



**UCLA HEALTH SCIENCES MEDIA REPORT**  
**For the week of Aug. 16-22, 2013**

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**Los Angeles Media Feature Superhero Window Washers**

The Los Angeles Times, [Los Angeles Magazine](#), [KCBS-Channel 2](#), [KTLA-Channel 5](#), [KABC-Channel 7](#), [KCAL 9 News](#), [Fox 11 News](#), [KMEX-Channel 34](#), [KRCA Noticias 62](#) and [EFE](#) Spanish language news service Aug. 21 reported on Superhero window washers descending on Mattel Children's Hospital UCLA.

The EFE story also was picked up by [El Tiempo Latino](#) and [Vida Latino](#). [Yahoo! News](#) carried the KTLA story. The Fox 11 News story also appeared on [KCOP-Channel 13](#), [My Fox Atlanta](#) and [MyFox9.com](#) (Minn.). Kellye Carroll, director of the Chase Child Life Program, was quoted.

### **Media Reports on Iron and Alzheimer's**

Dr. George Bartzokis, professor of psychiatry at the Semel Institute, was featured by a variety of media regarding his study suggesting that the accumulation of iron in the brain is a possible cause of Alzheimer's disease. Coverage included Aug. 20 in [Examiner.com](#), [MedicalDaily.com](#), [Psypost.com](#), [Science Codex](#), [ScienceDaily](#), and [ScienceNewsline](#); and Aug. 21 in [Nature World News](#), [Aljazeera America](#), [EmaxHealth.com](#), [EverydayHealth.com](#), [News-Medical.net](#), [RedOrbit.com](#), and more.

### **UCLA Health System Receives LGBT Award**

The Aug. 16 [Beverly Hills Courier](#) (p. 12) reported that the UCLA Health System has been named a national leader in providing equitable care by the Healthcare Equality Index, an annual survey conducted by the Human Rights Campaign Foundation, the educational arm of the country's largest lesbian, gay, bisexual and transgender organization. Dr. David Feinberg, president of the UCLA Health System and associate vice chancellor for health sciences, was quoted.

### **Avoiding Information Overload in Neuroscience**

[Science World Report](#) and Germany's [Kurzweil News](#) reported Aug. 13 and [eHealth Server](#) reported Aug. 12 on work by Dr. Alcino Silva, professor of neurobiology at the David Geffen School of Medicine at UCLA and professor of psychiatry at the Semel Institute. He and his lab created new tools to help neuroscientists plan their next study without fear of duplicating earlier experiments

### **Physician Trade Reports on Clinical Integration**

An Aug. 18 article on the [Physicians News Network](#), an e-newsletter service for the Los Angeles and Orange County Medical Associations, reported that the UCLA Health System plans to develop a clinically integrated provider network that would allow independent doctors in the community to affiliate with UCLA without giving up their own practices. Dr. Patricia Kapur, executive vice president, UCLA Health System and chief executive officer, UCLA Faculty Practice Group, was quoted.

### **Voice of America Explores Food Allergies**

Dr. Melinda Braskett, medical director, UCLA Food & Drug Allergy Care Center and assistant professor of medicine, was interviewed extensively on a Voice of America [Science World](#) radio show Aug. 10 and featured in a related Aug. 17 [website](#) story about identifying and treating food allergies.

### **Detecting Alzheimer's Earlier**

CNN's "[Sanjay Gupta, MD](#)" show Aug. 18 featured an interview with Dr. Gary Small, the Parlow–Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center, about current and future methods for early detection of Alzheimer's disease.

### **Former UCLA Basketball Star's Visit Attracts More Media Coverage**

Former UCLA and current Lakers basketball player Jordan Farmar's visit to pediatric patients in the Mattel Children's Unit at UCLA Medical Center, Santa Monica was covered in an Aug. 21 video segment on [LakersNation.com](#). Paul Watkins, chief administrative officer at UCLA Medical Center, Santa Monica, commented in the segment.

### **India West Weighs Religiosity and Obesity**

[India West](#) reported Aug. 20 on research by Dr. Nazleen Bharmal, assistant professor of medicine in the division of general internal medicine and health services research, examining the relationship between religious practices and obesity among Indian immigrants. The study suggests that religiosity in Hindus and Sikhs — but not Muslims — appears to be an independent factor associated with being overweight or obese.

### **Media Focuses on Risky Sex Reduction**

[Science Codex](#), [MedicalXpress](#), and [HealthCanal](#) reported Aug. 30 on a UCLA/Charles R. Drew University of Science and Medicine study detailing an innovative, culturally tailored intervention that significantly reduced risky sexual behavior among bisexual African American men.

#### **Medical Sites Explore Generic Drug Substitution**

[Science Daily](#) Aug. 21 and [PhysBizTech](#) Aug. 22 reported on research led by Dr. O. Kenrik Duru, associate professor of medicine in the division of general internal medicine and health services research, finding that substituting brand name therapeutic drugs with their generic counterparts can save Medicare Part D beneficiaries and the government hundreds of dollars a year in drug costs.

#### **Why Drivers Can't Stop Texting**

Dr. Gary Small, the Parlow–Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center, was interviewed Aug. 20 on KPCC-89.3 FM's "[Take Two](#)" about why people find it difficult to resist the urge to text while driving.

#### **Environmental Magazine Highlights Public Health and the Built Environment**

Dr. Richard Jackson, professor and chair of environmental health sciences at the Fielding School of Public Health, was featured in an Aug. 19 [Urban Land](#) article about his presentation in Washington, D.C., to a group of experts on land use, urban design, and community development.

#### **ABC Affiliate Reports on How the Brain Navigates New Environments**

Dr. Mayank Mehta, professor of neurophysics in the departments of neurology, neurobiology, and physics and astronomy, was featured in an Aug. 19 [KFSN-Channel 30](#) (Fresno) news segment about his research showing how the brain "maps" and navigates unfamiliar environments.

#### **Medscape Asks if Sexual Addiction is the Real Deal**

Dr. Nicole Prause, a researcher in the department of psychiatry at the Semel Institute, was featured in an Aug. 19 [Medscape](#) article (registration required) regarding her study that examined brain responses to sex-related pictures in individuals who could be considered to be suffering from a sexual "addiction."

#### **Web Site for Seniors Spotlights Patient Centered Medical Homes**

[ElderBranch](#) Aug. 21 published a Q&A regarding a study co-authored by Dr. Arthur Gomez, professor of clinical medicine in the division of general internal medicine and health services research, that examined ways to incorporate the patient-centered medical home concept into medical education.

#### **Department of Public Health Ruling**

The [Los Angeles Times](#) and [Los Angeles Daily News](#) Aug. 15 and [KNBC-Channel 4](#), [KTLA-Channel 5](#) and [KTTV-Channel 11](#) Aug. 16 reported that Ronald Reagan UCLA Medical Center was one of 10 hospitals to be fined by the California Department of Public Health after an agency investigation found noncompliance with certain surgical policies. The incident, which involved a surgically retained sponge, happened several years ago and since then UCLA Health System has worked diligently to monitor and improve its safety measures, including the installation of a digital sponge-counting system which tags and keeps track of sponges used during surgeries.

### **BRIEFS**

An Aug. 20 [USA Today](#) article cited research by Dr. Dara Ghahremani, an assistant researcher in the department of psychiatry at the Semel Institute, finding that teens who completed a four-week stress-management workshop that included yoga-based breathing techniques were better able to control impulsive thoughts and behaviors.

An [AlterNet](#) article Aug.20 comparing the health effects of drinking alcohol with those of using marijuana cited research by Dr. Donald Tashkin, professor of pulmonary and critical care medicine, that found that light to moderate marijuana use does not increase the risk of lung cancer.

A July 12 [U.S. News & World Report](#) article on the use of technology in health care noted Ronald Reagan UCLA Medical Center's EVA, a 5-foot, 5-inch robot that allows physicians to examine a patient in the neuro-ICU without leaving their offices. Dr. Paul Vespa, professor of neurosurgery and director of neurocritical care, was cited.

A column by Dr. Nina Shapiro, professor of head and neck surgery and director of pediatric otolaryngology at Mattel Children's Hospital UCLA, about the growing popularity of the anti-vaccination movement in wealthier neighborhoods, is cited in the Aug. 20 [Berkshire Eagle](#).

## QUOTABLES

Dr. Gary Green, clinical professor of family medicine, was quoted Aug. 16 on [KABC-Channel 7](#) and Aug. 19 in [BayouBuzz.com](#) and [Lawyers.com](#) in reports about the lawsuit filed against Michael Jackson's family against AEG Live over the pop star's death.

Dr. David Heber, professor of medicine and director of the UCLA Center for Human Nutrition, was quoted in an Aug. 20 [Associated Press](#) article about the health considerations involved with force-feeding, in light of a hunger strike by California prison inmates.

Dr. Andrew Leuchter, professor of psychiatry and director of the Laboratory of Brain, Behavior, and Pharmacology at the Semel Institute, was quoted in an Aug. 20 [Live Science](#) article about research indicating that certain biomarkers in the blood could be used to help determine if a person is suicidal.

Dr. Donald Siegel, clinical professor of psychiatry at the David Geffen School of Medicine at UCLA and co-founder of UCLA's Mindful Awareness Research Center, was quoted Aug. 22 in a [Washington Post](#) article about charter schools in Washington, D.C., administering standardized math and reading tests for children as young as 3 years old.

Dr. Gary Small, the Parlow-Solomon Professor on Aging, a professor of psychiatry and biobehavioral sciences at the Semel Institute and director of the UCLA Longevity Center, was quoted Aug. 16 in a [Medscape](#) story (registration required) about a study that cast doubt on whether former NFL players have a higher incidence of chronic traumatic encephalopathy. In addition, he commented in a Sept. 2 *Globe* magazine article about early signs of Alzheimer's disease.

Dr. Michael Steinberg, chair of the UCLA Department of Radiation Oncology and director of clinical affairs for the Jonsson Comprehensive Cancer Center, was quoted Aug. 18 in a [New York Times](#) article about a Government Accountability Office study which found that doctors who have financial interests in radiation treatment centers tend to prescribe such treatments for patients with prostate cancer.

Dr. Colin Wells, assistant professor of radiology at the David Geffen School of Medicine at UCLA, was quoted Aug. 18 in a [Bloomberg](#) article about a recent paper in the *Journal of the American Medical Association*, which argued that, as a result of better screening, certain non-life-threatening forms of cancer are being over-diagnosed.

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