



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Oct. 1 - 7, 2010

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Exercising the Biblical Way Piques Media Interest

L.A. Times Magazine Profiles Herceptin Pioneer

Media Spotlight Rape Treatment Center's "Gleeful" Fundraiser

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BRIEFS

QUOTABLES

Exercising the Biblical Way Piques Media Interest

ABC.com, CNN.com and HealthDay News reported Oct.7 on a study led by Dr. O. Kenrik Duru, assistant professor of general internal medicine and health services research, finding that older African-American women exercised more each week when their fitness program included Bible readings and group prayer. Duru was quoted. The findings were published in the Journal of the American Geriatrics Society.

"Prayer and Pumping Iron: Faith-based Exercise Works for Grandma"

<http://abcnews.go.com/Health/Wellness/sisters-motion-faith-based-exercise-inspires-grandma/story?id=11813606&page=1>

"More Faithful, More Fit?"

<http://pagingdrgupta.blogs.cnn.com/2010/10/07/more-faithful-more-fit/>

“Urging Exercise at Faith-based Meetings May Boost Activity”

http://news.yahoo.com/s/hsn/20101007/hl_hsn/urgingexercisefatfaithbasedmeetingsmayboostactivity

L.A. Times Magazine Profiles Herceptin Pioneer

Dr. Dennis Slamon’s odyssey to develop the targeted breast cancer drug, Herceptin, was highlighted in the Oct. 3 issue of Los Angeles Times magazine. He is director of clinical/translational research at UCLA’s Jonsson Comprehensive Cancer Center.

“Full Frontal Assault”

<http://www.latimesmagazine.com/2010/10/body-of-knowledge-full-frontal-assault.html>

Media Spotlight Rape Treatment Center’s “Gleeful” Fundraiser

An Oct. 3 fundraiser to benefit the Rape Treatment Center at Santa Monica-UCLA Medical Center and Orthopaedic Hospital was cited Oct. 4 by Fox’s “Good Day NY,” Oct. 3 by Entertainment Tonight and Oct. 6 by E! Online. The cast members of Fox’s hit show, “Glee,” served as celebrity hosts.

“Sex Assault Awareness”

http://www.myfoxny.com/dpp/good_day_ny/sex-assault-awareness-glee-cast-event-20101004

“ ‘Glee’ Stars Matthew Morrison and Cory Monteith Comment on Gay Teen Suicide”

http://www.etonline.com/tv/101457_Glee_Stars_Matthew_Morrison_and_Cory_Monteith_Comment_on_Gay_Teen_Suicide/

“Boy Band Grad Matt Morrison: ‘N Sync + Glee = OK! “

http://www.eonline.com/uberblog/the_awesome_truth/b204029_boy_band_grad_matt_morrison_sync_glee_ok.html

L.A. Times Explores Seasickness Syndrome

The Los Angeles Times ran an Oct. 3 article on mal de débarquement syndrome, a condition marked by a constant swaying sensation that can last for months or years and has no cure. The story highlighted the disorder’s first federally funded study, which is being led by Dr. Yoon-Hee Cha, a visiting assistant professor of neurology at the David Geffen School of Medicine at UCLA. Cha was quoted.

“No Safe Harbor from Disembarkment Syndrome”

<http://www.latimes.com/travel/la-tr-disembark-20101003,0,5113880.story>

Tech Sites Tap into Wireless to Reduce Readmissions

MobiHealthNews.com and Information Week reported Oct. 5 and Oct. 6, respectively, on a project by a UCLA-led consortium of five UC medical schools, plus Cedars-Sinai Medical Center, to investigate the use of wireless and telephone care management systems to reduce hospital readmissions for heart failure patients. Led by Dr. Michael Ong, assistant professor of general internal medicine and health services research, the effort was funded by a \$9.9 million grant from the U.S. Department of Health and Human Services’ Agency for Healthcare Research and Quality.

“HHS Awards \$9.9 Million for Cardiovascular Telehealth Study”

http://www.informationweek.com/news/healthcare/patient/showArticle.jhtml?articleID=227700209&cid=RS_Sfeed_IWK_All

“Stimulus: \$9.9M to Reduce Heart Failure Hospital Readmissions via Wireless Health”

<http://mobihealthnews.com/9094/stimulus-9-9m-to-reduce-heart-failure-hospital-readmissions-via-wireless-health/>

Combat Casualty Care Training Attracts Coverage

A new educational program that trains military medical personnel to treat combat casualties in war zones was reported Sept. 30 by KPCC 89.3 FM, Sept. 27 by United Press International and Oct. 1 by the Los Angeles Business Journal. The computer-based program was created by a collaboration of UCLA

educators, military care providers and Pelagique, a spinout business of the UCLA Center for Advanced Surgical and Interventional Technology. Dr. Eric Savitsky, the project's editor-in-chief, professor of emergency medicine and a board member of the UCLA Center for Advanced Surgical and Interventional Technology, was quoted.

"UCLA Trains Military Physicians"

<http://www.scpr.org/news/health/>

"Videos to Prepare Doctors for War Wounds"

http://www.upi.com/Science_News/2010/09/27/Videos-to-prepare-doctors-for-war-wounds/UPI-33441285607049/

"Medical Training Program Gets a Healthy Boost"

<http://labusinessjournal.com/news/2010/oct/04/medical-training-program-gets-healthy-boost/>

CBS Nightly News Explores Deadly Superbugs

Brad Spellberg, assistant professor of medicine at the David Geffen School of Medicine and an investigator at LA BioMed, appeared Sept 30 on CBS Nightly News with Katie Couric to discuss the rise in antibiotic-resistant infections and their danger to the public. He is the author of a book about these deadly infections, entitled "Rising Plague."

"Deadly Superbugs Plaguing Hospitals"

<http://www.cbsnews.com/video/watch/?id=6916363n&tag=related%3Bphotovideo>

Daily Telegraph, HealthDay Cover Stroke Study

London's Daily Telegraph reported Oct. 1 and HealthDay News reported Sept. 30 on a study led by Dr. Bruce Ovbiagele, associate professor of neurology at the David Geffen School of Medicine at UCLA and director of the Olive View-UCLA stroke program, finding that persons with poor kidney function are at much higher risk for stroke later in life.

"Poor Kidney Function Related to Strokes and Heart Disease"

<http://www.telegraph.co.uk/health/healthnews/8034878/Poor-kidney-function-related-to-strokes-and-heart-disease.html>

"Kidney Disease Linked to Future Heart Disease, Stroke Risk"

<http://www.businessweek.com/lifestyle/content/healthday/643723.html>

Financial Times Investigates Technology's Effect on the Brain

An Oct. 1 Financial Times column about the effect of the Internet and related technologies on young people's minds cited research by Dr. Gary Small, professor of psychiatry at the Semel Institute for Neuroscience and Human Behavior at UCLA and director of the UCLA Center on Aging. He found that using new media can change the way we think and alter our brains' structure.

"Not So Shallow After All..."

<http://www.ft.com/cms/s/2/ef5b4dca-cce9-11df-9bf0-00144feab49a.html>

Daily News Inspects Skin Disorders

The Oct. 6 Los Angeles Daily News ran a syndicated column by Dr. Claire Panosian, professor of medicine, division of infectious diseases, about skin disorders that can flummox patients and doctors.

"It May Look Like an Infection - Sometimes it's Not"

http://www.dailynews.com/ci_16272234?source=email

SM Radiologist Pens Column on Breast-cancer Screening

Dr. Anne Hoyt, director of the Santa Monica-UCLA Women's Imaging Center and associate clinical professor of radiology, wrote a column on breast-cancer screening published Oct. 1 in the Santa Monica Mirror in conjunction with "Breast Cancer Awareness Month."

"This October, Don't Forget Your Mammogram!"

BRIEFS

UCLA's Jonsson Cancer Center was cited in an Oct. 4 Los Angeles Times article about a woman at high risk for breast cancer and her treatment options. The story also appeared in the Oct. 4 Lexington Herald-Leader.

"The Knowledge of Danger Opens Paths of Options"

<http://www.latimes.com/health/la-he-breast-cancer-prevent-mastectom20101004,0,4698074.story>

"Knowing the Risks Leads to a Game Plan"

<http://www.kentucky.com/2010/10/06/1466766/knowning-the-risks-leads-to-a-game.html>

The Oct. 6 Pasadena Star-News cited memory research by Dr. Gary Small, professor of psychiatry at the Semel Institute for Neuroscience and Human Behavior at UCLA and director of the UCLA Center on Aging, and referenced his book "The Memory Bible."

QUOTABLES

Dr. William Aronson, clinical professor of urology and a researcher at UCLA's Jonsson Comprehensive Cancer Center, was quoted Oct. 7 by Reuters about a new drug that may stop cancer's spread to the bones.

"Amgen Stock Direction Hinges on Bone Cancer Data"

<http://uk.reuters.com/article/idUKN289869820101007>

Dr. James Cherry, professor of pediatric infectious diseases at Mattel Children's Hospital UCLA, was interviewed Oct. 6 by KABC-Channel 7 about California's record number of whooping cough cases.

"CA Sees Most Whooping Cough Cases Since 1955"

<http://abclocal.go.com/kabc/story?section=news/health&id=7710523>

Rowan Chlebowski, professor of medicine at the David Geffen School of Medicine and an investigator at LA BioMed, was quoted Oct. 4 in the Los Angeles Times about how women at high risk for breast cancer often don't seek preventive drugs that can reduce their risk.

"The Puzzle of Why More Women Don't Take Preventive Drugs"

<http://www.latimes.com/health/la-he-breast-cancer-prevent-drugs-20101004,0,7466593.story>

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, was quoted Sept. 27 by HealthDay News about two types of arterial stents. He was also quoted Oct. 6 by HealthDay News about heartburn drugs known as proton-pump inhibitors and the blood thinner, Plavix.

"Heartburn Drugs, Plavix Seem Safe to Take Together"

http://news.yahoo.com/s/hsn/20101006/hl_hsn/heartburndrugsplavixseemsafetotaketgether

Dr. Patricia Ganz, director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center, commented Oct. 4 in the Los Angeles Times about assessing a women's risk for breast cancer. The story also appeared Oct. 5 in the Chicago Tribune.

"Breast Cancer: Tools to Assess the Risk Level"

<http://www.latimes.com/health/la-he-breast-cancer-risk-tools-20101004,0,1135992.story>

Dr. David Heber, director of the UCLA Center for Human Nutrition and professor of medicine and public health, was quoted Oct. 6 by WebMD about the health benefits of various kinds of peppers.

“Peppers and Your Health”

http://www.webmd.com/food-recipes/features/health-benefits-of-peppers?src=RSS_PUBLIC

David Hovda, professor of neurosurgery and director of the Brain Injury Research Center, was quoted Sept. 30 by WhyFiles.com about his study exploring the optimum level of plasma glucose to use in a traumatic brain injury patient.

“Traumatic Brain Injury: Old Epidemic, New Damage”

<http://whyfiles.org/2010/traumatic-brain-injury/>

Leeka Kheifets, professor of epidemiology at the School of Public Health, was quoted in the Oct. 5 Wall Street Journal about products designed to reduce cell phone radiation.

“Cut Phone Radiation”

<http://topics.wsj.com/article/SB20001424052748704631504575532080633165038.html>

Scientist Yi Sun, associate professor of psychiatry and biobehavioral sciences and a researcher at the Broad Stem Cell Research Center at UCLA, commented Oct. 5 in the New York Times about efforts to bar federal funding of stem cell research.

“Stem Cells in Court, Scientists Fear for Careers”

<http://www.nytimes.com/glogin?URI=http://www.nytimes.com/2010/10/06/science/06stem.html&OQ=rQ3D3&OP=120a4dafQ2FThm5TaQ51q8Q23Q51Q51M3T3P6PT6PTPIT8qimSqmTPI8MmQ22Z-MQ22b>

Frederick Zimmerman, chair of health services at the School of Public Health, was quoted Oct. 6 in a Huffington Post column about the effect on children when both parents work full time.

“The Effects of Time-Starved Parents, 25 Years from Now”

http://www.huffingtonpost.com/lisa-guernsey/post_1018_b_753094.html

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