

Doctors Drive Across America with Urgent Message for Men


Survey lists excuses men make for skipping check ups, doctors aren't buying them


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Orlando Health

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SUGGESTED TEASE	STILL TO COME, TWO DOCTORS ARE TRAVELING ACROSS THE COUNTRY WITH AN URGENT MESSAGE FOR MEN. THE POINTS THEY ARE HOPING TO DRIVE HOME, NEXT IN HEALTH NEWS.
ANCHOR LEAD	<p>YOU MAY NOT BE SURPRISED TO KNOW THAT MEN TEND TO VISIT THE DOCTOR LESS OFTEN THAN WOMEN.</p> <p>BUT THE <i>REASONS</i> MEN GIVE FOR AVOIDING CHECK UPS ARE RAISING A FEW EYEBROWS.</p> <p>A NEW NATIONAL SURVEY IS OUT LISTING THE TOP EXCUSES MEN MAKE - BUT TWO DOCTORS IN PARTICULAR AREN'T BUYING THEM.</p> <p>AND AS CLARK POWELL SHOWS US, THOSE DOCTORS ARE DRIVING CROSS COUNTRY TO CHALLENGE MEN TO STOP MAKING EXCUSES AND START MAKING HEALTHY CHANGES.</p>
	(Nats - Steven working at fire station) :02
CG: Courtesy: Orlando Health Shots of Steven at fire station Shot of Steven getting in truck	<p>IF THERE'S ANYONE WHO SEEMS LIKE HE WOULD BE ON TOP OF HIS HEALTH IT'S LIEUTENANT STEVEN PARKES.</p> <p>AS A FIREFIGHTER IT'S HIS JOB TO TAKE ON PHYSICALLY CHALLENGING SITUATIONS AND TAKE CARE OF OTHERS.</p> <p>BUT WHEN HE STARTED HAVING SYMPTOMS OF TESTICULAR CANCER, PARKES REALIZED HE DIDN'T EVEN HAVE A FAMILY DOCTOR. :15</p>
CG: Steven Parkes Testicular cancer survivor	<p>"I just kept pushing it off, pushing it off thinking man, I'm 35 years old, you know, I'm healthy as I can be, I workout all the time." :09</p>
Dr. Brahmbhatt coming in for exam <p style="text-align: center;"><i>Graphic</i> Top Excuses for Not Going to the Doctor -They're too busy -Afraid of finding out what may be wrong -Uncomfortable with exams</p>	<p>THAT'S NOT UNCOMMON. ACCORDING TO A NEW NATIONAL SURVEY COMMISSIONED BY ORLANDO HEALTH, THESE ARE THE TOP EXCUSES MEN MAKE FOR NOT GOING TO THE DOCTOR FOR ANNUAL CHECK UPS - THEY'RE TOO BUSY, THEY'RE AFRAID OF FINDING OUT WHAT MAY BE WRONG AND THEY'RE UNCOMFORTABLE WITH EXAMS.</p> <p>WHATEVER THE EXCUSE, IT'S TAKING A TOLL. :15</p>

CG: Jamin Brahmhatt, MD Drive for Men's Health	<p>“Guys are lagging way behind women. If you look at the life expectancy gap, five years between men and women, top 10 causes of death, men are more likely to die of 9 of them.” :10</p>
Shots of both driving off	<p>SO DOCTOR JAMIN BRAHMBHATT (JAY-min BRAHM-bot) AND DOCTOR SIJO PAREKATTIL (SEE-jo pair-uh-CAH-tl) ARE DOING SOMETHING ABOUT IT. :04</p>
	<p>(Nats - in car) :01</p>
Shots from 2015 drive Shots - car on road / both on social media in car and speaking at events	<p>FOR NEARLY 2 WEEKS THEY WILL TRAVEL MORE THAN 6-THOUSAND MILES - FROM ORLANDO FLORIDA TO LOS ANGELES - IN THEIR 3RD ANNUAL <i>DRIVE FOR MEN'S HEALTH</i>. USING THEIR CAR, SOCIAL MEDIA AND FACE TO FACE VISITS, THESE TWO ARE ON A MISSION TO CHANGE MILLIONS OF MEN'S LIVES. :15</p>
CG: Sijo Parekattil, MD Drive for Men's Health	<p>“If we can just keep the momentum going and get more guys interested in taking care of themselves and drawing them in with cars, technology, entertainment, whatever it takes.” :10 / 1:19</p>
Shots from last year's drive	<p>LAST YEAR, THEY REACHED MORE THAN 450 MILLION PEOPLE ALL OVER THE WORLD - AND THIS YEAR, PLAN TO TRAVEL A LITTLE LIGHTER. :06</p>
	<p>(Nats - working out) :01</p>
Shots of both working out Photos - before /after Shots of both in gym	<p>BEFORE THEY MAKE THE DRIVE, THESE TWO DECIDED THEY SHOULD WALK THE WALK. COMBINED, THEY'VE DROPPED NEARLY 90 POUNDS AND ARE BUILDING IN TIME ON THEIR TRIP THIS YEAR TO WORK OUT - HOPING MORE MEN WILL FOLLOW THEIR EXAMPLE. :11</p>
Dr. Brahmhatt (CG'd earlier)	<p>“Your body is just like your car. If it gets broken down go ahead and get it fixed, but there are routine preventative maintenance checks that happen with your car just like they do with your body as well. :10</p>
Dr. Parekattil (CG'd earlier)	<p>“We're not a huge production or anything and I think it tells you that you don't have to be the biggest or most powerful, I think it's just having a good idea that resonates with many people it's probably what's more important.” :10</p>
Shots of car driving on road	<p>IN ORLANDO, THIS IS CLARK POWELL REPORTING. :03</p>
ANCHOR TAG	<p>ALL THE MONEY RAISED DURING THE EVENT WILL GO TO RESEARCH AND SCHOLARSHIPS. IF YOU'D LIKE TO FOLLOW THE DOCTORS ON THEIR CROSS COUNTRY TRIP - OR LEARN MORE ABOUT GETTING THE MEN IN YOUR LIFE TO SEE A DOCTOR MORE OFTEN, LOG ON TO DriveForMensHealth.com.</p>
 Share it! Suggested tweet:	<p>2 doctors, 6,000 miles, 1 epic road trip. @Drive4Men has a message the men in your life really need to hear: bit.ly/D4MH2016</p>

 Suggested post:	<p>When it comes to making annual appointments to see the doctor, men have plenty of excuses. In fact, according to a new national survey commissioned by Orlando Health, being too busy, afraid of finding something wrong and being uncomfortable with exams top the list. But 2 doctors from Florida aren't buying it, and are driving coast to coast to get men to stop making excuses and start making healthy changes. The 6,000 mile trek, called the <i>Drive for Men's Health</i>, is an effort to get men to think more about taking care of themselves and getting to the doctor more often. Details on the drive here: bit.ly/D4MH2016</p>
	Extra Bites
CG: Jamin Brahmbhatt, MD Drive for Men's Health	<p><i>Dr. Brahmbhatt talks about the idea behind the Drive for Men's Health -</i> "It's our job to essentially bring down those barriers and tell them it's okay, even if you find out something is wrong today, we may have interventions that could cure you. You know why wait when there's no other options left."</p> <p><i>Dr. Brahmbhatt talks about the excuses men make to skip appointments -</i> "You can take 3 hours to watch a football game, or you can take a roadtrip with the guys to Vegas, but you can't make that 10 minute doctor's visit. It's essentially selfish and the reason I can say that now so strongly is because I was that guy last year."</p> <p><i>Dr. Brahmbhatt explains how this year's drive will be different -</i> "We are actually going to have personal trainers with us on the entire journey, we're actually going to have dieticians coaching us on what to eat and what not to eat. You know when it becomes apart of your routine, you know you have to do it and it just becomes easy."</p>
CG: Sijo Parekattil, MD Drive for Men's Health	<p><i>Dr. Parekattil talks about the top excuse men have of being "too busy" -</i> "When you dig down deeper maybe there's some subtle ulterior motives like it's embarrassing, don't really want to discuss those kind of topics, I'm okay, there's nothing wrong with me, those kind of attitudes."</p> <p><i>Dr. Parekattil talks about the success of last year's drive -</i> "Last year we reached just through the media exposure we reached about 480 million people, and it's hard to underscore the momentum and the reach of that. That is huge."</p> <p><i>Dr. Parekattil talks about the purpose of the Drive for Men's Health -</i> "I think the idea is for men in general, we just want to get everyone thinking healthier, working out more, exercising, eating better and it's better for all of us. And if we can motivate each other in any way shape or form why not. And so I think it's a really worthwhile cause."</p>
CG: Steven Parkes Testicular cancer survivor	<p><i>Parkes talks about his willingness to share his story -</i> "Given the opportunity, I was going to share this with as many people as possible because I was one of those guys who didn't think that you know it would happen to me or that i would ever get sick. Like i told you, I didn't even have a general physician. I don't get sick i don't get colds."</p>

	<p><i>Parkes talks about the importance of seeing and trusting doctors -</i> “I’m not a urologist, I’m not a cardiologist, you know they know things more than i do. Seek someone who truly has studied and knows the difference between right and wrong.”</p> <p><i>Parkes says talking opening about his case has helped others -</i> “Once I was diagnosed and I had the surgery, I shared it with a lot of guys at work, and you would be amazed at how many people have discovered, been treated and have been cured now because of my story and sharing that story with people inside of the department that I work for.”</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p>

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