



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of April 11-17, 2014**

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**Kaleidoscope Ball Benefits Pediatric Research**

Entertainment blogs including [Just Jared](#), [People](#), [Radar Online](#), [Wonderwall](#), [US Magazine](#), [PerezHilton](#), [WetPaint](#), [EOnline](#), [the Daily Mail](#) (U.K), [O.K. magazine](#) (U.K.) and [Haute Living](#) April 11 featured articles on entertainers who participated in the second annual Kaleidoscope Ball benefitting the Children's Discovery and Innovation Institute at Mattel Children's Hospital UCLA. Hosted by Maria Menounos, the event honored Emmy award-nominated Julianne Hough and Emmy award-winning Derek Hough with the Kaleidoscope Award and featured a performance by Grammy award-winning artists Vince Gill and Amy Grant. [KABC-Channel 7](#) April 12 featured a display of designer cakes that were created for the event. In addition, [Haute Living](#) reported April 10 on a \$1-million pledge to establish the Harry Winston Fellowships to support young researchers at UCLA. Dr. Sherin Devaskar, physician-in-chief of Mattel Children's Hospital UCLA, was quoted.

### **UCLA Opens Lab in China**

A joint venture between UCLA Pathology and a Chinese testing firm to open an advanced clinical laboratory in Shanghai was covered April 14 by [China Daily USA](#); April 13 by [Imperial Valley News](#); April 11 by [Examiner.com](#); April 10 by [China Bio Today](#), [Fierce Diagnostics](#) and [Healthwise Daily](#); and April 9 by [GenomeWeb](#) Daily News, [World News Network](#) and the Century City-Westwood edition of AOL's [Patch](#). Dr. Rao Jianyu and Dr. Scott Binder, both professors of pathology at the David Geffen School of Medicine at UCLA, and Dr. Tom Rosenthal, chief medical officer for UCLA Health System and co-director of UCLA's Center for World Health, were quoted.

### **Health Sites Report on Community-wide HIV Prevention Efforts**

[Counsel & Heal](#), [Science Codex](#), and [North Dallas Gazette](#) April 15 and [Infection Control Today](#), [MDLinx](#) and [News-Medical.net](#) April 16 reported on research led by Dr. Thomas Coates, director of UCLA's Center for World Health and an associate director of the UCLA AIDS Institute, finding that a series of community efforts in Thailand and Africa boosted HIV testing and helped reduce new HIV infections.

### **Does Early Specialization in a Sport Guarantee Success?**

[HealthDay News](#) April 10 highlighted research led by Dr. John DiFiori, professor of family medicine and chief of the division of sports medicine, finding that early specialization in a sport as a child does not guarantee future success. The findings were presented at a recent conference. DiFiori was quoted.

### **More Outlets Herald Breakthrough Breast Cancer Drug**

[Sierra Sun Times](#) and [Imperial Valley News](#) April 13, [BioNews](#) April 14, and [Oncology Report](#) and [Domain-B](#) April 16 featured study results of the experimental drug palbociclib by researchers from UCLA's Jonsson Comprehensive Cancer Center showing the revolutionary treatment effectively doubled progression-free survival rates in women with advanced breast cancer. Dr. Dennis Slamon, professor of medicine in the division of hematology/oncology and Dr. Richard Finn, associate professor of medicine in the division of hematology/oncology, were quoted.

### **Media Highlights 2014 Taste for a Cure Gala**

[BizBash](#) April 12 and [Pasadena Star-News](#) April 13 spotlighted the Jonsson Cancer Center Foundation's 19th annual "Taste for a Cure" event, featuring performances from the cast of Fox TV's "Glee" and honoring Sony Pictures TV president Steve Mosko with the Gil Nickel Humanitarian Award.

### **Medical Website Discusses Parents and their Obese Children**

Research led by Dr. Burt Cowgill, a lecturer in the department of health policy and management at the UCLA Fielding School of Public Health, explaining that many parents feel limited in helping their children avoid obesity was featured April 11 in a [HealthDay News](#) article.

### **Environmental Health Professor Writes Op-Ed on "Built Environment" and Human Health**

Dr. Richard Jackson, professor and chair of environmental health sciences at the UCLA Fielding School of Public Health, published an op-ed in the April 5 Idaho [Statesman](#) (Boise) about how the "built environment" of a neighborhood or city can have a direct effect on health.

### **Diabetes Podcast Defines "Food Swamps"**

Dr. Alex Ortega, professor of public health and psychiatry at the UCLA Fielding School of Public Health and the Semel Institute, was interviewed April 5 in a [Voice of Diabetes podcast](#) about "food swamps," the idea that some neighborhoods in Los Angeles are serviced by small community markets that do not offer nutritious foods and can lead to poor eating habits, weight gain and diabetes.

#### **Film Magazine Explains Hypersexual Addiction**

Dr. Rory Reid, a research psychologist and assistant professor of psychiatry at the Semel Institute, was interviewed April 13 in a [Sloan Science and Film](#) article about the film *Nymphomania*, and what the film got right and wrong about the disorder called hypersexual addiction.

#### **Spike Your Drink with Lemon... and Bacteria?**

[KTLA-Channel 5](#) aired an April 14 interview with Dr. Romney Humphries, assistant professor of pathology, about whether bacteria on lemon slices may be contaminating your favorite restaurant beverage.

#### **Online Outlet Spotlights World Health Panel**

[Examiner.com](#) reported April 15 on the launch of UCLA's new Center for World Health and covered a widely attended conference on global health held that day as its inaugural event.

#### **Radio Station Promotes Crowdfunding Project**

[104.3 MyFM's Valentine in the Morning](#) program April 15 spotlighted a new UCLA Spark crowdfunding campaign with Dr. Nina Shapiro, professor of head and neck surgery and director of pediatric otolaryngology at Mattel Children's Hospital UCLA. Shapiro, who was interviewed, aims to raise \$5,000 to launch a public awareness campaign to stop accidental food choking accidents in young children.

#### **Renal and Urology News Features Prostate Cancer Research**

Dr. William Aronson and his work on omega-3 fatty acids and prostate cancer prevention were featured in the April 15 issue of [Renal and Urology News](#). Aronson is a clinical professor of urology and a researcher at UCLA's Jonsson Comprehensive Cancer Center.

#### **KFI Radio Interviews Testicular Cancer Expert**

Dr. Mark Litwin, chairman of the UCLA Department of Urology, appeared April 15 on the Bill Carroll show on [KFI AM640](#) to talk about testicular cancer awareness.

#### **UCLA Serves Up Antibiotic-Free Beef and Chicken**

The [Santa Monica Daily Press](#) April 10 covered the UCLA Health System launch of antibiotic-free beef and chicken breast offerings at its UCLA hospitals, one of the first in Southern California to offer such a healthy alternative to patients, staff and visitors. Dr. Daniel Uslan, assistant clinical professor of medicine in the division of infectious diseases at the David Geffen School of Medicine at UCLA, and Patricia Oliver, director of nutrition services for the UCLA Health System, were quoted.

#### **Geriatrician's Column Stirs Thoughts on Alcohol Use by Older Adults**

Dr. Alia Tuqan, geriatrician at UCLA Medical Center, Santa Monica and assistant clinical professor of medicine, authored an April 11 [Santa Monica Mirror](#) column on alcohol use and aging, with guidelines for older adults.

#### **Entertainment Press Cover Fundraiser to Benefit Stuart House on Santa Monica Campus**

The April 13 [Hollywood Reporter](#) featured a story and photos on the 11<sup>th</sup> annual fundraiser hosted by designer John Varvatos to benefit Stuart House, an adjunct facility to the Rape Treatment Center at UCLA Medical Center, Santa Monica. Gail Abarbanel, founding director of Stuart House and the RTC, was referenced. [Celebrity Baby Scoop](#) also published an April 14 article with photos from the event.

## **BRIEFS**

Salpy Akaragian, clinical education specialist and director of international nursing programs in the UCLA Department of Nursing Research and Education, was cited on the [National Ethnic Coalition of Organizations blog](#) as a recipient of the 2014 Ellis Island Medal of Honor. The medals are presented annually to American citizens who have distinguished themselves within their own ethnic groups while exemplifying the values of the American way of life.

Dr. Gary Mathern, professor of pediatric neurosurgery and director of the Pediatric Epilepsy Surgery Program at Mattel Children's Hospital UCLA, was cited April 14 in [News-Medical.net](#), [Medical News Today](#) and [OnMedica](#) articles about a new definition of epilepsy created by a task force that included Mathern.

[Los Angeles Magazine](#) reported April 14 on the increasing use of automated parking garages, including the West Coast's first one at the UCLA Outpatient Surgery & Medical Building near UCLA Medical Center, Santa Monica. The garage features robotic platforms that automatically park and retrieve cars in a footprint 50 percent smaller than conventional garages.

## QUOTABLES

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and co-director of the UCLA Preventative Cardiology Program, was quoted in an April 14 [HealthDay News](#) article on the potential increased bleeding risk of mixing blood thinners and painkillers.

Dr. Carole Lieberman, assistant clinical professor (voluntary) of psychiatry at the Semel Institute, was quoted in the April 14 [Los Angeles Times](#) about why people take precious/personal possessions with them when they travel as a type of security blanket.

Dr. Sanaz Memarzadeh, an assistant professor of obstetrics and gynecology, commented April 15 in a story on [SymptomFind.com](#) about the connection between the HPV virus and cervical cancer.

Dr. Mark Morocco, clinical professor of medicine and emergency medicine at the David Geffen School of Medicine at UCLA and Ronald Reagan UCLA Medical Center Emergency Department, commented April 16 on ABC's [Good Morning America](#) on severe allergic reactions to antibiotics.

Dr. Sammy Saab, professor of medicine in the division of hepatology and of surgery, was quoted April 9 in a [Reuters Health](#) story on a study suggesting that a protein called adiponectin that regulates glucose levels and fatty acid breakdown can better predict the risk of atherosclerosis in patients with non-alcoholic fatty liver disease than liver function tests.

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