



## Grade 7 Sample Lesson Plan: Evaluating Fraudulent Health Claims

### SOLs

- Identify consumer protections for health products and services.
- Evaluate the accuracy of claims about dietary supplements and popular diets
- Promote the importance of regular health and medical screenings and medical examinations.
- Evaluate the validity of information from different resources, and share findings with others.
- Identify a health care product or service for students, families, schools, or communities.
- Demonstrate how to influence others to make positive health choices.

### Objectives/Goals

- Students will research and evaluate claims about health products and services. Students will create a persuasive ad for a positive health choice.

### Materials

- Access to computers, printers, paper
- Pre-identified lists of “questionable” and “positive” health products and services

### Procedure

*Share reference information with students.*

#### Activity #1

- Have students identify one questionable health product or service to research on the internet. For their research, they must visit at least one site with web addresses ending in
  - .gov, .edu and .org, and three sites with web addresses ending in .com sites.
- The students should create a poster or presentation that (1) includes a cited excerpt of the page’s information; (2) summarize what they found on each site; and (3) includes responses to the following questions (*source: Kids Health Media Literacy Teacher’s Guide*):

- Website name and URL:
  - Publisher or organization that operates the site:
  - Is it reviewed by a doctor or medical expert?
  - Is the site current? When was it last updated?
  - Is there advertising on the site? If yes, how might this influence the information on the site?
  - Is the information on the website documented?
  - Are the links relevant and functioning?
- Activity #2
  - Help students select one positive health product or service.
  - The students should engage in internet research to document credible evidence that the product/service is recommended:
    - Website name and URL:
    - Publisher or organization that operates the site:
    - Is it reviewed by a doctor or medical expert?
    - Is the site current? When was it last updated?
    - Is there advertising on the site? If yes, how might this influence the information on the site?
    - Is the information on the website documented?
    - Are the links relevant and functioning?
  - The student should then use at least one advertising technique to develop a one page ad to influence others to make positive health choices and share their ad with the class.

### Assessment Idea

- Evaluate student participation and response to activity assignments.

### References

- Family Doctor.Org (American Association of Family Physicians) – Finding Reliable Health Information on the Web <https://familydoctor.org/health-information-on-the-web- finding-reliable-information/?adfree=true>
- Food and Drug Administration - FDA – How to Spot Health Fraud <http://www.fda.gov/Drugs/EmergencyPreparedness/BioterrorismandDrugPreparedness/ucm137284.htm>
- Federal Trade Commission – FTC – Truth in Advertising: Health and Fitness Claims <https://www.ftc.gov/news-events/media-resources/truth-advertising/health-claims>
- Iowa Children’s Hospital – Online Health Information What Can You Trust <https://uichildrens.org/online-health-information-what-can-you-trust>
- Kids Health Grade 6-8 Media Literacy and Health Teacher’s Guide [https://classroom.kidshealth.org/classroom/6to8/personal/growing/media\\_literacy\\_health.pdf](https://classroom.kidshealth.org/classroom/6to8/personal/growing/media_literacy_health.pdf)
- Medline Plus - Evaluating Health Information <https://medlineplus.gov/evaluatinghealthinformation.html>
- Medline Plus - Guide to Healthy Web Surfing

- <https://medlineplus.gov/healthywebsurfing.html>
- Media Literacy -Recognizing Propaganda:  
<http://www.glencoe.com/sec/health/teachres/lessonplans/mlshampoo.shtml>
- NIH Office of Dietary Supplements  
<https://ods.od.nih.gov/HealthInformation/consumerprotection.sec.aspx>
- Read Write Think – Analyzing Ads Persuasive Techniques  
[http://www.readwritethink.org/files/resources/lesson\\_images/lesson1166/AnalyzingAds.pdf](http://www.readwritethink.org/files/resources/lesson_images/lesson1166/AnalyzingAds.pdf)