



**UCLA HEALTH SCIENCES MEDIA REPORT**  
**For the week of March 1-17, 2011**

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**Media Tap UCLA Experts to Explain Japan's Radiation Crisis**

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**Media Tap UCLA Experts to Explain Japan's Radiation Crisis**

International, national and local news outlets called on UCLA radiation experts to help allay fears about Japan's nuclear meltdown affecting U.S. residents.

**William McBride**, professor of radiation oncology and a researcher with UCLA's Jonsson Comprehensive Cancer Center, was interviewed March 13 on KTTV-Channel 11, KCBS-Channel 2, KCAL-Channel 9, KNBC-Channel 4 and KABC-Channel 7, and March 14 on KTLA-Channel 5, Telemundo and CCTV-News

(China Central Television). He appeared March 15 on NBC Nightly News; the segment was rebroadcast by many regional affiliates. McBride was quoted March 15 in the Los Angeles Times, LA Weekly and Christian Broadcasting Network. The Times story appeared in the Baltimore Sun.

"Radiation Exposure: What We Know from Hiroshima and Nagasaki"

<http://www.latimes.com/health/boostershots/la-heb-radiation-exposure-hiroshima-20110315,0,3245778.story>

"Experts: Radiation Exposure Not a 'Death Sentence'"

<http://www.cbn.com/cbnnews/healthscience/2011/March/Experts-Radiation-Exposure-Not-a-Death-Sentence/>

"Can Japan's Nuclear Fallout Affect the U.S.?"

<http://www.ktla.com/videobeta/8e287f6c-a8da-4e22-a246-4edc1897c145/News/KTLA-Can-Japan-s-Nuclear-Fallout-Affect-The-U-S-Cher-Calvin-reports>

"Radiation Risk Adds to Fears in Japan Disaster"

<http://abclocal.go.com/kabc/story?section=news/health&id=8013513>

"Japan Earthquake: Could Nuclear Power Plant Radiation Reach L.A.?"

[http://blogs.laweekly.com/informer/2011/03/japan\\_earthquake\\_radiation\\_la.php](http://blogs.laweekly.com/informer/2011/03/japan_earthquake_radiation_la.php)

**Keisuke Iwamoto**, associate professor of radiation oncology and a radiation biologist, was interviewed by KCBS-Channel 2, KCAL-Channel 9, KTTV-Channel 11 and KABC-Channel 7. He also was featured March 15 on Seoul Broadcasting System radio and March 16 on LifeScript.com and the Daily Beast. He participated in a live chat March 17 on LosAngelesTimes.com.

"Worried About Radiation Exposure? Get Questions Answered in this Live Chat"

<http://www.latimes.com/health/boostershots/la-heb-radiation-expert-20110316.0,548591.story>

"Fears Radiation will Spread from Japan to California"

[http://abclocal.go.com/kabc/story?section=news/local/los\\_angeles&id=8016523](http://abclocal.go.com/kabc/story?section=news/local/los_angeles&id=8016523)

### **Prison Guard's Kidney Donation Draws Headlines**

An altruistic kidney donation from a prison guard at one California Department of Corrections and Rehabilitation facility to a guard at another facility, garnered local and statewide news coverage, including March 12 on KNBC-Channel 4, KCBS-Channel 2, KCAL-Channel 9, KABC-Channel 7, KMEX-Channel 34, Los Angeles Daily News, Contra Costa Times; March 13 in La Opinion, Imperial Valley Press and Patch.com; and March 14 on KXO-Radio (Imperial Valley). Dr. Jeffrey Veale, director of the UCLA Donor Exchange Program, was quoted.

"Prison Guard Donates Kidney to Man He's Never Met"

<http://losangeles.cbslocal.com/2011/03/13/prison-guard-donates-kidney-to-man-hes-never-met/>

"Lancaster Prison Guard Gets Kidney from Fellow Officer after Chance Meeting"

[http://www.dailynews.com/news/cj\\_17601564](http://www.dailynews.com/news/cj_17601564)

"Officer Granted New Life through Kidney Donation"

<http://www.ivpressonline.com/news/ivp-news-officer-granted-new-life-through-kidney-donation-20110313,0,3012025.story>

"Kidney Transplant Recipient Meets His Donor"

<http://centurycity.patch.com/articles/kidney-transplant-recipient-meets-his-donor#video-5241260>

### **U.S. News & World Report Ranks Health Sciences Schools among Tops in Country**

The David Geffen School of Medicine earned the No. 13 spot among top medical schools in research in the 2012 edition of Best Graduate Schools by U.S. News Media Group. UCLA's medical school also ranked No. 16 in primary care, No. 4 in AIDS, No. 7 in drug and alcohol abuse, No. 3 in geriatrics, No. 12 in internal medicine, and No. 10 in women's health. UCLA's School of Public Health ranks No. 10 in the nation and the School of Nursing ranks No. 21. Highlights of the rankings will be published in the Best Graduate Schools 2012 edition book, available April 5, 2011, and includes detailed statistical information on more than 1,200 programs nationwide.

"Best Medical Schools"

<http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools/top-medical-schools>

"Health Disciplines"

[http://www.usnews.com/usnews/edu/edupdfs/GB2012health\\_w.pdf](http://www.usnews.com/usnews/edu/edupdfs/GB2012health_w.pdf)

### **CBS Highlights Hospital Donation by Inventive Young Patient**

CBS "Sunday Morning" aired a March 13 profile of a former pediatric patient who created the iSketch app and donated a portion of the proceeds to the child life department at Mattel Children's Hospital UCLA. Cameron Cohen was 11 when he taught himself how to make an app while recuperating from surgery last year. His donation helped purchase electronic devices, such as iPads and iPhones, so other kids could play games while they were hospitalized.

"How Apps Are Changing Our Phones - and Us"

<http://www.cbsnews.com/stories/2011/03/13/sunday/main20042609.shtml>

### **Reuters Health Reports on Schizophrenia Drug**

Research by Kenneth Subotnik, associate professor of psychiatry, was featured in a Jan. 27 Reuters Health article. He found that among recent-onset schizophrenia patients, non-compliance in taking the drug Risperidone to treat their disorder resulted in a rapid return of positive schizophrenia symptoms. "Risperidone Noncompliance Causes Quick Return of Positive Schizophrenia Symptoms"

### **HealthDay Examines Nurse Staffing's Link to Mortality Rates**

Jack Needleman, associate professor of health services at the School of Public Health, was featured in a March 16 HealthDay News about his study finding that patient mortality rates increase when hospital nurse staffing falls below targeted levels.

"When Nurse Staffing Drops, Mortality Rates Rise: Study"

<http://consumer.healthday.com/Article.asp?AID=650936>

### **Medscape Reports on Infant HIV Prevention**

Medscape reported March 11 on research by Dr. Karin Nielsen-Saines, clinical professor of pediatrics in the division of infectious diseases and a member of the UCLA AIDS Institute, exploring new treatments to prevent infants born to HIV-positive women from becoming infected with the virus.

"2- or 3-Drug Regimen Lessens Intrapartum HIV Transmission"

<http://www.medscape.com/viewarticle/738814>

### **Forbes Spotlights Integrative Oncology Research**

A March 9 health blog on Forbes explored cancer research by Dr. Richard Pietras, head of the Integrative Oncology Program at the UCLA's Jonsson Comprehensive Cancer Center.

"Eating You Alive: Environmental Cancer"

<http://blogs.forbes.com/michaeltobias/2011/03/09/eating-you-alive-environmental-cancer/>

### **St. Louis Paper Curls Up with Hair Growth Study**

A March 12 column in St. Louis Today highlighted a study in which UCLA researchers investigating the effects of stress on mice stumbled upon a possible treatment for stress-induced hair loss.

"Charlie's Corner: A Rodent Approach to Hair Restoration"

[http://www.stltoday.com/suburban-journals/metro/life/article\\_b2ea1316-0c19-5a2e-a85c-4d1066f80dca.html](http://www.stltoday.com/suburban-journals/metro/life/article_b2ea1316-0c19-5a2e-a85c-4d1066f80dca.html)

### **Daily Breeze Details National Children's Study**

The Daily Breeze reported March 16 on the National Children's Study underway in Los Angeles and Ventura counties. The UCLA Center for Healthier Children, Families and Communities directs the research, which examines the impact of environmental factors on children's health. Dr. Michael Lu, associate professor of obstetrics/gynecology and public health, was quoted. The Los Angeles Daily News and Long Beach Press Telegram syndicated the article.

"The National Children's Study Looks for Answers to Youth Health Questions"

[http://www.dailybreeze.com/lifeandculture/ci\\_17626855](http://www.dailybreeze.com/lifeandculture/ci_17626855)

### **KPCC Examines Prepping for Disasters**

Melissa Brymer, director of terrorism and disaster programs at the UCLA-Duke National Center for Child Traumatic Stress, appeared March 17 on KPCC-89.3FM's "AirTalk" show. She talked about why most people don't put aside supplies for emergencies. She also was interviewed March 11 on KCBS-740 AM (San Francisco) about coping with stress after a disaster. Brymer was also quoted March 12 in a Los

Angeles Times blog article about post-traumatic stress disorder in the wake of Japan's earthquake and tsunami.

"Worrying about Natural Disasters and Why We're Still Not Prepared"

<http://www.scpr.org/programs/airtalk/2011/03/17/ca-worry/>

"For Earthquake and Tsunami Survivors in Japan, the Psychological Consequences can Linger"

<http://articles.latimes.com/2011/mar/11/news/la-heb-psych-trauma-20110311>

### **Local Papers Scrutinize Giardia Disease**

The Contra Costa Times on March 16, and the Los Angeles Daily News and Pasadena Star-News on March 12, ran a column by Dr. Claire Panosian Dunavan, clinical professor of medicine, division of infectious diseases, about giardia, an infection of the intestinal tract.

"Infection Files: Giardia Are Not Cute in the Intestine"

[http://www.dailynews.com/ci\\_17604559?source=email](http://www.dailynews.com/ci_17604559?source=email)

### **New Eye Cancer Cell Lines Draw Press**

Research by Dr. Tara McCannel that created a new model for studying ocular melanoma from the tumor cells of patients with aggressive metastasis was covered March 11 by PhysOrg. The story also appeared in the online editions of the Times of India and (Riverside) Press Enterprise. McCannel is the director of the UCLA Ophthalmic Oncology Center at the Jules Stein Eye Institute and a member of the Jonsson Comprehensive Cancer Center.

"Scientists Create New Cell Lines from Ocular Melanoma Patients"

<http://www.physorg.com/news/2011-03-scientists-cell-lines-ocular-melanoma.html>

### **Geriatrician Pens Column on Nutrition for Older Adults**

Dr. James Davis, staff geriatrician at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and clinical professor of medicine, wrote a March 11 Santa Monica Mirror column offering nutritional advice for older adults.

"Dietary Advice for Later Life"

### **Magazine Airs Experts' Thoughts on Cancer, Spirituality**

Anne Coscarelli, director of the Simms-Mann/UCLA Center for Integrative Oncology, and Michael Eselun, associate chaplain with the Simms-Mann center, authored articles about the spiritual aspects of a cancer diagnosis in the March issue of Coping with Cancer magazine.

"Cancer as a Spiritual Journey"

### **Website Notes that Tai Chi Lowers Depression in the Elderly**

Dr. Helen Lavretsky, professor of psychiatry at the Semel Institute, was featured in a March 16 RedOrbit report on her study showing that practicing the ancient martial art tai chi chih helped depressed seniors lower their depression levels.

"Tai Chi Beats Back Depression in the Elderly"

[http://www.redorbit.com/news/health/2013939/tai\\_chi\\_beats\\_back\\_depression\\_in\\_the\\_elderly/](http://www.redorbit.com/news/health/2013939/tai_chi_beats_back_depression_in_the_elderly/)

## **BRIEFS**

A March 11 column in CBS' BNET (Interactive Business Network) about health care spending in the U.S. cites per-patient spending at Ronald Reagan UCLA Medical Center.

"Fans of Costly, High-Tech — and Often Wasteful — Medicine Get a High-Five from Medicare"

<http://www.bnet.com/blog/healthcare-business/fans-of-costly-high-tech-8212-and-often-wasteful-8212-medicine-get-a-high-five-from-medicare/2677>

A March 15 column in the Atlanta-Journal Constitution about the health benefits of fruits and vegetables cited the book "What Color is Your Diet?" by Dr. David Heber, director of the UCLA Center for Human Nutrition.

"Eating Out: Spring for Green"

<http://www.ajc.com/health/eating-out-spring-for-873057.html>

Dr. Gary Mathern, professor of neurosurgery and director of UCLA's Pediatric Epilepsy Program at Mattel Children's Hospital UCLA, was cited March 17 by The (Thousand Oaks) Acorn about speakers at an upcoming conference.

"TEDx is back in T.O."

[http://www.toacorn.com/news/2011-03-17/Community/TEDx\\_is\\_back\\_in\\_TO.html](http://www.toacorn.com/news/2011-03-17/Community/TEDx_is_back_in_TO.html)

A July Nature study by UCLA autism researchers at the David Geffen School of Medicine and Semel Institute was cited March 17 by the blog, EmpowHER.

## QUOTABLES

Dr. David Baron, family medicine physician at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, commented March 15 on KNX AM1070 about radiation concerns in the aftermath of the Japan earthquake.

Dr. John Belperio, associate professor of medicine, division of pulmonary and critical care medicine, commented in a March 21 story in People magazine about tennis pro Serena Williams and the diagnosis and treatment of pulmonary embolisms.

Dr. Gregory Brent, professor of medicine and physiology, was quoted March 15 in the New York Times about rising sales of potassium iodide resulting from anxiety about possible radiation exposure.

"Anxiety over Radiation Drives a Sales Surge for a Drug against Thyroid Cancer"

[http://www.nytimes.com/2011/03/16/health/16iodide.html?\\_r=2](http://www.nytimes.com/2011/03/16/health/16iodide.html?_r=2)

Dr. Joshua Chodosh, associate professor-in-residence of geriatrics, was quoted March 13 in La Opinión about Alzheimer's disease among members of Los Angeles' Latino community.

"California Registra Más Alzheimer entre Latinos"

<http://www.impre.com/laopinion/noticias/2011/3/13/california-registra-mas-alzhei-244613-1.html#commentsBlock>

Greg Cole, professor of neurology and associate director of the Mary S. Easton Center for Alzheimer Disease Research, was quoted March 14 in HealthDay News about research showing that the disease may be preceded by a rapid cognitive decline years before symptoms become evident.

"Mental Decline May Start Years before Alzheimer's"

<http://health.usnews.com/health-news/family-health/brain-and-behavior/articles/2011/03/14/mental-decline-may-start-years-before-alzheimers>

Timothy Daskivich, a UCLA urology resident, commented March 3 in a Reuters article about men who opt to skip treatment for prostate cancer.

"Often Okay to Skip Prostate Cancer Treatment: Study"

<http://in.reuters.com/article/2011/03/02/us-prostate-cancer-study-idINTRE7217PJ20110302>

Dr. Jonathan Fielding, professor of health services at the School of Public Health, commented March 17 in La Opinión about rising sales of potassium iodide resulting from anxiety about possible radiation exposure.

"Sube la Demanda de Tabletas de Yodo"

<http://www.impre.com/laopinion/noticias/la-california/2011/3/17/sube-la-demanda-de-tabletas-de-245798-1.html#commentsBlock>

David Glanzman, professor of physiological sciences and neurobiology, commented March 17 in a Live Science article on the science behind a new movie about a memory-enhancing drug.

"Brain Games: Is 'Limitless' a Glimpse of Our Future?"

<http://www.livescience.com/13291-limitless-memory-enhancer-110317.html>

Dr. David Heber, director of the UCLA Center for Human Nutrition, commented March 14 in a Woman's Day column about vitamins and nutritional supplements.

“What You Should Know About Taking Vitamins”

<http://mobilelink.womansday.com/Articles/Health/Healthy-Diet/What-You-Should-Know-About-Taking-Vitamins.html>

Gerald Kominski, associate director of the UCLA Center for Health Policy Research in the School of Public Health, was quoted March 14 in California Healthline about so-called concierge medicine plans. “Concierge Medicine Growing in L.A., Orange Counties”

<http://www.californiahealthline.org/features/2011/concierge-medicine-growing-in-la-orange-counties.aspx>

Shana Alex Lavarreda, director of health insurance studies for the UCLA Center for Health Policy Research at the School of Public Health, was quoted March 17 by the Los Angeles Times about Blue Shield of California’s decision to cancel a rate increase.

“Blue Shield Cancels Insurance Rate Increase”

<http://www.latimes.com/business/la-fi-blue-shield-20110317,0,3022588.story>

Dr. Andrew Leuchter, professor of psychiatry at the Semel Institute, was quoted in a March 9 Ventura County Reporter article about the power of placebos.

“The Placebo Effect”

<http://www.vcreporter.com/cms/story/detail/?id=8678>

Dr. David Liebeskind, associate neurology director of the UCLA Stroke Center, commented in a March 16 Los Angeles Times health blog about the occurrence of stroke in younger people.

“Nate Dogg's Death -- and the Realities of Stroke in the Young”

<http://www.latimes.com/health/boostershots/la-heb-nate-dogg-stroke-20110316,0,2827357.story>

Dr. Emanuel Maidenberg, associate clinical professor of psychiatry and clinical coordinator for the UCLA Anxiety Disorders Program, was quoted in a March 15 ABCNews.com article about the possibility of people becoming “numb” after hearing about so many disasters.

“Earthquake in Japan: Will People Feel 'Disaster Burnout'?”

<http://abcnews.go.com/Health/japan-disaster-boon-gadhafi-people-suffer-disaster-burnout/story?id=13132960&page=2>

Dr. Marc Nuwer, professor of neurology, was quoted in a March 12 Medscape article about the recovery of U.S. Rep. Gabrielle Giffords, who was shot in the head in January.

“Doctors: Giffords' Recovery Going 'Spectacularly Well'”

<http://www.medscape.com/viewarticle/738871>

Dr. Michael Rodriguez, professor of family medicine, was quoted March 13 in a La Opinión article about uninsured Latinos using herbal or nutritional remedies to treat medical conditions.

“Optan por Medicina Alternativa”

<http://www.impre.com/rumbo/noticias/2011/3/13/optan-por-medicina-alternativa-244614-1.html#commentsBlock>

Dr. Alcino Silva, professor of neurobiology and psychiatry, commented March 17 in a Live Science article on the science behind a new movie about a memory-enhancing drug.

“Brain Games: Is ‘Limitless’ a Glimpse of Our Future?”

<http://www.livescience.com/13291-limitless-memory-enhancer-110317.html>

Dr. Gary Small, Parlow-Solomon Professor on Aging, professor with the Semel Institute and director of the UCLA Center on Aging, commented March 11 in a New York Times article about an accessory for Apple's new iPad 2.

“In New Case, iPad Starts in an Instant”

[http://www.nytimes.com/2011/03/12/technology/12faster.html?\\_r=2&ref=business](http://www.nytimes.com/2011/03/12/technology/12faster.html?_r=2&ref=business)

Becci Twombly, director of sports nutrition at UCLA, was quoted in a March 6 Los Angeles Times story examining coconut water as an alternative to sports drinks.

“Coconut Water: A Health Drink that’s All it’s Cracked Up to Be?”  
<http://www.latimes.com/health/la-he-coconut-water-20110306,0,2329301.story>

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