

Chapter 3

Vocabulary

health consumer	health care system	fraud
media	primary care physician	health fraud
advertising	specialist	malpractice
comparison shopping	preventive care	consumer advocates
warranty	health insurance	public health
online shopping	medical history	epidemiology

Directions: Read the following passage. For each underlined phrase, write the term from the list above that can replace it.

Making consumer choices can be a difficult process. Today, there are more forms of (1) written or spoken messages designed to interest consumers in purchasing a product or service than ever. It is especially important to make careful decisions about health products and services. (2) Judging the benefits of different products by comparing factors such as cost, features, and quality is one way to make careful choices.

You should carefully avoid (3) the sale of worthless products or services claimed to prevent or cure health problems. Obtaining a(n) (4) written agreement to repair a product or replace a defective product can protect you from wasting money on defective products. When (5) using the internet to buy goods and services you should be a careful (6) person who purchases or uses health products or services. A(n) (7) person or group whose purpose is to address consumer issues can provide help if you have consumer problems.

Choosing a health care provider is another important decision. The type of (8) private company or government program that pays for all or part of your medical costs you have may affect your choice of health care provider. Your provider can't effectively help you maintain your health unless you provide a(n) (9) complete and comprehensive information about your immunizations and any health problems you have had. Occasionally health care providers are guilty of (10) failure by a health care professional to meet accepted standards. You should contact the American Medical Association or the state's licensing board in these cases.

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|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Activity 7**Applying Health Skills**

FOR USE WITH CHAPTER 3, LESSON 1

It's Influential

Directions: Many factors, both internal and external, influence your consumer choices. Advertising is an external influence that can profoundly affect your choice of products. Television, magazines, the Internet, and radio are some of the most effective ways for advertisers to reach potential customers. This activity will help you analyze how much advertising affects your thoughts about particular products. For each category of product listed, name the first brand of the product that comes to mind. Then, describe what you know about the product. In the last column, list the source of your information. At the end of the activity, answer the questions to analyze how advertising influenced your thoughts about these products.

Product	Brand	Knowledge about the Product	Source of Information about the Product
Shampoo			
Body soap			
Toothpaste			

1. For which of the products above was your information based on advertising?

2. For which of the products above was your information based on personal experience with the product? _____

3. Were any of the words or phrases you used to describe the product the same as the words and phrases used in an advertisement for the product?

4. Based on the activity and your answers to the questions, how much do you feel advertising affects you and your consumer choices? _____

Activity 8**Applying Health Skills**

FOR USE WITH CHAPTER 3, LESSON 2

See the Specialist

Directions: General health care is provided by primary care physicians, school nurses, and dentists. Often these are the first health professionals you see when you have a health problem. Primary care physicians and dentists can refer their patients to specialists for treatment of certain medical problems. Read the descriptions below. For each, name the specialist to which the person could be referred and provide a brief description of the types of problems handled by the specialist.

1. Matt has been suffering from acne for several months now. What started as a small problem has become severe, so he made an appointment with his primary care physician.

2. Juan visited his dentist for a check-up. The dentist noted that the position of Juan's permanent teeth has made it difficult for Juan to chew properly. Juan also feels embarrassed about his crooked teeth.

3. Hannah has had cold symptoms for a month now. Even though she has been taking cold medicine, she doesn't feel much better. Hannah made an appointment with her primary care physician, and at her appointment she described her symptoms: watery eyes and constant sneezing.

4. Erica made an appointment with her primary care physician to discuss the severity of her menstrual cramps. She misses several days of school each month, and wonders if there is a treatment that could alleviate her cramps.

Activity 9**Applying Health Skills**

FOR USE WITH CHAPTER 3, LESSON 3

Sandra's Suggestions

Directions: Pretend you are Sandra, an online consumer advocate. Answer the following questions that have been submitted to your Web site.

1. "Sandra: I'm going to send my new hair dryer back. It just doesn't work! The store manager said to send it back to the manufacturer. How can I increase my chances of getting a refund?"

2. "Dear Sandra: The prescription my doctor gave me was for the wrong medicine, which landed me in the hospital. What can I do about my problem?"

3. "Dear Sandra: I tried to return some defective merchandise to a local store, and I was told that they wouldn't take returns. Since I had my receipt, and the merchandise was still in the original box, I thought they would take care of the problem. My neighbor said the same thing happened to her at that store. Who can help us out?"

4. "Sandra: I bought an exercise device I saw on TV. It was supposed to give results in less than a week. All I've got to show for my week's work is sprained muscles and a big doctor bill. Any advice?"

Activity 10**Applying Health Skills**

FOR USE WITH CHAPTER 3, LESSON 4

Public Health in the World and in Your Community

Directions: There are many organizations that advocate for public health. There are large multinational organizations. Other agencies are national. Still others are local organizations, which promote health in the cities and towns in which they are located. All of these organizations, regardless of size, depend on the efforts of individuals to succeed. Complete the worksheet below. Consider how you can make a difference in your town.

1. Name two international public-health agencies and describe their functions.

2. Name one national public-health organization.

3. Name one local public-health organization.

4. Research volunteer opportunities with this organization. Talk to someone at the organization and determine present volunteer opportunities, as well as new volunteer possibilities that require staffing. Find out how someone becomes a volunteer. Describe your findings here.

5. Which of the volunteer opportunities sounds the most interesting to you? Why?

6. If you decide to perform one of these volunteer opportunities, write a paragraph describing your volunteer work and share it with the class.

Chapter 3

Study Guide

- STUDY TIPS:**
- Read *You'll Learn To* for each lesson.
 - Look up the meaning of any unfamiliar vocabulary terms.
 - Read the questions below before you read the chapter.

Directions: As you read the chapter, answer the following questions. Later, you can use this guide to review the information in the chapter.

Lesson 1

1. Define *comparison shopping*.

2. Describe two techniques used by advertisers to convey messages to consumers.

3. Name four factors you should consider when deciding between two consumer products.

Lesson 2

4. Define *medical history* and explain why it is important for your health care provider.

5. Define *health insurance*. How are managed care plans different from conventional plans?

6. Define and give three examples of *specialists*.

Study Guide, Chapter 3 (Continued)

7. Give three examples of types of health care professionals who provide general care.

Lesson 3

8. Name two government agencies that protect consumers' rights.

9. Describe health fraud, and mention two types of products that are particularly susceptible to health fraud.

10. Define *malpractice*.

11. What is small claims court, and how can it be used by consumers to resolve complaints?

Lesson 4

12. Identify three ways public health is overseen at the local level.

13. Define *epidemiology*.

14. What are three agencies that work at the national level to maintain health?
