



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Nov 13-19, 2015**

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**Multiple Media Outlets Feature Operation Mend**

Multiple local and national media outlets featured UCLA Operation Mend, which provides free medical, surgical and mental health services to wounded warriors and their families. Coverage included:

- **Actress Bestowed Humanitarian Academy Award for Awareness of Mental Health Issues**  
[Variety](#) Nov. 13 and [Westside Today](#) Nov. 15 noted that actress Debbie Reynolds was honored with the Jean Hersholt Humanitarian Award bestowed upon her by the Academy of Motion Picture Arts and Sciences Nov. 14 for her community service work, most notably as a co-founder of the Thaliens, a charitable organization aimed at promoting awareness and treatment of mental health issues. The group has contributed generous funds to UCLA's Operation Mend, which assists wounded military recovering from the physical and psychological wounds of combat. Dr. Thomas Strouse, medical director of the Stewart and Lynda Resnick Neuropsychiatric Hospital at UCLA and vice chair for clinical affairs in the UCLA Department of Psychiatry and Biobehavioral Sciences, and Melanie Gideon, program director of UCLA Operation Mend, were quoted in [Variety](#).
- **New Mental Health Collaboration Noted by Press**  
UCLA Operation Mend was noted in [Military.com](#) Nov. 4, [Stars & Stripes](#) Nov. 6, [WOKV-104.5](#) (Jacksonville, Fla.) and [Reason.com](#) Nov. 11 about its participation in a collaborative effort with the Wounded Warrior Project's new Warrior Care Network to launch an intensive program to help wounded warriors suffering from post-traumatic stress and traumatic brain injury. The goal of the program is to provide patients and their families with unique solutions to manage their mental health care concerns. Veterans can be flown in from anywhere in the country and undergo a thorough examination, diagnosis and course of treatment, similar to what the military centers of excellence have been doing for active duty service members.
- **Military honored at UCLA Football Game**  
The Los Angeles [Daily News](#) Nov. 14 noted UCLA's efforts to honor the military at a Nov. 14 football game that highlighted U.S. Army Staff Sgt. Oskar Zepeda, a Purple Heart recipient, who appeared on the field with his family during the first quarter. They were surprised with a mortgage free home, organized as a collaboration between UCLA athletics, UCLA's Operation Mend, Operation FINALLY HOME, and Pulte Homes. Zepeda, a Sylmar resident, has undergone more than 30 surgeries as a result of his injuries.
- **Local War Hero Michael Bitner Honored in Veterans Day Parade**  
[Patch.com](#) in Saratoga, Calif featured Nov. 11 a story on Michael Bitner, a Marine corporal who walked with UCLA Operation Mend in the New York City Veterans Day Parade. Bitner walked alongside other patients from UCLA's Operation Mend, the program that provides free medical services for veterans who were injured in combat.
- **Vietnam Vet Noted for Efforts to Raise Funds for Op Mend**  
[Calaveras Enterprise](#) Nov. 12 reported on a Veteran's Day event held in Murphys, Calif. that raised nearly \$4,500 for UCLA Operation Mend due to efforts by local resident Ric Ryan, a Vietnam veteran known for his support of the program.

#### **"Hunger Games" Stars Help Teen Benefit UCLA Center**

A videotaped prank played by UCLA patient Dylan Miceli-Nelson, 14, on his favorite show-hosts with "Hunger Games" stars Jennifer Lawrence, Liam Hemsworth and Josh Hutcherson quickly went viral after going online Monday. The video attracted nearly 4 million hits in three languages in the first few days, including news coverage Nov. 16 by [Variety](#), [Mashable](#), [Perez Hilton](#), [The Wrap](#), [E! Online](#), [Just Jared](#), [Inside Edition](#) and U.K.'s [Daily Mail](#); Nov. 17 by [USA Today](#), [People](#), [Us Magazine](#), [Huffington Post](#), [Yahoo! Celebrity](#) and [BuzzFeed](#); and Nov. 18 by the U.K.'s [Independent](#), Australia's [Sydney Morning Herald](#) and [Latin Post](#). A [UCLA Newsroom](#) story on the hoax received 3.7K hits alone on Facebook. Dylan, who lives with Duchenne muscular dystrophy, participated in the prank to raise awareness for the Center for Duchenne Muscular Dystrophy at UCLA, which is co-led by his parents, Dr. Stanley Nelson, a

professor of human genetics, and Carrie Miceli, a professor of microbiology, immunology and molecular genetics, with Dr. Melissa Spencer, a professor of neurology, at the David Geffen School of Medicine at UCLA.

### **Fascinating Spine Surgery Continues to Draw Coverage**

[The Orange County Register](#) reported Nov. 18 on a patient who suffered a traumatic spine injury after a woman committing suicide by jumping from a building landed on him. Dr. Sina Pourtaheri, orthopaedic spine surgeon and assistant professor of orthopaedic surgery, who performed the surgery, was quoted extensively in the article, as was the patient.

### **Growing New Vocal Cords in the Lab**

Dr. Jennifer Long, an assistant professor of head and neck surgery, commented Nov. 18 in reports by [Science](#), [BuzzFeed](#) and [Science Alert](#), about a recent study in which scientists successfully grew human vocal-cord tissue in the lab, offering hope to people suffering from voice loss due to scarring, cancer and other diseases.

### **Tai Chi and Therapy for Better Sleep, Health Benefits**

New research by Michael Irwin, professor of psychiatry and director of the Cousins Center for Psychoneuroimmunology at the Semel Institute, into the value of Tai Chi and cognitive behavioral therapy for improving sleep and reducing illness-causing inflammation was reported Nov. 18 by the [New York Times](#).

### **Social Media Can Help Predict Crime**

[The New York Times](#) published Nov. 19 an op-ed by Sean Young, executive director of the UC Institute for Prediction Technology and assistant professor of family medicine at the David Geffen School of Medicine at UCLA, describing how social media could be used for predictive policing.

### **KABC Features Pediatric Patients**

[KABC-Channel 7](#) Nov. 16 broadcast a story on Musicians On Call visiting pediatric patients at Mattel Children's Hospital UCLA. Volunteer musicians give bedside concerts designed to uplift spirits. Kellye Carroll, director of the Chase Child Life Program, commented.

### **UCLA's Strategy for Patient-facing Apps**

[Fierce Mobile Health](#) and [Mobi Health News](#) featured Nov. 11 articles on a presentation made by Deidre Keeves, director of Health IT Adoption and Engagement at UCLA Health, at the recent Connected Health Conference. Keeves discussed the development and pilot-testing of patient-facing mobile apps and tools within UCLA Health.

### **Media Call on Cardiologist's Expertise**

Dr. Gregg Fonarow, the Eliot Corday Chair in Cardiovascular Medicine and Science, director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted in several media outlets in his role as a spokesperson for the American Heart Association. Comments included:

- Nov. 10 in [MedPage Today](#) regarding a study he co-authored that supports current recommendations regarding the use of the drug tissue plasminogen activator (tPA) in patients with acute ischemic stroke; and in [USNews.com](#) regarding what he described as an alarming study showing that obese children can develop signs of heart abnormalities as young as age 8, which might drive up their risk for early death as adults;
- Nov. 11 in [HealthDay](#) regarding a study showing that angioplasty -- the procedure used to open narrowed or blocked arteries -- doesn't seem to lengthen life for people with stable heart disease and chest pain;
- Nov. 12 in [The Times](#) (Munster Ind.) concerning new data showing that fewer Americans are smoking than a decade ago;

- Nov. 16 in [MedPage Today](#) on a study looking at two drugs and how they affected outcomes on patients with heart failure and diabetes.

### **Ovarian Cancer Study Draws Attention**

[Examiner.com](#) and [Health News Digest](#) Nov. 16; [HealthCanal](#), [Imperial Valley News](#), [MedicalXpress](#), [Science Codex](#), [Science Daily](#) and [Medical News Today](#) Nov. 17, and [News-Medical.net](#) Nov. 18 reported on a study by Dr. Lily Wu that found an experimental drug can help with a debilitating side effect of ovarian cancer. Wu is a professor of pharmacology, pediatrics and urology.

### **Hidden Health Costs of African-American Beauty Products**

An article by Teni Adewumi, a doctoral candidate in environmental health sciences at the UCLA Fielding School of Public Health that sheds light on the potential health effects of certain hair products, was carried Nov. 18 by [The Voice](#), Nov. 17 by [National Journal](#) and Nov. 16 by [Madame Noire](#), [Bossip.com](#) and [Refinery 29](#). The article originally appeared in the Spring 2015 issue of [UCLA Public Health Magazine](#).

### **Combo Drug Therapy for Advanced Melanoma**

[Science Blog](#) reported Nov. 13 on a combination drug therapy that was approved by the U.S. Food and Drug Administration to treat metastatic melanoma. UCLA research helped develop the therapy, which shows great promise for extending the lives of people with an advanced form of the disease, and it does so without causing a secondary skin cancer, a side effect seen in some patients who took only one of the drugs. Study senior investigator Dr. Antoni Ribas, professor of medicine in the division of hematology/oncology and director of the UCLA Jonsson Comprehensive Cancer Center Tumor Immunology Program, was quoted.

### **Urology Times Reports on Prostate Cancer Study**

[Urology Times](#) reported Nov. 17 on a study by Dr. Aaron Laviana that analyzed the costs of treating low risk prostate cancer. Laviana is a fifth year urology resident.

### **Acorn Spotlights Stroke Expert**

The [Simi Valley Acorn](#) reported Oct. 30 on Dr. Jeffrey Saver winning the American Neurological Association's Soriano Leadership Award. Saver is director of the UCLA Comprehensive Stroke Center.

### **UCLA Program Teaches Social Skills to Young Adults with Autism**

The Semel Institute's PEERS program for teaching social skills to young adults with autism was featured Nov. 18 on [WFMZ-TV](#) (Philadelphia). Program director Elizabeth Laugeson, an assistant clinical professor of psychiatry at the UCLA Semel Institute, commented in the piece.

### **A Healthier Outlook May Require an Economic Lens**

Dr. Richard Jackson, professor of environmental health sciences at the UCLA Fielding School of Public Health, was featured Nov. 13 on "Economic Outlook-Healthier Communities," a newsmagazine broadcast series from [WNIT](#).

### **Skirball Exhibit Guest Curated by Fielding School Faculty Member Garners Coverage**

A call-to-social action exhibition guest curated by Dr. Neal Baer, adjunct professor of community health sciences at the UCLA Fielding School of Public Health, at the Skirball Cultural Center was featured Nov. 12 in [Jewish Journal](#) and Nov. 18 in [The Family Savvy](#).

### **Narrow Networks vs. Network Adequacy**

Gerald Kominski, professor of health policy and management at the UCLA Fielding School of Public Health and director of the UCLA Center for Health Policy Research, wrote a column published Nov. 19 by the [Center for Health Reporting](#) about the importance of monitoring and evaluating the new "narrow networks," a system popularized in part by legacy networks such as Kaiser Permanente, which offers lower premiums in exchange for limited provider options and in-network facilities compared to traditional networks.

## BRIEFS

A story in the Nov. 23 issue of the [New Yorker](#) cites a study by Dr. S. Thomas Carmichael that found the brain emits a growth factor after stroke that helps with repair and recovery. Carmichael, who is quoted, is a professor and vice chair for research and programs in the UCLA Department of Neurology.

[TribLive News](#) cited Oct. 26 a UCLA study of fusion biopsy to detect prostate cancer in men with increasing PSA scores. Dr. Leonard Marks, a professor of urology and director of the UCLA Active Surveillance Program, heads up the study.

A study conducted at the UCLA Center for Health Policy Research in the UCLA Fielding School of Public Health revealing a higher rate of smoking in Shasta County compared to other California counties was cited Nov. 18 by the [Redding Record Searchlight](#).

The California Health Interview Survey, conducted by the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health, was cited Nov. 13 in a [Healio.com](#) article about the approximately 25 percent of California schools that do not comply with state laws regarding students' access to drinking water during lunchtime.

A commentary by Shana Alex Charles, faculty associate at the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health, accompanying a study finding that Florida is third-worst in the nation for health insurance coverage, was cited Nov. 16 by [Ft. Myers \(Florida\) News-Press](#).

## QUOTABLES

Dr. Deanna Attai, UCLA breast surgeon based in Burbank and assistant clinical professor of surgery, was quoted Nov. 11 in an [NPR](#) blog post on how the Breast Screening decision tool can help women make decisions regarding mammograms.

Gerald Kominski, director of the UCLA Center for Health Policy Research, was quoted Nov. 13 by [MarketWatch](#) about the increase in employee health insurance premiums and the change in types of health insurance plans offered. The story was republished by several media outlets, including [Yahoo! News](#), [Fidelity.com](#) and [Morningstar StockInvestor Online](#) Nov. 13; the [New York Post](#) Nov. 14; and [Live Insurance News](#) Nov. 16. He was also quoted Nov. 17 in a [KQED](#) story about a one-year pilot program to provide healthcare to undocumented immigrants at community clinics in Contra Costa County.

Emanuel Maidenberg, director of the UCLA Cognitive Behavior Therapy Clinic and a clinical professor of psychiatry at the Semel Institute, commented Nov. 14 in a [Los Angeles Times](#) article about strategies for breaking self-defeating habits like biting nails, twisting hair and procrastinating.

Richard Rawson, professor of psychiatry at the Semel Institute and co-director of the UCLA Integrated Substance Abuse Programs, commented Nov. 12 in a [CNN.com](#) article on about a racket that is alleged to have defrauded California's Drug Medi-Cal system of close to \$100 million in fraudulent claims for addiction recovery services.

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