



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Oct. 26-Nov. 1, 2012**

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**LA Weekly, Other Media Report that UCLA Has Quit Smoking**

The announcement by UCLA that the campus would go tobacco-free by Earth Day 2013 garnered extensive media coverage. Linda Sarna, professor of nursing at the UCLA School of Nursing who chaired the committee that made the recommendation, was quoted Oct. 31 on [KABC-Channel 7](#), [KNBC-Channel 4](#) and NPR - All Things Considered, and Oct. 30 on KNX 1070AM, KFWB 980AM, KCRW 89.9FM, [LA Weekly](#), City News, [Beverly Hills Courier](#), [Torrance Daily Breeze](#) and [Westwood Patch](#).

**Media Redefines Dentistry Through Saliva**

The Oct. 25 [World Dental](#) highlighted a journal article by Dr. David Wong, associate dean for research and the Felix and Mildred Yip Endowed Professor of Dentistry at the UCLA School of Dentistry,

highlighting the burgeoning field of saliva diagnostics, which uses biomarkers in saliva to potentially detect diseases like cancer, diabetes, autoimmune disorders and other maladies. The study was also covered Oct. 22 in [PopSci.com](#), Oct. 23 on [Medical Daily.com](#), Oct. 22 on [MedicalXpress.com](#), and Oct. 19 on [DentistryQ.com](#).

#### **Walnut Study Continues to Garner Media Interest**

A column published Oct. 3 in the [Sarasota Herald-Tribune](#) highlighted a study by researchers at the UCLA School of Nursing showing that eating two handfuls of walnuts a day improved sperm quality among younger men. Wendie Robbins, professor of nursing, was quoted.

#### **Beverly Hills Paper Features Stroke Center Award**

[The Beverly Hills Courier](#) Oct. 29 highlighted an award for excellence won by the Ronald Reagan UCLA Medical Center's Stroke Center.

#### **EmpowHer Highlights Kidney Transplant Chain Study**

[EmpowHer](#) Oct. 31 reported on a study by Dr. Jeffrey Veale, director of the donor exchange program, showing that nearly half of kidney recipients in living donor transplant chains are minorities.

#### **UCLA's Heart Transplant Program Ranks Among Nation's Best**

[Advance for Nurses](#) reported Oct. 26 that the UCLA Heart Transplant program was rated among the nation's best in a recent survey by the Health Resources and Services Administration, which has federal oversight of the nation's organ donation and transplantation network. The article also mentioned that the agency awarded Ronald Reagan UCLA Medical Center with a bronze medal of honor for organ donation for achieving a donation rate of 75 percent or more of eligible donors.

#### **Modern Medicine Highlights Study Linking IVF to Birth Defects**

Research led by Dr. Lorraine Kelley-Quon, a general surgery resident at Ronald Reagan UCLA Medical Center, that found that IVF infants' odds of having birth defects were 1.25 times greater than those of naturally conceived babies, was highlighted Nov. 1 by [Modern Medicine](#), Oct. 27 by the [Jerusalem Post](#) 27, and Oct. 26 by [Nurse.com](#). Kelley-Quon was cited.

#### **Party on the Pier Garners Coverage**

The [Santa Monica Mirror](#) spotlighted Oct. 31, and entertainment websites [Black Celeb Kids](#) and [Bubble Glitter TV](#) reported Oct. 25, on the 13<sup>th</sup> Mattel Party on the Pier event which raised funds for Mattel Children's Hospital UCLA. Dozens of young celebrities from Disney and Nickelodeon shows attended the event to help raise awareness.

#### **CNN Offers Advice on Coping with Post-Sandy Stress**

Melissa Brymer, director of terrorism and disaster programs at the UCLA–Duke National Center for Child Traumatic Stress, was featured in an Oct. 31 [CNN.com](#) article about how victims of Sandy can best cope with the stress and anxiety of the storm's aftermath.

#### **HealthDay Asks "What Exactly is 'Sex Addiction?'"**

Rory Reid, assistant professor of psychiatry at the Semel Institute, was featured in an Oct. 29 [HealthDay News](#) article regarding his research suggesting that "hypersexual disorder," or sex addiction, be recognized as a mental illness by professionals.

#### **Media Notes Benefits of Redirecting Wasted Health Care Dollars**

Research by Frederick Zimmerman, chair and professor in the Department of Health Services at the Fielding School of Public Health, and colleagues, was featured in an Oct. 29 [Examiner.com](#) and [Science Codex](#) blog; Oct. 30 by [MedicalExpress.com](#) and a [KPBS-89.5 FM](#) (San Diego) blog; and Oct 31 in [RedOrbit.com](#) and the [Imperial Valley News](#), about their proposal that would benefit the U.S. by reallocating the \$750 billion dollars lost annually to fraud, inflated prices and unnecessary services in the health care industry.

#### **KTTV Says Goodbye to Job-Based Health Insurance**

A study by the UCLA Center for Health Policy Research at the Fielding School of Public Health was featured in an Oct. 26 [KTTV-Channel 11](#) segment and an Oct. 29 [KQED-88.5 FM](#) (San Francisco) report showing that between 2009 and 2011, the percentage of California residents who had health insurance through their own or a family member's employment fell below 50 percent for the first time ever.

### **Inglewood Shooting Victims Treated at UCLA**

Two patients were hospitalized at Ronald Reagan UCLA Medical Center who suffered gunshot wounds during an incident in Inglewood on Oct. 20. Los Angeles Times website stories [Oct. 22](#) and [Oct. 23](#), a [KCBS-TV Channel 2](#) online story Oct. 22, and others covered a statement given by one of the patients thanking the UCLA medical teams, emergency responders and community for their help.

### **Discovery Tells the Untold Stories of the ER**

An episode of "Untold Stories of the ER" that aired Oct. 27 on Discovery Fit & Health, featured Dr. Eric Snyder, an emergency physician at the David Geffen School of Medicine at UCLA. The segment highlighted his treatment of a pregnant woman who was bitten by a black widow spider.

## **BRIEFS**

The Oct. 27 [Santa Monica Daily Press](#) published a front-page photo and caption about a Neonatal ICU evacuation drill conducted by UCLA Medical Center, Santa Monica to test its emergency preparedness.

The Jonsson Comprehensive Cancer Center was mentioned Oct. 28 in a [Blog Critics](#) book review as the recipient of a portion of the proceeds from the sale of *You Are the Best Medicine* by Julie Aigner.

UCLA's Operation Mend program, which provides medical services to military personnel wounded in Iraq and Afghanistan, was cited Oct. 25 in a [Women's Wear Daily](#) article that highlighted an Operation Mend patient's speech given at the recent GQ Magazine Gentleman's Ball.

Mattel Children's Hospital UCLA was referenced Oct. 30 in an [Inland Valley Daily Bulletin](#) article about a local teenager who built a Halloween maze at his house to raise money for research at the hospital. The teen's cousin suffers from a rare disease and he hopes to help raise money to find a cure.

## **QUOTABLES**

Dr. Vatche Agopian, visiting assistant professor of surgery, was quoted in the October issue of [General Surgery News](#) in an article about nonalcoholic steatohepatitis becoming the primary indication for liver transplant.

Julienne Bower, assistant professor of psychiatry and biobehavioral sciences and a member of UCLA's Jonsson Comprehensive Cancer Center, was quoted Oct. 31 in an [AARP Blog](#) about the need for studies to help patients cope with the aftereffects of cancer treatment.

Dr. Ravi Dave, a staff cardiologist with UCLA Medical Center, Santa Monica, who also practices in Westlake Village, commented Oct. 25 on [KFI 640AM](#) regarding the impact of energy drinks on the heart.

Emanuel Maidenberg, associate clinical professor of psychiatry at the Semel Institute and clinical coordinator for the UCLA Anxiety Disorders Program, was quoted Oct. 31 in a [CNN.com](#) column about getting over the fear of traveling.

Dr. Allan Schore, professor of psychiatry at the Semel Institute and a member of UCLA's Center for Culture, Brain and Development, was quoted Oct. 29 in an article by Nigeria's [NAIJ](#) news service about how mistreatment of infants can hinder development and lead to undersized brains.

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