

## Book flying Off shelves

By Belinda Howard

Dr. Dave Baldwin is a very proud man. Last week his book *Fitness for Flying for Healthy Bastards* went on sale, and it had already sold 100 copies before Christmas.

Dr Baldwin, from the Bulls Medical Centre and Bulls Flying Doctor Service, wrote, illustrated and published the book himself.

*Fitness for Flying* had its beginnings in a regular aviation medicine column that Dr Baldwin writes for aviation magazine *Pacific Wings*. He pulled the articles together to form the basis of the book, which focuses on explaining health issues in plain language. While the focus is on fitness for flying, as the title suggests, it's also relevant to non-flyers. And while the book is fairly focused on men's health, much of the content is also useful for women (although the slumbering section might not be!). Explanations of what blood pressure is and how it works, the effect of hayfever or asthma on the body, and ways to avoid cancer, among other topics, are all relevant to anyone.

Once the book was finished, Dr Baldwin sent it off to 11 publishers. Several sent it straight back, and while others were interested, the process was going to take too long and proposed changes didn't sit well with the author. "So I got onto some mates who'd self-published their work, and they got me on the right track," he says. "I've written and illustrated it, I've published it, and now people are buying it - it's a real buzz."

*Pacific Wings* has given Dr Baldwin a free advertisement for the book, and with his huge database of pilots, as well as patients in Bulls, the initial marketing is going well. Never one to think small, Dr Baldwin is now eyeing up the Australian and US markets.



Dr Dave Baldwin shows off his pride and joy ( the book, not the hat).