

**Department of Health Promotion and Behavior  
College of Public Health  
University of Georgia**

**HPRB 3210  
Health Consumerism  
Fall Semester 2007**

**Course Information**

Instructor: John Parmer  
Office Location: Ramsey Center Office 316  
Phone: 706 542-8734  
Email: parmer@uga.edu  
Office Hours: Wednesday 2:30pm – 4:30pm

**Course Meeting Time and Location**

Building: Ecology Building 1033  
Room: 201  
Day: MWF  
Time: 11:15am – 12:05pm

**Textbooks and Other Required Course Material**

Barrett, S., et al. (2007). Consumer Health: A guide to intelligent decisions (8<sup>th</sup> ed.). New York: McGraw-Hill.

**Additional reading:** Students are responsible for assessing other readings that will be assigned during the course. These may include articles and other materials and various internet websites and electronic media.

**Course Description**

An analysis of health products and services and the factors that influence personal choices in the health marketplace. Includes discussion of philosophy, theory and practice of self-care and health activism.

## Course Learning Objectives

By the end of the course the student will be able to:

1. Describe the current delivery system in the United States for health/medical services and products.
2. Demonstrate an understanding about the philosophy and need for personal responsibility in health maintenance and promotion.
3. List and discuss predisposing, enabling and reinforcing factors that can influence choice and use of health/medical products and services.
4. Describe the various health/medical-care specialties to include training required and extent of expertise.
5. Demonstrate an understanding of alternative health services/specialties by explaining pros and cons of choosing a specialist in areas other than conventional medicine.
6. Describe the risk factors and prevalence of major health problems in the United States.
7. Analyze health advertising and distinguish between gimmicks or fads and legitimate health products and/or services.
8. Examine the economic implication of prevention and health promotion in relation to treatment.
9. Describe the various methods of financing health promotion and medical care.

## Course Requirements for Grading Purposes

**Exams:** There will be a total of 3 exams in class and one final exam at the end of the semester. Each exam covers a part of the course as listed below under Topical Outline. The exams will cover a mix of lecture material, textbook reading, additional reading assignments, guest speakers and videos shown in class. A review will be held before each exam. The final exam will cover the last two topics of the course – Major Health Problems and Consumer Protection and Health-Care Costs.

**Short Papers:** There will be 5 short paper assignments announced in class throughout the course. Papers will include summaries of class activities such as videos and guest speakers, as well as reactions/opinion papers related to reading assignments. Each short paper will be worth 10 points for a total of 50 possible points. Due dates will be announced in class.

**Advertisement Analysis and Presentation:** Use information from Chapter 2 and Table 4-1 of the text to analyze a newspaper or magazine advertisement for a health product. Answer questions such as: Is the information accurate or misleading? Can the product do what the ad claims? Why? Give the sources of evidence. Attach to the advertisement a summary of the analysis. Prepare a brief oral presentation (3-5 minutes) to be given in class.

**Participation:** Participation in class discussion and activities is expected and will be factored into the grading process. You cannot participate if you are not in class.

**Topical Outline****HPRB 3210: Health Consumerism  
Fall 2007  
Daily Course Schedule\***

*\* This schedule is subject to change. Any changes will be announced in class and/or through WebCT. You should double check important due dates with the instructor.*

<b>Date</b>	<b>Topic</b>
8/17	Review Syllabus and Class Policies
8/20 – 8/24	Consumer Health Issues
8/27 – 8/29	Frauds and Quackery
8/31 – 9/7	Advertising and Promotion
9/3	<i>Labor Day</i>
9/7	Review for Exam 1 ( <i>time and location to be announced in class</i> )
<b>9/10</b>	<b>Exam 1</b>
9/12 – 9/21	Choosing Health Services
9/24 – 9/26	Mental Health
9/28 – 10/3	Self-Care
10/3	Review for Exam 2 ( <i>time and location to be announced in class</i> )
<b>10/5</b>	<b>Exam 2</b>
10/8 – 10/19	Nutrition
10/12	<i>Midterm Withdrawal deadline</i>
10/22 -10/29	Weight Control
10/25 – 10/26	<i>Fall Break</i>
10/31 – 11/5	Fitness
11/5	Review for Exam 3 ( <i>time and location to be announced in class</i> )
<b>11/7</b>	<b>Exam 3</b>
11/9	Cardiovascular Diseases
11/12	Cancer
11/14	HIV/AIDS
11/16 – 11/19	Health Insurance
11/21 – 11/23	<i>Thanksgiving Holiday</i>
11/26 – 11/30	Health-Care Economics
12/3-12/5	Consumer Laws and Agencies
<b>12/10</b>	<b>Final Exam 12:00 – 3:00pm</b>

## Grading Policy

Point Values	
Examinations (3)	150 Points
Short Papers (5)	50 Points
Advertisement Analysis and Presentation	20 Points
Attendance/Participation	20 Points
Final Exam	60 Points
<b>TOTAL</b>	<b>300 Points</b>

### Grading:

97-100%	A+	>93-<97%	A	90-93	A-
87<90%	B+	>83-<87%	B	80-83	B-
77<80%	C+	>73-<77%	C	70-73	C-
67<70%	D+	>63-<67%	D	60-63	D-
<60%	F				

## Make-Up Policy

**Make-Up Tests:** Make-up tests will only be offered on an individual basis and only due to personal emergencies. The student must contact the instructor before test time in order to schedule a make-up test. Plan to take the tests as scheduled.

**Submission of Written Assignments:** All papers/projects/assignments are due by the beginning of the class period on the due date, unless otherwise announced. You may turn them into me in the classroom (preferred), or put them under my office door before the start of class. Late papers/projects/assignments will be graded as follows:

- turned in on the due date but during class (not at the beginning of class), grade starts from 90%
- turned in between after I return to my office on the due date and 9:00am the next day, grade starts from 80%
- papers will be given a grade of 0 if not turned in by 9:00am on the 1st calendar day after the due date

## Attendance Policy

Everybody is busy and has competing demands on his or her time; however, students are expected to attend class and participate in class discussions and activities. You cannot participate if you are not in class. Attendance will be taken randomly throughout the semester 10

times for 1 point each (10pts total). Participation in class activities and discussion will count for 10 points.

**Laptops:** Students can use laptops in class. However, once the class starts, students cannot surf the internet or check their email. Laptops can only be used to take notes in class.

**Cell Phones:** Please do not bring cell phones to class or make sure that they are silenced during the class period.

### **University Honor Code and Academic Honesty Policy**

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work.

### **Students with Disabilities**

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor or designate during regular office hours or by appointment.

### **General Disclaimers**

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.