

FITNESS-RELATED EXPERTS

Title	Description
Physician with legitimate credentials (MD or DO)	Expert in diagnosis and treatment of injury and illness
Registered nurse (RN)	Expert in administering medical treatment and health care services
Certified health education teacher	Expert in health education and health-related issues
Physical educator	Expert in exercise, sport, dance, physical fitness
Registered kinesiologist (RKT)	Expert in rehabilitation through exercise techniques
Registered physical therapist (RPT)	Expert in rehabilitation through exercise, massage, heat, cold, sound, electrical stimulus, gait training, and other modalities
Registered dietitian (RD)	Expert on food and nutrition

Overhead
Transparency
Master

15-B

**TRUTHFUL ADVERTISING
OR QUACKERY?**

From *Fitness for Life: Teacher Resources and Materials, Fifth Edition* by Karen McConnell, Charles B. Corbin, and Darren Dale, 2005. Champaign, IL: Human Kinetics.


The
**MIRACLE
WEIGHT-LOSS
BREAKTHROUGH**
(secret remedy)

NO
EXERCISE!

NO
PILLS!

SEND FOR FREE
COUPON TODAY!!!

NAME _____
ADDRESS _____
CITY _____
STATE _____
AGE _____



Application**15****EVALUATING EXERCISE DEVICES****Objective:** To evaluate an exercise device.**Procedure:**

1. Select the exercise device you will be evaluating and complete the requested information about that product.
2. Place an “X” in each box that applies to your product.
3. Total up the number of marks for your product. The higher the score, the more likely the product is safe and effective.
4. Answer the questions.

“X”	Evaluation	
<input type="checkbox"/>	The exercise device requires effort and is not passive.	Name of device:
<input type="checkbox"/>	The exercise device is safe and the exercise done using it is safe.	Description of device:
<input type="checkbox"/>	The device is fun to use.	
<input type="checkbox"/>	There are not claims that appear to be quackery.	
<input type="checkbox"/>	The seller has sound credentials.	
<input type="checkbox"/>	The product does something for you that is otherwise not possible.	
<input type="checkbox"/>	The device can be returned for a refund.	
<input type="checkbox"/>	The cost of the product is reasonable and justifiable.	
<input type="checkbox"/>	The device is easy to put together, store, and maintain.	Manufacturer of device:
<input type="checkbox"/>	The device comes with a warranty against defects.	

1. Is the device you evaluated safe? Why or why not?

2. What changes could be made to make the device safer for use?

3. Do you think the device you evaluated would do what it claims to do? _____

4. How might you change either the device or the instructions to make it more effective?



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Reinforcement

SENSE AND NONSENSE

Are you a wise consumer or are you susceptible to quackery? The purpose of this questionnaire is to help you determine how knowledgeable you are about quackery.

Read the statements. Circle S if the statement makes sense; circle N if the statement is nonsense or partially nonsense. When your teacher provides the correct answers, check your answers and record the total number of correct answers. Then find your score on the rating chart on the next page. Circle your rating.

Sense	Nonsense	Statement
S	N	1. If a story or advertisement is printed in a book or magazine, it is safe to assume it is true because it is officially printed.
S	N	2. Crunches are especially good for losing fat from the abdominal region.
S	N	3. If you run a rolling pin up and down on your hips, it will break up fatty deposits and help you to lose fat.
S	N	4. Lying on a vibrating table is a good way to lose fat.
S	N	5. Doing abdominal crunches can help reduce the level of fat in all parts of the body.
S	N	6. One way to lose fat around your waist is to wear an inflated "sauna" belt around your waist while you are going about your daily activities.
S	N	7. You can usually lose weight without increasing physical activity or eating fewer calories.
S	N	8. Soaking in baths can help you lose excess fat.
S	N	9. Fitness books written by physical education teachers are more likely to give safe, reliable information than books written by movie stars who have attractive bodies.
S	N	10. Health and fitness products endorsed by athletes are better to buy than those not endorsed by athletes.
S	N	11. If a person on television claims to be a doctor and recommends a product, it must be safe and effective.
S	N	12. Certain drugs and food supplements can make weight loss safe, quick, and effortless.
S	N	13. You should avoid buying products advertised as "miraculous," "secret remedy," and "new breakthrough."
S	N	14. A good way to build muscles is to take anabolic steroids while working out with weights.
S	N	15. Taking a protein powder several times a week will help you build strength faster.
S	N	16. If you eat a balanced diet, you do not need to take vitamin and mineral supplements.
S	N	17. If you want to lose weight, it is a good idea to buy some pills at the drug store to suppress your appetite.
S	N	18. Health products that are advertised are likely to be of higher quality and more effective than those that are not advertised.
S	N	19. Health and fitness products must be proven effective before being sold through the mail or in a store.
S	N	20. Most models, actors, and entertainers stay in top condition by using health products they endorse.



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Reinforcement

SENSE AND NONSENSE *(continued)*

Sense	Nonsense	Statement
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- | | | |
|---|---|--|
| S | N | 21. Consumer organizations can be helpful in providing information on certain health and fitness products. |
| S | N | 22. Eating a strict diet of fruit and rice can provide good nutrition while helping you lose weight. |
| S | N | 23. A good weight loss program should result in a loss of 4 to 6 pounds in the first week. |
| S | N | 24. Most people must join a health club in order to maintain fitness. |
| S | N | 25. If a person's only qualification is that he or she is a "registered dietitian," that person is more likely to be knowledgeable about nutrition than a person who is only a "nutritionist." |

Rating Chart: Gullibility

Rating	Score (number of correct answers)
Quack buster	23-25
Quite sensible	20-22
Somewhat gullible	16-19
Gullible	0-15



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Personal Project

EVALUATING HEALTH AND FITNESS INFORMATION AND SERVICES

Use this form to help you evaluate the health or fitness source of your choosing. Write the name of the source in the space indicated and place a “✓” in each box that correctly describes the product or service you are evaluating. When you have finished the evaluation, use the space provided to describe the product or service and to write comments about its quality.

Article Evaluation

Title of book: _____ **Author of book:** _____

- The author(s) or consultant(s) are registered dietitians or individuals who have completed advanced study in nutrition or have advanced degrees in exercise.
- The article contains information about a balanced diet and physical activity that is consistent with the information presented in this book. The article does not promise quick and easy fitness or fat loss.
- The information in the article does not use techniques used by quacks and cons described in lesson 15.1.
- Exercise discussions include the principles of overload, progression, and specificity, in addition to the FIT formula for each type of physical fitness.
- The recommended exercises are safe and effective. The exercises require the use of your own muscles and do not recommend effortless devices.

Exercise Video Evaluation

Title of video: _____ **Producer(s) of video:** _____

- The video should include appropriate warm-up and cool-down exercises (cardiovascular and flexibility).
- The video does not contain exercises identified in chapter 2 as questionable.
- The video rotates the use of muscle groups. For example, use arms, then legs, then back, then abdominal muscles, and so on.
- If the video claims to be a total fitness program, it includes activities for all parts of fitness.
- The activities on the video are appropriate for beginners, intermediate, or advanced, as labeled.
- The exercises start gradually and then progress in intensity.
- The routine is fun and interesting.



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Chapter Test

MAKING CONSUMER CHOICES

Choose the letter of the *best* answer for questions 1-14.

Use what you learned throughout the chapter to answer the final question.

1. Using false advertising to sell worthless products is
 - a. quackery.
 - b. fitness-related.
 - c. a rare occurrence.
 - d. consumerism.
2. Which of the following is NOT a sign of potential quackery?
 - a. an expert with high-quality, accurate credentials
 - b. ads that discredit well-known or established organizations
 - c. a promise of immediate results
 - d. products advertised as “brand new in the United States”
3. The expert most qualified to tell you about diet, food, and nutrition is a
 - a. physical educator.
 - b. registered dietitian.
 - c. nutritionist.
 - d. registered nurse.
4. Which is TRUE about proper food supplements?
 - a. They are intended to add to a person’s nutrient consumption.
 - b. They require a prescription.
 - c. They are intended to replace a person’s food consumption.
 - d. They are always safe and effective.
5. Exercises that use outside forces rather than your own muscles are
 - a. the best option.
 - b. guaranteed to make you bigger.
 - c. passive.
 - d. independent.
6. One of the best methods for losing excess body fat is
 - a. spot reducing.
 - b. thigh cream.
 - c. supplements.
 - d. aerobic activity.
7. A health and fitness Web site is most reliable when
 - a. it is selling a product or service.
 - b. it is run by a well-known agency or organization.
 - c. it provides lots of information without research or support.
 - d. it makes big claims and promises that most sites don’t make.
8. The best way to protect yourself against quackery is to
 - a. never buy anything.
 - b. educate yourself about potential cons and fraud.
 - c. only read brochures given to you by salespeople.
 - d. only buy things by mail.
9. The practice of quackery with the intent of deceiving others for financial gain is
 - a. fraud.
 - b. good business ethics.
 - c. passive advertising.
 - d. critical thinking.
10. Critical thinking involves
 - a. relying entirely on the opinion of a friend.
 - b. trusting the salesperson to tell you the truth about a product.
 - c. collecting a wide variety of information and investigating options.
 - d. ignoring information that does not support your position or idea.
11. Which of the following advertisements is LEAST likely to involve quackery?
 - a. breaks down fat cells and builds muscle
 - b. builds muscle while you sleep
 - c. guaranteed to add 20 pounds to your weight
 - d. requires use of your own muscles
12. Which of the following is a good indicator of a questionable exercise video?
 - a. presents a routine that is fun and interesting
 - b. rotates the use of various muscle groups
 - c. presents high-intensity exercises after the warm-up
 - d. presents activities appropriate for beginners, intermediates, or advanced
13. An example of a reliable consumer protection agency is
 - a. American Sales Associates Group.
 - b. Nike.
 - c. Center for Disease Control and Prevention.
 - d. Nutritionists Anonymous.
14. If you decide to join a health club, you should
 - a. choose a club that advertises on TV.
 - b. choose a facility with fitness experts.
 - c. save money by signing a contract immediately.
 - d. choose a club endorsed by a famous person.
15. List three guidelines you can use to evaluate printed materials about health and fitness.
