



**UCLA HEALTH SCIENCES MEDIA REPORT  
For the week of Nov. 19 - 24, 2010**

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**N.Y. Times Reports on Battling Obesity**

**L.A. Times, Local TV Cover Threat to Animal Researcher**

**ABC Affiliates Explore Ear Infections, Antibiotics**

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**Ivanhoe, International Press Expose Culprit behind Transplant Rejection**

Ivanhoe News Channel reported Nov. 23, Wiener Zeitung (Austria) and Cbio (Russia) reported Nov. 22 and the Examiner, Science Daily, Medical Daily News, Health Jockey, Asian News International, Europa

Press, Le Science (Italy) and Focus Online (Germany) reported Nov. 19 on a study by Elaine Reed, director of the UCLA Immunogenetics Center and professor of pathology, that uncovers the molecular mechanism behind chronic rejection in organ transplants. The ANI report appeared in Yahoo! India News, Daily India, Indian Mirror, One India News, New Kerala, Thai Indian News and Indian Express. Reed was quoted.

"Mechanism behind Transplant Rejection Discovered"

[http://www.ivanhoe.com/channels/p\\_channelstory.cfm?storyid=25775](http://www.ivanhoe.com/channels/p_channelstory.cfm?storyid=25775)

"Promising UCLA research on cancer treatment and organ transplantation"

<http://www.examiner.com/women-s-health-in-los-angeles/promising-ucla-research-on-cancer-treatment-and-organ-transplantation>

"Mechanism behind Organ Transplant Rejection Uncovered"

<http://www.dailyindia.com/show/409569.php>

"Scoperto un meccanismo chiave nel rigetto di organi"

<http://lescienze.espresso.repubblica.it/articolo/titolo/1345635>

### **N.Y. Times Reports on Battling Obesity**

Dr. Antronette Yancey, professor of health services at the School of Public Health and co-director of the UCLA-Kaiser Permanente Center for Health Equity, was featured in a Nov. 23 New York Times article about her efforts to address the nation's obesity epidemic through exercise. The article highlights her book, "Instant Recess: Building a Fit Nation 10 Minutes at a Time."

"It's Time for Recess: Just Keep on Moving"

[http://www.nytimes.com/2010/11/23/health/23brody.html?\\_r=2](http://www.nytimes.com/2010/11/23/health/23brody.html?_r=2)

### **L.A. Times, Local TV Cover Threat to Animal Researcher**

The Los Angeles Times, CNN, KCAL-Channel 9, KCBS-Channel 2, KNBC-Channel 4, KABC-Channel 7 and multiple other ABC TV affiliates reported on the latest threat by animal extremists to David Jentsch, professor of psychiatry at the Semel Institute, who has publicly advocated for animal research.

"UCLA Animal Researcher Receives Package Containing Razor Blades, Threats"

<http://www.latimes.com/news/nationworld/nation/wire/sns-ap-us-animal-researcher-threat,0,4988028.story>

### **ABC Affiliates Explore Ear Infections, Antibiotics**

More than 40 ABC News affiliates reported Nov. 22 and Nov. 23 on a study led by Dr. Tumaini Coker, assistant professor of pediatrics at Mattel Children's Hospital UCLA. She found that the use of antibiotics to treat pediatric ear infections produces only moderate benefits and may result in side effects such as diarrhea and rashes.

"MED MINUTE: Kids & Ear Infections"

<http://www.waow.com/Global/story.asp?S=13554805>

### **FOX Features Emergency Physician on Kids' Falls**

KTTV-Channel 11 aired a Nov. 22 in-studio interview with Dr. Mark Morocco, associate clinical professor and associate residency director of emergency medicine. He addressed the prevalence and prevention of pediatric falls.

"Mark Morocco – FOX News"

<http://showroom.multivisioninc.com/share.do>

### **L.A. Times Column Highlights Kidney Chains**

A column in the Nov. 23 Los Angeles Times featured kidney transplant chains involving recipients and donors at various transplant centers, including Ronald Reagan UCLA Medical Center.

"There's Poetry in Altruism"

<http://www.latimes.com/news/local/la-me-banks-20101123,0,6020985.column>

### **Harley Biker Toy Run Revs Up Local TV Coverage**

KABC-Channel 7 and KTTV-Channel 11 aired Nov. 21 reports on the 21<sup>st</sup> annual Harley Biker Toy Run at Mattel Children's Hospital UCLA. The bikers delivered donated toys to the hospital's Child Life/Child Development Services department for distribution to patients over the holidays and special times during the year.

### **Channel 7 Suggests We Simplify**

Mary Jane Rotheram-Borus, professor of psychiatry at the Semel Institute and director of the UCLA Family Commons, appeared in a Nov. 18 KABC-Channel 7 news segment about how simplifying can make family living more enjoyable.

"Experts: Families should do less, enjoy more"

[http://abclocal.go.com/kabc/story?section=news/health/your\\_health&id=7797765](http://abclocal.go.com/kabc/story?section=news/health/your_health&id=7797765)

### **Ivanhoe Investigates Genetic Swelling Disorder**

An Ivanhoe Broadcast story on new treatments for hereditary angioedema, a genetic swelling disorder, aired Nov. 22 on KFSN-TV in Fresno. Dr. Marc Riedl, assistant professor of medicine, and a UCLA patient were featured.

"Stopping the Swelling"

[http://abclocal.go.com/kfsn/story?section=news/health/health\\_watch&id=7788872](http://abclocal.go.com/kfsn/story?section=news/health/health_watch&id=7788872)

### **Oregon Paper Profiles Infant's Brain Surgery**

The World (Coos Bay, OR) ran a Nov. 23 profile of an 11-month-old boy who had hemispherectomy surgery at Mattel Children's Hospital UCLA on Nov. 23 to treat intractable seizures due to a condition called infantile spasms. Dr. Gary Mathern, director of the Pediatric Epilepsy Program at UCLA, was quoted.

"Baby Undergoes Brain Surgery"

[http://www.theworldlink.com/news/local/article\\_afd30245-1e4d-5c81-b399-e822d314e8f0.html](http://www.theworldlink.com/news/local/article_afd30245-1e4d-5c81-b399-e822d314e8f0.html)

### **S.M. Physician Pens Column on Blood Donations**

Dr. Gerard Frank, internal medicine specialist and pulmonologist at Santa Monica-UCLA Medical Center and Orthopaedic Hospital and associate clinical professor, wrote a Nov. 18 Santa Monica Mirror column about the importance of blood donations.

"Got Blood? Donate It!"

<http://www.smmirror.com/#mode=single&view=31366>

### **Huffington Post Explores How to Worry "Well"**

Dr. Jeffrey Schwartz, a research psychiatrist at the Semel Institute, was featured in a Nov. 22 Huffington Post column about how worrying "well" can help individuals manage stress.

"Good' Worry: How Worrying Well Can Help You Manage Stress"

[http://www.huffingtonpost.com/martin-rossman-md/good-anxiety-how-worrying-well\\_b\\_784289.html](http://www.huffingtonpost.com/martin-rossman-md/good-anxiety-how-worrying-well_b_784289.html)

### **S.M. Daily Press Spotlights New Allergy Center**

The Santa Monica Daily Press ran a Nov. 24 story and photo about the opening of the new UCLA Food and Drug Allergy Care Center in Santa Monica. Dr. Melinda Braskett, director of the center, and Dr. Alan Fogelman, Castera Professor and executive chair, department of medicine, were quoted.

"UCLA Opens New Allergy Center"

[http://www.smdp.com/Articles-c-2010-11-23-70799.113116-UCLA-opens-new-allergy-center.html?utm\\_source=Santa+Monica+Daily+Press+List&utm\\_campaign=7eae3e210c-SMDP\\_Daily\\_Template6\\_10\\_2010&utm\\_medium=email](http://www.smdp.com/Articles-c-2010-11-23-70799.113116-UCLA-opens-new-allergy-center.html?utm_source=Santa+Monica+Daily+Press+List&utm_campaign=7eae3e210c-SMDP_Daily_Template6_10_2010&utm_medium=email)

### **Omaha Paper Explains How to Treat Problem Gamblers**

The research of Dr. Timothy Fong, assistant professor of psychiatry at the Semel Institute and co-director of the UCLA Gambling Studies Program, was featured Nov. 22 in an Omaha World-Herald column about gambling addiction and problem gamblers.

"Beware of Online Gambling Risks"

<http://www.omaha.com/article/20101122/NEWS0802/711229995/-1>

### **Health Trades Spotlight Doctors' Commitment to Underserved**

The American Academy of Family Physicians on Nov. 10 and the November issue of Health Workforce News reported on an American Journal of Public Health study finding that doctors who work in medically underserved communities identify with and feel responsible for residents of these areas. Dr. Kara Odom

Walker, who led the study while in the Robert Wood Johnson Foundation Clinical Scholars program at UCLA, was quoted.

“Primary Care Shortages in Urban Underserved Communities: What Can Be Done?”

<http://www.hwic.org/news/nov10/odomwalker.php>

“Mission-driven Physicians More Likely to Practice among Urban Underserved, Study Finds”

<http://www.aafp.org/online/en/home/publications/news/news-now/resident-student-focus/20101110mission-driven.html>

### **Huffington Post Cites Fructose’s Link to Pancreatic Cancer**

An article in the Huffington Post Nov. 22 cited a Jonsson Comprehensive Cancer Center study by Dr. Anthony Heaney, medical director of the UCLA Pituitary Tumor and Neuroendocrine Program, finding that pancreatic cancers use fructose to fuel their growth.

“The Omnipresence of Corn”

[http://www.huffingtonpost.com/linda-larowe-bergersen/the-omnipresence-of-corn\\_b\\_785669.html](http://www.huffingtonpost.com/linda-larowe-bergersen/the-omnipresence-of-corn_b_785669.html)

### **BRIEFS**

A Nov. 22 Los Angeles Times article about the California Institute for Regenerative Medicine noted the amount of grant funding awarded to the Broad Stem Cell Research Center at UCLA.

“State’s Stem Cell Agency Seeks More Time, Money”

<http://www.latimes.com/health/la-me-stem-cell-20101122,0,586087.story>

A Nov. 22 Los Angeles Times article about the health care industry’s downturn in California cited a study by the UCLA Center for Health Policy Research showing that nearly 25 percent of Californians were without health insurance for all or part of 2009.

“Healthcare sector loses steam in California”

<http://articles.latimes.com/2010/nov/22/business/la-fi-healthcare-jobs-20101122>

### **QUOTABLES**

Dr. Alon Avidan, associate professor of neurology and co-director of the UCLA Sleep Disorders Center, was quoted in a Nov. 22 ABC News online article exploring common myths about sleep.

“Exploring 10 Popular Sleep Myths”

<http://abcnews.go.com/Health/Sleep/10-sleep-myths-dream/story?id=10602717&page=3>

Dr. David Baron, chief of staff at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, commented Nov. 19 in a KNX 1070AM report about the FDA’s decision to remove the drug Darvon from the market.

Dr. Thomas Coates, professor of infectious diseases and associate director of the UCLA AIDS Institute, was quoted Nov. 23 in an ABC News.com article about whether the preemptive use of antiretroviral drugs can help reduce the chances of being infected with HIV.

“Daily Use of Antiretroviral Drugs Cuts AIDS Transmission”

<http://abcnews.go.com/Health/GlobalHealth/hiv-medication-prevent-transmission/story?id=12217793>

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director of the Ahmanson–UCLA Cardiomyopathy Center, commented Nov. 22 in a HealthDay News story about a study showing the possible risks for patients on a combination therapy of aspirin and blood-thinning medication to reduce the risks of blood clots after a heart attack or stroke. In addition, he commented in a Nov. 23 Heart.org article about a study using a natural bio-marker to help guide heart failure care.

“Bleeding Risk with Plavix-Aspirin Regimen May Be Serious”

<http://consumer.healthday.com/Article.asp?AID=646369>

“PROTECT: Adjust HF Meds to Achieve Natriuretic-Peptide Targets”

<http://www.theheart.org/article/1155801.do>

Carole Lieberman, clinical professor of psychiatry (volunteer) at the Semel Institute, was quoted in a Nov. 22 MSNBC.com story about ways that jobless individuals can boost their chances of being hired.

"In a Career Hole? Here's How You Can Dig Out"

[http://www.msnbc.msn.com/id/40152506/ns/business-personal\\_finance](http://www.msnbc.msn.com/id/40152506/ns/business-personal_finance)

Sarah Madsen, a senior research associate in the department of neurology's Laboratory of Neuro Imaging, was quoted in the Nov. 19 Technology Review about the use of brain imaging to make early diagnosis of Alzheimer's for treatment.

"How Brain Imaging Could Help Predict Alzheimer's"

<http://www.technologyreview.com/biomedicine/26754/?p1=A1>

Dr. Judith Orloff, assistant clinical professor of psychiatry at the Semel Institute, was quoted in a Nov. 22 column in Canada's Edmonton Journal that offered strategies for fighting exhaustion.

"Four Ways to Fight Exhaustion"

<http://www.edmontonjournal.com/Four+ways+fight+exhaustion/3864324/story.html>

Dr. Jeffrey Rawnsley, associate clinical professor of head and neck surgery, commented in a Nov. 19 CNN blog about whether lifting weights can increase hair loss in men.

"Can heavy weight exercise cause hair loss?"

<http://pagingdrgupta.blogs.cnn.com/2010/11/19/can-heavy-weight-exercise-cause-hair-loss/>

Dr. Stuart White, professor emeritus of dentistry, was quoted Nov. 22 in a New York Times article about X-rays and high-radiation imaging devices used on children by dentists and orthodontists.

"Radiation Worries for Children in Dentists' Chairs"

[http://www.nytimes.com/2010/11/23/us/23scan.html?\\_r=1](http://www.nytimes.com/2010/11/23/us/23scan.html?_r=1)

## **CORRECTION**

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>

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