

CDFS 600

MODULE FOUR

TITLE OF LESSON: The Ideal Consumer

SUBJECT: 7TH GRADE HOME SKILLS

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TIME ALLOTMENT: 55 MINUTES

GRADE LEVEL: JR. HIGH

ND STANDARDS COMPETENCIES:

Standard 3 ECONOMIC SYSTEMS

Students understand the structure of different types of economic systems and the principles that govern them.

KEY ECONOMIC CONCEPTS: Consumer Responsibilities

BRIEF DESCRIPTION: After a lecture on Consumer Rights, students discuss what THEIR responsibilities are.

LEARNER OBJECTIVES:

Students will understand the Bill For Consumer Rights

Students will understand that being a Consumer you have RESPONSIBILITIES as well as RIGHTS.

INTRODUCTION:

In 1962 President John F. Kennedy introduced into Congress, The consumer rights acts.

CONSUMER RIGHTS AND RESPONSIBILITIES

National Consumers' Day is March 15 (since 1989). This day has a historic importance as it was on this day in 1962, when the Bill for Consumer Rights was moved in the US Congress. During his speech President John F. Kennedy had remarked:

“If a consumer is offered inferior products, if prices are exorbitant, if drugs are unsafe or worthless, if the consumer is unable to choose on an informed basis, then his dollar is wasted, his health and safety may be threatened, and national interest suffers.”

John F. Kennedy had equated the rights of the ordinary American consumer with national interest. He gave the American consumer four basic rights:

1. The Right to Safety - to be protected against the marketing of goods which are hazardous to health or life.
2. The Right to Choose - to be assured, wherever possible, access to a variety of products and services at competitive prices: and in those

industries where competition is not workable and Government regulation is substituted, an assurance of satisfactory quality and service at fair prices.

3. The Right to Information - to be protected against fraudulent, deceitful or grossly misleading information, advertising, labeling, or other practices, and to be given the facts s/he needs to make an informed choice.

4. The Right to be Heard - to be assured that consumer interests will receive full and sympathetic consideration in the formulation of Government policy, and fair and expeditious treatment in its administrative tribunals.

Kennedy recognized that consumers are the largest economic group in the country's economy, affecting and affected by almost every public and private economic decision. But they were also the only important group who were not effectively organized, whose views were not heard.

Therefore, the Federal Government, by nature the highest spokesman for all people, had a special obligation to the consumer's needs. Thirteen years later President Gerald Ford felt that the four rights constituted in Kennedy's Bill of Rights were inadequate for a situation where most consumers are not educated enough to make the right choices. So he added the Right to Consumer Education, as an informed consumer cannot be exploited easily.

While these rights served the interest of the American consumer well enough, they did not cover the whole gamut, because a global consumer did need, apart from them, other well-defined rights like basic needs, a healthy environment and redress.

The Consumers International (CI), former International Organization of Consumer Unions (IOCU), the umbrella body, for 240 organisations in over 100 countries, expanded the charter of consumers rights contained in the US Bill to eight, which in a logical order reads:

1. Basic Needs
2. Safety
3. Information
4. Choice
5. Representation
6. Redress
7. Consumer Education
8. Healthy Environment

This charter had a universal significance as they symbolized the aspirations of the poor and disadvantaged. On this basis, the United Nations, in April 1985, adopted its Guidelines for Consumer Protection.

Consumer Responsibilities

Along with rights, come responsibilities. Consumers are responsible to:
Be honest and fair.
Acknowledge good business practices.
Read product information before using products.
Use common sense.
Assert rights as a consumer - complain properly when necessary.



**Consumer
Laws and
Resources**
SPECIFIC
CONSUMER
ISSUES AND
LAW
INFORMATION

MATERIALS NEEDED: worksheet “The Ideal Consumer” from www.n4hccs.org

AUDIO EQUIPMENT NEEDED: none

LESSON OUTLINE:

Intro from Consumer and Laws Resources (above)
Discuss student responsibilities while shopping
Students complete worksheet
Discuss

RESOURCES: www.n4hccs.org
Consumer and Laws from bbweb page CDFS 600

ASSIGNMENT: None

EVALUATION: Quiz