

Reversing Pain and Health Issues May be as Simple as Fixing Your Posture

Poor posture affects the whole body, but survey finds less than half of Americans are concerned about it

Orlando Health

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NEWS PACKAGE

SUGGESTED TEASE	<p>HOW MANY HOURS PER DAY DO YOU SPEND LOOKING DOWN AT YOUR PHONE, SITTING AT A DESK OR LOUNGING ON THE COUCH? ALL THAT SLOUCHING CAN DO SOME REAL DAMAGE, AND A NEW SURVEY REVEALS WE MAY NOT BE TAKING IT SERIOUSLY ENOUGH. DETAILS, COMING UP.</p>
ANCHOR LEAD	<p>THE AVERAGE AMERICAN SPENDS THREE AND A HALF HOURS A DAY LOOKING DOWN ON THEIR PHONE¹. WHETHER IT'S SCROLLING ON A MOBILE DEVICE, WORKING AT A DESK OR SLOUCHING ON THE COUCH, BAD POSTURE CAN LEAD TO CHRONIC PAIN AND CAN EVEN CAUSE CIRCULATION AND DIGESTIVE ISSUES IF LEFT UNCHECKED. BUT A NEW SURVEY FINDS MOST PEOPLE AREN'T WORRIED ABOUT THE HEALTH EFFECTS OF POOR POSTURE. AND WHILE IT MIGHT BE A LITERAL PAIN IN THE NECK, IT IS ALSO FAIRLY SIMPLE TO CORRECT. BARB CONSIGLIO HAS THE DETAILS.</p>
<p>(PACKAGE START) ----- CG: Courtesy: Orlando Health :00 - :03 Shots of Gunasekera walking in hospital</p>	<p>(Nats - Sound) :02</p> <p>AS A CARDIOLOGIST, LUSHANTHA GUNASEKERA (lou-SHAUN-thuh goo-nuh-SAY-kruh) IS CONSTANTLY ON HIS FEET, AND IT WAS BEGINNING TO TAKE A PHYSICAL TOLL. :06</p>
<p>CG: Lushantha Gunasekera, MD Experienced pain from bad posture</p> <p>Shots of Melendez and Gunasekera discussing posture in</p>	<p><i>"It was mainly pain in my upper back and neck and shoulder area. It was just on the one side."</i> :09</p> <p>HE THOUGHT STRENGTH TRAINING WOULD HELP, BUT HIS TRAINER AT THE ORLANDO HEALTH NATIONAL TRAINING CENTER, NATHANIEL MELENDEZ, RECOGNIZED THE TRUE CULPRIT</p>

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<p>gym</p> <p>CG: Nathaniel Melendez Orlando Health National Training Center</p> <p>Shots of Melendez and Gunasekera discussing posture in gym</p> <p>Shots of woman looking at phone</p> <p>Graphic: Health Issues from Mobile Device Use: Less than half said they were concerned about posture</p> <p>Nathaniel Melendez (CG'd earlier)</p> <p>Shots of Melendez and Gunasekera doing posture exercises</p> <p>Shots of man looking down at laptop</p> <p>Nathaniel Melendez (CG'd earlier)</p> <p>Shots of Melendez approaching wall and setting up</p> <p>Shots of Melendez demonstrating</p>	<p>RIGHT AWAY. :06</p> <p><i>“The internally rotated shoulders, the rounded back, head is down, neck is down.” :04</i></p> <p>IT WAS HIS POSTURE. SO THEY BEGAN WORKING TO CORRECT IT. :03</p> <p>Nats: Doing exercise in gym <i>“Up, up,up,up, right there. Perfect.” :02</i></p> <p>POOR POSTURE IS A COMMON ISSUE, ESPECIALLY IN THE DIGITAL AGE AS PEOPLE SPEND MORE TIME STARING DOWN AT THEIR PHONES. HOWEVER, A NEW NATIONAL SURVEY BY ORLANDO HEALTH FINDS NOT NEARLY ENOUGH AMERICANS ARE CONCERNED ABOUT THE CONSEQUENCES OF BAD POSTURE. WHEN ASKED ABOUT A RANGE OF HEALTH ISSUES THAT COULD ARISE FROM MOBILE DEVICE USE, SUCH AS EYE STRAIN AND CARPAL TUNNEL, LESS THAN HALF SAID THEY WERE CONCERNED THAT BAD POSTURE COULD AFFECT THEIR HEALTH. :23</p> <p><i>“You'd be surprised what strengthening your core and doing postural corrective exercises can do for your body.” :04</i></p> <p>MELENDEZ SAYS EVEN BEING SLIGHTLY UNALIGNED CAN CAUSE MAJOR STRAIN. :04</p> <p>Nats: Melendez working with Dr. G.: <i>“Nice and flat, there you go. Good.” :02</i></p> <p>FOR EVERY ONE INCH YOUR HEAD MOVES IN FRONT OF YOUR BODY, TEN POUNDS OF PRESSURE IS ADDED TO YOUR SHOULDERS. :05</p> <p><i>“Let's just say for example, for four inches, your head moves up in front of your body. That's the equivalent to having a child sit on your shoulders.” :07</i></p> <p>IF YOU'RE NOT SURE IF YOUR POSTURE NEEDS WORK, MELENDEZ OFFERS A QUICK AND EASY ASSESSMENT. :04</p> <p><i>“You want to have your low back, elbows and wrists, and from this position you want to extend your arms</i></p>
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<p>wall test</p> <p>Shots of Gunasekera lacing up shoes</p> <p>Dr. Gunasekera (CG'd earlier)</p> <p>Shots of Gunasekera running</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p><i>while maintaining all five contact points.” :08</i></p> <p>FOR DOCTOR GUNASEKERA FOCUSING ON HIS POSTURE HAS MADE ALL THE DIFFERENCE. :03</p> <p><i>“Discussing what I was doing incorrectly, doing more core exercises, more mobility, being cognizant every day about my posture, it's really helped out. Now, I don't have pain there anymore.” :11</i></p> <p>AT THE ORLANDO HEALTH NATIONAL TRAINING CENTER, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>THERE ARE A LOT OF THINGS BESIDES LOOKING DOWN AT YOUR PHONE THAT CAN PUT YOUR BODY IN A LESS THAN OPTIMAL POSITION THROUGHOUT THE DAY.</p> <p>EXPERTS SAY, IF YOU WORK AT A COMPUTER, RAISE THE SCREEN TO EYE HEIGHT, KEEP BOTH FEET FLAT ON THE FLOOR AND TAKE FREQUENT BREAKS TO GET UP AND MOVE AROUND.</p> <p>STRENGTHENING YOUR CORE AND GETTING IN THE HABIT OF PULLING YOUR SHOULDERS BACK CAN ALSO HELP PREVENT ISSUES CAUSED BY BAD POSTURE.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>All those hours looking down at your phone, sitting at a desk or slouching on the couch can lead to serious pain and health issues, but a national survey by @OrlandoHealth finds too few Americans are concerned with the consequences of bad posture. http://bit.ly/2LL05XA</p> <hr/> <p>Although bad posture can lead to everything from chronic pain to circulation problems and digestion issues, a national survey by Orlando Health finds too few Americans are concerned with the health effects of body misalignment http://bit.ly/2LL05XA</p>
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EXTRA BITES

<p>CG: Nathaniel Melendez Orlando Health National Training Center</p>	<p>Melendez explains how he identifies those with poor posture: <i>“I see compensative movements. So maybe that's short steps, long steps, maybe they're limping a little bit. You see externally rotated shoulders, you see a fatty net comp on their back, the head is down in that position. Just really, really bad posture, just kind of walking in this rounded shape.”</i></p> <p>Melendez gives tips to improve your posture: <i>“If you can kind of just be aware, kind of externally rotate your shoulders, you can bring up your desktop to make sure you're eye level with your computer screen, again, and to take frequent breaks as much as possible.”</i></p> <p>Melendez says looking down at a phone or computer causes bad posture: <i>“The body adapts to the positions we put them in. So it's not necessarily mobile devices, even though I know that kind of gets a bad rap. But you're in the same position when you're reading a book. So any type of position where you're compensating, it puts your body in the harmful position is bad.”</i></p> <hr/>
<p>CG: Lushantha Gunasekera, MD Experienced pain from bad posture</p>	<p>Gunasekera says he tries not to revert back to bad posture: <i>“It's not easy because it's not necessarily the most comfortable position to be in. I kind of see myself occasionally reverting back to that, but then I'm aware of it, and then I try and straighten back up again. Even now, I feel like I'm kind of going down on the seat a little bit.”</i></p> <p>Gunasekera says he now notices bad posture in others: <i>“Now that I'm more aware of it, I can see it just in everyday life. People looking down at their cell phones all the time or the way people sit, just waiting or watching television, anything like that. You can really notice that we all need to be working on it.”</i></p> <p>Gunasekera says improving posture can prevent a lot of pain: <i>“One thing that you can see when we get older is people leaning over when they're walking or a shuffling gait. That could be other disease processes, but those things can be possibly eliminated or at least improved upon when we think about our posture on a daily basis.”</i></p>

References

¹Mobile Time Spent 2018. eMarketer, June 18, 2018. Online:
<https://www.emarketer.com/content/mobile-time-spent-2018>

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