

Index

- access
- to clinical trials, 129
 - doctors' access to hospitals, 64
 - families' access to doctors, 66
 - to family history, 153–154
 - financial access, 69
 - to formal care, 1, 31, 62, 115, 138–139, 157
 - to information, 109, 157–159
 - to patient stories, 27
 - to social support, 11
 - to universal health care, 67, 127
- active control, 125–126
- addiction, 7, 33, 113
- adjuvant therapy, 24
- advance directive, 131
- advocate/advocacy, 95–96, 119, 135–140, 142, 154
- African American, 31
- after care, 9
- after market research, 126
- age, 5, 35, 45, 133, 147, 158
- disclosure tendencies related to age, 74
 - family history links, 152–153
 - health status indicator, 27, 64, 85
 - medical test indicator, 23–24, 147
 - medical identification link, 160
 - middle age, 12, 22, 36
 - minors, 15, 92
 - novelty-seeking, 51
 - for Pap test, 16
 - prescription use links, 106
- agenda, 18, 96, 98, 127–128, 139–140
- alcohol, 7, 8, 45, 50, 57, 86, 88, 112–113, 120, 125, 139, 149
- alleles, 143
- alternative medicine, 16, 34, 79, 145, 147–148
- American Cancer Society (ACS), 16, 27, 54, 95
- American Medical Association (AMA), 107, 109
- anger, 18, 45
- anxiety, 25, 37, 46, 49–50, 58, 84
- APGAR scores, 21–22
- argument(s), 12, 124, 129, 138
- Army (US), 60–61
- aspirin, 106–107, 120, 142
- attention, 18, 23, 37, 45, 58, 94, 117, 126, 139, 143, 147, 162–163
- cortical system, 43
 - nicotine's effect, 44
 - praise and attention to health, 42

- public attention, 8
- punishment, 46
- sensation-seeking, 51
- visual attention, 51
- Australia, 17, 24, 44, 47, 94, 127, 154, 157
- autobiographical reasoning, 26
- barrier, 12, 14, 30, 38, 75
- baseline risk, 23
- benefit(s), 18
 - clinical trial benefits, 123–127
 - for companies, 10
 - drug benefits, 103–104
 - memory prompts, 64
 - news reports about, 108–110
 - personal benefits, 22, 24, 34, 86, 93, 117, 124, 149, 160–161
 - prenatal, 8, 16
 - profit benefits, 117
 - societal benefit, 81, 149, 160–161
 - treatment benefits, 81, 84, 103–104
- biomedicine, 16, 78, 122, 139
- bioterrorism, 88
- birth control, 26132, 151
- blame, 6–8, 92, 119, 143, 151, 157
- blood, 85–86, 91, 106–107, 116, 125, 129–130, 148, 150–151, 160–161
- blood clot(s), 26, 29, 142, 144–147, 149–152
- bypass surgery, 26, 150
- Canada, 17, 105, 127, 135, 154, 157, 159
- cancer, 102, 107
 - breast cancer, 9, 23–24, 28, 81, 109–110
 - causes, 31
 - cervical cancer, 14
 - clinical trials for, 124
 - colorectal cancer, 36, 67
 - costs of, 9
 - deforestation links, 7
 - diagnosis, 2, 6, 36, 125
 - family history, 149, 152–153
 - incidence, 85
 - lung cancer, 7, 12, 14, 74, 77
 - organizations, 95–97, 102, 136, 161
 - pancreatic cancer, 139
 - patients' stories, 7
 - prevention, 136
 - prostate cancer, 27, 37
 - research, 134, 139
 - skin cancer, 12, 15
 - survivor(s), 3, 27, 50, 113
 - treatment, 136
- ensorship, 119
- Centers for Disease Control and Prevention (CDC), 10, 27, 38, 85, 87, 107
- cholesterol, 22–23, 38, 63, 102, 105–106
- civilian life, 2, 26
- clinical trial(s), 63, 126, 129–130, 148; *see also* Phase I trials, Phase II trials, Phase III trials
- cloak of silence, 2
- cloning, 111, 131
- commercial interests, 91, 135, 162
- community, 18, 20, 58, 60, 70, 72, 80, 89, 96, 138–140, 158
- complementary medicine, 16, 145, 147–148
- confidentiality, 86, 159
- conscience clause, 132
- control, 31–32, 35, 38, 150
 - experimental, 125
 - external influence on, 8
 - God's control, 72

- control (*cont'd*)
 medication control, 66
 muscle control, 68–69
 personal/perceived, 7, 69, 77–78, 87, 111, 150
 societal, 99
 control group, 124–125
 cosmeceutical(s), 102–104, 106
 cosmegeonomics, 148
 Council on Youth Fitness, 18
 culturally common stories, 31
- deception, 7
- diabetes, 2–3, 32–33, 38, 43, 77, 95, 107, 143, 149, 152–153
- diagnosis, 28, 33, 36–37, 64, 152–153, 162
 accuracy, 75
 avoiding, 76
 cancer, 125
 early, 82
 endometriosis, 62
 genes/genetics, 143, 148, 150–151
 heart disease, 40–41
 not remembered, 13
 reactions, 26–27, 56, 74
 serious, 73
 terminal, 37
- diet, 11, 24, 34, 68, 104–105, 126, 129
- direct and indirect advertising, 88, 112
- direct-to-consumer (DTC)
 advertising, 102–103, 119, 134
- disability, 86, 159
- disclosure, 36–37, 74–75, 124, 135, 159
- discrimination, 100, 161
- disease registries, 84–85
- disparities, 12, 122–123, 125, 129
- dissatisfaction, 25, 46
- dopamine, 43–44, 47–48, 51
- drug(s), 142, 145, 148–149, 159
 addiction, 113
 cholesterol, 22
 drug companies, 102–103, 117, 119
 drug interactions, 107
 drug-like effects, 104
 drug sales, 102
 drug testing, 86
 fetal exposure, 8
 genetic effect on efficacy, 149
 illicit drug effect, 44
 new drug testing, 16, 90–92, 121, 123–127, 138–139
 news reports about, 63, 102, 107
 religious views of use, 57
- durable medical goods, 109, 117
- economics, 1, 9–10, 67, 76, 90
- edu-tainment, 113
- effort, 11, 42, 147, 158
 children's, 42
 community, 80, 96
 family, 2, 17–18
 personal, 2, 17–18, 23, 29, 46–47, 50, 59, 71, 99, 112, 120
 political, 18
 public health, 89, 92
 societal, 106
- elderly people, 10, 33, 74–75, 95, 133
- embarrassment, 1, 17, 78
- emotion, 17, 26, 43
- endometriosis, 62, 121, 123, 146
- entertainment, 3, 28, 101, 110–113, 116, 119, 155, 157, 162
- environment(s), 41, 47, 86, 92, 95–96, 98, 131–132, 151, 154, 159

- epidemiology, 81
- ethics, 56, 99, 129, 134
- evidence, 7, 12, 14–16, 54, 83–84, 123–124, 126–127, 129, 137, 139–140, 157, 162
- exercise, 7, 9, 11, 18, 30, 44, 47, 49, 63
- faith, 41, 53, 56–58, 70–72, 131–132
- family (health) history, 2, 13, 53, 74, 76, 84, 110, 149–156, 159
- family physician, 133
- fat grams, 11
- fatalism, 77
- fear, 17–18, 21, 26–27, 36, 38, 45–46, 49–52, 58–59, 67, 74, 83, 158
- feelings, 17, 25, 31–32, 44–46, 49, 58, 73, 75, 78–79
- firsthand stories, 27
- Food and Drug Administration (FDA), 91, 93, 102–104, 123
- food labeling, 104–106
- France, 12, 21, 81, 102, 105, 127, 133, 154
- gatekeeper, 114
- gene(s), 63, 77, 85, 99, 110–111, 139, 143, 147–151, 154–157, 160, 162
- genetic counselor/counseling, 133, 155
- genetic test, 63, 155–156
- geographic information systems (GIS), 133
- Germany, 21, 62, 102
- goal, 42, 47, 52, 81, 90, 124, 130, 145, 147
- government, 1–2, 8, 10, 44, 86, 88–89, 92, 94–95, 98, 103, 106, 122, 127, 132, 134–135, 138, 141, 159
- guilt, 17, 26, 58–59, 103
- habit(s), 6, 93, 120, 163
- happiness, 18, 45, 58–59, 120, 158
- harm(s), 38, 99, 117
 - from biased information, 103
- health harms, 3, 7–8, 17, 32, 41–42, 49–50, 55, 88, 92, 105
 - relationship harms, 63
 - treatment harms, 123–124, 126
 - unintended harms, 106, 117, 120
- health care, 141–142
 - advocacy, 119
 - costs of, 67
 - dissatisfaction with, 25
 - formal, 1, 17, 56–58, 64, 66, 69–70, 73, 76–78, 119, 123, 127, 129, 131, 152, 163
 - genomics, 144, 155
 - lay sources, 68
 - politics, 139
 - products, 115, 157
 - systems, 6, 27, 81, 85–86, 154, 158–159
 - universal, 10, 97
 - workers', 6, 133–135, 138
- health literacy, 57
- heart disease, 2–3, 6, 9, 11, 22, 38, 63, 77, 81, 142–143, 149, 152–153
- heredity, 13, 77, 143
- high-fat foods, 7
- holistic care, 6, 34
- Hollywood, Health & Society, 113
- hope, 18, 36–37, 58–59, 67–68
- hospital, 1, 6, 11, 20, 26, 29–30, 61–62, 64, 67, 69, 72, 113, 130, 132

- identity, 37
 author identity, 122
 linked to behavior or symptoms,
 4–5, 87
 masculine identity, 74
 medical identity, 159
 medical identity theft, 157–159
 professional identity, 115
 public health organization identity,
 98
 religious organizations, 57
 sense of self, 3, 58, 71, 74, 78
- idiopathic conditions, 33
- immunization, 87
- impression (management), 53, 71,
 73–75, 78
- incidence, 81–82, 85, 150, 161
- indigenous healers and health care,
 69–70, 79
- information, 38, 44, 135–136, 138
 collected about us, 82, 85
 comprehension, 39
 direct to consumer source, 103
 doctors as source, 75
 electronic/online, 14, 86, 102,
 115, 134
 entertainment as source, 111,
 119, 155
 failure to give, 74–75
 failure to seek, 73
 family history information, 149
 family as source, 66–67
 Food and Drug Administration
 requirements, 103
 genetic information, 151–152,
 154–156
 about harms, 7
 managing information, 78, 82,
 85–86, 99
 medical identification, 159–161
 news as source, 107
 numerical, 21
 overload, 54
 public health information, 93–94
 requirements to report our health
 status, 86
 about risk, 110
 sensitive information, 78
 as social support, 11
 theft of, 157–159
 transfer in brain, 43, 51
- informed choice, 7, 25, 35, 152,
 162
- informed consent, 13, 84, 118, 121,
 129–130, 152, 162
- inheritance, 142, 144, 151; *see also*
 heredity
- insomnia, 5
- Institutional Review Board (IRB),
 123
- insurance, 9–10, 14, 43, 46, 115,
 127, 135, 157, 159
- internet, 14, 27, 81, 103, 112, 137,
 142
- invented stories, 28, 31
- Japan, 7, 10, 12, 52, 102, 104,
 126–127
- lay audience, 14
- lay health care, 68–69
- legislation, 129, 138, 142
- license/licensing, 89–91, 98, 134
- life stage, 18
- lifestyle(s), 49, 115–116, 129, 149,
 161
- lobbying/lobbyists, 95–96, 133,
 135–136, 138–139
- mammogram, 54, 66, 81
- March of Dimes, 8, 115
- mastectomy, 9
- math, 25, 117–118
- medical associations, 133–136, 138

- medical identification, 160
medical interview, 5
medication(s), 15, 114, 117,
 119–120, 136, 152
 advertisements, 102
 cosmeceuticals, 106
 errors, 17
 knowledge about use, 55
 misuse, 116
 for pain, 28
 personalized, 148
 prescribed, 44, 63–66, 160
 for self-management of disease,
 11, 145, 150
 stockpiling, 88
memory, 43, 48, 62
mental health, 18, 70, 72, 74, 139
metaphor(s), 14, 65
metastatic cancer, 14
military, 1, 3, 6–7, 40, 61–62;
 see also Army
moral, 99, 131
Mothers Against Drunk Driving
 (MADD), 8
motivation, 32, 43, 149
movies, 1, 3, 31, 51, 101, 110–111,
 129–130
mutation(s), 85, 142–144, 146,
 150, 152, 155–156, 161
mutual aid, 67, 70

Netherlands, 67, 132, 157
network, 70, 78, 109, 137, 161
New Zealand, 17, 103, 112, 157
news, 3, 21–23, 27, 30, 37, 60, 63,
 82, 101–102, 107–110,
 115–120, 139, 142, 155, 157,
 162
NHS Centre for Involvement, 136
nicotine, 7, 9, 44, 47
nonprofit, 82, 95–96, 138, 159
normalizing, 32–33
novelty, 41, 50–52
numeracy, 117
nurse(s), 6, 20, 22, 29, 40, 61, 71,
 121, 123, 133, 147
nurse practitioner, 114
nutriceutical(s), 102, 104
nutrigenomics, 148
nutrition, 31, 57, 68, 105, 116, 148

obesity, 7, 9–10, 32
obligation, 58
obstetrician, 6
official stories, 27
online, 14, 22, 35, 96, 102–103,
 107, 110, 130, 137, 148
optimism, 36, 77
optimistic bias, 77, 79
organ donation, 131
OTC (over-the-counter) medication,
 15, 102, 114

pain, 160
 back pain, 11
 chronic, 61–63
 failure to disclose, 24
 knee pain, 13–14, 35
 labor pain, 20
 medication, 102, 106, 114, 119
 normalizing, 33
 reduction, 125, 136
 stories about, 27, 73
 symptom, 26, 77
pediatrician(s), 7, 72
personalized medicine, 144–149,
 161–162
pessimism, 77
pharmaceutical(s), 91, 102–103,
 106, 110, 116, 134–135
pharmacogenomics, 145, 148
Phase I trial, 123–124, 126, 129
Phase II trial, 124
Phase III trial, 126

- physical therapist(y), 6, 14, 114–115
- placebo, 35, 124–126
- police power, 88
- policy, 7, 84, 91, 136, 139
- politics, 2, 120–122, 135–136, 139, 141, 162
- praise, 18, 42, 44
- preconceptional health, 8
- predictive medicine, 143–144
- prenatal care, 8
- prescription, 15, 54–55, 65, 103, 114, 126
- primetime TV, 3, 21, 49, 69, 111–113
- privacy, 123, 158–159
- procrastination, 54, 59, 132
- product label, 89, 93, 105, 112
- product placement, 111–113
- profit, 2, 80, 101, 103, 116–117, 119–120, 131–132, 134, 148, 162
- prognosis, 36, 73
- public good, 79, 162
 - defined, 81
 - relation to disclosure, 82–85
 - relation to limits on freedoms, 86–88
 - relation to nonprofits, 95–96
 - relation to public health, 97–99
 - relation to safety, 89–94
- public health
 - data collected, 86
 - defined, 97–98
 - initiatives, 95, 98–99, 156, 158, 160, 162
 - limits on personal behavior, 88
 - messages, 3, 7, 16, 74, 79, 87, 98, 120, 153
 - organizations, 135
 - policies, 139
 - professionals, 107, 133, 138
 - system, 81, 84–85, 96, 141, 148
- pulmonary emboli, 29
- punishment, 42, 45–57, 49–51, 56
- quality, 8, 33, 64, 67, 89, 91–92, 96, 106, 135–136, 141
- quarantine, 88
- randomization, 86, 124–126, 144
- recurrence, 24–25, 27, 50
- reference range, 22–23, 38, 147, 150
- regret, 17
- religion, 57–58, 84, 89
- reminders, 54, 64, 154
- research, 2, 14, 17, 45, 51, 77, 95, 104, 111
 - alternative research, 37, 69
 - cancer research, 7, 12, 134
 - efficacy, 35
 - funding, 12
 - genetic research, 85, 155, 157, 161
 - medical research, 3, 18, 23, 31, 38–39, 55, 74, 85, 101, 107108, 110, 118–120, 129–131, 133, 140, 156, 161–163
 - nonprofit activities in, 95
 - participant characteristics, 15–16
 - prevention research, 157
 - stem cell research, 131–132
 - supplement research, 35
- resources, 8–12, 18, 32, 50, 58, 98–99, 107
 - advertising, 101
 - advocacy, 138
 - for biomedical research, 143
 - for complementary and alternative medicine, 147
 - family resources, 66–67, 153
 - infrastructure, 87
 - limited, 114, 162

- prevention, 149, 155
- research, 127, 132, 139–140
- societal, 38, 81, 85, 91, 96, 105
- tangible, 70
- for testing and products, 149, 162
- time and money, 58, 64, 78, 98–99, 148
- training and licensing, 89
- responsibility, 7–10, 56, 85, 88–89, 149
- rewards, 41–45, 47, 49–51, 58, 78, 80, 122
- risk, 38–39, 40–52, 57, 59, 67, 145–146
 - absolute risk, 23
 - birth defects, 8
 - cancer, 7, 14–15, 110
 - clinical trials, 125, 130
 - engineered reduction, 99
 - family history, 74, 150
 - gender-based, 24
 - genetic, 142–144, 149–151, 161
 - multifactorial, 144
 - “normal,” 24
 - optimistic bias about risk, 76–77
 - passive smoke, 87
 - personal, 2, 7, 24, 38, 51, 81, 106, 118, 161
 - privacy violation, 158
 - relative risk, 24
 - risk adaptation, 55
 - risk communication, 92, 98, 103
 - risk projections, 36
 - risk reduction, 25
 - suicide, 15
- role(s), 3, 5, 19, 96, 99
 - advocates, 136, 138
 - companies, 7
 - doctors, 7
 - environment, 8, 77
 - families and friends, 66
 - genes, 14, 143, 148
 - God, 57
 - government, 8, 10, 82, 126–127
 - nonprofits, 95
 - parental, 7
 - personal, 37–38, 84, 95
 - schools, 8
 - self-help groups, 70
 - societal, 163
 - volunteers, 96
- role model, 3, 112
- rural, 12, 20, 92, 98
- sadness, 18
- safety, 11, 15–16, 22, 43, 45, 55, 80, 89–91, 93–94, 126, 139, 146, 158
- science, 7, 74, 77, 112, 118–119, 139, 148, 154
 - conflicting science, 15–16
 - inaccurate representation, 101, 111
 - National Science Foundation, 118
 - no science, 15–16, 85, 131
 - our contribution, 84, 125
 - prisoners’ participation, 129
 - reports, 109, 112
 - science education, 39, 101
 - science and religion, 57, 131
 - science reporters/writers, 107, 110, 118–119
- screening, 144, 149, 151
 - cancer screening, 16
 - newborn screening, 10, 82–84, 99, 102, 160
- secondhand stories, 28
- self, 2–4, 6, 41, 58, 70–71, 74, 79, 85, 119, 144
- self exam, 9, 31, 68
- sensation seeking(ers), 50–51
- sensationalism, 109

- sensitivity, 50, 156
- serotonin, 46–48, 51
- sex, 15, 39, 45, 51, 68, 85
- skills, 11, 25, 38, 54, 59, 117–118, 136, 138, 140, 163
- smokers, 3–4, 87
- smoking, 3, 6–7, 9, 12, 14, 16, 43–45, 48–49, 51–52, 58, 74, 77, 85–86
- social support, 6, 11, 70
- source layering, 110
- Spain, 21, 127
- specificity, 156
- sperm, 8
- spinal cord injury, 3, 24, 36
- standard of care, 63, 125
- standards, 18, 22–23, 26, 31, 38, 90, 106, 118, 136, 147
- statistics, 21, 36, 38, 78, 116, 118
- stereotype(s), 32, 75
- stigma, 7, 98, 100
- stress, 9, 30, 33
- supplements, 16, 34–35, 148
- surgery, 16, 26, 62, 72, 84, 121, 123–125, 130, 146, 150
- Sweden, 42, 61
- tax, 1, 9, 139
- telemedicine, 133–134
- television, 3–4, 21, 31, 66, 88, 101–102, 110–113, 116, 155
- tobacco, 3, 7, 52, 57, 88–89, 112–113
- trust, 31, 111, 137
- Tuskegee Syphilis Study, 31, 129
- United Kingdom (UK), 12, 14, 17, 35–36, 84, 95, 116, 127, 135–136, 139, 157
- United States (US), 1, 3–4, 8–10, 12, 16–19, 36, 48, 57, 67, 76, 95, 97, 116, 118, 138–140, 157, 159–161
- vaccines, 88
- value(s), 3, 58, 68, 92, 105, 109–110, 131–132, 136, 163
- Vietnam, 3, 7, 26
- vitamins, 15, 103, 105, 142, 148
- warfarin, 145, 147–148
- warning(s), 93–94, 104, 117
- worry, 17, 23, 45–46, 50, 63, 76