**Study Guide**

**Consumer Health Decisions**

**Rowan University**

**Dr. DiCicco**

**Exam #3**

**Health problems associated with excess bodyfat**

**Fad Diets**

**Orlistat**

**Keys to healthy weight loss and maintaining weight loss**

**Calorie equivalent of one pound- 3500 calories = 1 lb.**

**Concept of Caloric Balance, Negative Caloric Balance, Positive Caloric Balance**

**Relationship between physical activity and weight loss**

**Bariatric Surgery**

**General definition of a calorie**

**Objectives of Advertising**

**Types of Advertising**

**Types of misleading advertising (terminology and techniques)**

**Types of Direct to Consumer prescription drug advertisements**

**Pros and Cons of Advertising Prescription Drugs directly to the consumer**

**Know the areas that each of the following government agencies regulate:**

* **Federal Trade Commission (FTC)**
* **Food and Drug Administration (FDA)**
* **US Dept. of Agriculture (USDA)**
* **US Consumer Product Safety Commission**
* **State and Local Consumer Protections**

**State office responsible for consumer protection**

**Examples of non-government consumer protection agencies**