



In the hotseat:
Dave Baldwin in the cockpit of the plane he uses in his flying doctor practice.

'Dr Dave' plans to tell it like it is

Country's newest health guru has plenty of advice for men.

Between 500 and 600 people are expected at a public meeting in Palmerston North to hear the country's newest health guru present his message to a men-only audience.

The Palmerston North Convention Centre has been booked for the night of August 24 so Dave Baldwin, head of the Bulls Flying Doctor Service, and author of "the bloke's health guide" *Healthy Bastards* can "tell it like it is".

He flies his own aircraft around the country to give pilots their medicals, and last year decided to reach a wider audience by self-publishing a fitness guide for flyers.

The book was so successful it was picked up by mainstream publisher Random House, broadened in scope and republished as *Healthy Bastards*.

It is now in the top 3 per cent of recently published books in New Zealand and has sent the pilot-doctor into a tailspin.

"In the last three weeks I've given 19 radio interviews, seven for magazines and newspapers and four talks for men," he said yesterday.

The Palmerston North meeting had been organised under the aegis of the men's group at All Saint's Anglican Church and was backed by the Public Health Organisation, said deputy Mayor and assistant priest



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John Hornblow. "We hold one big meeting a year for men, and this is it.

"I think too many men die young – they are notorious for not taking care of themselves. But I call Dr Dave 'the Barry Crump of the medical profession'. He has an amazing ability to be un-PC and right in your face. I think his message will be both timely and essential."

Mr Hornblow said admission would be free, but a gold coin donation or can of food for the food bank would be welcomed.

"There will be time for questions, and we've arranged for 200 copies of the book to be available at \$35. That's \$5 below the usual retail price.

"I would say to women, 'Give your men a jolt to get them along there. Men are notorious for not being good at looking after themselves.'"

Dr Baldwin's Flying Doctor Service is based at Palmerston North Airport, but he also operates a medical centre in Bulls.