

Consumer Health for School Health Educators PH 3290 Syllabus

MEET YOUR INSTRUCTOR

Dr. Susan Roberts-Dobie

Dr. Susan Roberts-Dobie is an Associate Professor of Health Promotion and Education at the University of Northern Iowa, where she teaches the courses 'Introduction to Public Health', 'Epidemiology', and 'Implementing Health Promotion Programs.' She also heads UNI's chapter of Eta Sigma Gamma, the National Honor Society for Health Education Students. Susan is the recipient of the 2006 UNI College of Education Excellence in Teaching Award, the award given each year to one faculty member exhibiting outstanding work with students in and out of the classroom, the 2007 Veridian Community Engagement Award in recognition of her (and her students') work to improve the health of the local community, and a 2010 Waterloo Courier '20 Under 40' award, which recognizes young professionals who are actively working to improve the Cedar Valley.

Dr. Roberts-Dobie received her Ph.D. in Public Health, focused on Research Methodology, from Oregon State University. Prior to her work at Oregon State, Dr. Roberts-Dobie worked as a Planning Consultant for the Black Hawk County Health Department and as the Teen Pregnancy Prevention Coordinator for the YWCA of Black Hawk County. Her undergraduate degrees are from the University of Northern Iowa in Health Education and Spanish.

Currently, Dr. Roberts-Dobie's lines of research are focused on health literacy and health disparities, as well as the prevention of unintended pregnancies. She is a member of the Iowa Public Health Association, the Society for Public Health Education, and Eta Sigma Gamma.

Outside of her professional interests, Dr. Roberts-Dobie is an avid reader, aspiring chef, and the mother of two young boys.

COURSE OVERVIEW

The purpose of this course is prepare middle and high school teachers to deliver consumer health information to their students. Consumer health coursework enables students to make intelligent decisions about the purchase and use of health products and services. Consumer Health is an important health education topic that can be easily overshadowed by other more intriguing and headline-making topics like cancer, sexually transmitted diseases, or binge drinking. Although we rarely consider it, Consumer Health is part of our lives every day. We take medication, choose a doctor, buy health-related products, are exposed to advertising, and use health insurance (or wish we had it) every single day. Making good decisions with the money we have and the time we have to devote to information gathering is the foundation of Consumer Health. Also foundational to Consumer Health is the concept of "caveat emptor" or "let the buyer beware." It is the buyer's responsibility to ensure that his money is spent on products that will cause him no harm and will serve the intended purpose. Dishonest merchants, misleading advertising, and the large number of health products available on the market make "being aware" a big job. This course will prepare students to be much better consumers with their health dollar in the future, and to teach that skill to their students.

Note: This course was designed for in-service teachers seeking a health endorsement. While a student in any field would benefit from the information contained in this course, the Activities were designed

with the idea that a middle or high school teacher could modify them and use them in a his/her classroom.

Textbook:

Butler, J.T. (2012). *Consumer health: Making informed decisions*. Boston: Jones and Bartlett Publishers.

[Student Companion Website.](#)

Course Objectives:

Upon completion of this course, students should be able to:

- Define consumer health and related concepts.
- Describe how to use the scientific method to separate health fact from fiction.
- Think critically about health-related products and services at individual and societal levels.
- Differentiate between quackery and legitimate health care providers, products, and services.
- Draw intelligent conclusions about the utility of complementary and alternative medicine.
- Explain how health care facilities and health insurance work.
- Make good decisions about the use of prescription and OTC medications.
- Describe how advertising and other marketing activities influence consumer decisions.
- Identify consumer protection agencies and their functions.

COURSE ORGANIZATION

This course will be delivered over the World Wide Web, utilizing web pages and a learning management system (UNI eLearning). The course is divided into 10 Assignments, 6 Activities, and 2 Exams.

The Assignments involve on-line multiple choice questions. To access an assignment, click on the **Assignment Submission** link located in the **Course Content** folder. Each Assignment covers one chapter and includes between 5 and 25 questions depending on the amount of content in the chapter. Most chapters have about 18 questions. You will have 60 minutes to complete each Assignment. Assignments can only be completed one time. You are able to return to a previous question and change your answer before submission. **Need help?** See the [eLearning Tutorials](#) for instructions on how to submit an assignment.

The course includes 6 **Activities** which can be submitted via the **Activity Submission** link in the **Course Content** folder. These Activities are designed with the intention of students modifying them for use in their own middle or high school classrooms. I see Consumer Health activities falling into 5 categories: videos to expose students to new ideas, values clarification activities to explore how they make decisions, advertising analyses to identify advertising strategies, comparison shopping activities to compare products based on price, benefits, and quality, internet search activities to show the quality (or lack of quality) of information on the internet, and decision making activities. Students will complete one of each of these types of activities.

The course includes 2 exams. **Exams** will be proctored. Complete and submit the **Exam Request** when you are ready to take an exam. Time limit for each test is one hour. Each test covers 5 chapters of reading. Tests include 25 multiple choice and 25 points of essay questions. The essay questions ask students to recall specific information from the chapters and also to create “take-away” messages summarizing the overall message of the chapters. **All questions regarding exam scheduling should**

be directed to **Becky Wilhovsky of Continuing Education** at **319-273-2123** or **becky.wilhovsky@uni.edu**.

Course Outline:

Assignment 1 - Chapter 1
Activity 1 - Consumer Health on the Web
Activity 2 - Values Clarification
Assignment 2 - Chapter 2
Activity 3 - Video "Sick Around the World"
Assignment 3 - Chapter 3
Assignment 4 - Chapter 4
Assignment 5 - Chapter 5
Exam 1
Assignment 6 - Chapter 6
Assignment 7 - Chapter 7
Assignment 8 - Chapter 8
Assignment 9 - Chapter 9
Activity 4 - Advertising Analysis
Activity 5 - Health Product Comparison
Assignment 10 - Chapter 10
Activity 6 - Clarify, Consider, and Choose
Exam 2

GRADING

The 10 Assignments will contribute 75 points to your final grade (1/2 point per question). The first 5 Activities are worth 10 points apiece for a total of 50 points. The 6th Activity is worth 25 points. There are two exams, worth 50 points each. Exam 1 will be taken after the first five Assignments are completed. Exam 2 is after Assignment 10. Exams contain multiple choice, true/false, fill-in-the-blank, listing and essay questions. Exam 2 is not comprehensive.

A total of 250 points are possible for the course. Please note that UNI Guided Independent Study requires that you complete all Activities and exams to receive a grade in the course. Final grades are based on the following grading scale:

Final grades:

A	235 - 250 points
A-	225 - 234 points
B+	218 - 224 points
B	208 - 217 points
B-	200 - 209 points
C+	193 - 199 points
C	183 - 192 points
C-	175 - 182 points
D+	168 - 174 points
D	158 - 167 points
D-	150 - 157 points
F	< 150 points

TECHNICAL SUPPORT

If you experience any technical problems, do not contact the course instructor. Please contact the Office of Continuing and Distance Education at 319-273-7740 or cesp-consult@uni.edu. Support hours are available Monday – Friday 8:00 a.m. – 4:30 p.m.