

Chapter 3

Being a Health-Literate Consumer

Lesson 1

Making Consumer Choices

Lesson 2

Choosing Community Health Services

Lesson 3

Managing Consumer Problems

Lesson 4

Understanding Public Health Services





What's Your Health Status?

Read each statement below and respond by writing *yes* or *no* for each item.

- ▶ 1. As a consumer of health care products and services, I understand that choices are influenced by a variety of factors.
- ▶ 2. I know my rights as a consumer.
- ▶ 3. I have regular medical and dental checkups.
- ▶ 4. I am knowledgeable about where to go for specific health concerns.
- ▶ 5. I read directions and warnings carefully before using any health care product.
- ▶ 6. I evaluate advertisements and confirm any health claims before purchasing a product.
- ▶ 7. I pay attention to the effectiveness of the health care products that I use and the medical treatments that I receive.
- ▶ 8. I know where and how to get help with a consumer problem.
- ▶ 9. I know about public health agencies and their functions.
- ▶ 10. I am aware of specific public health agencies in my community.

Quick Write

Using Visuals. What is one way to make sure that you are purchasing the product that best meets your needs? Read the label. Make a list of the different types of information you have seen on product labels. How have you used this information to decide what to purchase?



For instant feedback on your health status, go to Chapter 3 Health Inventory at health.glencoe.com.

Lesson 1

Making Consumer Choices

VOCABULARY

health consumer
media
advertising
comparison shopping
warranty
online shopping

YOU'LL LEARN TO


- Identify the factors that influence consumer decisions about health care products and services.
- Analyze the health messages delivered through advertising in the media.
- Demonstrate ways to utilize criteria to evaluate health products for appropriateness.



List five influences on your choice of health care products or services.

Circle the two that most often affect your decisions.



 Part of being a wise consumer involves making informed purchasing decisions about health- and fitness-related products.

Many health care products and services are available to the consumer. Supermarket and drug store shelves are lined with dozens of well-known brands of personal care products. Phone books list hundreds of different types of health care professionals, clinics, and other health services. What information do you need before you make a decision regarding health care products and services?

Being an Informed Health Consumer

In the years to come, you will become more responsible for decisions regarding your health. Although most decisions about health services are still in the hands of your parents or guardians, you are probably already making choices about such products as shampoo, skin cleansers, or deodorant. Learning about available health products and services and understanding how to judge their effectiveness and reliability will help you become an informed health consumer. A **health consumer** is *anyone who purchases or uses health products or services*.

Influences on Your Decisions

Many factors influence your decision to buy specific products and services. Internal factors, such as habit and personal taste, can play a role, as can such external factors as the opinions of family members and friends, and cost. One important external factor that influences purchasing decisions is the **media**, or *the various methods of communicating information*. Television, radio, newspapers, magazines, and the Internet are all forms of media.

Media and Advertising

Many health products and services are promoted through advertising. **Advertising** is *a written or spoken media message designed to interest consumers in purchasing a product or service*. Advertisements provide information that can help you make purchasing decisions. Remember, however, that the primary purpose of advertising is to get your attention so that you will want to buy the product featured in the ad. **Figure 3.1** lists some of the techniques that advertisers use to convey a certain message to the consumer and persuade him or her to buy a product. These hidden messages are often designed to appeal to the emotions of potential buyers.

FIGURE 3.1

HIDDEN MESSAGES IN ADVERTISING

Advertisers use several techniques to persuade consumers to purchase their products.

Technique	Example	Hidden Message
Bandwagon	Group of people using a product or service	Everyone is using it—you should too.
Rich and famous	Product displayed in expensive home	It will make you feel rich and famous.
Free gifts	Redeemable coupons for merchandise	It's too good a deal to pass up.
Great outdoors	Scenes of nature	If it's associated with nature, it must be healthy.
Good times	People smiling and laughing	The product will add fun to your life.
Testimonial	People for whom a product has worked	It worked for them, so it will work for you, too.

Comparing Choices

Advertising is one source of information about products and services. However, keep in mind that this information may be misleading, since advertising is designed to inform and persuade you to purchase a product. As a consumer, how do you make wise purchasing decisions? One way is to comparison shop. **Comparison shopping** is a method of judging the benefits of different products by comparing several factors, such as quality, features, and cost. Here are some criteria to consider as you evaluate products and services.

- ▶ **Cost.** Decide on a price range for your purchase. Then compare prices of the same brand or similar brands at different stores.
- ▶ **Features.** Decide which product features are important to you. This will allow you to avoid paying for features that you don't need and will help ensure that you purchase products with features that you find especially useful or desirable.
- ▶ **Quality.** Well-made products offer superior performance. An inexpensive product is no bargain if it falls apart or doesn't work.
- ▶ **Warranty.** Before you purchase a product, especially one that is costly, ask about the warranty. A **warranty** is a company's or a store's written agreement to repair a product or refund your money should the product not function properly. Always read a warranty in its entirety—including the fine print—and make sure that you understand its terms. Some warranties cover only certain aspects of a product or its use.

- ▶ **Safety.** Safety considerations should be foremost in your mind when choosing sports, recreation, or home-safety products.

- The **Underwriters Laboratory (UL)** is a product-safety testing and certification organization. The UL logo on electrical appliances, fire extinguishers, and other products indicates that the product has passed strict safety standards.
- **Snell**, a nonprofit foundation, and the **American National Standards Institute (ANSI)** monitor safety standards for helmets and other protective equipment. Look for their logos on any equipment you are thinking of buying.

- ▶ **Recommendations.** Talk to people who have used the product that you are considering purchasing. Parents or other trusted adults are good sources of information. Independent testing organizations such as the Consumers Union rate products.

▼ **Accessing product information before you go to the store makes comparison shopping easier. Where can you find information on the safety and effectiveness of protective equipment?**



Real-Life Application

Reading Product Labels

You can use the information on a product label to make an informed decision about whether to purchase the product. Study the label below, and then complete the activity for practice in evaluating products.

SPF 35 SUNBUSTER LOTION

ACTIVE INGREDIENTS: Avobenzone, Octocrylene, Octyl Salicylate, Oxybenzone

PRODUCT'S INTENDED USE: Provides protection against both UVA and UVB rays to help prevent sunburn, premature aging, and skin cancer.

PRECAUTIONS: Discontinue use if signs of irritation or rash appear. Avoid contact with eyes.

DIRECTIONS FOR USE: Apply liberally to all exposed areas before sun exposure. Waterproof for up to 80 minutes of swimming. Reapply after swimming, excessive perspiration, or vigorous activity.

MANUFACTURER'S CONTACT INFORMATION:
Call 800-555-1234 Weekdays 9 a.m. to 9 p.m. Eastern Time.

If two different brands have the same ingredients, which would be the wiser purchase?

Why should a consumer read this section carefully?

How can ignoring this section pose a risk to one's health?

Why might a consumer need this information?

ACTIVITY

Bring in the container or label of a personal care product that you use. Draw the label on a large sheet of construction paper. Using the above sample as a guide, draw arrows and label the different types of information. Use online Internet or library resources to find out more about the product. Write this additional information on the back of the paper. Tell the class about your product. Discuss whether you will continue using this product, and explain why or why not.

PRODUCT LABELS

One way to compare two similar products is to read their labels. Important information on product labels includes the product's name and intended use, directions for use, precautions and warnings, manufacturer's information, and the amount in the container. On most labels you'll also find the ingredients listed by weight in descending order. The label will also identify the active ingredients—the ones that make the product effective. This means that when you are comparing two acne medications, for example, you can compare labels to determine which contains more of the active ingredient.

Your Rights as a Consumer

As a consumer you have certain rights, both before and after you purchase a product or service. **Figure 3.2** summarizes these rights. Usually, consumer rights are recognized and respected. Most stores and service providers strive to keep their customers satisfied. Sometimes, however, consumers need help resolving a complaint. You will learn more about how to handle consumer problems in Lesson 3.

Today's Consumer Choices

Consumers today have more choices than ever before when it comes to product selection and ways to shop. **Online shopping** involves *using the Internet to buy products and services*. Below are some points to consider when shopping online.

- ▶ **Price.** Online sources sometimes offer lower prices. However, some of these savings may be lost by the added cost of shipping.
- ▶ **Convenience.** Items are delivered directly to the home. For many people this convenience outweighs the potential problem of repackaging and mailing items that may need to be returned.

FIGURE 3.2

YOUR CONSUMER RIGHTS

- **The right to safety.** You have the right to purchase products and services that will not harm you or others.
- **The right to choose.** You have the right to select from many products at competitive prices.
- **The right to be informed.** You have the right to truthful information about products and services.
- **The right to be heard.** You have the right to join in the making of laws that govern buying and selling.
- **The right to have problems corrected.** You have the right to seek compensation when you have been treated unfairly.
- **The right to consumer education.** You have the right to learn the skills necessary to help you make wise choices.



► **Product information.** Online descriptions provide only limited information about a product, and you can only view a picture of an item—you can't actually examine it or try it on before you buy.

If you decide to purchase products online, there are some safeguards you should consider. First, get permission from your parents or guardians. Next, make sure that the site is secure. This means that information such as credit card numbers will not be accessible to others. Check the organization's return policy, and make sure that you understand it completely. Finally, write down any confirmation numbers or other information related to your purchase. You will need these numbers if a problem arises.



▼ **Be sure to get your parents' or guardians' permission before ordering merchandise online. *What else should you consider before placing an online order?***

Lesson 1 Review

Reviewing Facts and Vocabulary

1. Why might some health messages delivered through advertising in the media be misleading?
2. What is a *warranty*? Why is it important to read a warranty in its entirety?
3. List three safeguards you should consider when shopping online.

Thinking Critically

4. **Synthesizing.** Demonstrate ways to utilize criteria to evaluate health products for appropriateness: What factors would you consider when deciding which of two bicycle helmets to buy? List the factors in order of importance.
5. **Analyzing.** Explain the advantages and disadvantages of seeking information about a product from someone who uses the product.

Applying Health Skills

Analyzing Influences. Recall a purchase you have made recently. List all the factors that influenced your decision. Include any advertising you have seen for the product, recommendations of family and friends, safety considerations (if any), and incentives such as coupons or sales. Review your list, circle the most influential factor, and explain why that factor was most important in your purchasing decision.



SPREADSHEETS Making a list is easy when you use a spreadsheet. See health.glencoe.com for help in using spreadsheet software.

Choosing Community Health Services

VOCABULARY

health care system
primary care physician
specialist
preventive care
health insurance
medical history

YOU'LL LEARN TO

- Identify situations requiring professional health services, such as primary and preventive care, for people of all ages.
- Identify, describe, and assess available health-related services in the community that relate to disease prevention and health promotion.
- Compare and analyze the cost, availability, and accessibility of health services for people of all ages.



Identify three situations for which you might require professional health services, as well as the type of health care professional that would provide that service.



- ▲ Most schools require that a student get a physical exam before participating in a sports program.

Being a health-literate consumer means more than just being informed about products. It also involves understanding your options in health care services.

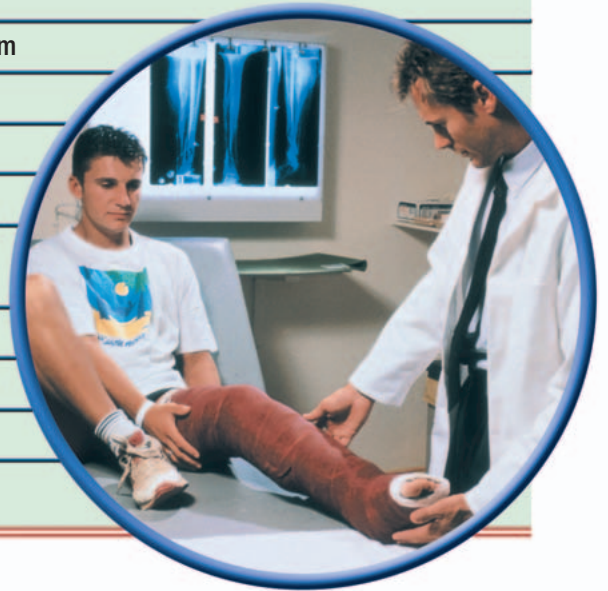
Types of Health Services


You have probably received immunizations and had your ears and eyes checked during health screenings. The health care professionals you have seen are part of a **health care system**, which includes *all the medical care available to a nation's people, the way they receive care, and the method of payment*. Health care can be divided into general care and specialized care. General care includes **primary care physicians**, or *medical doctors who provide physical checkups and general care*, as well as school nurses and dentists. Specialized care includes **specialists**, or *medical doctors trained to handle particular kinds of patients or medical conditions*. **Figure 3.3** lists a variety of health care specialists.

FIGURE 3.3

SOME HEALTH CARE SPECIALISTS

Specialist	Specializes In
Allergist	allergies
Dermatologist	skin diseases
Gynecologist	care of female reproductive system
Neurologist	nervous system problems
Oncologist	cancer
Ophthalmologist	care of eyes
Orthodontist	adjustments of teeth to improve bite and jaw alignment
Orthopedist	skeletal deformities or injuries
Pediatrician	primary care for children
Psychiatrist	mental health
Urologist	urinary tract problems



 An orthopedist is a specialist who treats injuries of the skeletal system. Describe the difference between a primary care physician and a specialist.

Whenever you've seen a doctor for a checkup or a dentist for an oral exam, you've used preventive care. **Preventive care** involves actions that prevent the onset of disease or injury. Many teens have had preventive care in the form of vision and hearing screenings, sports physicals, and testing for scoliosis (a spinal disorder).

Facilities for Health Care Services

Communities may have more than one type of health care facility. The services provided by these facilities may be offered as inpatient care or outpatient care. *Inpatient care* requires the patient to stay at the facility overnight and is provided for patients with a serious injury or illness. *Outpatient care* allows the patient to be treated and then return home. Health care facilities include:

- ▶ **Private practices.** Physicians in private practice work for themselves. Most of their patients are seen at an office on an outpatient basis, although the physicians are usually associated with a hospital in case inpatient care is required.
- ▶ **Clinics.** Physicians may provide outpatient care in a community clinic rather than an office.

Health Skills Activity

Decision Making: Getting a Sports Physical

Dan and two of his friends have just signed up for cross-country.

“Hey, Dan,” Brent says. “Mike and I are getting together to practice before the tryouts. Want to join us?”

“I’d like to,” Dan answers, “but I haven’t had my sports physical yet.”

Mike says, “You don’t need that to practice with Brent and me.”

Dan replies, “I’ll feel better about running if I have my physical first.”

“Look, Dan,” Brent says, “There’s only a few days left before tryouts. You’d better get in some practice time, or you might not make the team.”

Dan wonders what he should do.



What Would You Do?

Apply the steps to help Dan make a health-enhancing decision.

1. State the situation.
2. List the options.
3. Weigh the possible outcomes.
4. Consider values.
5. Make a decision and act.
6. Evaluate the decision.

- ▶ **Group practices.** Doctors in a group practice share office space, equipment, and support staff. Otherwise, they function in the same manner as those in private practice.
- ▶ **Hospitals.** Hospitals generally offer both inpatient and outpatient care. Some physicians work at the hospital. Those in private or group practice are there only when needed.
- ▶ **Emergency rooms.** Located within most hospitals, emergency rooms provide care for potentially life-threatening illnesses or injuries.
- ▶ **Urgent care centers.** These centers, staffed by primary care physicians, usually handle emergencies that are not life threatening. Patients may go to these centers if their primary care physician is unavailable or if they don’t have one.

How People Pay for Health Services

Health care can be a major expense. Many families have some form of **health insurance**, a plan in which private companies or government programs pay for part or all of a person's medical costs. To maintain membership in such a plan, the insured person pays a periodic *premium*, or fee, for coverage. In conventional insurance plans, the insured person pays for doctor visits and other forms of treatment out of pocket. An *out-of-pocket expense* is one that the patient must pay for. The patient is then reimbursed by the insurance company for a fixed portion, often 80 percent of the cost of the visit. Hospital care is covered in much the same way. In most insurance plans, members must also pay a *deductible*. This is an amount a member must pay in out-of-pocket expenses before the plan will start reimbursing for health care services.

Managed Care

Some insurance plans are called *managed care plans*. These plans emphasize preventive care and offer reduced physician charges for their members in an attempt to control costs. There are several types of managed care plans:

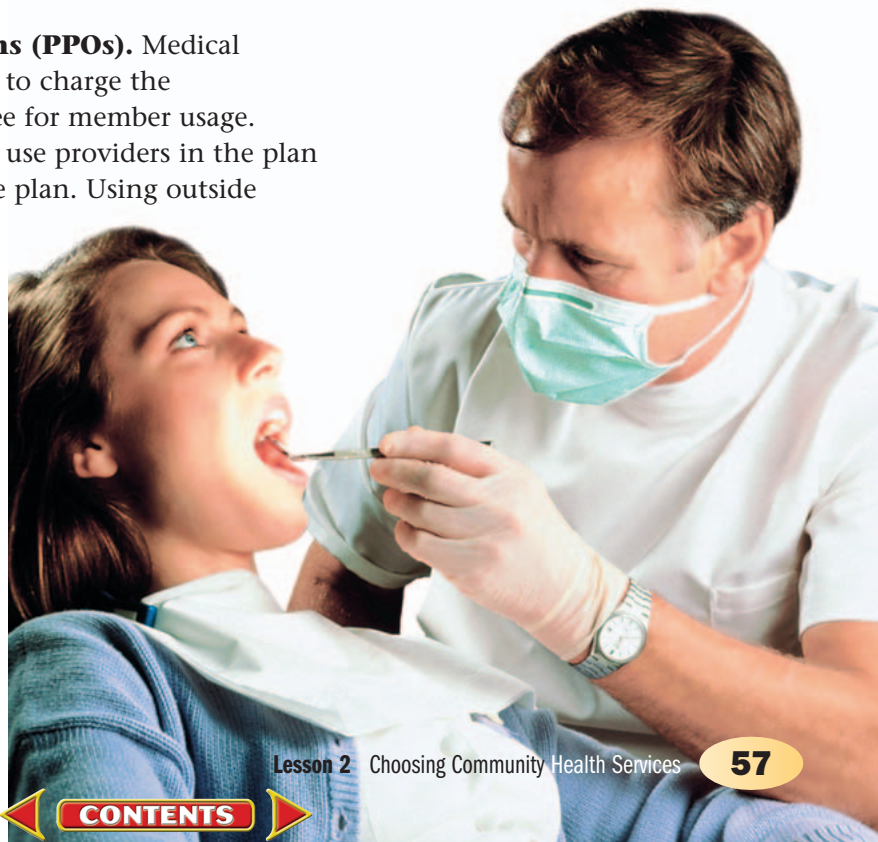
- ▶ **Health Maintenance Organizations (HMOs).** Members of an HMO pay a monthly premium but receive most or all medical services with few or no out-of-pocket expenses. Some HMOs require a small co-payment for an office visit. Usually HMO members can see only those physicians who have signed an agreement with the HMO.
- ▶ **Preferred Provider Organizations (PPOs).** Medical providers connected with PPOs agree to charge the organization less than their regular fee for member usage. Members pay a monthly premium to use providers in the plan but can choose a provider outside the plan. Using outside providers, however, results in higher out-of-pocket expenses.
- ▶ **Point of Service (POS) plans.** Members of this type of plan can choose providers inside or outside the plan. Choosing an outside provider often results in higher premiums and higher out-of-pocket expenses.




How do people get health insurance?

There are several ways for people to obtain health insurance. Many people who work are insured through their employers. Often employees can choose from several plans to find the one that best meets their needs. Self-employed people often purchase their own insurance. People who cannot afford insurance may be covered by Medicaid, the federal government's medical insurance program.

- ▶ **Most managed care plans offer preventive health services to their members. Why is preventive care important?**






 **Most health care providers request a medical history from their first-time patients.**

Did You Know?



 You have the right to access your medical records by contacting your doctor. Copies can be made for another health care professional of your choosing and, in some states, for your personal use. Insurance companies and government agencies typically are able to access your records as well. Laws protect your confidentiality by limiting access by other individuals or organizations.

Trends in Health Care

To help reduce expenses and improve the quality of care, the health community continually updates the types of care offered and the procedures used to implement care. Current trends include the following:

- ▶ **Birthing centers** are homelike settings that involve family members in the delivery of a baby. Birthing centers are usually less expensive than hospitals. However, they are appropriate only for women with low-risk pregnancies.
- ▶ **Drug treatment centers** specialize in treating people with drug and alcohol problems, usually outside of a hospital setting.
- ▶ **Continuing care and assisted living facilities** provide short- and long-term care for people who need help with daily tasks but who do not require professional medical care. Many older adults benefit from this kind of care.
- ▶ **Hospices** provide care for people who are terminally ill. Hospice workers are experts at managing pain and providing emotional support for the patient and his or her family.
- ▶ **Telemedicine** is the practice of medicine over distance through the use of telecommunications equipment. A medical specialist located hundreds of miles away can be brought into an examination room through a live interactive electronic system.

You and Your Health Care

A good doctor-patient relationship is critical to quality health care. This relationship requires open communication and a sense of trust. A health care professional can treat you and make recommendations for your health, but you need to take an active role in your medical care. Your relationship with your health care provider is a partnership—each of you must apply skills to effectively maintain your health. A good place to start is with an awareness of your own **medical history**, *complete and comprehensive information about your immunizations and any health problems you have had to date*. Most doctors' offices will ask you to fill out a medical history during your first visit. This form usually requires you to provide information about your own health habits, as well as the health of close family members. Ask your parents to help you obtain this information. The information in your medical history gives a health care provider an idea of your overall level of wellness.

Patient Skills


These tips can help you make the most out of your next medical appointment:

- ▶ Before you go, write down your reasons for seeing the doctor.
- ▶ While you are at the office, ask questions about any diagnoses, medications, or procedures that you do not understand or are unsure about.
- ▶ Inform the staff of any allergies you have or any medications you are taking. If a prescription is needed, this information can help the physician determine the right medication for you.

MEDICINE USE

If the physician prescribes a medicine for you, ask the pharmacist any questions you have about the medication. If the doctor recommends an over-the-counter medication, compare products by reading labels and make sure that you understand what symptoms each medicine is intended to treat.



 A pharmacist is a reliable source of information about both prescription and over-the-counter medications. *What types of questions might you ask a pharmacist?*



Lesson 2 Review

Reviewing Facts and Vocabulary

1. Distinguish between *primary care physicians* and *medical specialists*.
2. Identify situations requiring primary and preventive care.
3. List three actions that can help you make the most of your next medical appointment.

Thinking Critically

4. **Analyzing.** Compare and analyze the cost, availability, and accessibility of health services for people who don't have health insurance.
5. **Applying.** The incidence of type 2 diabetes is increasing in teens in the United States. Some of the factors that lead to this disease are being overweight and inactive. How might information in a teen's medical history aid a health care professional in diagnosing this disease?

Applying Health Skills

Accessing Information. Use your local telephone book and other sources to identify available health-related services in your community that relate to disease prevention and health promotion. Make a table that describes and assesses each of these services.



SPREADSHEETS You can create a table by using spreadsheet software. For help in using spreadsheet software, see health.glencoe.com.

Managing Consumer Problems

VOCABULARY

fraud
health fraud
malpractice
consumer advocates

YOU'LL LEARN TO

- Identify potential problems with health care products and services.
- Understand how to resolve problems related to health care products and services.
- Explore methods for addressing critical health issues that result from fraud.



Suppose that you purchased a new hair dryer that broke the first time you used it. Explain how you would deal with the problem.

Most health care products and services you purchase will live up to their claims. However, some products and services may be faulty, useless, or even potentially harmful. Thus, it's important to learn how to handle consumer problems.

Always keep your sales receipt. Some stores require receipts as part of their return policy, and many manufacturers require receipts to validate a product's warranty.

Problems with Products

Sometimes products are defective. Find out about a seller's return policy before purchasing a product. Many items can be returned to the store from which they were purchased. Others may need to be sent back to the manufacturer. Information in the product warranty will help you determine which course of action to follow. Before you attempt to return a product, reread the instructions to make sure that you are using the product correctly. If the product is truly defective, you must then decide whether you want a replacement or your money back. Put your reasons for returning the item in a letter, and keep a copy for future reference. Return the item in its original packaging. If you are mailing the item, be sure to get a shipping receipt to prove that you sent it.



Health Fraud

Fraud is *deliberate deceit or trickery*. Some individuals and businesses employ fraud to sell defective products or ineffective services. These people often go out of business as soon as consumer complaints expose them. **Health fraud**, also known as quackery, is the *sale of worthless products or services that claim to prevent diseases or cure other health problems*.

Fraudulent Products

Several types of products are particularly susceptible to health fraud:

- ▶ **Weight-loss products.** Ads for some diet pills, fad diets, and exercise equipment claim that a person can lose weight virtually overnight. Weight loss is effectively achieved only through healthful eating habits and regular physical activity.
- ▶ **Beauty and anti-aging products.** Many tooth whiteners, hair enhancers, and wrinkle creams may work temporarily, but none offer permanent results. Products that aren't approved by the Food and Drug Administration (FDA) may harm you.

Fraudulent Treatments

Another type of health fraud is clinics that specialize in “miracle” cures for ailments such as arthritis or that feature a remarkable and unusual treatment, such as consuming substances extracted from peach pits to cure cancer. These methods are ineffective and may even be dangerous. Of course, not all clinics offering specialized treatments are fraudulent. Check with a health care professional before seeking treatment at such a clinic.

OTHER PROBLEMS WITH HEALTH SERVICES

Some people experience problems with their regular health care providers. Sometimes these problems can be solved by changing health care professionals. Other concerns are more complicated. Health care professionals can sometimes be negligent or guilty of **malpractice**—*failure by a health professional to meet accepted standards*. To make sure that you are getting the best medical treatment possible, always get a second opinion from another health care professional for any major health concern, such as those involving surgery or other extensive treatment. If you have a serious problem with a health care professional, you may be able to get help from a regulatory organization such as the American Medical Association or from a state licensing board.



Red Flags of Fraud

Look for the phrases below in ads for health care products and services—they may indicate health fraud.

Possible signs of health fraud:

- ▶ “secret formula”
- ▶ “miracle cure”
- ▶ “overnight results”
- ▶ “all natural”
- ▶ “available only through mail-order”
- ▶ “hurry, this offer expires soon”
- ▶ “one-time offer”

▶ **Having an open, trusting relationship with your health care provider can help resolve many concerns about a diagnosis or treatment. *Why should you get a second opinion for any serious health concern?***



Real-Life Application

Writing a Letter of Complaint

A carefully written letter of complaint can help secure fair treatment for yourself if a product or service does not meet your expectations. Study the letter and answer the questions. Then compose your own letter of complaint.

Name of Company
Street Address
City, State, ZIP code

Dear (contact person):

On (date), I (bought, had repaired)
a (name of product) at (location).
Unfortunately, your product has not
performed well. (state the problem).

To resolve the problem, I would appreciate
(state what you want—money back, exchange,
repair). Enclosed are copies (do not send
originals) of my records (include receipts
and other documents).

I look forward to your reply and a reso-
lution to the problem and will wait until
(set a time limit) before seeking help
from a consumer protection agency or the
Better Business Bureau. Please contact me
at (phone number and address).

Sincerely,
Your name (signed)

Why is it important to provide this information early in the letter?

Why do you need to be specific here? Why should you not send the original documents?

Why might mentioning a consumer protection agency or the Better Business Bureau make the company more likely to act on your letter?

Source: Federal Consumer Information Center, U.S. General Services Administration.

ACTIVITY

With a partner, identify a health care product with which you might not be or have not been satisfied. Develop a three-part complaint letter about the product, using the sample above as a guide. Read your completed letter to the class. Have your classmates evaluate the letter, and adjust it on the basis of their feedback.

Help for Consumer Problems

If you try to resolve a problem with a product and are dissatisfied with the result, seek help from one of these groups:

- ▶ **Business organizations** such as the Better Business Bureau (BBB) deal with complaints against local merchants. The core services of the BBB include dispute resolution and truth-in-advertising complaints.

▶ **Consumer advocates** are people or groups whose sole purpose is to take on regional, national, and even international consumer issues. Some groups, like the Consumers Union, test products, inform the public, and play a role in protecting consumers when problems arise. Others work to expose fraud and teach consumers about their rights and responsibilities.

▶ **Local, state, and federal government agencies** ensure that consumers' rights are protected. The federal government, for example, has established a number of specialized agencies that deal with health-related products and services. The Federal Trade Commission works to prevent false or deceptive advertising. The Food and Drug Administration ensures that medicines are safe, effective, and properly labeled. The Consumer Product Safety Commission protects consumers against harmful products and can recall dangerous ones. Small claims courts are state courts that handle legal disputes involving amounts of money below a certain limit. The consumer and the merchant present their case to a judge, who then makes a decision.



Go to health.glencoe.com to learn more about the U.S. Consumer Product Safety Commission.

Lesson 3 Review

Reviewing Facts and Vocabulary

1. Define the term *fraud*.
2. Under what circumstances might you want to seek a second medical opinion?
3. When might a person file suit in small claims court?

Thinking Critically

4. **Analyzing.** Why is health fraud considered one of the worst types of fraud?
5. **Evaluating.** List several criteria you would use to distinguish between an effective complaint against a health care product that didn't fulfill its claim and an ineffective complaint.

Applying Health Skills

Communication Skills. Imagine that your aunt sent away for a wrinkle cream that was “guaranteed to make you look ten years younger in only three weeks.” After using the product for a month, she finds that not only does she not look younger, but her skin is red and irritated. Write a dialogue in which you explain to your aunt the likelihood that she is a victim of health fraud and explore methods for addressing this critical health issue.



WORD PROCESSING Use word-processing software to write and edit your dialogue. For help in using word-processing software, see health.glencoe.com.



Understanding Public Health Services

VOCABULARY

**public health
epidemiology**

YOU'LL LEARN TO

- Analyze the impact of the availability of health services in the community and the world.
- Explain the benefits of positive relationships among community health professionals in promoting a healthy community.



On a sheet of paper, list a few public health agencies with which you are familiar. What service does each provide to the public?



▲ Non-profit organizations like the American Red Cross promote community health in various ways.

Thanks to advances in **public health**, a community-wide effort to monitor and promote the welfare of the population, Americans are living longer, healthier lives.

Public Health Agencies

Public health issues are addressed at the local, national, and global level.

Health at the Local Level

State, county, and city health departments focus on disease prevention. Their functions include overseeing standards for water and sewage systems, waste disposal, and the sanitation of restaurants. A local health inspector, for example, may close a restaurant for failing a routine inspection. Nonprofit agencies have local chapters that are devoted to particular health concerns. The March of Dimes, for example, works to reduce birth defects.

Health at the National Level

Several agencies also work at the national level to protect health.

- ▶ **The National Cancer Institute (NCI)** is the federal government's principal agency for **cancer** research.
- ▶ **The Environmental Protection Agency (EPA)** is responsible for protecting the country's air, water, and land.
- ▶ The U.S. Department of Labor's **Occupational Safety and Health Administration (OSHA)** works to prevent injuries and safeguard the health of workers across the country.
- ▶ **The United States Department of Agriculture (USDA)** leads the federal antihunger effort with food stamp, school lunch, and school breakfast programs. One agency of the USDA, the **Food Safety and Inspection Service (FSIS)**, is responsible for the safety of meat, poultry, and egg products.
- ▶ **The Department of Health and Human Services (DHHS)** oversees more than 300 health-related programs. These programs are administered by 13 agencies, which include the following:
 - **The Centers for Medicare and Medicaid Services (CMS)** administer federal insurance programs, which help provide health care to low-income and elderly Americans.
 - **The Food and Drug Administration (FDA)** ensures the safety of food, drugs, and cosmetics.
 - **The National Institutes of Health (NIH)** conduct medical research and provide funding for medical research carried out at other institutions.
 - **The Substance Abuse and Mental Health Services Administration (SAMHSA)** provides programs that aid substance abusers and people with mental/emotional disorders.
 - **The Centers for Disease Control and Prevention (CDC)** conduct research and collect data that help control the spread of diseases. Part of the CDC's job involves **epidemiology**, or *the scientific study of patterns of disease in a population*.
 - **The Federal Trade Commission (FTC)** was established to enforce antitrust and consumer protection laws. The FTC works to promote fair competition in the nation's markets and to ensure that consumers are given the right to make informed choices.

hotlink

cancer To learn more about cancer, see Chapter 26, page 681.

▼ **OSHA inspectors work to prevent injuries and protect the health of workers in the United States. How might periodic inspections of a workplace help ensure workers' safety?**



Hands-On Health **ACTIVITY**

Raising Awareness of Public Health Programs

In this activity your group will create a public service announcement (PSA) to highlight the mission of a public health agency or program.

What You'll Need

- paper and pen
- telephone directory (one per group)
- Internet access (optional)

What You'll Do

1. In your group, examine the list of agencies in the “Government” section of the phone directory. Agencies will often list specific offices that indicate what they do, such as “Lead Poisoning Program” or “Food Safety.”
2. Find out the mission and history of one agency or office. What health problems does this agency seek to

address? What services does it provide? If possible, research this information online.

3. Write a PSA script that promotes the agency or office. Make sure that you convey how this agency promotes public health. Target the message to high-school students.
4. Arrange with your teacher and school administrators to present your PSA to your school.

Apply and Conclude

As a class, brainstorm a list of other ways of highlighting the contributions of public-health agencies or programs. Then write a paragraph describing the importance of raising people's awareness of these organizations and programs.

Public Health on a Global Scale

Some countries don't have the medical technologies or services that are available in the United States and other developed nations. War, drought, floods, or other crises can lead to starvation, unsanitary living conditions, and uncontrolled disease. Government agencies and private organizations from around the world extend aid to developing countries in times of crisis. One key organization is the World Health Organization (WHO). An agency of the United Nations with a membership of nearly 200 countries and territories, WHO has programs to eradicate diseases such as polio and cholera and to address pollution. Another organization, the International Committee of the Red Cross, provides emergency aid to victims of armed conflict, disease outbreaks, and natural disasters.

FIGURE 3.4

ADVOCATING FOR PUBLIC HEALTH

There are many ways that teens can advocate for public health. Here are just a few:

- Follow all health and safety laws and ordinances; for example, keep your immunizations up to date.
- Set an example by practicing healthful behaviors, such as always wearing a helmet when biking or skating.
- Avoid actions that could endanger the health or safety of others, such as reckless driving.
- Get involved in events that promote public health. Participating in events such as community walks or 10K runs for charity improves your own health as well as the health of others.
- Find out which community groups deal with public health issues. Identify their goals and support them.
- Inform the proper authorities if you notice a condition or activity that threatens public health.

Advocacy—Taking Action for Public Health

Individuals can play a critical role in promoting public health. **Figure 3.4** lists some of the ways you can help promote public health in your own community.



Lesson 4 Review

Reviewing Facts and Vocabulary

1. Define the term *public health*.
2. Identify the public health agency that provides insurance programs for low-income and older Americans.
3. List two organizations that work to maintain world health.

Thinking Critically

4. **Applying.** Why might restaurant inspections be handled by government agencies rather than the restaurants themselves?
5. **Analyzing.** Analyze the impact of the availability of health services in the community and the world.

Applying Health Skills

Accessing Information. Research public-health agencies in your community. Make a four-column chart in which you list the name of each agency, describe what each one does, tell whether each is a government or private agency, and describe opportunities for volunteering to advocate for public health. Share this information with your class.



SPREADSHEETS Making a table is easy when you use a spreadsheet. Find help in using spreadsheets at health.glencoe.com.

Today's "Health Beat"

Many newspapers have a health beat or a health section. What kinds of health topics do newspapers cover? How does your local newspaper compare with newspapers in other locations? In this activity, you will examine the health coverage in various newspapers and consider the impact that increased coverage of health topics may have on a community or state or on the nation as a whole.

• Name of newspaper:
• Date:
• Title of health article:
• Type of article: (preventive health, nutrition, fitness, disease outbreaks, federal or state legislative health issues, and so on)
• Length of article:
• Intended audience: (youths, older adults, males/females, registered voters, legislators or government officials, African Americans, Hispanic Americans, other minority groups, and so on)
• Brief summary:

ACTIVITY

Choose a specific newspaper, and look through it for health articles or the health section. Examine articles in two different editions of the newspaper you've selected, recording information about each article in a chart like the one above. Compare the information you have collected with others. In a class discussion, consider the following questions: How does the health coverage in the newspaper you examined compare with that in other papers? Do the papers cover the same kinds of

topics? Do they devote similar amounts of space to health topics?

EXPRESS YOUR VIEWS

Use the questions as a starting point for a one-page opinion paper: Why do you think media coverage of health topics has increased in recent years? What impact might increased coverage of health topics have on your community or state or on the nation as a whole?

CROSS-CURRICULUM CONNECTIONS



Publish a Newspaper. As a class, create a newspaper that includes news stories and feature articles on health products and services as well as editorials on consumer health concerns that are relevant to teens. Your teacher will organize the class into teams and assign each team a news beat. Create a final product, and obtain permission to distribute your publication to the entire school.



Give an Oral Report. Consumer and health advocacy groups safeguard citizens from unreliable or hazardous products and services. Select and research an independent testing source such as the Consumers Union, a government agency such as the Federal Trade Commission, or a consumer activist such as Ralph Nader. Determine what led to the development of the organization or what motivated the individual to become a consumer activist. Give a short oral report to your class.



Calculate the Better Value. You are trying to decide which brand of energy drink to buy. One ounce equals 0.029574 liters. Zippy is \$1.50 for 32 ounces; Get-Going is \$1.35 for a liter. Assuming that both products have the same ingredients in the same proportions, which is the better deal?



Conduct Research. Chlorofluorocarbons (CFCs) were once used as aerosol propellants in health care products such as deodorant. In the 1970s it was determined that CFCs were significantly depleting the ozone layer, and their use has been progressively banned throughout the world. Research the history of the use of CFCs and the legislation enacted to eliminate the use of these and other ozone-depleting substances.



Public Health Specialist

Are you interested in a career in health education and wellness? Do you have a real concern for the welfare of your community? If so, then a career as a public health specialist might be a good choice for you.

To enter this profession, you need a bachelor's degree with a specialization in a biological, medical, or physical science; food science or technology; chemistry; nutrition; engineering; epidemiology; or another related scientific field. For more information on this and other health careers, click on Career Corner at health.glencoe.com.



Chapter 3 Review

► **EXPLORING HEALTH TERMS** Answer the following questions on a sheet of paper.

Lesson 1 Match each definition with the correct term.

advertising	media
comparison shopping	online shopping
health consumer	warranty

1. Anyone who purchases or uses health products or services.
2. Using the Internet to buy products and services.
3. A method of judging the benefits of different products by comparing several similar factors for each one.
4. The various methods of communicating information.

Lesson 2 Fill in the blanks with the correct term.

health care system	preventive care
health insurance	primary care physician
medical history	specialist

5. The _____ includes all the medical care available to a nation's people, the way they receive care, and the method of payment.
6. Actions that prevent the onset of disease or injury are known as _____.
7. _____ is a plan in which private companies or government programs pay for part or all of a person's medical costs.
8. Complete and comprehensive information about your immunizations and any health problems you have had to date is your _____.

Lesson 3 Replace the underlined words with the correct term.

consumer advocate	health fraud
fraud	malpractice

9. Deliberate deceit or trickery is malpractice.
10. When a health care professional fails to meet accepted medical standards, he or she is guilty of consumer advocacy.
11. A person or group whose sole purpose is to take on regional, national, and even international consumer issues is a health fraud.

Lesson 4 Answer each question with the correct term.

epidemiology	public health
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12. What is a community-wide effort to monitor and promote the welfare of the population?
13. What is the scientific study of patterns of disease in a population?

► **RECALLING THE FACTS** Use complete sentences to answer the following questions.

Lesson 1

1. List two internal factors that can influence your buying decisions.
2. List three techniques advertisers use to persuade consumers to buy their products.
3. How are ingredients listed on a product label?

Lesson 2

4. Describe the health care that is provided by emergency rooms and urgent care centers.
5. What is a deductible?
6. Why do health care professionals have new patients fill out a medical history?

Lesson 3

7. List the steps to follow before you try to return a product.
8. What should you do if you have an unresolved problem with a health care provider?
9. Which government office can recall a dangerous product from the marketplace?

Lesson 4

10. What is the focus of state, county, and city health departments?
11. Identify the federal government's principal agency for cancer research.
12. List three ways you can advocate for public health.

▶ THINKING CRITICALLY

- 1. Synthesizing.** Think of a health-related product or service that you recently purchased. What factors influenced your decision to buy the product or service? Distinguish between the internal and external factors. (LESSON 1)
- 2. Evaluating.** What advantages over a private practice would a group practice provide a physician who is just starting out? (LESSON 2)
- 3. Applying.** Jerome bought an exercise machine that promised to produce “rock-hard abs” in only three weeks. He used the machine according to the instructions, but after a month he was dissatisfied with the results. What conclusion might he draw from this experience? (LESSON 3)
- 4. Analyzing.** What benefits are gained from positive relationships among community health professionals in promoting a healthy community? Explain your answer. (LESSON 4)

▶ HEALTH SKILLS APPLICATION

- 1. Accessing Information.** Investigate a type of health-related product, such as a piece of sports equipment or a sports drink. Choose three products in that category and compare costs, quality, and any other appropriate factors. After you have done your research, decide which item you would purchase and explain why. (LESSON 1)
- 2. Practicing Healthful Behaviors.** Identify those actions you presently take that could be considered preventive care. What additional actions could you take to protect yourself from disease? (LESSON 2)
- 3. Advocacy.** Create an awareness campaign to help educate older adults in your community about the problem of health fraud. You may wish to create a poster, newsletter, or videotape to present your health message. (LESSON 3)
- 4. Accessing Information.** Interview the manager of a local restaurant. Find out what state and local health laws the restaurant must follow. Share the information with your class. (LESSON 4)

BEYOND the Classroom

Parent Involvement

Interpersonal Communication. Sit down with your parents, and discuss their choice in health insurance plans. Talk about the plan’s coverage, costs of premiums, choices in physicians, and any out-of-pocket expenses your parents might incur. If your parents have no insurance, discuss with them what you have found out about health insurance plans in class.



School and Community

Community Health Services. Research a health service for people of all ages that is available in your community. Identify its purpose, funding, and programs. Find out what volunteer opportunities, if any, are available at the organization. Summarize your findings in a one-page report that you present to the class.