



Health H.A.C.C.

How to assess claims critically



3 01

LOOK 10 YEARS YOUNGER

(in just 4 weeks!)

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5p DAILY EXPRESS

JOAN COLLINS I MARRIED MY FIRST HUSBAND EVEN AFTER HE RAPED ME

WHY PET DOGS REALLY CAN UNDERSTAND WHAT YOU SAY



COFFEE FIGHTS ALZHEIMER'S

Just three cups a day could slash risk of the disease

LOVE ALL! Andy Murray finally says he



5p DAILY EXPRESS

FREE INSIDE

HISTORIC DAILY EXPRESS EDITION

MARGARET THATCHER'S DOWNFALL

WHAT HAVE THEY DONE?



HONEYSUCKLE DRINK FIGHTS OFF FLU

Down on their knees: I'm blessed



5p DAILY EXPRESS

SAVE WITH JAMIE

FOR JUST £5

LOTTERY PROFITS ROCKET AS YOUR CHANCE OF WINNING JACKPOT PLUMMETS




DRINK TEA FOR STRONG BONES

Just 3 cups a day slashes risk of a fracture by a third

RAQUEL WELCH

Secret of why I never



5p DAILY EXPRESS

MURDER MYSTERY OVER DEATH OF BBC JOURNALIST

WE WON'T TAKE MORE REFUGEES INSISTS CAMERON



RHUBARB CAN SAVE YOUR LIFE

Ingredient kills half of cancer cells in 48 hours

Nicole Kidman

so lovely in lace



Do you believe these headlines?

5p DAILY EXPRESS

SAS 'BRIBED ME TO KEEP SILENT OVER DIANA'S MURDER' CLAIMS WITNESS

STORMS ON WAY


FREE INSIDE 16-PAGE PULLOUT OF FABULOUS READER OFFERS



CHOCOLATE CAN BEAT DIABETES

Treat cuts risk of the disease say scientists

Why Dame Helen is feeling 'perky and not saggy'



ME WHEN I TOLD THEM I HAD DEPRESSION

BORDERS TO MIGRANTS

GRAPES FIGHT MEMORY LOSS

Experts say they are key to giving your brain a boost

It's so cold even the sea has frozen



TOP

HOW LUCKY BREAK MADE HER A STAR

WALNUTS PREVENT HEART DISEASE

Healthier each day slashes cholesterol



WHY I STILL LOVE PLAYING JAMES BOND

RONNIE KRAY: HOW GANGSTER ALMOST BROUGHT DOWN THE GOVERNMENT

BANANAS CAN FIGHT THE FLU

Wonder fruit has the power to beat illness

Helen Mirren... a sheer delight



Britain's fastest growing carpet & flooring retailer

Tapi Carpets

FREE TO MEASURE & FITTING

FREE MEASURING & PLANNING

EXTRA 10% OFF ALL QUALITY CARPETS

FITTED BEFORE CHRISTMAS

How could you know whether
to believe them or not?





Module 1:

What are health claims and
how to spot them (and their tricks)



What are health claims?

- Health claims include a **statement** about an **intervention** and an **outcome**

Please note: the “health claims” we refer to in this educational program, are defined above, and have no connection to health insurance.



Student Booklet: Activity 1

Identify the components of health claims

Activity 1



1

How your morning coffee might slow down aging¹



2

Tweaking brains with 'smart drugs' to get ahead in Silicon Valley²



3

This Natural Recipe Treats Joint Pain Fast³



4

How Bee Venom Can Keep Your Skin Looking Youthful⁴



5

New Drugs May Stop Migraines Before They Start⁵



6

DNA Testing Is The Key To Your Best Skin And Perfect Diet⁶

Activity 1 answers



1

How your morning coffee might slow down aging¹



2

Tweaking brains with 'smart drugs' to get ahead in Silicon Valley²



3

This Natural Recipe Treats Joint Pain Fast³



4

How Bee Venom Can Keep Your Skin Looking Youthful⁴



5

New Drugs May Stop Migraines Before They Start⁵



6

DNA Testing Is The Key To Your Best Skin And Perfect Diet⁶

FAKE HEALTH NEWS GENERATOR

YOUR EYE COLOUR		FIRST LETTER OF FIRST NAME	BIRTH MONTH	FIRST LETTER OF LAST NAME
LIGHT BROWN	Putting	A raw onions	JAN. in your bed	A removes toxins.
		B alkaline water	FEB. in your hair	B cures cancer.
		C tin foil	MAR. under your doormat	C helps you lose weight.
DARK BROWN	Rubbing	D essential oils	APR. on your face	D reduces allergy symptoms.
		E amethyst	MAY. on your third eye	E blocks EMF radiation.
		F avocado	JUN. around your neck	F cures acne.
BLUE	Sleeping with	G coconut oil	JUL. in your handbag	G makes you smarter.
		H urine	AUG. on your palm	H wards off negative energy.
		I epsom salt	SEP. in your sock	I fixes joint pain.
GREEN	Sprinkling	J turmeric	OCT. up your nose	J relieves constipation.
		K healing crystals	NOV. in your ear	K boosts your serotonin.
		L raw eggs	DEC. in your underwear	L protects from bee stings.
OTHER	Visualising	M ginger		M fixes back pain.
		N quantum energy		N cures migraines.
		O organic walnuts		O realigns your chakras.
		P kombucha		P will help you find love.
		Q hemp		Q cleanses your liver.
		R the frequency of love		R cures sinus pain.
		S garlic		S rebalances your hormones.
		T detox pads (30% off!)		T unclogs arteries.
		U broccoli juice		U prevents heart disease.
		V moonlight		V fights muscle cramps.
W activated charcoal		W reduces air contaminants.		
X brain pills		X helps others pronounce your name.		
Y inspirational quotes		Y helps you sleep.		
Z a mandala		Z reveals how many past lives you've had.		



Create your own fake health claim

The problem



- Access to vast amounts of health information
Through the Internet, social media, television, magazines and radio
- People are becoming more involved in managing their health
- Health searches on the internet are common

But....

Health information is not regulated, so the **quality** is **variable**



Discussion Question 1

- What are some of the reasons why health claims might be inaccurate?



Health information is not regulated

People can say or write anything, and they may:

- Lack appropriate knowledge / training
- Have ulterior motives:
 - to sell products / diets / training programs
 - to push certain beliefs / theories
 - to make “easy” money



Don't be fooled by false health claims!



Discussion Question 2

- How do you know which health claims to believe?



You can't know which to believe and which not to unless...

... you consider the **information type** and the **research** behind the claim.

Health H.A.C.C. will teach you how to assess health claims.



Don't be fooled by false health claims!



Student Booklet: Activity 2

Considering headlines



“ Scientific research shows 80% of people using Best-Science* Skin Cream showed dramatic skin improvement ”

A MIRACLE CREAM TO SOLVE YOUR SKIN PROBLEMS

a) Is one headline more convincing than the other? Why?

You find the source of the information within the headline...



In the study that the headline refers to...

- 10 people were paid to participate
- They were given some skin cream to try for 7 days
- Then they were asked to discuss the effects of the cream:
 - 2 participants said they thought their skin felt the same
 - 8 participants say their skin had improved and they noticed brighter skin, less wrinkles, and decreased blemishes
- You notice that Best Science Laboratories funded the research



Considering headlines

b) What can you say about Best-Science Skin Cream after reading this study? Why?

Not much, as there are problems with the research that make the results somewhat unreliable.

The problems include:

- small number of participants
- paid participants
- outcomes were opinions (and therefore, subjective)
- short study duration (only 7 days)

If we had more details about the study, it is likely we would find more issues!



Considering headlines

c) You notice Best-Science Laboratories (who produce the skin cream) have funded the research. What do you think of this?

There is potential for bias in the results.

This is because the people who are involved in doing (or funding) the research, will benefit from a positive result (i.e. if the study shows the cream works, they might sell more of it).



Don't be fooled by false health claims!





Discussion Question 3

- What decisions do **you** make about health interventions now?

vitamins – drinks – skin creams – hair products?



Discussion Question 4

- What are some examples of the types of health decisions you might need to make in the future as you get older?

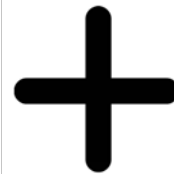
Healthy diets – training programs – preventative measures – medical decisions?



Discussion Question 5

- What might happen if you are fooled by a false health claim?

~~I've got nothing to lose by trying it~~





Don't be fooled by false health claims!

Common terminology used in health claims



Danger words

- Beware of **dramatic language**
- For example: “**breakthrough**”, “**miracle**”, “**cure**”, etc.





Student Booklet: Activity 3

Common terminology and assumptions
in health intervention claims

In small groups



Choose a statement:

- Define the statement
- When used in a health claim, what does it indicate about the information provided?

Activity 3b answers

Word or phrase	Targeted assumption
... used for generations	Old is better
... exclusive	More expensive treatments are better
... targeted treatment	Personalised interventions are better
... using the latest technology	New is better
... use now	Earlier is better
... high-potency	More is better

Activity 3c answers

None of these assumptions are accurate!

- Widely used treatments, or those that have been around for a long time are not necessarily beneficial or safe
 “old wives” tales: butter for bruises? An apple-a-day?
- New, brand-name or more expensive treatments may not be better than alternatives
- More is not necessarily better, and can be harmful
- Earlier is not necessarily better
- Personalised interventions are not necessarily better



Discussion Question 6

- Why do you think this type of terminology is commonly used in health claims?

Sounds scientific? Convincing? People more likely to believe the claim?



Health H.A.C.C. End of Module 1



Health H.A.C.C.

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