

VIDEO PURPOSE: To educate viewers on the health benefits of walnuts

tone: Playful yet informative

Link to final video:

<https://www.youtube.com/watch?v=le59yRhczsl&t=59s>

ATTENTION (Introduction)

Aim: Capture the attention of viewers

Hi everyone, it's Dr. Dave.

Recently, I got the chance to sit down with a very special guest for an *exclusive*, quick-fire interview.

You might not have heard of them before and let me warn you, they're kind of *nutty*, but you'll remember their name after today's video.

Anyway, let me first ask you a question...

Do you enjoy eating nuts and seeds? If so, what's your favourite type to snack on?

Be sure to let me know in the comments below.

More specifically, we're going to be examining the benefits of walnuts today.

So without further ado...

"That time when Dr Dave met Professor Walnut." (show text on screen)

Hey Prof. Walnut, thanks so much for joining us on the show. Quick question — is it true you're packed with polyunsaturated fats and can help people lower their cholesterol?

“Mmm-hmm.” (voice impersonation)

Insert image/clip of walnut with a professor theme

And Prof Walnut, there’s one more thing I have to ask...

You know, you really look like a brain. The shape similarity is uncanny. Are you trying to send us a message here?

“What d’ya think, Doc?” (voice impersonation)

Hmm, I’d say so. I’m going to take an educated guess here, Professor, and say you guys are super good for the brain, right?

Ding ding sound & celebration clip

“You got it, Dr Dave. Nice work!” (voice impersonation)

Well guys, as you can see, we only invite the best guests on this channel.

And now we’ve got a little goofiness out of our system, let’s take a look at the *science* of why walnuts are a sensible choice to include in your nutrition plan.

INTEREST (Main body of video)

Aim: Increase viewer interest through discussion of benefits and evidence

BENEFIT 1 w/ evidence

Being a cardiologist myself, I’m always going to be biased in being most interested in heart health. So, let’s start there, shall we?

As our friend Professor Walnut suggested, walnuts are very useful for maintaining the right cholesterol levels in the body.

In addition, they can reduce your blood pressure.¹

Healthier cholesterol levels, lower blood pressure — these effects make a cardiologist like me happy, because they're two *key* factors to focus on when trying to look after peoples' hearts.

A study published in the Journal of Nutrition showed that consuming walnuts helped to reduce low-density lipoprotein cholesterol, otherwise called LDL cholesterol, by between 9 and 16%.²

Now, LDL is the type of cholesterol that increases the risk of stroke and heart disease. So a reduction in LDL by around 10-15% is great news, guys.

In addition, the same research team discovered walnuts brought a welcome decrease in diastolic blood pressure, by 2.3 mm Hg.

What could be causing this?

Well, walnuts are high in alpha-linolenic acid, or ALA, which is a plant-based omega 3 source.

Omega 3 is a crucial fatty acid for heart health, and the American Heart Association recommends eating a serving of fish twice a week for this very reason — to get a good ol' dose of those omega 3's.³

*****Insert heart image/clip*****

¹ "Why Are Walnuts Good For My Heart? - California Walnuts."

<https://walnuts.org/nutrition/expert-advice/why-are-walnuts-good-for-my-heart/>. Accessed 29 Feb. 2020.

² "Walnuts decrease risk of cardiovascular disease: a ... - NCBI."

<https://www.ncbi.nlm.nih.gov/pubmed/24500935>. Accessed 29 Feb. 2020.

³ "Fish and Omega-3 Fatty Acids | American Heart Association." 23 Mar. 2017,

<https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/fats/fish-and-omega-3-fatty-acids>.

Accessed 29 Feb. 2020.

Walnuts, it turns out, are another wonderful source of omega 3. In fact, one cup of walnuts will give you 3.346g of ALA.⁴

A research team at Pennsylvania State University investigated whether the ALA in walnuts could assist in controlling blood pressure for those with cardiovascular risks.⁵

They randomly assigned participants to different diet groups for 6-weeks.

Group 1's diet included whole walnuts.

Group 2 and 3's diets did not include walnuts, but *did* include either the same amount of ALA as the whole-walnut group, or other polyunsaturated fatty acids.

By the end of the 6 weeks, the researchers found improvements in the heart health of participants across all 3 groups.

*****Insert research-relevant image/clip*****

But, interestingly, the participants on the whole walnut diet saw the most significant decrease in lower central blood pressure.

Why is this vital to consider?

Lower central blood pressure is the pressure that's moving *towards* the heart, which is generally considered as a reliable predictor of cardiovascular risk, and not to be ignored.

BENEFIT 2 w/ evidence

Okay, let's move onto to talk about a couple of the other nice benefits of walnuts.

⁴ "What are the best sources of omega-3? - Medical News Today."
<https://www.medicalnewstoday.com/articles/323144>. Accessed 29 Feb. 2020.

⁵ "Replacing Saturated Fat With Walnuts or Vegetable Oils" 1 May. 2019,
<https://www.ahajournals.org/doi/10.1161/JAHA.118.011512>. Accessed 29 Feb. 2020.

First up...

Brainpower!

Maybe it's not coincidental after all that a walnut is shaped like a brain? These little guys can help boost your cognitive performance.

Insert brain image/clip

A UCLA study found that learning, recall and reaction time all improved after the consumption of walnuts.⁶

Who'd have thought it, right?

Test scores were higher across the board amongst the walnut eaters.

So if you want to sharpen up your brain, consider munching on some walnuts with lunch.

And hang tight everyone, because here's another benefit coming up...

BENEFIT 3 w/ evidence

Hair health.

Walnuts are rich in the essential mineral, selenium, and the B-vitamin, biotin.

People low in selenium have been found to be more prone to balding and hair loss⁷, so upping your selenium levels with a few walnuts a day could help protect that beautiful mane of yours.

Insert balding or hair-related image/clip

⁶ "A cross sectional study of the association between walnut"
<https://www.ncbi.nlm.nih.gov/pubmed/25732213>. Accessed 29 Feb. 2020.

⁷ "The Role of Vitamins and Minerals in Hair Loss: A Review.." 13 Dec. 2018,
<https://www.ncbi.nlm.nih.gov/pubmed/30547302>. Accessed 1 Mar. 2020.

And as for biotin, this increases hair strength via the production of keratin, which moistens your hair strands, giving them a smoothe, protective layer⁸.

So there you go, everybody...

Improved heart health, more brainpower, and even stronger hair. Doctor's verdict?

Walnuts get the thumbs up from me.

*****Thumbs up image/clip*****

Still, it's worth remembering that although walnuts potentially have a lot of health benefits, that's no excuse to be eating *bags and bags* of the stuff every day. Everything in proportion, guys.

A handful that fits nicely on your palm is probably going to be the sweet spot when it comes to daily intake. We're talking 5-8 walnuts a day, here.

If you don't feel like eating them that regularly, feel free to mix a couple of walnuts with some *other* nuts and seeds for variety, such as almonds, cashews, or sesame seeds.

You can play around with different combinations and find what works best for you.

DESIRE (Appeal to a want/need of viewers by summarizing benefits)

Aim: Show viewers how this solves a problem of theirs

So, to sum up — do you want to enjoy a guilt-free and healthy fat-tastic snack?

⁸ "Feather keratin hydrolysates obtained from microbial" 18 Feb. 2013, <https://bmcbiotechnol.biomedcentral.com/articles/10.1186/1472-6750-13-15>. Accessed 1 Mar. 2020.

If you do, then walnuts are a *seriously* good option.

Sprinkle them on salads, blend them in a smoothie, or take some to work in a Tupperware bowl, for a healthy helping of afternoon satiation.

As I like to say, with a small portion of walnuts each day, you cannot and *WAL-NUT* fail.

Insert fail-style clip

Forgive me guys, I'll stick to cardiology...

ACTION (Outro)

Aim: Provide viewers with a clear call-to-action

Did you enjoy this video?

At Dr Dave's 411, we balance health science with a little fun thrown in for good measure.

Be sure to subscribe (point to subscribe button below) if you'd like to be notified of future videos. You'll get one per week — not too few, not too many.

'Til next time, it's Dr Dave. Have a great, healthy day.

Insert disclaimer image/clip