

HEALTH

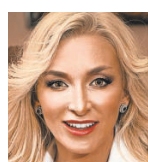
GET TO KNOW YOUR HEALTH PRO

DR. HARIDOPOLOS HAS BEEN DRIVEN BY HER PERSONAL EXPERIENCE

WAYNE T. PRICE
FLORIDA TODAY

Question: Why did you go into this career?

Answer: I was born with a congenital heart defect called Atrial Septal Defect (ASD), though luckily, the defect was surgically repaired by the time I was 4. Because of that experience, I always wanted to become a physician.



Haridopolos

Q: What services do you provide?

A: Traditional health and wellness protocols, nutritional education, weight loss and regenerative medicine.

Q: When did you realize this was the right medical career path for you?

A: After undergoing the procedure to correct my ASD, I felt it important to study medicine to help patients in need, just as the nurses and physicians had helped me.

Q: What's the latest advancement in your field that will benefit patients?

A: Annual wellness exams are extremely important for comprehensive medical evaluations, changes in screening protocols, and chronic disease management. As an example, screenings for cervical cancer in women were performed every year, now recommended only 3-5 years, depending on the patient's risk factors. Another example is prostate cancer screening in men. Testing is now decided on a case by case basis between the patient and physician. The reason being that studies have demonstrated it is possible to over-screen, resulting in unnecessary treatments bringing unintended side effects to patients.

Q: Best advice for current and potential patients.

A: Always be cognizant of decisions related to lifestyle choices. Remember, a poorly lived lifestyle will eventually catch up with you and affect your physical well-being. In addition, it's important to always ask questions related to medical conditions you have been diagnosed with. It's your right to be educated and to make informed decision on your care.

Have a suggestion for the Know Your Health Care Professional feature? Contact Wayne T. Price at 321-242-3658 or wprice@floridatoday.com.

DR. STEPHANIE HARIDOPOLOS

Where you're based: TEPAS Healthcare, Imami Skin & Cosmetic Center

Education: Bachelor of Science, Stetson University; AUC School of Medicine; Family Medicine residency at Albany Medical Center.

Professional background: Dr. Haridopolos recently joined Melbourne-based TEPAS Healthcare and Imami Skin & Cosmetic Center. Practicing medicine in Brevard County since 2002, Dr. Haridopolos is board-certified by the American Board of Family Medicine. Recently appointed by Florida's Governor Rick Scott to a four-year term on the Florida Board of Medicine, Dr. Haridopolos is past president of the Brevard County Medical Society; member of the Florida Medical Association; member of the American Academy of Family Physicians; Florida Academy of Family Physicians; and the American Board of Aesthetic Medicine.

Address: 1140 Broadband Drive, Melbourne

Contact: 321-733-1901 or 321-312-4198

On the Web: www.tepashealthcare.com; www.Drimami.com



Isabella loves her toy lawn mower. Toys like these are rarely marketed toward girls.

TIM WALTERS/FLORIDA TODAY

U.K. tackles ad gender stereotypes



Tim Walters

DADDY DUTY

I have to applaud the United Kingdom for steps it's taking to eliminate gender stereotypes from advertising.

Britain's advertising regulator, the Advertising Standards Authority, released a report, titled "Depictions, Perceptions and Harm," asking whether existing regulations address "the potential for harm or offense arising from the inclusion of gender stereotypes in ads."

In their opinion, the answer is no.

In one baby formula ad cited, the girl grows up to be a ballerina while the boy grows up to be a mathematician.

Another ad, for a weight-loss drink, asked if viewers were "beach body ready" and showed a bikini-wearing woman whose bronzed image, critics said, promoted an unrealistic standard of beauty.

The agency found that stereotypes could "restrict the choices, aspirations and opportunities" of ad viewers, especially girls and teenagers who are figuring out their identities and goals.

"Our review shows that specific forms of gender stereotypes in ads can contribute to harm for adults and children," said Ella Smillie, the lead

author of the report. "Such portrayals can limit how people see themselves, how others see them, and limit the life decisions they take."

The Committee of Advertising Practice, which sets British advertising standards, in consultation with the industry, will develop new standards, starting later this year. The Advertising Standards Authority, an independent body, will then enforce those rules.

Of course, they'll have to use common sense in applying this law.

"It would be inappropriate and unrealistic to prevent ads from, for instance, depicting a woman cleaning," the report said. But, it said, "an ad which depicts family members creating mess while a woman has sole responsibility for cleaning it up" might be banned under the new guidelines.

Showing a father "trying and failing to undertake parental or household tasks" could be deemed problematic under the new rules, according to the report.

So, you might wonder, could this work in the United States? I would have to say, no.

A report on this subject from USA TODAY says, in the United States, there is no such law or regulation concerning gender bias in commercials, ads or TV shows, according to Margo Davenport, a representative for the media bureau of the Federal Communications Commission in Wash-

ington, D.C.

"The First Amendment of the Constitution prevents the government from having such a law. We have very limited jurisdiction over content of programming, including ads, except for programming relating to children and indecent programming," she said.

While I stand for all our freedoms and understand why we wouldn't be able to govern rules like in the U.K., I do wish domestic advertisers had more sense in the information they put out there.

I know, it's a pipe dream. Most companies couldn't care less if they project a gender bias reference if it helps them appeal to a target audience, which in turn, makes them the most revenue they can.

To them, the bottom line is more important.

In the end, we as parents of girls, especially, need to instill confidence and explain why an ad depicting a little girl in a limiting capacity is wrong.

Also, as an involved father, I could do with fewer commercials that make dads look like helpless bumbler who can't do simple tasks.

Good for Great Britain in taking these steps. Their next generation of children will be better for it.

Walters is a content coach for FLORIDA TODAY. Contact Walters at 321-242-3681 or twalters@floridatoday.com. Twitter: @twaltersinforms

Do You Have PSORIASIS?

Psoriasis is an autoimmune condition and as with all autoimmune conditions they are not idiopathic (unknown cause). They are a culmination of multiple causes and system breakdowns that synergize into a pro-inflammatory autoimmune response.

You must remember you will never get well from psoriasis if you think you have a skin condition. You do NOT! Your skin, nails, and joints are the victims of your own immune system.

Of all the factors contributing to psoriasis (hormone imbalance, food allergies, xenobiotic toxins, dysbiosis) dysbiosis is the major initiator. Dysbiosis is a condition when a non acute, non infectious host micro organism adversely affects the host.

This overgrowth of the Bad bacteria can push a patient's immune system into overdrive causing a wide array of problems, psoriasis included.

"We have repeatedly observed psoriatic flares associated with microbial infections!" -Patricia Noah, Ph.D University of Tennessee, College of Medicine. Primarily this happens in the gut and must be addressed.

Our program is designed to locate the root cause of your immune malfunction through metabolic testing. Once the problem areas are located we have natural corrective procedures to help your body heal (diet change, supplementation, upper cervical chiropractic, detox and more).



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Dr. Steve Alukonis
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