**Chapter 3**

**Being a Health-Literate Consumer**

**Lesson 1 – Making Consumer Choices**

1. Who is considered a **health consumer**? (p. 48)
2. What are 2 Internal Factors that influence your decision making on purchases? (p. 49)
3. If you take opinions from family members and friends on purchases, this is considered an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factor. (p.49)
4. Advertising is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (p. 49)

1. What type of hidden message is used to persuade the consumer to purchase their product using the good times technique? (p. 49)
2. What are the 6 criteria used to evaluate products and services? (p. 50)
3. When buying a car seat, what might parents usually look at first when evaluating the product? Why?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Lesson 2 – Choosing Community Health Services**

1. What do primary care physicians provide? (p. 54)
2. What do specialists provide? (p. 54)
3. What does preventive care involve? (p. 55)
4. If you notice an abnormal growth on your skin, who might you go see to assess the growth? (p. 55)
5. Name the 6 Health care facilities. (p. 55/56)
6. Which type of Health insurance lets you select a provider inside or outside of your plan, but choosing an outside provider results in higher out-of-pocket expenses? (p. 57)
7. Which type of Health insurance requires you to pay a monthly premium, but have few or no out-of-pocket expenses for medical services?
8. Which type of Health insurance would you consider the best, and why?

**Lesson 3 – Building Character**

1. What is fraud? (p. 61)
2. What is Health Fraud? (p. 61)
3. Why are Weight-loss products considered health fraud? (p. 61)
4. Name 4 signs of possible health fraud in ads.
5. If a doctor fails to meet accepted standards of medical treatment, this is considered

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. What does the Better Business Bureau (BBB) deal with? (p. 62)
2. Name a situation where you might contact the (BBB).