

Health from a Consumer Perspective

By PhD-student
Lene Hauge Jeppesen

- Background
- Purpose of the study
- Results
- Questions



Health Definitions:

- **”Health is absence of illness”**
- **”Health is a state of complete physical, mental, and social well-being.”** (WHO's Ottawa Charter 1986)
- **”A healthy person is a person who has just not been thoroughly examined”** (Twaddel, 1974)

Health from a Consumer Perspective

”Why is this interesting?”



Focus Group Interviews

- 25 – 35 years of age
- 50 – 60 years of age



Themes and Issues in Relation to Health

- Health definitions
- Issues
 - Motives in relation to age and gender
 - Perceived risk



Definitions of health

- Healthy food and exercise
- Well-being, balance, energy, absence of illness, no medicine dependency, happiness, strong network, healthy environment etc.

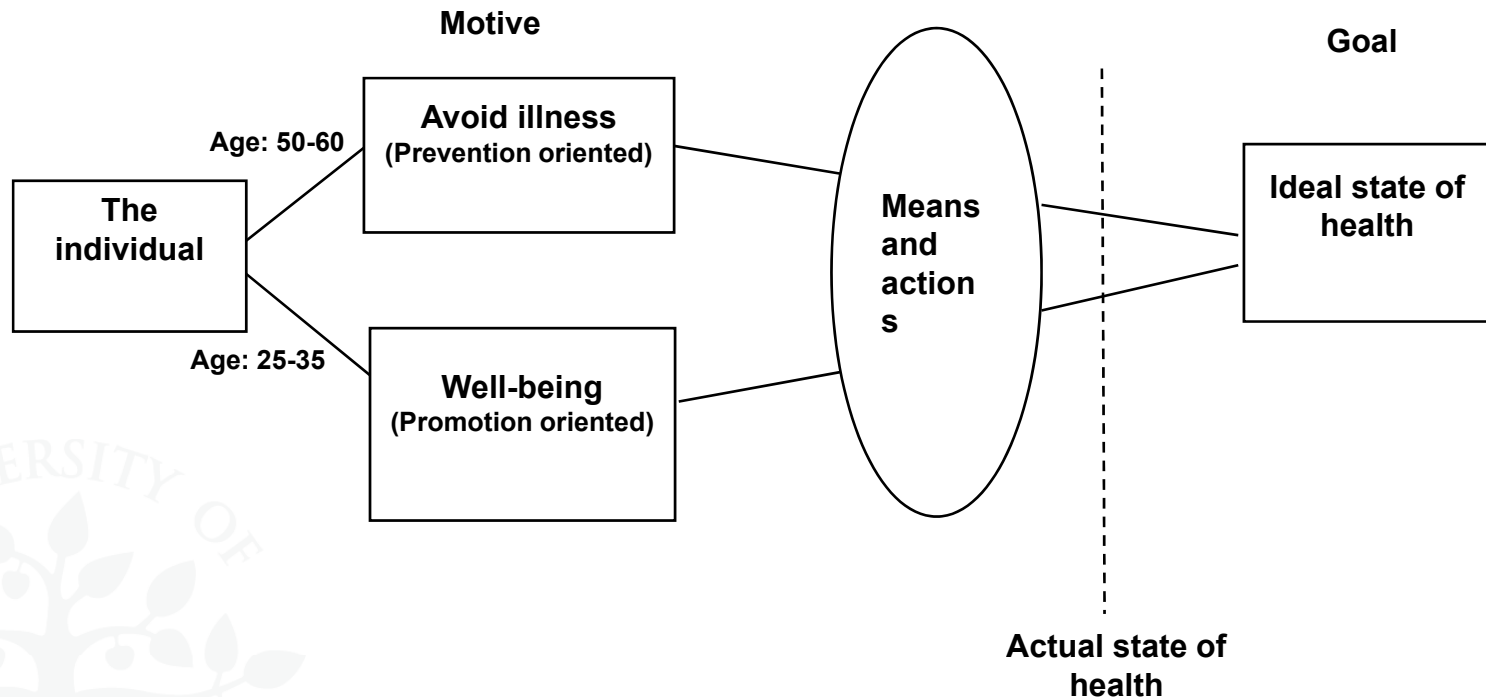


Motives for Health in Relation to:

- Age
- Gender



Motives in Relation to Age



Perceived Risk

- The expert
- Expert system
- Knowledge production
- Information



Sources for Seeking Health Information

- Doctors
 - a limiting factor
 - hasty at prescribing medicine
 - doctors are not impartial

- Pharmacies
 - good at servicing
 - good at counselling
 - competent and impartial



Next Step

- In depth interviews
 - Motives for means and actions

