UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Oct. 25-31, 2013

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Neuroscientist Offers Insights into Young Concussion
Dr. Mayumi Prins, an associate professor of neurosurgery at the David Geffen School of Medicine at UCLA, coauthored an Institute of Medicine study released Oct. 30 about how a 'culture of resistance' keeps concussion rates high in young athletes. Prins commented in an Oct. 31 coverage of the report by the Los Angeles Times, and Oct. 30 articles by NBC News.com and the U.K.’s Daily Mail.

Expert Examines Brain Injury in Kids, Pro Athletes
Dr. Christopher Giza, a professor of neurosurgery and pediatric neurology at the David Geffen School of Medicine at UCLA and Mattel Children Hospital UCLA, was interviewed Oct. 30 by CBS News about concussion in young athletes. The segment aired in 43 markets, including on KCBS-Channel 2 and KCAL-Channel 9 in Los Angeles, and on CBS Morning News. Giza also commented Oct 27 in a New York Times article about kids and concussions, and was highlighted Oct. 25 in a CBS News.com article about brain injuries in NFL players.

Media Explores the Affordable Care Act
Research by Dr. Gerald Kominski, director of the UCLA Center for Health Policy Research and a professor at the Fielding School of Public Health, was widely quoted in various stories about the implementation of the Affordable Care Act. Coverage included Oct. 24 on "CBS Evening News;" Oct. 25 on KNX-1070 AM; Oct. 27 in the Los Angeles Times, Washington Post, and United Press International; and Oct. 28 in Investor's Business Daily and a second Washington Post article.

Scientist Uncovers Body's Aging Clock
About.com reported Oct. 30, H Plus magazine reported Oct. 29, Al Jazeera America, Care2.com and the U.K.’s BioNews reported Oct. 28; Health Daily Digest reported Oct. 29 and the Huffington Post U.K. reported Oct. 25 on the discovery by Steve Horvath, professor of human genetics at the David Geffen School of Medicine at UCLA and professor of biostatistics at the UCLA Fielding School of Public Health, of a biological clock embedded in our genomes that allows scientists to accurately gauge the age of diverse organs, tissues and cell types. Horvath was interviewed by Al Jazeera.

Patient Experience Defines Perception
An Oct. 30 Motion Picture Television Fund healthcare summit blog covered a panel discussion led by Dr. David Feinberg, president of UCLA Health System and associate vice chancellor, about the business of taking care of customers and his mission to enhance the UCLA patient experience and elevate satisfaction levels.

Washington Post Cites Prof’s Book

Doctor-Producer Chosen for Public Health Center
Variety reported Oct. 30 that Dr. Neal Baer, a pediatrician and award-winning writer and producer of TV shows and documentaries, has been named the project scientist at the UCLA Fielding School of Public Health's new Global Media Center for Social Impact, which seeks to improve public health by harnessing the storytelling power of television, film, music and new media. The article also noted that the Center will be led by Sandra de Castro Buffington, a pioneering force for public health inspiration and information in the entertainment industry.

Reducing Stress through Yogic Meditation
Dr. Helen Lavretsky, professor of psychiatry at the Semel Institute and director of the Late-Life Depression, Stress and Wellness Research Program, was featured in an Oct. 28 Huffington Post article about the health benefits of yoga.
Dangers of Drunk Biking
Dr. Mark Morocco, clinical professor of emergency medicine at the David Geffen School of Medicine at UCLA, was interviewed Oct. 24 on KTTV's America Now about the dangers of riding a bicycle while intoxicated.

Tending to Your Spirit
The September/October issue of Coping Magazine featured a column by Michael Eselun, a certified clinical chaplain at the Simms/Mann-UCLA Center for Integrative Oncology, about how cancer patients can tend to their spirits.

Online Press Cover Costs of ‘Futile’ Critical Care
MedPage Today reported Oct. 29 and Science Daily reported Oct. 28 on research examining the trade-offs of providing critical-care patients with treatments unlikely to save or improve their lives. Dr. Thanh Huynh, clinical instructor of pulmonary and critical care medicine at the David Geffen School of Medicine at UCLA, was quoted. The study was presented at an annual meeting of the American College of Chest Physicians.

Hidden Dangers for Women with Sleep Apnea
A study by Paul Macey, associate dean for information technology and innovations at the UCLA School of Nursing, finding hidden dangers for women with sleep apnea was covered Oct. 24 on Science Codex, Science Daily, Examiner and Counsel and Heal; Oct. 25 on sci craze and Medical News; Oct. 28 on Medical News Today; and Oct. 31 on consultant360.com.

Hospital Receives Award for Heart Care
Beverly Hills Courier reported Oct. 25 that Ronald Reagan UCLA Medical Center received the Get With The Guidelines®—Heart Failure Gold Quality Achievement Award from the American Heart Association. Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, was quoted.

How Sugar Affects the Brain
An io9 article on Oct. 30 cited a UCLA study by Fernando Gomez-Pinilla, professor of neurosurgery at the David Geffen School of Medicine at UCLA and professor of integrative biology and physiology in the UCLA College of Letters and Science, showing that a high-fructose diet can slow the brain and hamper memory and learning in rats.

Brain Imaging Database for Chronic Pain
Health Data Management reported Oct. 29 on a new database featuring hundreds of brain scans that will help researchers tease out similarities and differences between chronic-pain conditions, helping to accelerate research and treatment development. Dr. Emeran Mayer, a professor of medicine in the divisions of digestive diseases and director of the Gail and Gerald Oppenheimer Family Center for Neurobiology of Stress at UCLA, was quoted.

Lower Grades and Higher Weight
In an Oct. 28 article, First 5 L.A. interviewed Dr. Wendy Slusser, associate professor of pediatrics and medical director of the UCLA Fit for Healthy Weight program at Mattel Children’s Hospital, on research that links being overweight to obesity and poor school performance.

Kids and Bike Helmets
Red Orbit reported Oct. 28 on a study by Dr. Veronica Sullins, a visiting assistant researcher in the department of surgery at Ronald Reagan UCLA Medical Center and Harbor-UCLA Medical Center, finding that only 11 percent of Los Angeles County children treated for bicycle-related injuries between 2006 and 2011 were wearing helmets. Sullins was quoted.

Telemedicine Program Helps Rebuild Wounded Warriors’ Lives
The use of telemedicine to stay connected to military patients treated through UCLA’s Operation Mend program was highlighted Oct. 25 in a FierceHealthIT article. Telemedicine also allows UCLA doctors to stay on top of emerging issues in patient recovery with their military medical team counterparts in other states. Dr. Chris Crisera, executive co-director of Operation Mend, was quoted.

**Experimental Drug Shows Promise in Lung Cancer**

Examiner.com, Science Daily and DailyMe on Oct. 29; News Medical on Oct. 30; and Medscape on Oct. 31 featured a study by Dr. Edward Garon, director of thoracic oncology at UCLA’s Jonsson Comprehensive Cancer Center, that showed preliminary clinical results on the effectiveness of an experimental drug MK for patients with previously treated non-small cell lung cancer. Garon was quoted.

**Evening with Stem Cell Scientists a Success**

Examiner.com, Topix and InvestorStemCell reported Oct. 24 on a seminar presented by UCLA’s Eli and Edythe Broad Center of Regenerative Medicine and Stem Cell Research. Dr. Donald Kohn, director of the UCLA Human Gene Medicine Program; Dr. Antoni Ribas, director of the tumor immunology program of UCLA’s Jonsson Comprehensive Cancer Center; and Dr. Daniel Geschwind, director of the UCLA Center For Autism Research and Treatment, were quoted.

**BRIEFS**

USA Today published an Oct. 25 brief item about actress Tamara Taylor’s support of Stuart House, an adjunct facility to the Rape Treatment Center at UCLA Medical Center, Santa Monica. Stuart House provides a wide range of services for sexually abused children and their families.

An article in the Oct. 28 Huffington Post highlighted research by the UCLA Mindful Awareness Research Center in the Semel Institute indicating that people who concentrate on giving thanks each day tend to be healthier and happier.

**QUOTABLES**

Dr. Alice Chen, assistant clinical professor of internal medicine, was interviewed Oct. 28 on Fox Business about the implementation of the Affordable Care Act.

Dr. James Cherry, professor of pediatric infectious diseases at Mattel Children’s Hospital UCLA, was interviewed Oct. 21 and Oct. 22 on China’s TVB USA about vaccinations for children.

Dr. Gregg Fonarow, UCLA's Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center at the David Geffen School of Medicine at UCLA, was quoted Oct. 26 in a Modern Healthcare article about the correlation between hospital cost and quality of care. In addition, he was quoted Oct. 29 in a HealthDay News article about the cardiovascular benefits of gardening, housework and other non-exercise physical activities.

Dr. Timothy Fong, associate professor of psychiatry at the Semel Institute and director of the Impulse Control Disorders Clinic, was quoted in a Nov. 5 Scientific American article about gambling addiction and the brain.

Dr. David Heber, professor of medicine and director of the UCLA Center for Human Nutrition, was quoted Oct. 26 in a Los Angeles Times article about criticisms of the "alkaline" diet.

Dr. Richard Jackson, professor and chair of environmental health sciences at the Fielding School of Public Health, was quoted in an Oct. 28 New York Times blog about members of Generation Y preferring neighborhoods that require more walking and less driving.

Shana Alex Lavarreda, director of health insurance studies at the UCLA Center for Health Policy Research at the Fielding School of Public Health, was quoted in an Oct. 26 Associated Press story about universal health care in Vermont.
William McCarthy, professor of health services at the Fielding School of Public Health, was quoted in an Oct. 30 Los Angeles Times article about recent changes to the fast-food "dollar-meal" menu.

Dr. Anthony Scaduto, chief of pediatric orthopaedics at UCLA Medical Center, Santa Monica, commented Oct. 28 in a NBC News.com story about research showing that swaddling infants can increase their risk of hip dysplasia.

Dr. Gary Small, UCLA’s Parlow–Solomon Professor on Aging and a professor of psychiatry and biobehavioral sciences at the Semel Institute for Neuroscience and Human Behavior at UCLA, was quoted Oct. 30 in a Huffington Post article about the effects of increased Internet use on the brain.

Dr. Brad Spellberg, associate professor of medicine in the division of infectious diseases at the David Geffen School of Medicine at UCLA and an infectious disease specialist at the Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center, commented Oct. 22 on PBS Frontline about the failure to develop antibiotics able to battle drug-resistant bacteria. He also commented Oct. 24 on The Doctors about the saltwater-borne bacteria that has infected 31 people in Florida this year and killed 10.

Gail Wyatt, professor of psychiatry and director of UCLA’s Sexual Health Program, was quoted in an Oct. 23 CBSnews.com article about chronic health problems faced by victims of domestic abuse. She was also cited Oct. 31 in an Ebony column about ways for women to heighten their libido.

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