



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Nov. 4 - 10, 2011**

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### **Famous Rockers Launch Teen Cancer Center at UCLA**

The Who's Roger Daltrey was joined Nov. 4 by Robert Plant of Led Zeppelin and others at Ronald Reagan UCLA Medical Center to launch the Daltrey/Townshend Teen & Young Adult Cancer Program, one of the first of its kind in the U.S. The Who's Pete Townshend participated via video message. Nov. 4 coverage included reports by the [Associated Press](#), [KCBS-Channel 2](#), [KTTV-Channel 11](#), [FOX News](#), [KPCC-89.3 FM](#), [City News Service](#), [Music Fix](#) and [Huffington Post](#); Nov. 5 coverage included [Rolling Stone](#) and [New Musical Express](#) and photos in the Los Angeles Times; Nov. 6 coverage included reports by a [CNN](#) blog and KLOS 95.5 FM (see below link); Nov. 7 stories by the [Pasadena-Star News](#), [Paste Magazine](#), [Artisan News](#), [Daily Activist](#) and wire service [RTT News](#); Nov. 8 reports by [CBS The Early Show](#) and [Canyon News](#); and Nov. 9 on [TMZ.com](#). Dr. David Feinberg, president of the UCLA Health System, CEO of the UCLA Hospital System and associate vice chancellor for health sciences; and Dr. Jacqueline Casillas, associate professor of pediatrics, were quoted. The AP story ran in multiple outlets nationwide, including the [San Francisco Chronicle](#) and the [Seattle Post Intelligencer](#). Additional coverage included a [KLOS 95.5 FM blog](#), [Grammy.com](#), [AOL's Patch](#), [Examiner](#) and many more.

For the KLOS 95.5 FM radio story click on below link:

<http://showroom.multivisioninc.com/share.do?id=152353&key=ptiaAwabXBy1HCGj04Bh3KInIjN039p&mail=RChampeau@mednet.ucla.edu>

### **MSNBC, NPR-Affiliate Showcase Operation Mend**

MSNBC's "[Morning Joe](#)" reported Nov. 10 and [KPCC 89.3 FM](#) reported Nov. 8 on Operation Mend, a partnership between Ronald Reagan UCLA Medical Center, Brooke Army Medical Center and the V.A.-Greater Los Angeles Healthcare System, to offer free reconstructive surgery to severely disfigured veterans of the wars in Afghanistan and Iraq. Ronald Katz, program founder and hospital board member; Cpl. Aaron Mankin, the program's first patient; and Dr. Timothy Miller, professor of plastic surgery at the David Geffen School of Medicine, were interviewed. The [St. Cloud Times](#) also reported Nov. 8 on a burned soldier whose face was surgically rebuilt by Operation Mend and who will march in the Veterans Day parade in New York.

### **Wash Post Spotlights Migraines in Military**

A Nov. 7 [Washington Post](#) article about military personnel struggling with chronic migraines cited the work of UCLA's Headache Research and Treatment Program. Program director Dr. Andrew Charles, professor of neurology, was quoted.

### **L.A. Times, A.P. Mark Passing of Craniofacial Researcher**

The Nov. 6 [Los Angeles Times](#) and Nov. 4 [Associated Press](#) published obituaries on Dr. Bernard Sarnat, a UCLA dental and plastic surgeon who led pioneering research on the causes of facial deformities. He also conducted significant research in the general field of bone and craniofacial biology and on the relationship of teeth to systemic disease. Sarnat joined the UCLA School of Dentistry in 1969 and the David Geffen School of Medicine at UCLA in 1974. Dr. James Bradley, professor of plastic surgery and holder of the Bernard G. Sarnat, M.D., Endowed Chair in Craniofacial Biology, was quoted.

### **Media Note that California Child Obesity Rates are Falling**

Susan Babey, project director at the UCLA Center for Health Policy Research at the School of Public Health, was featured in several articles and television reports regarding a Center report showing that the childhood obesity rate in California fell by 1.1 percent between 2005 and 2010. Coverage included Nov. 9 and Nov. 10 news segments on KFSN-Ch. 30 (Fresno); a Nov. 10 article in the [Los Angeles Times](#); Nov. 9 news segment on KGET-Channel 17 (Bakersfield) and articles in the [San Diego Union-Tribune](#), [Orange County Register](#), [Redding Record Searchlight](#), [Monterey County Herald](#), [Fresno Bee](#), [San Francisco Chronicle](#) and [City News Service](#); and Nov. 8 [Bakersfield Californian](#) and [Examiner](#) articles.

### **Psychology Today Identifies Which Brain Cells Keep Us Awake**

Jerome Siegel, professor of psychiatry at the Semel Institute and a member of the UCLA Brain Research Institute, was featured in coverage about his research identifying the cells in the brain's hypothalamus that are responsible for arousing us in response to light. Coverage included a Nov. 3 story on

[HealthCanal.com](#), Nov. 4 reports in [Examiner](#), [Medical News Today](#), [Asian News International](#), [PsychCentral](#) and an interview on KCBS-106.9 FM (San Francisco), Nov. 7 in [Psychology Today](#) and Nov. 8 on [EmaxHealth.com](#).

#### **East L.A.'s Conversion to Healthier Foods Draws Headlines**

Michael Prelip, professor of community health sciences at the School of Public Health, was featured in coverage of a project by the UCLA School of Public Health and USC in which several East Los Angeles corner stores were converted into healthier-food establishments. Coverage included Oct. 28 in the [Eastsider](#) blog, Oct. 29 by [KABC-Channel 7](#) and [KMEX-Channel 34](#), Nov. 2 by [La Opinión](#), and Nov. 4 by the [Eastern Group News](#).

#### **La Opinión Covers Personalized Brain Cancer Vaccine**

[La Opinión](#) reported Nov. 8 on a woman with a brain tumor who participated in a brain-cancer vaccine study at UCLA's Jonsson Comprehensive Cancer Center led by Dr. Linda Liau, professor of neurosurgery at the David Geffen School of Medicine at UCLA and a researcher at the Jonsson Center. Liau is quoted.

#### **Heroes for Hope Benefits UCLA Neurosurgery**

The [Jewish Journal](#) reported Nov. 7 on a group of six high-school girls who raised \$7,000 in 48 hours by participating in Sunday's Heroes for Hope Race for Research event, which benefits brain cancer research at the UCLA Department of Neurosurgery and other organizations.

#### **Teen Cancer Center Gets \$25K Donation**

The [San Fernando Valley Business Journal](#) and [Fort Mills Times](#) reported Nov. 8 on a \$25,000 donation by semiconductor manufacturer, Semtech Corporation, to the UCLA Hospital System in support of the Daltrey/Townshend Teen & Young Adult Cancer Program, a new treatment center at the Ronald Reagan UCLA Medical Center for young cancer patients.

#### **Modern Medicine Features Prostate Cancer Study**

[Canyon News](#) reported Nov. 6 and [Modern Medicine](#) reported Nov. 10 on a study by researchers at UCLA's Jonsson Comprehensive Cancer Center finding that a low-fat diet with fish oil supplements helped slow the growth of cancer cells in prostate tissue. Dr. William Aronson, clinical professor of urology and a Jonsson Cancer Center researcher, was quoted.

#### **Study on Imaging Technique, Depression Garners Press**

[Examiner](#), [City News Service](#), [Medical Express](#) and [Bioscience Technology](#) reported Nov. 8, [Medscape](#) and [UPI](#) reported Nov. 9 and [Short News](#) reported Nov. 10 on an imaging technique developed at UCLA that may help identify plaques and tangles in the brains of severely depressed older adults. Dr. Gary Small, Parlow-Solomon Professor on Aging, professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, was quoted.

#### **Mirror Examines Colon-cancer Screening**

Dr. James Davis, staff geriatrician at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and clinical professor of medicine, wrote a Nov. 4 [Santa Monica Mirror](#) column on colon-cancer screening.

#### **Examiner and Trade Highlight Antibiotic Resistance**

The [Examiner](#) reported Nov. 9 and [Infection Control Today](#) reported Nov. 10 on the importance of educating patients and health care workers about the proper use of antibiotics to prevent the growing problem of antibiotic resistance. Dr. Daniel Uslan, assistant clinical professor of infectious diseases and director of the UCLA Antimicrobial Stewardship Program, was quoted.

#### **Media Cover Stolen Records**

The [Associated Press](#), [Los Angeles Times](#) and numerous other outlets reported Nov. 4 on the burglary of a laptop computer and external hard drive from a former UCLA physician's home. The computer's external hard drive contained the personal information of thousands of UCLA Health System patients, who received letters referring them to a data security company hired by UCLA to provide protection against possible identity theft.

### **Prof's Work Turns Science Fiction Into Reality**

V. Reggie Edgerton, distinguished professor of physiology and neurobiology, and members of his laboratory (Prithvi Shah, a senior postdoctoral scholar, and Hui Zhong, a project scientist) were featured Nov. 9 on the Science Channel's "[Prophets of Science Fiction](#)" series. A research breakthrough by Edgerton and colleagues, [reported in May](#), allowed a man paralyzed from the chest down to stand, step with assistance and move his legs voluntarily.

### **LA Weekly Scrutinizes Anti-HIV Microbicide Gel**

[LA Weekly](#), [MedicalXpress](#) and [Insciences.org](#) reported Nov. 8 and [QMI Agency](#) reported Nov. 9 on research by Dr. Peter Anton, professor of digestive diseases and a member of the UCLA AIDS Institute, suggesting that a microbicide gel applied to rectal tissue could significantly reduce HIV transmission.

### **Future Medicine Explores Diabetes Therapies' Link to Pancreatic Cancer**

The November issue of [Future Medicine](#) reported on research from the Larry L. Hillblom Islet Research Center suggesting a link between two popular diabetes therapies and an increased risk for developing pancreatitis and pancreatic cancer. Dr. Peter Butler, director of the center and chief of the division of endocrinology, was quoted.

### **Uncovering Fruit Flies' Fountain of Youth**

An [Examiner](#) blog reported Nov. 9 on a study by David Walker, assistant professor of physiology, that found that boosting the activity of a specific gene in fruit flies' intestinal tract significantly extended the insects' lives. Walker was quoted.

### **Zee News Spotlights Muscle Mass, Pre-Diabetes Risk**

[Zee News.com](#) reported Nov. 5 on research by Dr. Preethi Srikanthan, assistant clinical professor of endocrinology, linking greater muscle mass with a reduced risk of developing pre-diabetes.

## **BRIEFS**

The UCLA Stroke Center was cited in a Nov. 9 [Los Angeles Times](#) blog story about the link between stroke risk factors and cognitive decline.

## **QUOTABLES**

Thomas Coates, Steinberg Professor of Global AIDS Research and co-director of the UC Global Health Institute, was quoted in a Nov. 7 [Desert Sun](#) article marking the 20<sup>th</sup> anniversary of Magic Johnson's announcement that he was HIV-positive.

Dr. Ian Cook, Miller Family Professor of Psychiatry and director of the depression research program at the Semel Institute, commented Nov. 8 in a [Health Behavior News Service](#) story about how medical professionals should evaluate elderly patients in possible need of psychiatric care.

Dr. Patricia Ganz was quoted Oct. 31 by [HealthDay](#) News about a study showing that women who don't test positive for the breast-cancer genes are not at a heightened risk for breast cancer, even if they have a relative with BRCA-related breast cancer. Ganz is director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center. The report also appeared Nov. 4 in [USA Today](#).

Dr. Maria Garcia-Lloret, assistant clinical professor of pediatric immunology, allergy and rheumatology, commented Nov. 7 in an [MSNBC](#) article about research indicating that acetaminophen may exacerbate asthma symptoms.

Dr. Michael Gottlieb, associate clinical professor of medicine, was quoted Nov. 6 in a [Los Angeles Times](#) story marking the 20<sup>th</sup> anniversary of Magic Johnson's announcement that he was HIV-positive.

David Hayes-Bautista, professor of general internal medicine and health services research and director of the UCLA Center for the Study of Latino Health and Culture, was quoted Nov. 8 in a [La Opinión](#) article about the death of a Latino scholar and activist.

Dr. Carole Lieberman, assistant clinical professor (volunteer) of psychiatry at the Semel Institute, was quoted in a Nov. 6 [Reuters](#) article about research showing a link between insomnia and depression.

Dr. Gary Small, Parlow–Solomon Professor on Aging, a professor of psychiatry at the Semel Institute and director of the UCLA Longevity Center, commented Nov. 9 in a [CNN](#) story about the impact of exercise and diet in staving off memory loss.

Dr. Frisca Yan-Go, director of the UCLA Sleep Disorders Center in Santa Monica and associate professor of neurology, was quoted in a Nov. 6 [Huffington Post](#) story about how time changes affect sleep patterns and health.

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