

Doctors Drive 3,000 Miles to Help Men Find Safe Balance in Diet and Fitness

Survey finds millennials are more likely to go to extremes to reach fitness goals

Orlando Health

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NEWS PACKAGE

SUGGESTED TEASE	INCLUDING A DIET AND FITNESS PLAN INTO YOUR LIFE CAN BE GREAT FOR YOUR HEALTH, BUT HOW MUCH IS TOO MUCH? COMING UP, TWO DOCTORS ARE HITTING THE ROAD TO HELP MEN STRIKE A HEALTHY BALANCE.
ANCHOR LEAD	EVEN THOUGH MEN MAY NOT TALK ABOUT IT AS MUCH AS WOMEN, BODY IMAGE IS AN ISSUE THAT AFFECTS THEM BOTH. AND A NEW SURVEY FINDS THAT A PARTICULAR AGE GROUP IS MORE LIKELY TO USE EXTREME WORKOUT PROGRAMS, PILLS AND POWDERS TO REACH THEIR FITNESS GOALS, WHICH SOME WARN MAY COME WITH HEALTH CONSEQUENCES. SO TWO ORLANDO DOCTORS ARE TOURING THE U-S ¹ TO EDUCATE ALL MEN ON HOW THEY CAN LOOK <u>AND</u> FEEL GOOD FOR YEARS TO COME. BARB CONSIGLIO HAS THE DETAILS.
(PACKAGE START) ----- CG: Courtesy: Orlando Health :00 - :03	(Nats - Damien working out) :02
Shots of Damien working out in home gym	FITNESS AND NUTRITION ARE A ROUTINE PART OF DAMIEN TAGLIONE'S (TAG-lee-OWNS) DAILY LIFE. :03
CG: Damien Taglione Finds balance in diet and fitness	<i>"It's not like a temporary thing that I reach a goal and then stop."</i> :04
Shot of Damien drinking shake	OTHER THAN THE OCCASIONAL PROTEIN SHAKE, HE STICKS TO WHOLE FOODS FOR THE VITAMINS HE NEEDS. :04
Shot of Damien grabbing an apple	(Nats - Damien cutting an apple) :01
Shots of Damien cutting apple	IT'S A HEALTHY BALANCE THAT CAN BE DIFFICULT TO STRIKE, ESPECIALLY WITH STORE SHELVES LINED WITH SUPPLEMENTS PROMISING TO HELP YOU BURN MORE FAT AND BUILD MORE MUSCLE.
Shots of supplements	

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<p>CG: Sijo Parekattil, MD Orlando Health</p> <p>Shots of Damien working out</p> <p>Graphic: Millennials are most likely to -Use supplements -Work out more than 4x per week</p> <p>Shots of doctors discussing supplement bottle</p>	<p>:08</p> <p><i>"I think the whole concept is it seems like, you know, if we push a little more intensely, if we take all these supplements maybe we'll get there faster."</i> :07</p> <p>A COMMON MISCONCEPTION AMONG THOSE WORKING TOWARD A BETTER BODY, ESPECIALLY AMONG ONE PARTICULAR AGE GROUP.</p> <p>A NEW NATIONAL SURVEY BY ORLANDO HEALTH FOUND THAT MILLENNIALS ARE MOST LIKELY TO USE SUPPLEMENTS AND WORKOUT MORE THAN FOUR TIMES PER WEEK.</p> <p>SOMETHING EXPERTS WARN COULD HAVE UNINTENDED HEALTH CONSEQUENCES, ESPECIALLY WHEN IT COMES TO SUPPLEMENTS. :18</p>
<p>CG: Jamin Brahmbhatt, MD Orlando Health</p> <p>Dr. Parekattil (CG'd earlier)</p> <p>Graphic: Supplement Risks -Interactions with medications -Unknown side effects -Not regulated by the FDA</p> <p>Dr. Brahmbhatt (CG'd earlier)</p>	<p><i>"Supplements are not regulated by the Food and Drug Administration, which means there's no guarantee that what you're reading on the label is actually inside that product."</i> :09</p> <p><i>"You're thinking about the immediate gratification or the immediate needs, and you're not really thinking long-term, and that's where some of the danger lie."</i> :07</p> <p>THOSE DANGERS CAN INCLUDE INTERACTIONS WITH MEDICATIONS² AND SOME SUPPLEMENTS MAY HAVE UNKNOWN SIDE EFFECTS BECAUSE THEY ARE NOT REGULATED BY THE F-D-A. :06</p> <p><i>"A lot of things that could be happening internally that you may not be aware of or may not even know have happened until five, 10 or 15 years later."</i> :07</p>
<p>File footage of Drive for Men's Health</p> <p>Shots of Dr. Brahmbhatt examining Damien</p> <p>Dr. Brahmbhatt (CG'd earlier)</p> <p>File footage of Drive for Men's Health</p>	<p>SO DOCTORS JAMIN BRAHMBHATT (JAY-min BRAHM-bot) AND SIJO PAREKATTIL (SEE-joe pare-uh-KAH-til), BOTH UROLOGISTS AT ORLANDO HEALTH, ARE HITTING THE ROAD TO EDUCATE MEN ON BEING HEALTHY RATHER THAN STRIVING FOR THE PERFECT BODY.</p> <p>IN THEIR FIFTH ANNUAL DRIVE FOR MEN'S HEALTH, THEY'LL ENCOURAGE MEN TO SWAP OUT SUPPLEMENTS FOR A BALANCED DIET, FIND A SUSTAINABLE ROUTINE AND – NO MATTER HOW HEALTHY YOU THINK YOU ARE – ALWAYS MAKE AN ANNUAL APPOINTMENT WITH YOUR DOCTOR. :22</p> <p><i>"If you're spending an hour at the gym every single day, spending an hour a year is priceless."</i> :07</p>

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<p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>THE DOCTORS WILL BE MAKING STOPS AT FARMERS' MARKETS IN VARIOUS CITIES TO DEMONSTRATE WAYS TO GET ALL THE NUTRIENTS YOU NEED FROM FOODS AND TO OPEN UP A CONVERSATION ABOUT MALE BODY IMAGE.</p> <p>TO CATCH UP WITH THE DRIVE FOR MEN'S HEALTH OR TO FOLLOW ALONG ON THEIR JOURNEY, GO TO DRIVEFORMENHEALTH.COM OR FOLLOW THE HASHTAG DRIVE4MEN ON FACEBOOK, INSTAGRAM AND TWITTER.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>The 5th Annual #Drive4Men opens a conversation on men's body image. 2 @OrlandoHealth doctors tour the US to explain the dangers of going to extremes to meet your fitness goals and how to strike a healthy balance. http://bit.ly/2jmT1RK</p> <hr/> <p>In the 5th annual #Drive4Men, two Orlando Health urologists open a conversation on men's body image and the potential dangers of going to extremes to achieve fitness goals. Along their 3,000 mile journey, they'll help men find a safe and healthy balance in their daily routines. http://bit.ly/2jmT1RK</p>
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EXTRA BITES

<p>CG: Jamin Brahmbhatt, MD Orlando Health</p>	<p>Dr. Brahmbhatt says men feel pressured to look a certain way: <i>"Based on what you may see in the media, based on what you may see on social media, based on what you may see at the gym in your friends circle, there's this kind of internal pressure for you to look that way."</i></p> <p>Dr. Brahmbhatt says supplements can have unintended effects: <i>"They jam pack all of these ingredients in some of these multi supplements. You don't really know what effect that's going to have on your health overall, and so you have to be very careful about what you're taking, how you're taking it, and where that stuff is coming from."</i></p> <p>Dr. Brahmbhatt says you probably don't need any supplements: <i>"If you really want to take something, take a multivitamin. Anything beyond that you probably don't need, especially if you're eating a well-balanced diet on a daily basis."</i></p> <p>Dr. Brahmbhatt says extreme regimens put strain on your body: <i>"When you go on these extreme diets or extreme fitness regimens, you know, it puts a lot of strain on your body."</i></p>
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CG: Jamin Brahmbhatt, MD
Orlando Health

Dr. Brahmbhatt says no supplement is better than a good diet:
“Be a wary consumer, and realize that nothing, nothing, no supplement out there is any better than just making sure that when you’re making your choices at the dinner table, that you’re picking some healthy options.”

CG: Sijo Parekattil, MD
Orlando Health

Dr. Parekattil wants to emphasize health over body image:
“Too much of anything is never a good thing, and so the idea is, well, maybe not so much put the emphasis on body image, but on just being healthy, because being healthy has long-term benefits.”

Dr. Parekattil says a sustainable routine is better long-term:
“it’s like everything in life, you know, we’re trying to win the marathon and not the short sprint. So by doing this in a more sustained manner, or you know, something that’s more likable or tolerable, you’re more likely to stick with it.”

Dr. Parekattil says supplements can affect men’s fertility:
“They may have ingredients in them that actually, even though they make you feel better and help you bulk up faster, may actually have a detrimental effect in terms of sperm production and having kids in the future.”

Dr. Parekattil explains the value of the Drive for Men’s Health:
“The idea is, I think, just getting this conversation out there and making this an interesting topic, and educating people as we go along is totally priceless.”

CG: Damien Taglione
Finds balance in diet and fitness

Damien says supplement labels can be deceptive:
“For the most part, they’re pretty deceptive. They put a bodybuilder or somebody pretty ripped on all those covers and people are kind of swayed by those things rather than understanding ingredients.”

Damien says that supplement labels are not always accurate:
“They do a lot of testing on these protein powders and find that there’s all kinds of metals and not meeting the amount of grams of protein that it’s saying on the label.”

Damien says diet and fitness are a part of his lifestyle:
“It’s not something that I plan on putting hours towards; it’s just a part of my lifestyle that I’m always kind of chipping away at.”

Damien says men have the same body image issues as women:
“Guys have the same sort of body image things as females do, for the most part. Guys treat it a little bit differently.”

References

¹Drive for Men’s Health. Online: <https://driveformenshealth.com/> .

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²*Dietary Supplements: What you Need to Know.* **National Institutes of Health: Office of Dietary Supplements, June 2011.** Online:

https://ods.od.nih.gov/HealthInformation/DS_WhatYouNeedToKnow.aspx

³*Medications and Supplements that can Raise your Blood Pressure.* **Mayo Clinic, February, 2016.** Online:

<https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/blood-pressure/art-20045245>

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