

Pre-Test

1. What is a health claim?
2. Health claims can not state what?
3. How do you evaluate claims made for health products?
4. You should believe everything you read on the internet? Why or why not?
5. You should always evaluate health claims to ensure that the information is reliable.
True/false
6. The average American child watches over 20,000 television commercials in a year.
True/False

6.PCH.2 Analyze health
information and products.

6.PCH.2.1 Analyze claims for health products and services

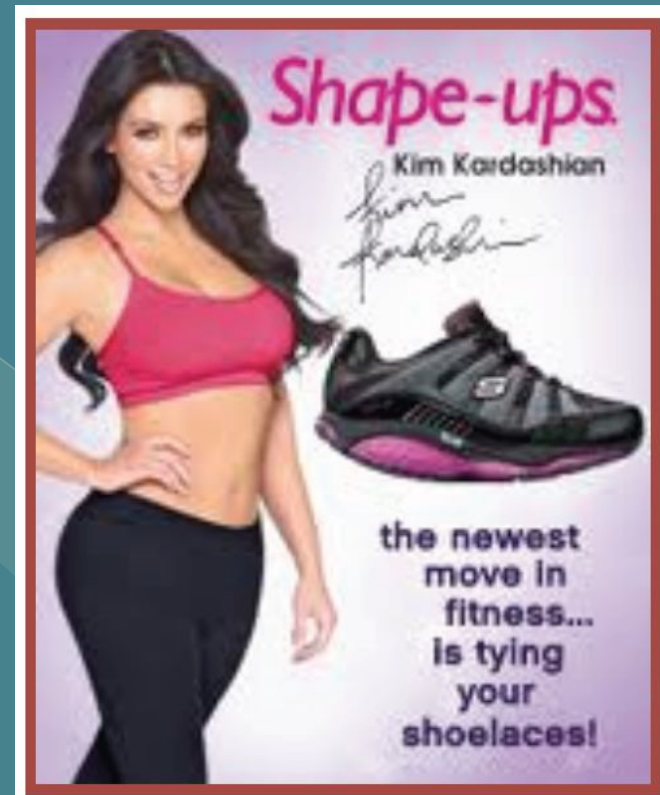
6.PCH.2.2 Evaluate the validity of claims made in advertisements for health products and services

What is a Health Claim?

- Health claims describe a relationship between a food substance and a disease or health-related condition
- FDA carefully regulates health claims
- The Food and Drug Administration (FDA) has approved certain health claims that, based on scientific evidence, show a link between a food or supplement and a health condition or disease.
- **Health claims cannot state that a food product or supplement can treat or cure a disease.**
- It may claim to minimize a disease risk; for example, a product advertised as low sodium can state the approved claim that “diets low in sodium may reduce the risk of high blood pressure, a disease associated with many factors.”

Two Examples of Health Claims that Have Been Disproven

- Claim: Sketchers Shape-Ups Shoes will help the customer lose weight and tone their butt, leg, and stomach muscles.
- Outcome: Sketchers USA must pay their customers \$40 million for falsely promising these results, via ads.



- Claim: Pom Wonderful contains antioxidants that can treat, prevent, and reduce the risk of prostate cancer, heart disease, and erectile dysfunction.

- Outcome: A federal judge ordered Pom to stop making misleading claims about the product's effectiveness in fighting disease.



Commercials

- Number of 30-second TV commercials seen in a year by an average child: 20,000
- Number of TV commercials seen by the average person by age 65: 2 million

Which category do they belong in?

Health Products	Health Services	other

- Exercise equipment, such as a treadmill
- Physical exam
- Jewelry
- Vision testing
- First aid supplies
- Cancer treatment
- Vitamins and minerals
- Hair care products
- Cell phone
- Medicine
- Mental health counseling
- Care in the hospital emergency room
- Rehabilitation after an injury
- Toothbrush and paste
- Weight loss products

- *Advertising of health products and services is very common on TV and on the Internet.*
- *Most people do not have the time to research whether the claims for these products and services are accurate, but our health may depend on knowing the difference between claims that are true and those that are false.*

Statement of Objectives:

- *We just learned that we are sometimes fooled by a claim about health. Sometimes we receive what we think is accurate information only to find out later that it is not true. By the end of the lesson, you will be better able to evaluate claims made for health products and services. We will learn that being somewhat skeptical is a good thing.*

- The trouble with people is not what they DON'T know ... but that they know so much that ain't so.

Josh Billings

- Be careful about reading health books. You might die of a misprint.

Mark Twain

- Diets usually leave a person aggravated, discouraged, and the same size.

Amy Lanou

- Freedom of speech doesn't give a person the right to shout "fire" in a crowded theater (Oliver Wendell Holmes). Nor should it give con artists the right to promote health frauds through ads in print or on the air. Yet health fraud lives and thrives . . . because of successful advertising.

Roger Miller

Clues to False or Exaggerated Health Claims

- Recommendations that promise a quick fix
- Claims that sound too good to be true
- Suggestions based upon a single study
- Dramatic statements that are proven false by a reliable scientific organization
- Recommendations based upon studies that ignore differences among individuals or groups
- Dire warnings of danger from a single product
- Lists of "good" and "bad" foods
- Recommendations made to help sell a product, or by the manufacturer itself

Is the Source Credible?

- Take care to examine the credentials of the source to determine whether the author or organization has the required expertise and training to provide the information.

An important clue to the identity of the publisher can be found in the Web address:

- **.edu** — A Web address that ends in ".edu" is published by an organization that is associated with an educational institution such as a university.
- **.gov** — An ending of ".gov" signifies that the web page belongs to a governmental organization.
- **.org** — An address ending in ".org" belongs to a nonprofit.
- **.com** — An ending of ".com" belongs to a for-profit company.

To summarize, when seeing if a claim is true, consider the following:

- Who published the information?
- Who are the authors?
- What are their credentials?
- Do the authors have a hidden agenda?

Video Clip

- [Vytorin](#)

- *Who has produced this commercial (examine the web address and domain abbreviation)?*
- *Who is the message intended for?*
- *What is the appeal of this commercial?*
- *What strategies does the commercial use to get your attention and to make you feel included?*
- *What do you remember after viewing the commercial?*
- *Are there negative effects from this product?*
- *If so, what are they? How were they included in the commercial?*
- *Draw out that ads are made to influence not to inform.*

Clip

- Deceptive Drug Ads

- ① *Do you believe everything you read or see?*
- ② *Following any fad may not work well over time.*
- ③ *We need to be careful that we evaluate health claims.*

Guided Practice:

- Provide copies of Appendix 5 – Health Claims: True or False? Have students work in pairs to explain why each statement is not true and share with class.

Health Claim	Is it true or false? Why or why not?
It is a good strategy to lose five pounds in the first week of a weight management plan.	
When exercising, if "there's no pain, there's no gain."	
Most Americans need nutritional supplements to be healthy.	
One needs to drink water only when thirsty	we need more water than we are thirsty for. By
Acne can be cured by eliminating all fatty foods.	be controlled. It is usually caused by heredity or

Independent Practice:

- As a homework assignment, have students interview a parent or other adult about a time they may have believed a health claim or followed a health practice that was unsafe or not effective. Ask them to share a brief description of the incident with the class the next day.

Post-Test (Exit Ticket)

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True/false
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True/False

Closure:

- *Today we looked at the problem of false or exaggerated claims for health products or services. We realized that we need to be analytical, evaluate the sources, and follow the advice of reliable health professionals.*