

Why are we **consumers**?

Origin of “Consumer” early 15c. “one who squanders or wastes” agent noun from consume. In economic sense, “one who uses up goods or articles” (opposite of *producer*) from 1745.

The idea of consumer **negates** the idea that we - people, families and even professionals have something to **contribute**.

It forgets that we make our world **together**.

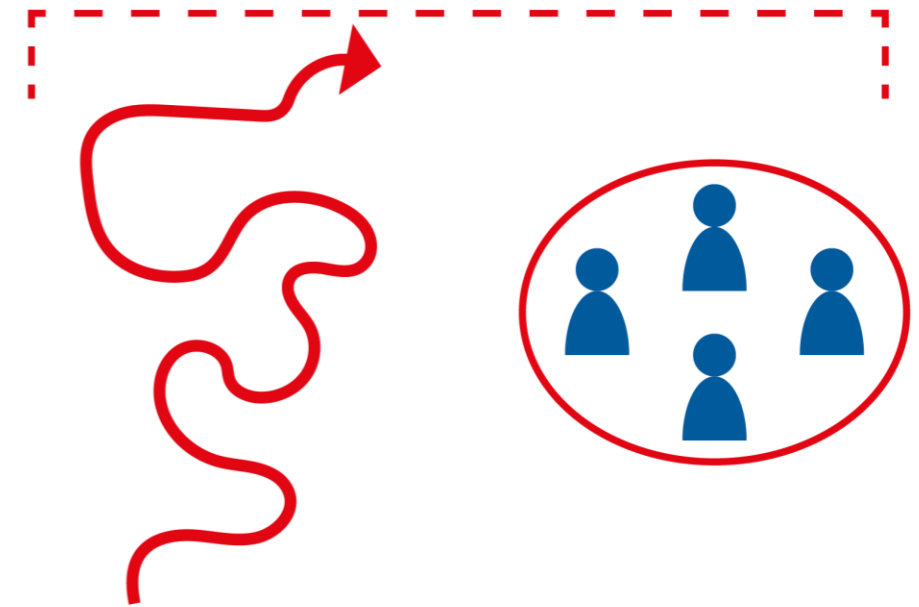
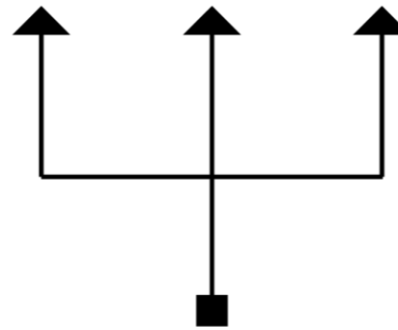
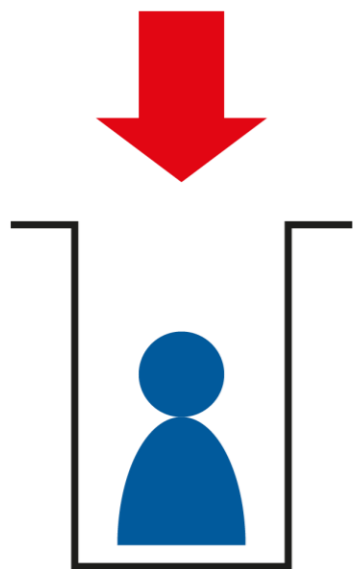
# Control, not choice, is what we need

Inmate

Patient

Consumer

Citizen



Coercion

Consent

Choice

Control

Cooperate