



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of July 4-10, 2014

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Project to Restore Memory Garners Widespread Coverage

The [New York Times](#), [Los Angeles Times](#), [Philadelphia Inquirer](#), [ABC News](#), [MedicalXpress](#), [Spectrum](#), [San Francisco Chronicle](#), [News-Medical.net](#), [Examiner.com](#), [Electronic Component News](#), [Agence France-Presse](#), [Economic Times](#), [San Jose Mercury News](#), [Nature World News](#), [San Francisco Business Times](#), [Space Daily](#), [Health Data Management](#), [Contra Costa Times](#), [Stars and Stripes](#), [Sacramento Bee](#), [Medical Design Technology](#), [The Street](#), [New Age](#), [Capital FM](#), [Health Canal](#), [Science Magazine](#), [Los Angeles Register](#), [KQED-TV](#) and [Live Science](#) July 9 and [KABC-Channel 7](#), [Bio-Medicine](#), [Tech Times](#), [Sci-Tech Today](#), [Washington Times](#), [Science World Report](#) and [The Wire](#) July 10 reported on a four-year project aiming to help brain-injured people restore lost memory functions. Dr. Itzhak Fried, a professor of neurosurgery at the David Geffen School of Medicine at UCLA and psychiatry and biobehavioral sciences

at the Semel Institute, is the lead investigator for the UCLA arm of the multicenter effort. The Agence France-Press article also appeared in the [Business Standard](#), [Times Live](#), [Economic Times](#), [Space Daily](#) and [Global Post](#), the Philadelphia Inquirer story also appeared in the [Dallas Morning News](#) and [Philadelphia Daily News](#), and the Live Science story also ran on [Yahoo! News](#) and [Fox News](#).

Tackling Concussions in Young Athletes

[KCBS-Channel 2](#), [KNBC-Channel 4](#), [KABC-Channel 7](#), [KCAL-Channel 9](#), KNX 1070AM (segment 1, segment 2), [KFWB 980AM](#), [KGO 810AM](#) (San Francisco), [Los Angeles Daily News](#), [Westside Today](#), [Westwood-Century City Patch](#), [Public News Service](#) and [Medical Xpress](#) reported July 8 and [Examiner](#) reported July 4 on a Practice Like Pros event to educate coaches, parents, trainers and others on football techniques that would be legal under AB 2127. Authored by Assemblyman Ken Cooley, the bill aims to prevent concussions in high school football players by reducing high-impact contact during field practice. Dr. Christopher Giza, director of the UCLA Steve Tisch BrainSPORT Program, a professor of neurosurgery at the David Geffen School of Medicine at UCLA and of pediatrics at Mattel Children's Hospital UCLA, was interviewed.

Press Interest in Sister-to-Brother Kidney Donation Continues

[Fox News Latino](#) July 7 and the [Daily Mail](#) (U.K.) July 8 spotlighted the story of Guadalupe Villanueva and Frank Ybarra, two Oxnard residents who discovered in October 2013 that they are biological brother and sister. Guadalupe believed it was divine intervention that they made the discovery when they did because Frank was on dialysis and needed a kidney transplant; on June 24 she donated one to her newfound brother.

CBS News Affiliates Highlight UCLA's Teen and Young Adult Cancer Program

A July 9 [CBS News](#) report on hospitals tailoring cancer programs to better serve teen patients featured the Daltrey-Townshend Teen & Young Adult Cancer Program based at UCLA Medical Center, Santa Monica. Dr. Noah Federman, director, UCLA Pediatric Sarcoma Program, commented in the story, which aired on dozens of affiliates nationwide, including [KCBS-Channel 2](#) and [KCAL-Channel 9](#) locally.

Walking Man of Murphys Raises Funds 25 Cents a Wave

[KCRA-Channel 3](#) (Sacramento) featured the story of Vietnam veteran Ric Ryan, who found out about Operation Mend, a UCLA program that provides free medical and mental health services to wounded warriors from the Iraq and Afghanistan wars, and made it his cause. Ryan walks for exercise in a small rural town of Murphys, Calif., and every time someone waves at him, he puts 25 cents of his own money into a kitty for Operation Mend. To date, he has raised tens of thousands of dollars and he just logged his 6,000th mile in a 4th of July parade.

UCLA Hospitals Named 2014 Most Wired

UCLA Hospitals have been named Most Wired for the second consecutive year by Hospitals & Health Networks' annual [Health Care's Most Wired Survey](#) and noted in the July 9 Daily online edition. Since the inception of CareConnect, and the Office of Health Informatics and Analytics, UCLA has leveraged the power of advanced technology to extend patient-centered care, a shared characteristic of all the 2014 Most Wired Hospitals.

The Benefits of Robotic Kidney Cancer Surgery

[Examiner.com](#) and [Liberty Voice](#) July 7 and [DOT.med](#) July 9 reported on the largest multicenter study showing improved outcomes for a robot-assisted surgical technique for removing small kidney cancers. Dr. Jim Hu, Henry E. Singleton Professor of Urology and director of robotic and minimally invasive surgery in the urology department at the David Geffen School of Medicine at UCLA, and member of UCLA's Jonsson Comprehensive Cancer Center, was quoted.

Hookah Smokers Think it's Healthful

A study from the UCLA School of Nursing finding that many young adults don't think hookah smoking is harmful to their health was featured July 10 by the [Washington Post](#), July 8 by [Examiner.com](#) and [MedicalXpress](#), and July 7 by [Health Canal](#). Mary Rezk-Hanna, a doctoral student at the UCLA School of Nursing and lead researcher for the study, was quoted in the articles.

AIDS Researchers Discuss Government Grants

Dr. Otto Yang, professor of medicine in the division of infectious diseases and of microbiology, immunology & molecular genetics, and Dr. Paul Krogstad, professor of pediatrics and molecular and medical pharmacology, were featured in a July 8 [Healthline](#) story examining how the federal government awards scarce research grants. Yang and Krogstad are members of the UCLA AIDS Institute.

Additional Media Highlights Autism Intervention

Dr. Connie Kasari, professor of psychiatry at the Semel Institute and professor of education at the Graduate School of Education & Information Studies, was featured July 7 in the [Courier Post](#) (Camden, N.J.) about the development by Kasari and her colleagues of a social-communication therapy and spoken-language intervention that uses iPads as the delivery method.

Banning the Handshake

The [San Francisco Chronicle](#) July 3 published an Opinion piece authored by Dr. Mark Sklansky, professor and chief of pediatric cardiology at Mattel Children's Hospital UCLA, discussing the idea that medical facilities should be handshake-free zones as a tactic in preventing the spread of disease.

ASCO Magazine Features Prostate Cancer Study

The [ASCO Connection](#) July 7 reported on research by Dr. Jim Hu that found that depressed men with clinically localized prostate cancer had a significantly higher risk of being diagnosed at a later stage, received less than optimal treatment and survived for a shorter time. Hu is director and Henry Singleton Chair in Robotic and Minimally Invasive Surgery.

Science Magazine Cites ICD Recommendation

[Science Magazine](#) reported July 2 on a committee recommendation to remove sexual orientation-related disorders from the International Classification of Disease. Susan D. Cochran, a professor at the UCLA Fielding School of Public Health, served on the committee.

Newspaper Covers Mystery Disease Grant

[Imperial Valley News](#) July 6 reported on a \$7.2 million grant to UCLA that will fund research into mystery diseases. Dr. Katrina Dipple, an associate professor of human genetics and an assistant professor of pediatrics; Dr. Eric Vilain, director of the UCLA Institute for Society and Genetics; and Dr. Stan Nelson, professor of human genetics and co-director of the Center for Duchenne Muscular Dystrophy, were quoted.

BRIEFS

The [Hermosa Beach Patch](#) reported July 9 that UCLA Health was presenting sponsor of the 21st-annual Village Runner July 4th 5-K race in Redondo Beach.

QUOTABLES

Andrew Baird, a clinical nurse on the liver, small bowel and hepatobiliary transplant floor at Ronald Reagan UCLA Medical Center, commented June 22 in a [Nurse.com](#) article about the value of obtaining a bachelor's degree in nursing to help advance one's skill set and career opportunities.

Dr. Heather Gillespie, associate clinical professor in the UCLA Division of Sports Medicine, commented in a July 4 [Los Angeles Times](#) story about treating shin splints.

Dr. Marco Iacoboni, professor of psychiatry at the Semel Institute, was quoted in the July 4 [Daily Mail](#) (U.K.) about the importance of empathy and social communication between people.

Dr. Catherine Mogil, assistant professor of psychiatry and director of training for Project FOCUS (Families OverComing Under Stress) at the Semel Institute, was quoted in the July 5 [Merced Sun Star](#) about efforts to provide support and training to families of wounded military service members.

Dr. A. Nick Shamie, orthopaedic spine surgeon and associate clinical professor with the UCLA Spine Center in Santa Monica, commented in a July 2 [CBS Newspath](#) story on a study examining the use of epidurals to treat spinal stenosis. The story appeared on more than 60 stations nationwide, including KCBS-Channel 2 and KCAL-Channel 9 in Los Angeles.

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