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## *Syllabus*

### *Consumer Health*

### *ALHS 3352 Spring 2021*

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**Instructor:** John H. Sloan, PhD, MBA

**Course Number:** ALHS 3352-006

**Course Credit:** 3-hrs

**Meeting Days/Times:** UT-Tyler CANVAS Online (Mon 9:00 AM-Fri 11:59 PM)

**Instructor Contact:** All correspondence must be through CANVAS via the Inbox.

#### **Course Catalog Description:**

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Study of health services and products from a consumer perspective. Methods of critical analysis are used to evaluate the credibility of claims made in the marketplace as well as by government. Consumer protection and rights, marketing, science, public agenda setting, and special interest groups are studied with the objective of developing critical health consumers.

#### **Textbooks required:**

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1. Butler, J Thomas, *Consumer Health: Making Informed Decisions*, Jones and Bartlett Learning, 2012

ISBN: 978-1-4496-4645-5

(From any source such as Amazon or the university book store—ACCESS CODE FOR THE TEXT IS NOT REQUIRED)

#### **Student Learning Outcomes: (may not meet all of these depending on time constraints in addressing all topics during the semester)**

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The student should be able to:

1. explain why consumer vigilance is important in the health marketplace
  2. judge the reliability of many sources of health information
  3. make intelligent decisions to protect self against propaganda, misinformation, fraud and quackery in the health marketplace
  4. critically analyze advertising for health products and services
  5. select and communicate effectively with health-care personnel
  6. select appropriate professional help when needed
  7. make intelligent decisions about health care marketing.
  8. draw intelligent conclusions about the utility of "alternative" health care
  9. select appropriate self-care activities when needed
  10. understand the types and intelligent use of health-care facilities
  11. apply basic nutrition concepts to choose a healthful diet
  12. question popular food fads and fallacies, their promotion, and their promoters
  13. discuss the principles and methods of weight control
  14. discuss why and how people should exercise appropriately
  15. take intelligent action to reduce the risk of cardiovascular disease
  16. make intelligent decisions about the prevention and treatment of cancer
  17. form judgments about the public health impact, prevention, and treatment of AIDS
  18. make prudent selection and use of drug products
  19. take prudent actions related to reproductive and women's health issues
  20. discuss the problems associated with several types of health devices
  21. make prudent decisions about practices, procedures, and products related to death
  22. select and utilize an appropriate health insurance plan
  23. discuss selected problems in our health care system and consider what might be done personally and professionally to solve them
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## The following are the meanings of the various letter grades awarded in this class:

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- A = Superior
- B = Excellent
- C = Good
- D= Less than good
- F = Not good at all

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- A= 90 to 100%
- B= 80 to 89.9 %
- C= 70 to 79.9%
- D=60 to 69.9%
- F= 59.9 and below

## Weighted Final Grade

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1. Homework, Quizzes, and assigned activities 20% of semester grade.
2. Midterm exam 30% of semester grade (or dropped after the final exam if lower than the final exam)
3. Final exam (covers entire course) counts 50% of semester grade ( or 80% of semester grade if final exam is higher than the midterm exam in which case the midterm exam is dropped and the final exam is weighted 80%).

### Notes:

- ❖ Midterm and final exams will/may be objective-type exams (multiple choice, true or false, short answer, problem solving), essay, or a combination. Prepare for all types of questions. These exams may or may not require administration in a “live” setting which may require an exam proctor.
- ❖ Content of midterm exam will be limited to material covered between the date of the exam and the start of the semester. The final exam will be cumulative covering the entire semester. Since your learning can best be determined by your performance at the end of the semester.
- ❖ Quizzes and assignments will be administered on a regular basis.

## Evaluation:

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**Self-assessment Quizzes:** These consist of short, timed questions about the reading material, assignments, and vocabulary. The lowest quiz grade will be dropped. A missed quiz or unsubmitted quiz will be counted as one of the lowest grades to be dropped. (If you are working from an unstable computer it is your responsibility to locate a stable computer on which to take quizzes when they are posted online) NO LATE QUIZZES ACCEPTED.

**Homework and Assignments:** These are designed to reinforce learning and/or to give students an opportunity to stay regularly engaged in reading while developing a professional vocabulary. Homework assignments are to be the student’s own work, and due on the assigned due date. NO LATE WORK IS ACCEPTED

**Midterm Exam:** this exam will be comprised of questions base on material from class activities, readings, internet activities, quizzes and homework assignments completed during the didactic portion of the course.

**Final Exam:** cumulative over the semester. The final exam is similar in form and question type (objective questions) as the midterm exam.

### Textbook Lectures, Selected Topics & CANVAS:

This course was designed around reading assignments in your textbook [primarily] as the “backbone” of its structure. Reading material will often relate to a corresponding CANVAS activity but sometimes it will not. Because topical material other than “textbook” topics will be presented it is your responsibility to compile your own study notes. Assigned reading material, special topic lecture material and CANVAS provided material are part of your learning environment. It is important to your success that you be consistently engaged in all aspects of these course components.

## Engagement:

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A record of course activity and access will be maintained. There will be NO MAKEUPS of quizzes, assignments or major exams. No “extra credit” is available in this course.

## Religious Holidays

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The university strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please see me immediately early in the course so that we can make arrangements in line with excused absences.

### **Course Culture:**

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1. It is expected that everyone will complete the assignments and course activities on time.
2. If you have special learning needs, please inform me on the first day of class.
3. Academic dishonesty (cheating, plagiarism, copying, etc.) is a serious infraction of course standards. It is your education...please don't cheat
4. We will treat one another respectfully while challenging ideas...NOT attacking the person.
5. It is the student's responsibility to maintain reliable computer technology to complete assignments.

### **Academic Dishonesty:**

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The work that you hand in is expected to be original and to be your own. You are expected to consult Subchapter 8-800 of the University of Texas at Tyler Manual of Policies and Procedures for Student Affairs: Student Conduct and Discipline available at [www.uttyler.edu/mopp/chapter8.html](http://www.uttyler.edu/mopp/chapter8.html).

### **Student Rights and Responsibilities:**

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To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html>

#### **Grade Replacement/Forgiveness:**

If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

#### **Course Drop Policy:**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

#### **Disability Services:**

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office in UC 282, or call (903) 566-7079.

#### **Student Absences Due to Religious Observances:**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. Three days of excused absences are allowed (see above). For questions, see the instructor.

#### **Social Security and FERPA Statement:**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

#### **Emergency Exits and Building Evacuation:**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. DO NOT re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

**Note: This syllabus is NOT a contract.** It is intended to provide GUIDANCE ONLY throughout the course. Cancelled classes for reasons such as professor illness or inclement weather will require this tentative plan to be altered. Dr. Sloan may change this plan depending on student interest or unforeseen events that could alter the learning experience for students.