for her final approval. **A student will be dropped from the course with a WA after the 4th unexcused absence. Your attendance is REQUIRED during the oral research project presentations.** Your final point total will have 25 points deducted for each class that you arrive late or miss during these presentations.

HONOR CODE:

Each student is required to complete the various assignments individually unless it is noted otherwise in the syllabus. Please see the current Student Handbook - (Academic Honor System) for a description of the College's Honor System, which will be enforced in this class.

The College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education solely by reason of a handicap. Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.
FINAL EXAM:

Tuesday, May 1st  12:00-3:00  Room 409  Silcox Center