



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of May 3-9, 2013**

Note: Website links may expire without notice. Some sites require password registration. If you cannot access a story or would like to obtain a copy, please call 310.794.0777.

LA Times, other Media Compare Subway and McDonald's

60 Minutes Highlights Invisible Wounds of War

Media Spotlights Meth Addiction among Adolescents

EFE News Reports on Blum Center on Latin American Health and Poverty

Flexing Muscles against Diabetes

Local FOX Highlights Weight Loss Surgery

Whittier Daily News Highlights Procedure to Clear Carotid Arteries

Geriatrician's Column Shines Light on Vitamin-D Deficiency

Radio Spotlights Operation Mend's Outreach to Wounded Warriors

Stem Cell Advancement toward Treatment of Nerve Disease Garners Online Coverage

Experimental Breast Cancer Drug Shows Promise

Online Media Feature Birth Control Mobile App Developed at UCLA

Huffington Post Highlights "Saving Strokes" Event

KPCC Cites NIH Grant to Prevent Strokes in Minority Communities

KCAL 9 News, 40 Other TV Stations Nationwide Feature UCLA Care Coordinators Program

Robo-Doc Navigates Hospital on Own

UCLA Teams with IBM for Brain Monitor

Media Notes How the Brain Navigates New Environments

KABC, CBS Online Discuss Aftermath of Kidnappings

CNN Looks at the Future of Brain Mapping

Donor Lungs Breathe Outside the Body

Plastic Surgeons Using Social Media

The Unknowns about Pertussis

UC Hospital Workers Authorize Union to Strike

LA Times Notes Hospital Safety Rankings

School of Dentistry Researchers Discover How Head and Neck Cancer is Activated

BRIEFS

QUOTABLES

LA Times, other Media Compare Subway and McDonald's

The [Los Angeles Times](#) May 7 reported on research by Dr. Lenard Lesser, a former Robert Wood Johnson Foundation Clinical Scholar in the department of family medicine at the David Geffen School of Medicine at UCLA and the UCLA Fielding School of Public Health, finding that adolescents who purchased Subway meals consumed nearly as many calories as they did at McDonald's despite the fact that Subway promotes itself as the "healthy" fast food restaurant. The study garnered wide media attention, including May 9 by [The Huffington Post](#), the [Daily Mail](#) (U.K), [InvestorPlace](#) and [QSRWeb.com](#); May 8 by [KGO 810AM](#) (San Francisco), [KRON-TV](#) (San Francisco), [KGO-TV](#) (San Francisco), [The Consumerist](#), [Examiner.com](#), the [QMI news agency](#) (Canada), [redOrbit.com](#), [The Daily Meal](#), [ScienceBlog](#), [News-Medical](#), [Science Codex](#), [Medical Xpress](#) and [Parool.nl](#) (The Netherlands); May 7 by [Business Insider](#) (Australia) and the [Center for Advancing Health](#); and May 6 by KNX 1070AM and the Web site of [KPCC 89.3FM](#), The [South Florida Sun-Sentinel](#) carried the Times story.

60 Minutes Highlights Invisible Wounds of War

David Hovda, professor of neurosurgery and director of the Brain Injury Research Center, was featured in a May 5 CBS [60 Minutes](#) segment about the military's treatment of traumatic brain injury. Hovda was credited as the individual who convinced the Pentagon that even a mild concussion can result in serious injury and should be treated.

Media Spotlights Meth Addiction among Adolescents

[HealthDay News](#), [Medical News Today](#) and [MediLexicon](#) May 3, and [Imperial Valley News](#) May 5 reported on research led by Dr. Keith Heinzerling, health sciences assistant clinical professor of family medicine, finding that girls are more likely to continue using methamphetamine during drug treatment than boys, suggesting that new approaches are needed for treating meth abuse among teen girls. The HealthDay story ran in [U.S. News & World Report](#) and [Philly.com](#).

EFE News Reports on Blum Center on Latin American Health and Poverty

[EFE News](#) May 2 spotlighted the new UCLA Blum Center on Poverty and Health in Latin America, which takes an interdisciplinary approach in the U.S. and across borders to reduce poverty and improve health in the region. The Center May 1 hosted a daylong symposium exploring the topics. Dr. Michael Rodriguez, professor of family medicine and the Center's director, and David Hayes-Bautista, professor of medicine in the division of general internal medicine and health services research and director of the Center for the Study of Latino Health and Culture, were quoted. The EFE article ran May 2 in [El Economista](#) and May 3 in [Hola Ciudad!](#) English-language translations ran May 2 in [Hispanically Speaking News](#) and May 3 in the [Latin American Herald Tribune](#), and [Fox News Latino](#).

Flexing Muscles against Diabetes

A [Pak Tribune](#) article May 6 reported on a study led by Dr. Preethi Srikanthan, assistant professor of medicine in the division of endocrinology, showing that muscle mass is critical to lowering the risk of Type 2 diabetes. Srikanthan was quoted.

Local FOX Highlights Weight Loss Surgery

[KTTV-Channel 11](#) ran a May 8 in-studio interview with Dr. Erik Dutson, associate professor of surgery and chief of UCLA's Minimally Invasive and Bariatric Surgery, regarding weight loss surgery and New Jersey Governor Chris Christie's recent LapBand procedure.

Whittier Daily News Highlights Procedure to Clear Carotid Arteries

The [Whittier Daily News](#) reported May 6 that Ronald Reagan UCLA Medical Center was the first on the west coast to perform a new procedure that is part of a clinical trial to help clear plaque-ridden carotid arteries. Dr. Wesley Moore, UCLA study investigator and professor emeritus of vascular surgery, was quoted and a UCLA patient featured.

Geriatrician's Column Shines Light on Vitamin-D Deficiency

Dr. James Davis, staff geriatrician at UCLA Medical Center, Santa Monica and clinical professor of medicine, authored a May 3 [Santa Monica Mirror](#) column on the widespread problem of vitamin-D deficiency in older adults.

Radio Spotlights Operation Mend's Outreach to Wounded Warriors

USA Radio Network's John Clemens Show May 9 interviewed Operation Mend program medical director Dr. Kodi Azari, and WSVB 550AM radio (D.C. and Va.) interviewed Operation Mend manager Melanie Gideon and patient Mark Wise about how the program helps our nation's wounded active military and veterans of the Iraq and Afghanistan wars.

Stem Cell Advancement toward Treatment of Nerve Disease Gathers Online Coverage

[Science Daily](#), [Genetic Engineering & Biotechnology News](#), [Examiner.Com](#), and others May 7 reported on a study led by Dr. Richard Gatti, professor of pathology and laboratory medicine, and Dr. Peiyee Lee, postdoctoral fellow in the department of molecular, cell and developmental biology, both members of the Eli & Edythe Broad Center of Regenerative Medicine & Stem Cell Research, in which they used stem cells to create a disease-in-a-dish model of ataxia telangiectasia and used it to show positive activity of new drugs to slow the progress of the neurodegenerative disease. Lee was quoted in the coverage.

Experimental Breast Cancer Drug Shows Promise

[KNBC-Channel 4](#) reported May 6 on a study by researchers from the Revlon/UCLA Women's Cancer Research Program at UCLA's Jonsson Comprehensive Cancer Center and colleagues demonstrating that a new combination therapy using an experimental drug significantly improved survival times in women with hormone-driven breast cancer. Dr. Richard Finn, associate professor of medicine and a member of the Jonsson Comprehensive Cancer Center, was quoted.

Online Media Feature Birth Control Mobile App Developed at UCLA

[ScrubsReport.com](#), [Medical Xpress](#), and [Health News Digest](#) May 8 featured a mobile app developed at UCLA that helps women select birth control. The app was developed by Dr. Aparna Sridhar, a clinical fellow in family planning in the UCLA Department of Obstetrics and Gynecology.

Huffington Post Highlights "Saving Strokes" Event

[The Huffington Post](#) May 6 featured a blog post by a woman who is caring for her husband, who has had a stroke. The two participated in the "Saving Strokes" event, which provides to stroke survivors and their caregivers a 30 minute group lesson with a golf pro.

KPCC Cites NIH Grant to Prevent Strokes in Minority Communities

[KPCC 89.3FM](#) May 2 featured an \$11 million grant won by Dr. Barbara Vickery, vice chair and professor of neurology at the David Geffen School of Medicine at UCLA, to develop stroke prevention interventions for minority populations.

KCAL 9 News, 40 Other TV Stations Nationwide Feature UCLA Care Coordinators Program

[KCAL-Channel 9](#) May 6 aired a piece about the UCLA Care Coordinators who help navigate high-risk patients through the healthcare system so they are not readmitted to the hospital. Care coordinator Tiffany Phan was featured. The piece also aired on KLAB2-TV (La.), KTVA-TV (Alaska), KFTM-TV (Texas), WIAT-TV (Ala.), KBOI-TV (Idaho), WOWK-TV (W. Va.), WCBI-TV (Mass.), WHBF-TV (Ill.),

WBTW-TV (S.C.), WBTW-TV (Ark.), WANE-TV (Ind.), WWMT-TV (Mich.), WNCT-TV (N.C.), WHP-TV (Pa.), KTNL-TV (Alaska), KCTV-TV (Mo.), : KCLO-TV (S.D.), WKBT-TV (Wis.), KLFY-TV (La.), WLNS-TV (Mich.), KTHV-TV (Ark.), WLKY-TV (Ky.), WMSN-TV (Wis.), WREG-TV (Tenn.), WWL-TV (La.), WLNY-TV (N.Y.), KOSA-TV (Texas), WTVO-TV (Ill.), KWTW-TV (Okla.), KFVS-TV (Ky.), WMBD-TV (Ill.), KIMT-TV (Minn.), WTVO-TV (Ill.), KENS-TV (Texas), KSLA-TV (La.), KELO-TV (S.D.), KOZL-TV (Mo.), WTSP-TV (Fla.), WJHL-TV (Tenn.), KOTV-TV (Okla.) and KIMA-TV (Wash.).

Robo-Doc Navigates Hospital on Own

A new iPad-powered robot that can navigate Ronald Reagan UCLA Medical Center's neuro-intensive care unit on its own, affording physicians more time to care for critically ill brain-injury patients, was covered May 8 by [AZoRobotics](#) and [Telepresence Options](#); May 7 by the [Daily Mail](#) (U.K), Russia's [RIA Novosti](#), [L.A. Weekly](#), [Fox News](#), [Smart Planet](#) and [Technorati](#); and May 6 by [KTTV-Channel 11](#), [CNET](#), [QMI news agency](#) (Canada), [Examiner.com](#) and [PadGadget](#). Dr. Paul Vespa, professor of neurosurgery at the David Geffen School of Medicine at UCLA and director of the medical center's neuro-intensive care unit, was quoted.

UCLA Teams with IBM for Brain Monitor

[Smart Planet](#) reported May 6 that researchers at the UCLA Department of Neurosurgery are working with IBM and Excel Medical Electronics to test new software that monitors vital signs and other data to predict rising brain pressure in patients who have suffered traumatic brain injuries.

Media Notes How the Brain Navigates New Environments

Mayank Mehta, professor of neurophysics in the departments of neurology, neurobiology, and physics and astronomy, was featured by various news outlets on his research on how the brain learns and navigates unfamiliar environments. Coverage included May 2 in [Science Now](#), and May 3 in [Wired](#) magazine, [R&D](#) and [Science Codex](#).

KABC, CBS Online Discuss Aftermath of Kidnappings

Catherine Mogil, assistant clinical professor of psychiatry and co-director of the Child and Family Trauma Service at the Semel Institute, was interviewed May 7 by KABC-Channel 7 and May 9 on [CBSNews.com](#) about the psychological aftermath of people held captive and abused.

CNN Looks at the Future of Brain Mapping

Arthur Toga, professor of neurology and director of the Laboratory of Neuro Imaging in the department of neurology, was interviewed Friday on [CNN](#) about progress in neuroimaging and the benefits it is bringing to medicine.

Donor Lungs Breathe Outside the Body

[Everyday Health](#) May 2 featured a video on an experimental device that delivers donor lungs warm and breathing instead of frozen. UCLA's lung transplant team performed the nation's first lung transplant surgery using the device last November. Dr. Abbas Ardehali, the study's lead investigator and director of the UCLA heart and lung transplant program, and Dr. David Ross, professor of medicine and medical director of UCLA's lung and heart-lung transplantation program and UCLA's pulmonary arterial hypertension and thromboendarterectomy program, were interviewed.

Plastic Surgeons Using Social Media

A [HealthCanal](#) article May 5 and an [Examiner.com](#) article May 6 cited UCLA research on the growing use of social media by plastic surgeons. Dr. Reza Jarrahy, associate clinical professor of plastic and reconstructive surgery at Ronald Reagan UCLA Medical Center, the study's principal investigator, was quoted.

The Unknowns about Pertussis

A [Healio](#) article published May 5 on the still-unknown cause of pertussis cited a study by Dr. James Cherry, professor of pediatric infectious diseases at the David Geffen School of Medicine at UCLA and Mattel Children's Hospital UCLA.

UC Hospital Workers Authorize Union to Strike

The [Associated Press](#) May 7 reported that the American Federation of State, County and Municipal Employees Local 3299 (AFSCM), representing nearly 13,000 workers at University of California hospitals, announced that its members have authorized a strike amid stalled union contract talks.

LA Times Notes Hospital Safety Rankings

A May 8 [Los Angeles Times](#) blog noted the most recent hospital safety rankings by The Leapfrog Group, a nonprofit healthcare quality organization, that publicizes hospital scores in an effort to inform patients and reduce safety problems. Both Ronald Reagan UCLA Medical Center and UCLA Medical Center, Santa Monica were cited.

School of Dentistry Researchers Discover How Head and Neck Cancer Is Activated

[Medical Xpress](#), [Dr.BiCuspid.com](#) May 8, and [HealthCanal.com](#) May 7 reported that researchers from the UCLA School of Dentistry have discovered what could be a crucial step toward understanding the process that activates the invasive growth and metastasis of head and neck cancer cells.

BRIEFS

[Access Hollywood](#) May 2 spotlighted an appearance by L.L. Cool J at a recent fundraising event benefitting the UCLA Children's Discovery and Innovation Institute at Mattel Children's Hospital UCLA.

Dr. Gary Mathern, professor of neurosurgery and director of the UCLA Pediatric Epilepsy Program at Mattel Children's Hospital UCLA, was cited April 23 in a [Connecticut Magazine](#) article about the father of one of his patients whose foundation supports research efforts to find a cure for his daughter's rare brain disease called Rasmussen Encephalitis.

A May 3 [KTTV-Channel 11](#) news segment cited a study by Dr. Jeffrey Saver, clinical professor of neurology and a director of the UCLA Stroke Center, showing that stroke patients who arrived at the hospital by ambulance instead of driving themselves are more likely to get there within the most critical time for receiving the care they need.

The May 3 [India Today](#) reported on research by faculty members at the Semel Institute suggesting that sex addiction be recognized as a mental illness by professionals.

A May 5 [Fresno Bee](#) article cited a study by researchers from the UCLA Center for Health Policy Research at the UCLA Fielding School of Public Health estimating the number of state residents who will enroll in Medi-Cal when the program is expanded.

QUOTABLES

Dr. Andrew Charles, the Meyer and Renee Luskin Professor of Migraine and Headache Studies and director of the headache research and treatment program in the department of neurology, was quoted in a May 7 [Bio News](#) (UK) article about research that found a gene mutation that could increase the risk for migraines.

Linda Ercoli, an assistant professor of psychiatry at the Semel Institute, was quoted in the May 3 [Pasadena Star-News](#) about the psychological stress of being a caregiver for loved ones with Alzheimer's.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented in a May 8 [HealthDay News](#) story that also ran on [WebMD](#) regarding a new study finding that omega-3 supplements do little to prevent cardiac trouble in people with risk factors for heart disease.

Dr. Jacob Rajfer, a professor of urology, was quoted May 6 in a [HealthDay News](#) article on erectile dysfunction.

Dr. Jeffrey Saver, clinical professor of neurology and a director of the UCLA Stroke Center, was quoted in a May 5 [Los Angeles Times](#) article about a husband's mission to treat his wife who has Alzheimer's disease. Saver commented on the unproven and expensive approach used by the doctor.

Nick Shamie, orthopaedic spine surgeon at UCLA Medical Center, Santa Monica and associate professor of surgery, was quoted in the April edition of [Pain Medicine News](#) about a study linking body-mass index with low-back pain.

=====

UCLA's Health Sciences Media Relations office e-publishes this report weekly. For more information, please call Roxanne Moster, director of Health Sciences Media Relations, or Enrique Rivero, senior media relations officer, at 310-794-0777. Our office also offers publicity for new research, medical breakthroughs, clinical trial recruitment, inspirational patient stories and more. To identify the appropriate public information officer for your department, visit www.uclahealth.org/mediacontacts.