

Don't be Fooled by Myths on Controlling Diabetes

Marketing gimmicks may seem promising, but it's best to stick to your doctor's advice

The Ohio State University Wexner Medical Center

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NEWS PACKAGE



SUGGESTED TEASE	STILL TO COME, A WARNING ABOUT GIMMICKS ON THE INTERNET THAT TARGET THOSE WITH DIABETES. WE'LL SHOW YOU WHAT TO WATCH FOR AND WHAT DOCTORS HAVE TO SAY ABOUT THEM, NEXT IN HEALTH NEWS.
ANCHOR LEAD	MORE THAN TWENTY-NINE MILLION AMERICANS LIVE WITH DIABETES ¹ , AND CONTROLLING IT TAKES A COMPLETE LIFESTYLE COMMITMENT. BUT FADS AND MYTHS PROMISING AN EASIER WAY TO CONTROL DIABETES OFTEN DISTRACT FROM THIS MESSAGE. CLARK POWELL HAS MORE ON WHY IT'S BEST TO STAY OFF THE INTERNET AND LISTEN TO THE EXPERTS.
(PACKAGE START) -----	
CG: Courtesy: The Ohio State University Wexner Medical Center	(Nats - Sorting food) :02
Shots of Jim and Snyder	JIM MEOAK (ME -oke) WORKS WITH A DIETICIAN TO LEARN HOW DIFFERENT FOODS AFFECT HIS BLOOD SUGAR. HE RELIES ON ADVICE FROM EXPERTS TO CONTROL HIS DIABETES, BUT WHEN HE WAS DIAGNOSED, THE ENDLESS LIST OF PRODUCTS, DIETS, AND EVEN PILLS PROMISING TO CONTROL HIS CONDITION WERE OVERWHELMING. :15
Shots of Jim making healthy food	"Like everybody else, I Googled all the things I could to find out what to do." :04 / :19
CG: Jim Meoak Has type 2 diabetes	
Shots of blurred search results?	ELIZABETH SNYDER IS A CERTIFIED DIABETES EDUCATOR AT THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER. SHE HAS SEEN PATIENTS WHO'VE TRIED FADS AS FAR FETCHED AS HERBAL CLEANSSES, PUTTING CINNAMON ON THEIR EGGS AND CUTTING OUT ALL WHITE FOODS. BUT SHE SAYS THE FACT IS THERE IS NO MAGIC CURE FOR DIABETES. :17
Shots of Snyder's consult with Jim	

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<p>CG: Elizabeth Snyder, RD Ohio State Wexner Medical Center</p>	<p><i>“There's these funky, wacko things that are short-lived, or are very challenging to keep up with -- are they harmful? If you get into the supplement world, maybe.”</i> :10</p>
<p>Shot of Snyder and Jim</p>	<p>SNYDER SAYS THE ONLY PILLS YOU SHOULD TAKE ARE THE ONES PRESCRIBED BY YOUR DOCTOR, AND THAT THE BEST WAY TO CONTROL DIABETES IS WITH EXERCISE AND A BALANCED DIET.</p>
<p>Shots of generic food products with health claims</p>	<p>BUT THAT MEANS LEARNING ABOUT WHAT IS ACTUALLY HEALTHY, BECAUSE PRODUCTS THAT USE BUZZWORDS LIKE “SUGAR-FREE” OR “MADE WITH WHOLE GRAINS” AREN'T ALWAYS A GOOD CHOICE. SO YOU HAVE TO TURN THE PACKAGE OVER AND KNOW HOW TO READ THE LABEL. :20 / :56</p>
<p>Elizabeth Snyder (CG'd earlier)</p>	<p><i>“A lot of people think that the sugar on the label equates to blood sugar, but that's not true. It's going to be anything that's starch or carbohydrate, including sugar.”</i> :11</p>
<p>Shots of Snyder and Jim sorting food Shot of Jim having his blood sugar tested</p>	<p>SNYDER HELPED JIM LEARN THESE KEY NUTRITIONAL RULES, AND HE'S MAKING CHANGES THAT WILL KEEP HIS BLOOD SUGAR AT A HEALTHY LEVEL. :06</p>
<p>Jim Meoak (CG'd earlier)</p> <p>Shots of Jim on stationary bike</p>	<p><i>“You can get it under control, but it's a complete lifestyle change.”</i> :05</p> <p>AT OHIO STATE WEXNER MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03</p>
<p>(PACKAGE END) -----</p>	<hr/>
<p>ANCHOR TAG</p>	<p>EXPERTS SAY FINDING FOODS AND ACTIVITIES THAT YOU ENJOY IS KEY TO KEEPING UP A HEALTHY LIFESTYLE AND MANAGING DIABETES LONG-TERM.</p>

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>Cinnamon on your eggs? It's one of the wacky myths experts @OSUWexMed say their diabetes patients have tried: bit.ly/2bXxGyw</p>
<p> Suggested post:</p>	<p>Internet sites may claim to have the magic cure for diabetes, but experts at The Ohio State University Wexner Medical Center say they're only a distraction that could prove to be dangerous. Learn the lifestyle changes that are the key to managing blood sugar here: bit.ly/2bXxGyw</p>

EXTRA BITES

CG: Elizabeth Snyder, RD
Ohio State Wexner Medical Center

*Snyder explains how food packaging can be misleading -
“They’ll use words like ‘made with whole grain’ or
‘sugar-free’, ‘no sugar added’ and it’s very attractive, but
it doesn’t tell the whole story. So you have to turn that
package over and know what to look for.”*

*Snyder talks about how misleading food packaging can be -
“I think the hard part is that when we pick up a package
or a label, the first thing we look at is the front. And
they’ve done a very good job of making that front look
pretty and grab your attention.”*

*Snyder says there is no magic cure for diabetes -
“There is no magic cure. There’s a lot of things on the
internet that make it look very convincing, but the truth
is we know that that’s not the best choice or the
healthiest choice for your body.”*

*Snyder explains what a well-balanced plate looks like -
“Having something balanced like a lean protein, a
non-starchy veggie and a carbohydrate like fruit or
whole grains, your starchy veggies like white or sweet
potatoes, that’s going to be the answer to give you the
healthiest plate and hopefully a plate that you’re going
to enjoy.”*

CG: Jim Meoak
Has type 2 diabetes

*Jim talks about how enlightening nutrition education was -
“I mean when I was with the nutritionist it was really
kind of -- what is good and what is bad for you as far as
raising your sugar. I mean, you’d think peas are, you
know it’s a vegetable. But it’s like pure sugar.”*

*Jim says listen to your doctor, not myths on the Internet -
“Go to your doctor, go to the people that are
professionals and do this stuff. The internet is great for
eBay and things like that, but I wouldn’t go there to find
out how to make myself healthy.”*

References

¹*Diabetes: Working to Reverse the US Epidemic at a Glance 2016* **Centers for Disease Control and Prevention, 2016.** Online:
<http://www.cdc.gov/chronicdisease/resources/publications/aag/diabetes.htm>

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