

Cameras rolling on men's health

Lucy Ratcliffe

lratcliffe@nzdoctor.co.nz

Bulls GP, flying doctor and author Dave Baldwin is taking his "healthy bastards" campaign to new heights.

The healthy bastards campaign started with a book of the same name, originally published for pilots in 2007 and revised for the general public in 2009 (*New Zealand Doctor*, 15 July 2009).



Healthy Bastards: A bloke's guide to being healthy has been a great success and led to more than 100 appearances for Dr Baldwin in the past 18 months.

He has become a regular on television and radio and has visited prisons with his book and down-to-earth, "get checked" approach to health.

Dr Baldwin wrote the book to have his "five cents" on men's health but now he has more to contribute than just five cents.

His latest financial contribution to the healthy bastards campaign is the \$40,000 he has invested in a film to augment his message about men's health.

After discussions with television production companies and film funding bodies, Dr Baldwin realised he could lose control of the project and potentially the message.

So, he invested in his own camera equipment, hired cameramen and employed a friend of the family, young Joseph Boon, who is studying film at Victoria University in Wellington, to be the creative whiz and director.

The film is about finding the "healthiest bastard in the bush", so it covers what actually constitutes a healthy bastard, Dr Baldwin says.

Patients at Bulls Medical Centre have helped by allowing their consults and examinations with Dr Baldwin to be filmed.

"It might sound silly, but it's a movie for the people, by the people," he says.

At about half-way through filming, Dr Baldwin is taking a break so he can fulfil his general practice commitments and devote time to his Bulls Flying Doctor Service, providing medical care to pilots in remote mountainous areas of New Zealand.

The 90-minute movie should be ready by mid-April for submission to the New Zealand International Film Festival.

"Hopefully, it will rock," Dr Baldwin says.