



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Nov. 11 - 18, 2010**

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### **Antibiotics for Ear Infections Draw Wide Coverage**

The Boston Globe, TIME, Fox News, USA Today, HealthDay, WebMD and Reuters reported Nov. 17 on research led by Dr. Tumaini Coker, assistant professor of pediatrics at Mattel Children's Hospital UCLA, concluding that up to 10 percent of children treated with antibiotics for ear infections experience side effects like diarrhea and rashes. Almost 100 NBC affiliates reported the findings.

"Antibiotic Benefits Slight in Kids' Ear Infections"

<http://www.foxnews.com/health/2010/11/17/antibiotic-benefits-slight-kids-ear-infections/>

"Antibiotics Often Unnecessary For Kids' Ear Infections"

[http://www.usatoday.com/yourlife/health/medical/pediatrics/2010-11-17-earinfections17\\_st\\_N.htm?csp=34news](http://www.usatoday.com/yourlife/health/medical/pediatrics/2010-11-17-earinfections17_st_N.htm?csp=34news)

"Antibiotics a Mixed Bag for Kids' Ear Infections: Analysis"

<http://www.businessweek.com/lifestyle/content/healthday/646040.html>

"Antibiotic Benefits Slight In Kids' Ear Infections"

<http://www.reuters.com/article/idUSTRE6AH0FG20101118>

### **CBS Evening News Follows Kidney Transplant Chain**

CBS Evening News with Katie Couric reported Nov. 10 on a kidney transplant chain involving 20 recipients and donors at six transplant centers, including Ronald Reagan UCLA Medical Center.

"Kidney Chains Link Total Strangers Saving Lives"

<http://www.cbsnews.com/stories/2010/11/10/eveningnews/main7042117.shtml?tag=currentVideoInfo;videoMetaInfo>

### **NBC Affiliates Applaud Operation Mend**

An Oct. 29 KNBC-Channel 4 story about UCLA's Operation Mend program was rebroadcast Nov. 12-16 on more than 50 NBC news affiliates nationwide. The segment featured an interview with Dr. Timothy Miller, professor and chief of plastic surgery, who was spotlighted in the Nov. 8 issue of People's 2010 "Heroes Among Us" issue. Operation Mend was also cited Nov. 11 on KMSP-Channel 9 (Minneapolis) in an interview with the program's first patient.

"Vet Travels the World Speaking of Hope"

<http://www.myfoxtwincities.com/dpp/news/vet-travels-the-world-speaking-of-hope-nov-11-2010>

"Plastic Surgery Gives Injured Troops New Faces, New Lives"

<http://www.wmbfnews.com/story/13492281/plastic-surgery-gives-injured-troops-new-faces-and-new-lives>

### **Trade Magazine Profiles Hospital CEO**

An interview with Dr. David Feinberg, CEO and associate vice chancellor of the UCLA Hospital System, appeared in the fall edition of HCE Exchange Magazine. He discussed the UCLA Hospital System's new technologies, hiring of service-minded employees and patient-first attitude.

"UCLA Health System: Dr. David Feinberg, CEO"

<http://www.healthcareix.com/2010/10/ucla-health-system-dr-david-feinberg-ceo/#>

### **Channel 2 Examines Health Risks of UV Nail Driers**

KCBS-Channel 2 interviewed Dr. Jenny Kim, associate professor of medicine, division of dermatology, about UV nail driers' possible contribution to skin cancer. She tested several of the driers to gauge the amount of UV light emitted from the popular devices.

"Dr. Jenny Kim on KCBS"

<http://showroom.multivisioninc.com/share.do?id=136367&key=vMrwpUVZMH7rdVEeNCSPHT5BJ3aFSSOI&email=RChampeau@mednet.ucla.edu>

### **HealthDay Investigates Extreme Morning Sickness**

HealthDay News reported Nov. 17 on research by Marlena Fejzo, assistant professor of hematology-oncology, suggesting that an extreme form of pregnancy-related morning sickness could be genetic. BusinessWeek.com carried the report. The American Journal of Obstetrics and Gynecology published the study.

"Rare, Severe Form of Morning Sickness Appears to Be Genetic"

<http://www.businessweek.com/lifestyle/content/healthday/645845.html>

### **KCET Explores Youth Sports and Concussions**

Dr. Christopher Giza, associate professor of neurosurgery and pediatric neurology, was featured Nov. 17 on KCET's "SoCal Connected" program about the rise in concussions among teenage girl basketball players.

"Knocking Heads"

[http://www.kcet.org/shows/socal\\_connected/socal-connected-24.html](http://www.kcet.org/shows/socal_connected/socal-connected-24.html)

### **SM Pulmonologist Pens Column on Lung Cancer**

Dr. Gerard Frank, internal medicine specialist and pulmonologist at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, wrote a Nov. 11 Santa Monica Mirror column about lung cancer in conjunction with "Lung Cancer Awareness Month."

"Frank Talk about Lung Cancer"

<http://www.smmirror.com/#mode=single&view=31334>

### **Chicago Paper Studies Parental Distraction**

The Nov. 11 Chicago Sun-Times covered research by Daniel Siegel, associate clinical professor of psychiatry and an investigator at the UCLA Center for Culture, Brain and Development, about how parental distraction weakens children's emotional attachment, which affects their developing brains. Siegel is quoted

"Stuck in 'the Blackberry zone' "

<http://www.suntimes.com/lifestyles/easy/2883504,ESY-News-EasyDistract11.article>

### **Daily News Examines Research on Stroke Rehab**

The Nov. 17 Los Angeles Daily News reported on research of Dr. Tom Carmichael, associate professor of neurology, pinpointing a molecular cascade that drives post-stroke rehabilitation in mice and could be the same in the adult human brain.

"The Brain Tries to Fix Itself after Stroke"

[http://www.dailynews.com/lalife/ci\\_16642678?source=rss](http://www.dailynews.com/lalife/ci_16642678?source=rss)

### **Prof's Column Covers Diabetic Foot Infections**

The Daily News and San Gabriel Valley Tribune on Nov. 17 ran a column by Dr. Claire Panosian Dunavan, clinical professor of medicine, division of infectious diseases, about the prevalence, prevention and treatment of diabetic foot infections.

"Diabetic Foot Infections Carry Heavy Price"

[http://www.dailynews.com/ci\\_16642492?source=email](http://www.dailynews.com/ci_16642492?source=email)

### **Westside Today Praise Gold Medal Winner**

Westside Today and HealthImaging.com on Nov. 10 and the Daily Breeze on Nov. 12 featured William McBride, a Jonsson Cancer Center researcher and a professor and vice chair for research for radiation oncology. He was recognized by the American Society for Radiation Oncology with the Gold Medal, the highest honor awarded by the 10,000-member organization.

"Jonsson Cancer Researcher Wins Radiation Oncology Society's Gold Medal"

<http://www.westsidetoday.com/s7-3787/jonsson-cancer-researcher-wins.html>

"ASTRO Issues Highest Honor to UCLA's McBride"

[http://www.healthimaging.com/index.php?option=com\\_articles&article=25074&publication=10&view=portals](http://www.healthimaging.com/index.php?option=com_articles&article=25074&publication=10&view=portals)

### **Oregon TV Profiles Toddler's Dramatic Brain Surgery**

KPTV-Channel 12 (Portland, OR) on Nov. 15 profiled the story of a two-year-old girl who will undergo surgery at Mattel Children's Hospital UCLA to remove half of her brain to treat severe seizures. Her surgeon, Dr. Gary Mathern, professor of neurosurgery and director of UCLA's Pediatric Epilepsy Program, was quoted. KPHO-Channel 5 (Phoenix) also aired the story on Nov. 17.

"Girl with Rare Disorder to Have Half of Brain Removed"

<http://www.kptv.com/health/25805520/detail.html>

### **Australian Paper Examines Social Pain**

Australia's Cairns Post ran a Nov. 18 story about research by Matthew Lieberman, professor of psychiatry and biobehavioral sciences, showing that the brain processes "social" pain the same way that it does physical pain. Lieberman is quoted.

### **Community Paper Announces Landmark Study**

The Antelope Valley News reported Nov. 12 that Lancaster will begin enrolling participants later this year for the National Children's Study, the largest, long-term U.S. study of environmental influences on children's health and development from pre-birth to age 21. Dr. Neal Halfon, professor of pediatrics, public health and public policy and director of the UCLA Center for Healthier Children, Families and Communities, was quoted.

"Lancaster Chosen as Site for National Children's Study"

<http://www.avnewstodayonline.com/LancasterPageNationalChildrenStudy.html>

### **Entertainment Sites Spotlight Star's Visit with Kids**

Fanlala on Nov. 16 and JustJared, Jr. on Nov. 11 covered a visit by "Ramona and Beezus" actress Joey King with pediatric patients at Mattel Children's Hospital UCLA on Nov. 9.

"Joey King Visits Mattel Children's Hospital"

<http://www.fanlala.com/video/joey-king-visits-mattel-childrens-hospital>

"Joey King Brings 'Ramona' to Mattel Children's Hospital UCLA"

<http://justjaredjr.buzznet.com/2010/11/11/joey-king-brings-ramona-to-mattel-childrens-hospital-ucla/>

### **Trade Highlights Professor's Contributions to Rheumatology**

The November issue of Rheumatology profiled Dr. Harold Paulus, professor emeritus of medicine, division of rheumatology, and his contributions to research and treatments in the field.

"The Embodiment of Fellowship Training: Hal Paulus, MD"

[http://www.the-rheumatologist.org/details/article/873673/The\\_Embodiment\\_of\\_Fellowship\\_Training.html](http://www.the-rheumatologist.org/details/article/873673/The_Embodiment_of_Fellowship_Training.html)

### **Grant Renewal Covered by Imaging Site**

HealthImaging.com reported Nov. 15 about a \$10 million grant renewal for a leading-edge molecular imaging program led by Dr. Harvey Herschman, director of basic research at UCLA's Jonsson Comprehensive Cancer Center.

"UCLA Molecular Imaging Center Nets \$10M Grant Renewal"

[http://www.healthimaging.com/index.php?option=com\\_articles&view=article&id=25140:ucla-molecular-imaging-center-nets-10m-grant-renewal](http://www.healthimaging.com/index.php?option=com_articles&view=article&id=25140:ucla-molecular-imaging-center-nets-10m-grant-renewal)

## **BRIEFS**

Westside Today.com reported Nov. 17 on the opening of the new UCLA Food and Drug Allergy Care Center in Santa Monica. Dr. Melinda Braskett, center director, and Dr. Alan Fogelman, Castera Professor and executive chair, department of medicine, were quoted.

"UCLA Opens New Food and Drug Allergy Center"

<http://www.westsidetoday.com/s12-3824/ucla-opens-new-food.html>

Santa Monica Daily Press ran a Nov. 5 column by Jack Neworth highlighting the excellent care he received as a patient at Santa Monica-UCLA Medical Center and Orthopaedic Hospital.

"A Not-So-Funny Thing Happened on the Way to This Week's Column"

<http://www.smdp.com/Articles-c-2010-11-04-70674.113116-A-not-so-funny-thing-happened-on-the-way-to-this-weeks-column.html>

## **QUOTABLES**

Dr. Noel Boyle, clinical professor of cardiology, commented Nov. 15 in a Los Angeles Times story about a new blood thinner that could require fewer blood tests and dose adjustments than the prevailing drug.

"A Closer Look: A New Blood Thinner Option"

<http://www.latimes.com/health/la-he-closer-dabigatran-20101115,0,3726352.story>

William Dunne, Office of Emergency Preparedness director and administrative director of security services for UCLA Health System, was quoted Nov. 20 by Healthcare Risk Management about hospital security issues.

“Johns Hopkins Shooting Shows Need to Prepare”

Dr. Jamie Feusner, assistant professor of psychiatry at the Semel Institute, commented Nov. 17 in the Long Beach Press-Telegram about body dysmorphia disorder, in which a person is convinced of a non-existent defect in personal appearance.

“Image Disorder Disrupts Daily Lives of Thousands”

[http://www.presstelegram.com/lifestyle/ci\\_16640121](http://www.presstelegram.com/lifestyle/ci_16640121)

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson-UCLA Cardiomyopathy Center, commented Nov. 12 in HealthDay News about the hospital stroke and cardiovascular care certification program being developed by the American Heart Association and the American Stroke Association. He commented Nov. 13 in a HealthDay News story about doctors prematurely removing sudden cardiac arrest patients from lifesaving supportive care. He was quoted Nov. 14 by HealthDay News about an implantable device that keeps the left side of the heart beating in heart failure patients.

“Setting National Hospital Standards Could Boost Cardiac Care”

<http://consumer.healthday.com/Article.asp?AID=645807>

“For Some, Care May be Withdrawn Too Soon after Heart Attack”

<http://consumer.healthday.com/Article.asp?AID=645838>

“Device Improves Survival of Heart Failure Patients: Study”

<http://consumer.healthday.com/Article.asp?AID=645878>

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. 14 in the Los Angeles Times about research finding Latinos have longer life expectancy than whites and African Americans. He also commented in a Nov. 16 article in La Opinion about declining enrollments in California schools.

“The Latino Paradox”

<http://articles.latimes.com/2010/nov/14/opinion/la-ed-longevity-20101114>

“Escuelas Pierden Más Alumnos”

<http://www.impre.com/laopinion/noticias/primer-pagina/2010/11/16/escuelas-pierden-mas-alumnos-222573-1.html#commentsBlock>

Dr. Carole Lieberman, voluntary assistant clinical professor of psychiatry, was quoted Nov. 7 by MSNBC.com about people suffering from long-term unemployment.

“In a Career Hole? Here’s How You Can Dig Out”

<http://www.msnbc.msn.com/id/40152506/ns/business-careers>

Freddy Ortiz, clinic coordinator of psychology for the UCLA Mary S. Easton Center for Alzheimer’s Disease, and for the Olive View-UCLA and Harbor-UCLA Medical Centers, was quoted Nov. 16 by the Chicago Tribune about some Latino communities lacking sufficient information to deal with Alzheimer’s patients.

“Stigma, Lack of Treatment Hinder Alzheimer’s Battle among Chicago Latinos”

[http://articles.chicagotribune.com/2010-11-16/health/ct-met-latino-alzheimers-20101116\\_1\\_latino-seniors-unrecognized-public-health-crisis-alzheimer](http://articles.chicagotribune.com/2010-11-16/health/ct-met-latino-alzheimers-20101116_1_latino-seniors-unrecognized-public-health-crisis-alzheimer)

Dr. J. Rosenthal, chief medical officer for UCLA Hospital System and associate vice chancellor of the David Geffen School of Medicine at UCLA, commented Nov. 17 in the Los Angeles Times about a study finding that one in three patients with advanced cancer spend their last days in hospitals receiving aggressive cancer treatment. He noted that the five UC hospitals and Cedars-Sinai are involved in a project to standardize palliative-care programs and provide patient educators to explain end-of-life options.

“Study Examines End-of-life Care for Cancer Patients”

<http://www.latimes.com/health/la-me-cancer-care-20101117,0,2543030.story>

Dr. Dennis Woo, staff pediatrician at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and associate clinical professor, was quoted Nov. 9 by WebMD comparing vapor rub to petroleum jelly for cough, congestion and sleep problems.

“Vapor Rub Helps Kids’ Cold Symptoms, Sleep”

<http://children.webmd.com/news/20101108/vapor-rub-helps-kids-cold-symptoms-sleep>

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