

California State University, Chico

**DEPARTMENT OF HEALTH AND COMMUNITY SERVICES**

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**CONSUMER HEALTH-Online**

HCSV 325-01

**Fall Semester 2007**

Instructor: Dr. Peter L. Cruise, Associate Professor, HCSV Department

Contact Information:

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Mondays 8:00-10:00pm (Pacific Time) in the Course Chat

Room

**1. Scope of Course**

This online course will examine major consumer health perspectives from historical and contemporary viewpoints. Issues of cost, availability, and quality of health care and their relationship to political and economic activity will be discussed. National, regional, and local health trends (including the rise of alternative and non-traditional health care consumer choices) will be identified and analyzed. Individual and collective consumer strategies will be analyzed.

HCSV 325 fulfills the requirements of the General Education Upper Division Theme, Contemporary Health Issues, Area D. This course has a 1500 word writing requirement,

which is discussed in more detail elsewhere in the course outline. The course addresses concepts of well being, health and disease; focuses attention on how class, ethnicity, and gender affect selected health problems; teaches methods for distinguishing hearsay from valid information; develops knowledge and skills for making effective decisions that enhance health, and facilitate and understanding of public policy; and addresses the impact of biology, ethics, morality, politics, economics, and culture upon health, health care, and public policy.

Students enrolled in this course will receive General Education Upper Division Theme credit only if they have completed 45 or more credits prior to taking this course.

## **2. Required Reading Materials**

- Stephen Barrett, William Jarvis, Manfred Kroger and William London Consumer Health: A Guide to Intelligent Decisions, 8th Edition. (New York: McGraw-Hill Publishers, 2007). ISBN 0-07-297223-8
- Online readings found on the WebCT course web pages
- Diana Hacker A Pocket Style Manual, 4th Edition. (Boston: Bedford Books of St. Martin's Press, any edition from 1999-2003). ISBN 0312406843

## **3. Course Format**

This class is entirely web based. There are no in person sessions. All readings, assignments and tests are found in the assigned textbook or on the WebCT course pages. All assignments and tests must be completed online and posted in the appropriate sections of the WebCT course pages.

## **4. Grading**

There are a total of four assignments for this course. NO extra credit or make up work is available. There will be two objective (true/false, multiple choice, fill in the blank) tests during the semester on the dates indicated on the course outline (assignments 1-2). The tests are non-cumulative. There will be one consumer health care choices paper due for each student, described later in the course outline (assignment 3). Lastly, there will be a weekly postings and assignment folder assignments required for each student (assignment 4).

All the assignments just described carry equal point values (i.e., a maximum of 250 points for each of the four assignments). The total possible points for all four assignments are 1000.

If assignments are late (e.g., tests not taken during the appropriate time period, assignments not posted before the due date), there will be a point deduction penalty

imposed. The amount of points lost will be at the discretion of the instructor. If an assignment is missing, there can be no points available for that particular activity.

Final Course Grade Scale:

A 930 - 1000 C+ 770 - 799

A- 900 - 929 C 730 - 769

B+ 870 - 899 C- 700 - 729

B 830 - 869 D+ 660 - 699

B- 800 - 829 D 600 - 659

## **5. Projects and Activities**

- Course readings and assignment folder activities (250 total points possible; up to 18 points for each week's posting): Based on the assigned textbook chapters and online web readings there will be various posting assignments due each week. The specific details for each weekly assignment folder posting assignment are contained on the WebCT course content pages for that week.

- Consumer health care choices exercise (250 total points possible): A six-page paper analyzing three different health care providers, alternative therapies or holistic approaches to health care. This assignment is due by 12/9/07. This assignment is described in more detail below.

6. Writing is encouraged by University policy. The writing requirements for this course (meeting general education requirements) are 1500 words (six pages). Grammar and spelling will be considered in grading assignments. If you have difficulty writing, the Writing Center (898-5042, Taylor Hall 203) on campus provides free tutoring and help with specific papers. USE THEIR SERVICES.

7. In all work, students must ensure that appropriate credit is given for all materials. Ideas taken from other persons must be properly cited. On papers, any direct quote must be enclosed in quotation marks and must be cited, using the Hacker Style Guidebook, listed above in the Required Reading Materials section..

8. Assignments should be of the same quality that is expected of an employee in a professional position. That means that grammar and spelling will be considered in grading assignments. It means that due dates and assignment specifications are taken seriously.

## **9. Written papers and weekly assignment folder postings**

All papers and assignments for this course must comply with the following requirements:

- Items must be free of typographical and spelling errors and must be grammatically correct.
- The final course paper must conform to the Hacker Style Guide (see the textbook section of this syllabus).

## **10. Assignment postings**

Each week, you will need to read all assigned textbook chapters and online web articles. From these readings, you will post responses to various questions or complete specific assignments on the appropriate WebCT assignment folder section. Your grades for this section of the course are based upon the instructor's assessment of both the **QUALITY** and **QUANTITY** of your individual postings. Short, incomplete or late postings will receive lower point totals than longer, more thoughtful, more complete and timely postings.

Students should expect that the weekly **MINIMUM** writing requirement will entail **AT LEAST** three to six paragraphs (250-500 words) of well developed responses to the subject(s) for that week.

**Your first week's writing assignment, based on the material in the Week 1 Assignment, is due to be submitted no later than 9/2/07.**

Individual assignment postings are developed out of both the assigned reading and question material presented by the instructor and the comments and insights from other students.

To develop a coherent and concise assignment posting after reading the instructor assigned material, students should examine existing responses on the assignment folder before posting their own item. Early in the week, the first student assignment postings on a particular subject will likely introduce additional comment areas. Students posting later in the week should incorporate these additional comment areas into their assignment responses.

Each week, the instructor will review all assignment postings and responses, assign a point total, and will e-mail the student with the feedback results. The "**My Grades**" section of the WebCT course home page will track each student's ongoing grade point total throughout the semester.

## **11. Timeliness of readings and assignments**

Each week, you will need to read the assigned chapters listed on the course outline below. You will also need to read and complete the additional online readings and assignments in WebCT for that week. You will have seven days to log in and complete the postings part of the assignment.

The assignment week starts at 12:01am on Monday and ends at 11:59pm on Sunday. After that time and date, the assignment is late and will not be graded.

**Therefore, you cannot wait or delay in this online course, or you will be unable to complete major portions of the work assigned.**

## **12. Online testing**

There are two tests scheduled for this course. Each is worth up to 250 points each. The dates for the test are on the syllabus. Tests must be completed within the seven day window on the scheduled test week. Further instructions on the test taking procedures are provided on the WebCT course page.

The online tests are based entirely on the textbook readings. They are objective in nature (e.g., multiple choice, true/false questions) and are open book, open notes.

The tests are timed (lasting up to two hours) by WebCT. You have **ONE** timed test session during the seven day test period to log in and complete the test. One can only log on once. You must complete the test all in one session. You cannot log off and log in later to finish. WebCT is unforgiving with violations of these few rules, so please understand them before the first test.

After you complete and submit the test, you will receive your score automatically from WebCT.

Please read the online test taking instructions on our course homepage **BEFORE** the first test.

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## **CONSUMER HEALTH CARE CHOICES ANALYSIS EXERCISE**

Use the Hacker Pocket Style Manual (listed earlier in the syllabus) to complete this assignment

**Purpose:** This exercise will allow students to critically analyze several alternative (CAM) approaches to health care increasingly available to and popular with many consumers. Students will also be able to explore non-traditional, new or emerging approaches to health care in the United States. Part of this exploration process will be an analysis by the student of the stated claims for these alternative health care consumer choices.

**Assignment:** Select **THREE DIFFERENT** alternative health care practitioners, alternative therapies, or holistic approaches to health care available to consumers. For examples of various alternative approaches to health care, see the CAM Movement in Chapter 8 in the course textbook. Once you have selected your consumer choices, write a six page, double spaced paper (two pages for each of your choices) using the content guidelines listed below. You must cite at least three sources for **EACH** alternative/complementary therapy selected. For example, if you write on naturopathy as one of your three selections, you can use the text material, plus information from two other sources. Therefore, your final reference list for naturopathy would have at least three references. You must have a separate reference list for this paper. It does **NOT** count in the six-page total.

**Content:** Your paper **MUST** include the following items:

1. A brief description of the CAM approach to health care, including a statement as to its major therapeutic claim(s).
2. Does the non-traditional approach require (or recommend) the supervision of any licensed health care practitioner (e.g., doctor, nurse, therapist)?
3. If no to # 2 above, are there any supervision recommendations by other trained individuals? Who/what are they? If no supervision requirements or recommendations are apparent, then note that also.
4. Are there reports of successes? How are these noted (e.g., self-reported individual stories, research reports)?
5. Any major complications or adverse reactions noted for individuals while under the treatment? What are they?
6. Is it covered by private insurance, including Medicare and MediCal?
7. In your opinion, are the claims made for each of your consumer choices appropriate? Why or why not?
8. If the need arose, would you use this non-traditional health care approach? Why or why not?
9. Remember to include a separate reference list, appropriately formatted using the Hacker style guidebook (listed earlier in the syllabus)..

**THIS ASSIGNMENT MUST BE COMPLETED AND POSTED IN THE ASSIGNMENT FOLDER NO LATER THAN SUNDAY DECEMBER 9, 2007. LATE OR INCOMPLETE ASSIGNMENTS WILL HAVE A GRADE POINT DEDUCTION PENALTY IMPOSED.**

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## **COURSE OUTLINE**

**(This outline is subject to modification by the instructor)**

**The chapters here refer to the assigned textbook for this course, Consumer Health:  
A Guide to Intelligent Decisions, 8th Edition**

**STUDENTS MUST ALSO VISIT THE WebCT DISCUSSION PAGES EACH  
WEEK TO READ ADDITIONAL MATERIAL AND COMPLETE COURSE  
ASSIGNMENTS**

### **Topic Area: Dynamics of the Health Marketplace**

#### **Week of 8/27/07, Week 1**

Chapter 1: Consumer Health Issues

Chapter 2: Separating Fact from Fiction

Post your biographical listing in the Assignment Folder

**First week's writing assignment due no later than 9/2/07**

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#### **Week of 9/3/07, Week 2**

Chapter 3: Frauds and Quackery

Chapter 4: Advertising and Other Promotional Activities

**Second week's writing assignment due no later than 9/9/07**

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### **Topic Area: Health Care Approaches**

#### **Week of 9/10/07, Week 3**

Chapter 5: Science-Based Health Care

Chapter 6: Mental and Behavioral Help

**Third week's writing assignment due no later than 9/16/07**

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**Week of 9/17/07, Week 4**

Chapter 7: Dental Care

Chapter 8: The “CAM” Movement

**Fourth week’s writing assignment due no later than 9/23/07**

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**Week of 9/24/07, Week 5**

Chapter 9: Self-Care

Chapter 10: Health-Care Facilities

**Fifth week’s writing assignment due no later than 9/30/07**

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**Topic Area: Nutrition and Fitness**

**Week of 10/1/07, Week 6**

Chapter 11: Basic Nutrition Concepts

Chapter 12: Nutrition Fads, Fallacies, and Scams

**Sixth week’s writing assignment due no later than 10/7/07**

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**Week of 10/8/07, Week 7**

Chapter 13: Weight Control

Chapter 14: Exercise Concepts, Products, and Services

**Seventh week’s writing assignment due no later than 10/14/07**

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**Week of 10/15/07, Week 8**

***TEST # 1—must be completed by 10/21/07***

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**Topic Area: Major Health Problems**

**Week of 10/22/07, Week 9**

Chapter 15: Cardiovascular Disease

Chapter 16: Cancer

**Ninth week's writing assignment due no later than 10/28/07**

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**Week of 10/29/07, Week 10**

Chapter 17: HIV/AIDS

**Tenth week's writing assignment due no later than 11/4/07**

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**Topic Area: Other Products and Services**

**Week of 11/5/07, Week 11**

Chapter 18: Drug Products

**Eleventh week's writing assignment due no later than 11/11/07**

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**Week of 11/12/07, Week 12**

Chapter 21: Health Devices

**Twelfth week's writing assignment due no later than 11/18/07**

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***WEEK OF 11/19/07-11/23/07--THANKSGIVING BREAK-NO CLASS***

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**Week of 11/26/07, Week 13**

Chapter 22: Coping with Death

**Thirteenth week's writing assignment due no later than 12/2/07**

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**Topic Area: Protection of the Consumer**

**Week of 12/3/07, Week 14**

Chapter 23: Health Insurance

Chapter 24: Health Care Economics

**Fourteenth week's writing assignment due no later than 12/9/07**

**Consumer health care choices paper due this week--no later than 12/9/07.**

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**Week of 12/10/07, Week 15**

Chapter 25: Consumer Laws, Agencies, and Strategies

**Fifteenth week's writing assignment due no later than 12/16/07**

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**Week of 12/17/07, Week 16**

***TEST # 2-must be completed by 12/23/07***