

Grade 8				
Ch. 7 Lesson 3				
The Human Body				
Page #	Question	Answer(s)	Links/Sources	Student Resources
258	How is this plant an example of helpful things found on Earth?	*The Pacific yew plant represents one of the many sources of natural healing that exist on Earth?		
258	How does this give importance to the study of the world around us?	*Sample answer: If there are sources for medical cures and natural healing already available on Earth it is important that they be identified and conserved so people can benefit from them.		
258	How do you know when to take a medicine or what kind of medicine to take?	Sample answer: I know when to take the medicine by reading the directions on the label. I know what kind of medicine to take because I have seen a doctor and he has prescribed it for me.		
258	Whom do you trust to give you sound advice about taking medicine?	Sample answer: A trusted medical professional or other person who has expertise about the medicine.		
258	Is a friend a good source of information even if he or she has the same symptoms?	No.		
258	Do you think it is a better to get help from a pharmacist or to find a natural remedy on the Internet?	Sample answer: It is better to get help from a pharmacist.		
258	How did scientists determine that the medications you can buy at the store are safe to use?	By conducting years of research on the effects of medications on health and their safety when used. By continually testing and monitoring the safe manufacturing of the medicines.		
258	What regulations do you think should be in place to keep consumers safe?	Sample answer: I think there should be continued testing and production monitoring of medical products including better testing of over-the-counter health products, "natural" health products, and dietary supplements, better product labeling and stronger safety regulations on the sales of these products.		
258	Why might we want to create medicinal chemicals and compounds in a laboratory?	Sample answer: So that the study of the materials is done in controlled conditions so that the data collected is reliable and can be accurately analyzed, and so the production of the substances can be done safely.		
258	Why is it important to preserve natural areas?	So that medicinal beneficial plants can be identified and preserved for study for possible use for improving health.		

259	Why is it important to know the risks of using OTC medications?	So that a person knows about possible side effects, dangerous interactions or complications that might occur because of other medicines that are being taken.		
259	What health risk might you take by using over-the-counter medications?	Allergic reactions.		
259	What do you think was the outcome from such methods?	Many people and adverse reaction and, in some cases, died.		
259	Do you think you would have been willing to be treated in such a way? Why or why not?	Sample answer: Yes, if by not taking the treatment I knew I would suffer more.		
259	What could happen to cause the FDA or Health Canada to recall a medication?	If the medication became contaminated during production or packaging, if reports of negative reactions to the medicine start coming in to reporting agencies.		
259	If the FDA approves a drug for use in the United States, may Canadians use it? Why or why not?	No. The FDA approval only applies to the 50 states of the U.S. and the territories of the U.S.		
259	What do you think about this process?	Sample answer: I think it is a good process.		
259	Is it thorough enough, or should it be more stringent?	Sample answer: I think it is thorough enough to ensure and acceptable level of public safety.		
259	Are there instances when this process is too laborious and when medications should be "fast-tracked" through the approval process? Explain.	Sample answer: Yes. Fast-tracking should be allowed when there is a serious public health threat that can be reduced or eliminated by getting the medicine out to the public and there has been significant testing that has shown that there are minimal health risks that might come from the use of the medicine, and that these risks are outweighed by the benefits that will come from using the medicine.		
259	How does this process help consumers make wise decision?	It provides consumers with accurate, reliable, and up-to-date information about the value and risks associated with a medicine.		
259	Should unfavorable research be required to be released?	Sample answer: Definitely yes.		
260	How do the tablets react in water and vinegar?	The tablets dissolve.		
260	Which tablet will dissolve faster?	The buffered aspirin will dissolve the fastest.		
260	How do stomach contractions and temperature affect the tablet.	Stomach contractions and warm temperatures speed up the dissolving process.		
261	Which ad techniques are seen most often?	*Sample answer: Free rewards on food packages and TV; images, which often feature well-know sports figures, testimonials.		
261	Which technique might appeal most to someone your age?	*Sample answer: Free rewards, image.		

261	How would you use these techniques to sell cookies at a bake sale?	*Sample answer: Buy three cookies and get one free, the principal says these are the best cookies she ever ate; everyone is buying these cookies; <u>get yours before we run out.</u>		
261	Why is it important to be aware of hidden messages in ads?	*Sample answer: The hidden message can be misleading. It usually appeals to your emotions, making you want to buy the product.		
261	Which technique does this ad use?	*Sample answer: Two techniques: free rewards (Snappy Service) and good health (Good Food).		
261	You might be able to repeat the ad word for word, but do you understand its hidden message?	Sample answer: Yes.		
261	What is the ad really telling you?	Answers will vary.		
261	Should advertising that delivers hidden messages be allowed? Why or why not?	Sample answer: No. This type of advertising often clouds the truth and interferes with our ability to make wise decisions.		
261	Which of the common technique below sound familiar to you?	Sample answer: All of them are familiar.		
262	Why are there so many medical ads on TV?	*The ads increase sales.		
262	How do these ads affect people?	Sample answer: They might help people understand an illness, ask their doctor about a drug, or demand that their doctor prescribe a certain drug.		
262	Why should you read the risks listed on OTC medications before you take them?	*Sample answer: I need to be aware of any side effects, so I can stop taking the medication if the side effects occur.		
262	How many drug commercials did the group view? For what ailments were the drugs intended?	*Answers will vary among the groups. Have them list their answers in categories of what types of shows they were watching and what ads were viewed.		
262	How can a carefully tested drug sometime do more harm than good?	If it is used incorrectly.		
262	So why do people sometime insist that their doctors prescribe a certain medicine?	Sample answer: Because they heard an ad for it on TV and the ad made the medicine sound more effective than it is.		
262	Is this a wise course of action to take? Why or why not?	No. Because the medicine may not be designed for the condition the person might actually have, the medicine may interact negatively with medications that are already being taken, the medicine may have undesirable side effects, or the medicine may not be as effective as the ad claims.		
262	Why do you think they spend so much on advertising?	The money spent on advertising is actually small compared to the amount of money they will make on sales.		

263	Do consumers benefit from medical advertisements? Explain your answer:	*Sample answer: Yes. Consumers learn about possible solutions to medical conditions and possible side effects. Or, no, the ads are a sales pitch from manufacturers who want you to buy their product.		
263	What is happening in this picture?	*People are filming a TV ad in a home.		
263	Do you think the people in the kitchen live in this home, or are they actors.	*They are probably actors.		
263	Why do drug commercials often use actors who pretend to be ordinary people?	*Sample answer: The drug companies want you, as an ordinary person, to picture yourself buying and using their drugs.		
263	Why is it dangerous to believe an ad from a drug company?	*Sample answer: The company wants to sell the drug to make money, so they may be making the drug sound better than it is. It may not solve your problem. They may not be truthful in stating the result.		
263	How can you resist the appeal of these drug ads?	Sample answer: By educating yourself about the drug and the side effects, by asking your doctor for advice on taking medications.		
263	Do you think medical ads should be used in commercials? Why or why not?	Sample answer: No. Because they are misleading and probably add to the cost of the drugs. Yes, because they tell people about drugs that could help them, drugs their doctors might not suggest.		
263	Why would a person risk taking such medications when there are so many side effects?	Sample answer: They don't read about the side effects, they don't understand the side effects, they don't think they will have the side effects, they are willing to risk the side effects, because they think the medicine will help solve their problem.		
263	What does that say about the effectiveness of these kinds of ads?	The advertisements are very successful in getting people to want the drug.		
263	Have you or a family member been swayed by an advertisement for a prescription medication?	Sample answer: Yes.		
263	What factors caught your attention?	Sample answer: The people in the ad were believable and seemed genuine.		
263	How can you use the information in the ads in a positive way to make smart decisions?	Sample answer: I can use the awareness of the drug to research accurate unbiased information about the drug, I can initiate a conversation about the drug with my doctor or pharmacist.		
263	Is this really the best course of action for the patient?	No.		
263	What should doctors do instead?	They should talk with their patient and try to help him or her why the drug is not the best one for them to use.		
264	Who or what does the disclaimer protect?	*The disclaimer protects the company it is provided for. It can also protect the person, website, or other companies involved in the disclaimer.		
264	What type of information is being communicated in the ad?	Answers will vary.		

264	Is there a correlation on the type of medication and the mood of the advertisement?	Suggest that they listen to the music in the background, the color of the screen, and the speech of the actor in the commercial.		
264	How effective do you think the influence of users' testimonials or actors in various types of activities.	Sample answer: I think that both of these techniques are very effective in influencing people to buy the particular product being advertised.		
264	What kinds of disclaimers have you noticed in ads you have seen?	Sample answer: Results may vary. You should consult your physician before using this medication. If a side effect is experienced, immediately stop using the medication and consult your physician		
264	Do you think this is an adequate warning?	No.		
264	What else could be done?	Sample answer: Warnings that the medicine should not be used until AFTER consulting with your doctor.		
264	What can you do to make sure you are properly informed about such products?	Sample answer: Read reports from reliable sources about the efficacy of the drug, read the small print about the actual conditions the drug is designed to help, read the small print about the potential side effects of the drug, talk with your doctor or pharmacist about the safety of the product and whether or not it is something that would benefit you.		
265	Do you think sources of medical information should be allowed to offer disclaimers?	Sample answer: Yes, disclaimers should be allowed.		
265	What would a disclaimer sound like if it were offered by a teacher?	Sample answer: The information I provide in class should not take the place of reading your textbook.		
* Means the answer is found in the TE.				