



**UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Nov. 11-17, 2011**

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Operation Mend's March in Veterans Day Parade Draws Coverage

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Operation Mend's March in Veterans Day Parade Draws Coverage

[ABC World News](#), [FOX 5 News](#) (NY), [Imus in the Morning](#), SiriusXM "Doctor Radio," [WAFF-Channel 48](#) (Huntsville, AL), [The Huntsville Times](#) (AL), the [Huffington Post](#) and [Beverly Hills Courier](#) reported Nov. 11 and [NYC Parade Life](#) blogged Nov. 14 on the UCLA Operation Mend program's participation in the New York City Veterans Day parade. Operation Mend, a partnership between Ronald Reagan UCLA Medical Center, Brooke Army Medical Center and the V.A.-Greater Los Angeles Healthcare System, offers free reconstructive surgery and other medical care to severely disfigured veterans of the wars in Afghanistan and Iraq. Interviews featured Cpl. Aaron Mankin, the program's first patient; Dr. Tim Miller, lead surgeon and executive director of Operation Mend; Ronald Katz, program founder and hospital board member; and Capt. James Barclay, an Operation Mend patient. In addition, the [New Yorker](#) reported Nov. 16 and [Forbes](#) and an [Examiner](#) blog reported Nov. 11 that Mankin received an award from a veterans group for his work with the program.

Donna Karan's Urban Zen Launch Attracts Press

The [Hollywood Reporter](#) reported Nov. 15 and [LAist](#), AOL's [Patch](#) and the [Examiner](#) reported Nov. 17 that Ronald Reagan UCLA Medical Center will be the first hospital on the West Coast to implement fashion designer Donna Karan's Urban Zen Integrative Therapy program, which uses Eastern healing techniques to enhance the care of hospital patients.

Fashion Designer Lends Hand to Operation Mend

[New York](#) magazine, a [New York Times](#) blog, a [Huffington Post](#) blog, [Style.com](#), [Avenue Insider](#) and [Antenna Mag](#) reported Nov. 11 that designer Greg Lauren is donating a portion of the proceeds from sales of his new military-themed clothing collection to UCLA's Operation Mend, which provides free reconstructive surgery and other medical care to military personnel severely disfigured during service in Afghanistan and Iraq.

Saturday Evening Post Applauds Four Legged Volunteers

The November/December issue of the [Saturday Evening Post](#) featured an article about the UCLA People Animal Connection (PAC) program, which provides animal-assisted therapy to hospitalized patients. The story and photos featured several PAC volunteers, patients and family members. Jack Barron, director of the UCLA People-Animal Connection; Coleen Moran, unit nurse in the Resnick Neuropsychiatric Hospital; and Dr. David Schriger, professor of emergency medicine, were quoted.

NBC Affiliates Spotlight Brain-cancer Vaccine

Dr. Linda Liau, professor of neurosurgery and a member of the Jonsson Cancer Center, and her research to develop an experimental vaccine for glioblastoma, a deadly brain cancer, were highlighted Nov. 9 in a KNBC-Channel 4 segment profiling one of her patients. Liau was quoted. The story also aired on 24 other NBC affiliates nationwide. (To watch story, click on link.)

<http://showroom.multivisioninc.com/share.do?id=152733&key=QxWSBunOckT1vfZsXSDPBOemdGRvpZz3&email=eschmidt@mednet.ucla.edu>

Girl's Fairytale Wedding Attracts Local TV

KCBS-Channel 4, KTLA-Channel 5 and KTTV-Channel 11 reported Nov. 13 on a fairytale wedding between Prince Charming and Cinderella that was the vision of a young patient who suffers from a host of illnesses, including severe epilepsy. The 8-year-old girl, who receives care from the Children's Comfort Care program at Mattel Children's Hospital UCLA, had created her own version of Cinderella's wedding which a group of volunteers helped bring to life at a pretend wedding.

Angeleno Showcases Digestive Diseases' "Red Violin" Benefit

The November issue of [Angeleno Magazine](#) featured a special performance of the "Red Violin" to support the UCLA Division of Digestive Diseases. Dr. Gary Gitnick, division chief and Dr. Eric Esrailian, division vice-chief, presented at the event, which was held at the private residence of entrepreneur/philanthropist Paula Kent Meehan and co-hosted by philanthropists Barbara Davis and Candy Spelling.

Modern Healthcare Announces New Teen Cancer Center

Modern Healthcare reported Nov. 7 and [Third Age](#) reported Nov. 5 about the Who's Roger Daltrey being joined by Robert Plant of Led Zeppelin and others at Ronald Reagan UCLA Medical Center on Nov. 4 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. Dr. David Feinberg, president of the UCLA Health System, CEO of the UCLA Hospital System and associate vice chancellor for health sciences, was quoted by Third Age.

O.C. Register Profiles Brain-Cancer Vaccine Patient

The [Orange County Register](#) ran a Nov. 16 profile of a patient who was treated on a dendritic cell vaccine study led by Dr. Linda Liau, a professor of neurosurgery and a researcher with UCLA's Jonsson Comprehensive Cancer Center.

Falling Child Obesity Rates Attracts Wide Press

A study overseen by Susan Babey, project director of the UCLA Center for Health Policy Research at the School of Public Health, finding that the childhood obesity rate in California fell by 1.1 percent between 2005 and 2010 was covered Nov. 10 by the [Los Angeles Times](#); Nov. 9 by the [San Diego Union-Tribune](#), the [Orange County Register](#), the [Redding Record Searchlight](#), the [Monterey County Herald](#), the [Fresno Bee](#), The [San Francisco Chronicle](#) and [City News Service](#); and Nov. 8 by the [Bakersfield Californian](#) and [Examiner.com](#).

La Opinión Spotlights Dangers of Transplant Tourism

A Nov. 14 [La Opinión](#) article about Americans traveling abroad to receive organ transplants highlighted the expertise of Dr. Gabriel Danovitch, medical director of the kidney and pancreas transplant program. Danovitch, who was quoted, presented his views during Oct. 20 human trafficking conference organized by the Iris Cantor UCLA Women's Health Center.

San Diego Paper Highlights Neurosurgery Gift

The editor's column in the [San Diego Union-Tribune](#) reported Nov. 2 on a private \$2 million donation made by Tom and Nadia Davies to the UCLA Department of Neurosurgery in honor of professor emeritus Dr. Paul Crandall for saving their daughter Nina's life.

Canada Radio Explores Schizophrenia

Dr. Stephen Marder, professor of psychiatry in the Semel Institute and chief of the UCLA Veterans Administration Greater Los Angeles Healthcare System, was featured in a Nov. 8 interview on [CBC/Radio-Canada](#) about a clinical trial examining a combination of therapies for the treatment of schizophrenia.

Examiner Showcases Oppenheimer Research Grants

A special event to celebrate the 20th anniversary of a UCLA program founded by philanthropist Gerald Oppenheimer was covered Nov. 16 by [Examiner](#). He jumpstarts young scientists' careers by providing them with seed grants for untested research, enabling them to obtain the early findings required to apply for federal and private grants. Leonard Rome, senior associate dean for research at the David Geffen School of Medicine at UCLA, was quoted.

Satellite Radio Tour Raises Pancreatic Cancer Awareness

Dr. Randolph Hecht, a clinical professor of medicine and member of UCLA's Jonsson Comprehensive Cancer Center, spoke with 20 radio stations on Nov. 5 in an effort to raise awareness about pancreatic cancer. Participating stations included Wall Street Journal radio, KFI 640 AM radio, WCBC (Washington, D.C.) and Main Street Radio, a nationally syndicated station.

Imperial Valley News Warns of Antibiotic Resistance

[Medical Express](#) reported Nov. 10 and the [Imperial Valley News](#) reported Nov. 13 on the importance of educating patients and health care workers about the proper use of antibiotics to prevent rising antibiotic resistance. Dr. Daniel Uslan, assistant clinical professor of infectious diseases and director of the UCLA Antimicrobial Stewardship Program, was quoted.

UCLA Earns American Heart Association Award

The [Examiner](#) reported Nov. 15 and [Canyon News](#) reported Nov. 16 that Ronald Reagan UCLA Medical Center was honored by the American Heart Association for its high-caliber treatment of heart-failure patients. Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, was quoted.

Online Outlets Cover Stem Cell Study

[Medical News Today](#) on Nov. 17, [Lab Manager Magazine](#) on Nov. 16 and [ThirdAge.com](#), [e Science News](#), [Examiner.com](#) and [Science Daily](#) on Nov. 15 reported on a study by Dr. Michael Teitell that discovered a mechanism that regulates human pluripotent stem cell metabolism. Teitell is a researcher with the Eli and Edythe Broad Center of Regenerative Medicine and Stem Cell Research at UCLA and a professor of pediatrics, pathology and laboratory medicine and bioengineering.

Trade Highlights Artificial Kidney Award

[Renal Business Today](#) reported Nov. 16 that the Veterans Administration chose AWAK Technologies, which is developing a wearable dialysis machine, as the winner of the VA Innovation Initiative’s Industry Innovation Competition. The device was designed by researchers from UCLA’s Division of Nephrology and the Veterans Affairs Greater Los Angeles Healthcare System.

Website Covers Imaging Study on Depression

[Daily Rx](#) reported Nov. 13 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.

QUOTABLES

Dr. David Baron, family medicine physician and former chief of staff at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, commented in a Nov. 10 KNX AM1070 report about doctors using Google to diagnose medical problems.

Dean Buonomano, professor of neurobiology and a member of the UCLA Brain Research Institute, was quoted Nov. 16 in an [Examiner](#) article about computer chips designed to mimic the human brain.

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented Nov. 14 in [HealthDay News](#) about research showing that heart attack patients are more likely to take their medications if there is no co-pay. He was also quoted Nov. 15 by [HealthDay News](#) about research on cardiovascular disease and cholesterol drugs, and Nov. 15 by [HealthDay News](#) about research showing that individuals with no risk factors for a heart attack are more likely to die from a first heart attack. He was also quoted Nov. 16 by [HealthDay News](#) about drug-coated balloons that can open blocked stents in heart arteries. The stories also ran in U.S. News & World Report.

Dr. John Harold, clinical professor of cardiology, was quoted Nov. 14 in a [WebMD](#) article about a study linking sugary drinks to heart disease and other health risks in women.

Dr. Reza Jarrahy, assistant professor of plastic surgery, commented Nov. 14 in a [Los Angeles Times](#) column that reviewed the medical accuracy of the new film "The Skin I Live In," in which a doctor develops a burn-proof skin.

Dr. Emeran Mayer, professor of medicine, physiology and psychiatry and director of the Oppenheimer Family Center for Neurobiology of Stress, commented Nov. 1 in a [Psychology Today](#) article about the gut’s enteric nervous system, which acts like a second brain.

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