

**UNIVERSITY OF NORTH TEXAS**  
**DEPT. OF KINESIOLOGY, HEALTH PROMOTION, & RECREATION**  
**Consumer Health, 4251.001**  
**Fall 2016**

**Faculty Contact Information**

Instructor: Jody Terrell, Ph.D.

E-mail: jody.terrell@unt.edu

Office: PEB 210D

Class Meeting Time: MW: 3:30 – 4:50 PM

Classroom: PEB 219

Phone: Office: 940-565-3533

Office Hours: MW 2:00 – 3:00 &

TTH 3:30 – 4:30 PM

Available upon Request

**Recommended Text:**

Barrett, S., London, WM., Kroger, M., Hall, H., & Baratz, R.S., (2013). Consumer Health: A Guide to Intelligent Decision, 9<sup>th</sup> Edition. ISBN 0780078028489

**Course Description**

This course is an overview of the concepts of marketing, analysis, selection, and decision-making regarding health care, products, services, and providers. 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**

The student who successfully completes this course will be able to:

- Define consumer health and related concepts.
- Think critically and creatively about health and health care, products and services at an individual and societal levels.
- Explore personal, familial, social, political, historical, scientific, marketing, cultural, and environmental influences upon your health and health care decisions.
- Examine and express your thoughts, feelings, and beliefs in clear and beneficial ways.
- Hear, explore, and respect diverse thoughts, feelings, and beliefs of other people.
- Increase your personal health literacy and decision-making skills.
- Differentiate between quackery and legitimate health care providers, products, and services.
- Distinguish between effective health education and health propaganda.
- Present effective and balanced health education messages.

To accomplish this, students should attend class, read all course materials, and participate in discussions.

**Course Goals**

1. Evaluate and prioritize health issues and concerns
2. Demonstrate how to recognize health issues, fraud and assess solutions
3. Demonstrate how to read and follow directions
4. Effectively prioritize life issues, goals, responsibilities to avoid stress related health issues.

## **Student Learning Outcomes – (to name a few)**

At the end of the course the students will be able to successfully:

1. Describe the immediate and long-term rewards of healthy behaviors and the effects that your health choices may have on others.
2. Identify your own current risk behaviors, the factors that influence those behaviors, and the strategies you can use to change them.
3. Examine the physical, emotional, and social health risks that may occur with chronic stress.
4. Describe the benefits of physical activity for health, fitness, and performance.
5. Discuss what cancer is, how it develops, its causes and the ways to prevent cancer and the implications of behavioral risks.
6. Explain why it is important to be a responsible health care consumer and how to encourage health care consumers to take action.
7. Discuss issues facing our health care system.
8. Explain how to properly eat and exercise in order to improve your general health

## **Expectations**

You are part of creating a course climate in which everyone feels safe, comfortable, and willing to share thoughts and ideas. This involves active listening, preparing for class by completing assigned readings and assignments, and an actively contributing to class discussion. Respectful interactions with class members and with me are expected. By attending class, you are stating you are there to dedicate your time and attention to the learning and interactions related to this course. I expect students in this class to demonstrate the following behaviors:

### **PREPAREDNESS**

1. Prepare for each class period by completing the assigned readings.
2. Complete assignments and exams fully and on time.
3. Be aware of upcoming assignments and ask questions in advance.

### **PARTICIPATION**

- Attend class regularly and on time.
- Positively contribute to the class by sharing your thoughts, questions, and ideas.
- Dedicate all of your attention to this course during course time.
- Avoid behaviors that distract the attention of you, your classmates, or your instructor.

### **PROFESSIONALISM**

- Respect the participation and contributions of others.
- Make sure all cell phones and other electronics are turned off throughout the class period.
- Use appropriate language and manners.
- Use proper writing structure, spelling, and grammar.
- Type and staple all assignments unless instructed otherwise.

The learner enrolled in this course will behave as mature adult learners engaged in undergraduate level of study. As a mature learner he/she will:

1. Interact with other learners in a respectful manner
2. Accept responsibility for his/her behavior and learning.
3. Assess his/her progress and request assistance as needed.
4. Accept constructive criticism as an essential component of learning
5. Accept responsibility for reading and following all directions and deadlines.

### **Teaching Style**

My teaching style tries to reach all the different learning styles for each of my students. I will lecture with visual power points. I have group discussions and activities to reach the kinesthetic learner, and we have class discussions for the auditor learner. I enjoy learning from my students and also enjoy when the class can have fun learning. It is my philosophy that if you are having fun you will learn.

### **Pace of Course**

This is a face to face class and we will meet twice a week. We will cover the chapters in the book, with the schedule attached to this syllabus. Please follow the schedule posted and any changes will be announced in class and on the blackboard announcement.

### **Attendance Policy:**

Attendance will be taken during each class period. It is the student's responsibility to inform the instructor that that are in attendance, if you arrive after the roll has been taken. An attendance sheet will be passed out at the beginning of class, and possibly at the end of class. It is your responsibility to sign the attendance sheet. If you do not sign the sheet you will be marked absent regardless of the reason or argument presented. Please, this is your responsibility and if caught signing another student in, you and the other student will automatically receive an F for the class. This is a form of cheating. ***If you do not sign the attendance sheet, you will be counted absent even if you were in class and could prove you were in class. You must sign the attendance sheet to receive credit for the class. NO EXCEPTIONS.***

If you attend class, you are expected to participate. For the class to be successful, everyone involved must contribute. This includes preparing for class by completing the reading materials and assignments on time, attending class, arriving on time, participating in class discussions, and participating in all activities. Everyone is expected to be respectful of other's thoughts, opinions, and experiences.

Absences 0 – 3	No Penalty, no deduction
Absence 4	Drop one letter grade
Absence 5	Drop one more letter grade
Absence 6+	Automatic "F"

***If you miss an in class assignment for whatever reason, you will not be able to make up the points, because that activity cannot be duplicated.***

## **EVALUATION PROCEDURE**

### **Activities, Assignments, and Grading Policy**

<b>Outcome Measures</b>	<b>Point Value</b>
Discussion Boards (6 X 15 points), (1x10)	100
Quizzes & Learning Activities	300
In Class Activities	200
Fraud Group Presentation	100
Mid Term	100
Final	100
Course Reflection Paper	<u>100</u>
	<b>Total 1000</b>

### **Grading Scale (in points)**

A = 900 -1000

B = 800 - 899

C = 700 - 799

D = 600 - 699

F = 599 and Below

It is your responsibility to regularly monitor your points in the Bb Grade Center. If you notice a discrepancy, contact me immediately. Do not wait until the end of the semester to question your grades. You will have working days from the day the grade was posted to question the grade, if you do not address this issue within the 10 days, the grade posted will stand. No excuses.

### **Assignments and Due Dates**

**Fraud Team Presentations**, 100 Points, Due September 23, 2016 by 11:59:00 PM. If it is not dropped in the drop box, your team will not be able to present and the whole team will receive a 0. No excuses.

You and three members of the class will decide on a fraud and present it to the class through a power point presentation. You might want to discuss what makes it a fraud, who is the target audience and why is it successful getting the victim to participate. A minimum of 10 slides, not including your title slide and the reference slide.

**Advertisement presentations:** 50 Points, Due: October 3, 2016 by 11:59:00 PM, no excuses.

1. Using a power point slide(s) you are to create an ad for a made up condition, or situation using a fictions drug or aid. Examples will be shown in class today. Other examples might be for remote control syndrome, stepping on the grass syndrome etc. Be creative...
  - Make sure you hit some of the senses we use to choose a product or service.
  - Appeal to our emotions.
  - Target a specific population, age etc.
  - Try and make it realistic
  - Have fun...
2. This will be submitted in the assignment drop box and will be shared in class on October 3, 2016, 11:59:00 PM
3. Make sure you reference your work.

4. If you have any questions, please feel free to ask in class or meet me before or after class.

**Self Care Activity:** 25 Points, Due: November 14, 2016 by 11:59:00 PM

1. Go through your medicine chest, cabinets or where you keep “Self-Care Products”. These Products will consist of Soap, deodorant, tooth paste, hair cream, make-up etc. Take an inventory of all the products and put an estimate on what each costs and how often you purchase this item. For example if you have to buy toothpaste every month, or once a year, etc. (Data Collection phase)
2. Analysis phase, ask the following questions:
  - a. Is there something on this list I can do without?
  - b. Do you have multiple products for the same condition, for example: you have three different shampoos, two different deodorants etc.
  - c. Do you buy a certain brand of products for example Colgate tooth paste over Crest?
  - d. What do you look for when purchasing health and beauty products?
  - e. Have you used the same product for over a year, or do you change often?
  - f. How often do you use this product?
3. Write up a one page (at least 500 words) analysis of the results of your Self Care Products you have and use.
4. Please check your work for spelling and include your list of products.

**Drug Store Comparison Activity:** 50 Points. Due: November 28, 2016 by 11:59:00 PM, In this activity you will be comparing three different drug stores. This is your choice on which drug stores you want to compare but you must have three. They can be an independent (family operated store) or a chain drug store such as Walmart, CVS etc.

1. **Know before you go!** In this step, you need to brainstorm with friends, family, and fellow students on what they look for in a “good” or “excellent” drug store and what do they think of a “bad” or “unacceptable” drug store. Is it the services, insurance acceptance, friendliness of staff, cleanliness, convenience, low or high prices, other products etc. Also, maybe get an of the common products your group uses, for example: shampoo, aspirin, cold medicine,
2. When you get your questions formulated, write up a data table or spreadsheet which would make it easy to keep all questions and products consistent with each drug store. Now, go to each of the three drug stores you have selected. Survey the store, answer the questions your family and friends used to compare a good from a bad, or excellent to unacceptable. Also, maybe take about 10 items and compare prices, is there a huge difference in price or very little difference.
3. Write up your findings in a paper of at least 500 words or more. What did you learn from this activity? Is there a better drug store than all the rest? Also, include your data table. Be sure to reference your work.
4. After everyone turns in their papers, we will compare answers and see if you as a class has come up with the “very best” drug store.

*Other assignments will be assigned in class*

## Grading and Instructor Feedback

### Grading

Please see course rubrics which are posted on Blackboard. *NO Late work will be accepted and all work will be turned in through the Assignment Link on Blackboard. No exceptions. Please do not e-mail me any assignments or attachments.*

**Late Work:** See the course schedule for specific due dates. Your work will be considered late if posted after 11:59:00 PM on the stated due date. **No late work will be accepted**, so please submit all of your work according to the deadlines set forth in the syllabus. The due dates are the absolute latest you can submit an assignment, but please note that you can always submit earlier if you would like. If there is a mistake on my part for example two different due dates for an assignment, the latest date will be accepted. Please make sure it is the latest date, and no papers will be graded until the latest due date is past. As all course materials and due dates are provided up front, no make-up work will be accepted, unless it is a university excused absence.

In accordance with UNT policy, make-up work will only be accepted for those who provide for the following:

- 1) Illness certified by a physician;
- 2) Serious illness or death in student's immediate family;
- 3) Absence from the campus with the sanction of the University or for a religious holiday, or other university sanctioned events.

You must turn in your documentation of your absence within 10 days (actual days) of your return, this includes Saturday and Sundays. If you do not turn in the documentation of your absence, you will not be given the opportunity to make up any work missed.

You need to contact me ahead of the due date to discuss your options.

### Style and Format

Assignments (out of class assignments) **MUST be typed**, double-spaced, using 12-point Times New Roman font. APA style must be used on all writing assignments. When submitting assignments online via the course Bb website, the file title should be formatted in this way: **Last Name - Title of Assignment**. For example, Jane Doe would submit Assignment 1 for Consumer Health in this manner: Jane Doe, HLTH 4251, Assignment 1 Needs Assessment

You are to save your assignment in a word document and then post it to the drop box or Assignment link of Blackboard. The comment section in the Assignment link is for comments only and not for the posting of your paper. I will not accept any papers that are typed in the "comment" section of the assignment link. If you have questions on how to post your assignments, please see the IT department. You **MUST** put your name on your paper to receive points. **NO NAME, NO POINTS**. This policy is not negotiable.

*All assignments without your name on them will receive a 0 and you will not be able to make up this assignment. This goes for all papers, quizzes, and in class activities. This also applies to assignments posted on “Blackboard”.*

*Do not e-mail me any assignments regardless of the reason. I will not open attachments from students for any reason.*

### **Instructor Feedback**

Feedback for assignments will be returned within two weeks of the assignment due date. You will receive feedback through the Assignment link. Discussion boards will be graded two weeks after the close of each discussion board. I will grade your paper and it will be returned with the appropriate feedback on it. If you have questions before an assignment is due, please see me and I will be happy to review your paper before you turn it in however, no points for this privilege.

### **Discussion Protocol**

Since this is an in face class you will be required to add to the class discussions. You will also have seven discussion boards that you will be required to participate in on the Blackboard Discussion link. You will be required to post one original post and then respond to two of your peers for the full credit on each discussion posting. Please review the rubric below for the way to maximize your points. Each original post must be at least 200 words, and when responding to your peers you must have at least 50 words in the response, this means “Nice job” will not qualify for points. You will only get points for the posts on different days, which means, if you respond to three of your peers on February 13, 2015, you must respond on two other days to get full credit. This is to help spread out the posting so that everyone doesn’t post on the last day.

### **Participation**

It is your responsibility to come to class prepared, ready to learn and participate in the activities of the class. If you have questions or need guidance, please utilize office hours to your benefit. I will be willing and able to stay after class if need. Also, I can meet you in the commons area 30 minutes before class if this is needed. Students are expected to engage in class discussions to share their knowledge and understanding with the class. Students are also expected to participate in classroom activities that complement the lectures and discussions, including online discussions. There are no make-ups for in class activities regardless of the reason for missing the class. Students are expected to arrive on time. Arriving late to class or leaving early is disruptive and disrespectful to the learning environment. Please refer to the student code of conduct. The Code of Student Conduct can be found at [www.dos.unt.edu/conduct](http://www.dos.unt.edu/conduct). HLTH

- A. Only **VERIFIABLE legal or medical** crises with a **signed note** from your physician/Student Health Center medical staff, or local law enforcement/judge will be considered for anyone missing examinations. If you are unavailable because of a legitimate legal or medical crisis, you must **telephone the KHPR office at 940.565.2544 immediately**. Only when your absence is excused by your instructor, will arrangements be made for a make-up examination.
- B. If you do not sign the attendance sheet, you will be counted absent, even if you were in class.

You MUST sign the attendance sheet at every class. Again, if you do not sign the attendance sheet you WILL be counted absent, no excuses. This is your responsibility and it would be good to remember when you leave the class, you sign the sheet.

C. Classes will begin on time and tardiness will **NOT** be tolerated. If you are late to class, please enter **QUIETLY**. You should **NOT** leave early because this behavior disrupts the class. If you have to leave class early for an anticipated personal emergency, please let your instructor know before class starts. (You may need to sit near to the door). If you have an unanticipated personal emergency during class, please leave the room quietly and explain yourself at the next period. Leaving class early, no matter the reason, no matter for how short a time, will constitute an incident of tardiness. Two episodes of tardiness will be equivalent to one absence. If you arrive to class past 30 minutes or leave class early 30 minutes, you will **NOT** be counted as being present in class. Absences and chronic tardiness will affect your ability to earn voluntary bonus points for attendance.

**D. IF A STUDENT CONSISTENTLY INTERFERE WITH THE EDUCATION OF OTHERS** (e.g. talking continuously during class, cell phone ringing, coming late to class and being noisy in finding your seat), you may be asked to drop the course or be dropped administratively after the first oral or written warning. No exceptions.

E. **TURN OFF your cellular telephone or other electronic devices.** If you need to have your cell phone on for an emergency, set it on vibrate. This includes the incoming text messaging chimes. Originating text messaging is prohibited. Some phones when ringer is on vibrate will still chime for text messaging. You must be sure your phone is set for vibrate for text messages as well. If I see any phones, laptops, or other electronic devices, the notes for the day will not be posted on Blackboard. .

**F. ADA and FERPA INFORMATION is available in the KHPR office. Any questions may be directed to the Department Chair.**

G. No extra credit will be given. Please do not ask, EVER!

Notes: \_\_\_\_\_  
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**Tentative Schedule**  
*This means the schedule will be adjusted  
to accommodate the students learning processes.*

<b>HLTH 4251-001 Consumer Health</b>			
<b>Tentative Schedule</b>			
<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
1	8/29	Course Introduction	
	8/31	Consumer Health Issues	Chapter 1, Syllabus test and Contract DUE
2	9/5	Labor Day	Campus Closed
	9/7	Continue Consumer Health Issues	Ad's Due in class, Discussion Board 1 Due
3	9/12	Separating Fact from Fiction/Frauds and Quackery	Chapter 2 - 3, Sign up for teams
	9/14	Continue Chapter 2-3	
4	9/19	Advertising and Other Promotion	Chapter 4 - In Class Activity
	9/21	Notes not in book	Discussion Board 2 Due Team Fraud presentations due in drop box by Sept. 23 by 11:59:00 PM
5	9/26	Team Presentations	
	9/28	Team Presentations	
6	10/3	Science-Based Health Care	Chapter 5 Individual Advertisement ppt due by 11:59:00 PM
	10/5	Science-Based Health Care Continued	
7	10/10	Mental and Behavioral Help	Chapter 6
	10/12	Mental and Behavioral Help Continued	
8	10/17	The "CAM" Movement	Discussion Board 3 Due
	10/19	Mid-Term Exam	
9	10/24	Notes not in the book	In Class Activity
	10/26	Self-Care	Chapter 9
10	10/31	Basic Nutrition Concepts	Chapter 10
	11/2	Nutrition Fads, Fallacies, and Scams	Chapter 11 & 12

11	11/7	Nutrition Fads, Fallacies, and Scams Continued	
	11/9	Notes not in the book	Discussion Board 4 Due
12	11/14	Weight Control	Chapter 13 Self Care Activity Due by 11:59:00 PM
	11/16	Fitness, Concepts, Products and Services	Chapter 14
13	11/21	Assignment	Class Assignment - Research the safest possible route to and from Denton and return to UNT to complete the semester.
	11/23	Notes not in the book	Discussion Board 5 Due
14	11/28	Drug Products	Chapter 18: Drug Store Comparison Activity due by 11:59:00 PM
	11/30	Drug Products Continued	
15	12/5	Consumer Health and Disease what's real and what's not.	Discussion Board 6 Due
	12/7	Wrap it up	
16	12/10-15/	<b>FINAL WEEK</b>	

*Please see me if you have any questions or do not understand the assignments. If you do not question, then you will not have an excuse for not turning in your assignment on time and in the correct format.*

***Let the Fun Begin.***