

CONSUMER HEALTH EDUCATION

Consumer health refers to the health of the general public who are consumers of a wide variety of goods and services that will have direct effect on their health.

Consumer Products: These are items that are ordinarily bought by individuals or households for private consumption. It is also known to be all items that are purchased to satisfy individual wants or needs.

The following are major groups of consumer health products;

1. Food of various kinds, both cooked and uncooked.
2. Drinks
3. Cosmetics
4. Households cleaning agents such as soaps, etc
5. Therapeutic devices like glasses for correcting poor vision.

Consumer Services: This is the range of services provided to consumer of a product by the company that produces, markets or supports the products.

The following are the main groups of consumer health services:

1. Treatment facilities such as hospitals and clinics; prayer houses and traditional healers.
2. Diagnostic Services: especially laboratories set up to diagnose diseases.
3. Dispensing services which include chemists, shops and patent medicine stores.

Consumer Health Education: This is the acquisition of knowledge and correct health information on the purchase and use of certain health products and services.

There are four main factors which influence choice of consumer health products and services:

- Authenticity factor: This is the genuineness of a products. People prefer a product that is genuine to one that is not.
- Cost factor: cheap products tends to attract buyers. However quality should not be sacrificed in an attempt to achieve a lower price.
- Accessibility factor: This has to do with how easy the products are to get. Is the product readily obtained?
- Advertisement factor: adverts play an important role in guiding the choice of consumer products. It is produced and presented in such a way as to appeal to the emotions rather than the intelligence of the consumers.

DETERMINING AUTHENTICITY OF CONSUMER HEALTH PRODUCTS AND SERVICES.

1. The products potency: This is the ability of the product to produce the desired effect.
2. Safety: Every product is expected to be safe for consumption.
3. Trademark: Manufacturers have registered trademarks which appear on their products.

FACTORS THAT DETERMINE THE GENUINENESS OF CONSUMER HEALTH SERVICES.

1. Quality of Service: This is the quality services rendered by the workers in such an organisation. E.g a person who is familiar with the standards of a good private

hospital or school may doubt the genuineness of another hospital or school if the standards are lower.

2. Qualification: This is about the qualifications of those providing the services. E.g if a person knows the principal running a private school is not qualified, he may doubt the genuineness of the school.
3. Deceptive tactics: producers may use a variety of methods to attract consumers. E.g fake products may be packed in containers from genuine products, mixing genuine products and other products, illegally using a well-known trademark or supplying less than the stated amount of a product.