



UCLA HEALTH SCIENCES MEDIA REPORT For the week of Nov. 13 – 25, 2009

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TLC, Fox TV Spotlight UCLA's Operation Mend Program

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TLC, Fox TV Spotlight UCLA's Operation Mend Program

TLC on Nov. 22 featured the story of Mike Mills, a wounded Iraq War veteran, who has been undergoing reconstructive surgery through the Operation Mend program at UCLA. The patient's surgeon, Dr. Tim Miller, professor of plastic surgery, was interviewed. Mills' hometown paper in Minnesota also covered his story and promoted his appearance on TLC. Additionally, Operation Mend was featured on a Fox-TV affiliate (Houston) on Nov. 24 featuring the story of Aaron Mankin, also wounded in Iraq and the program's first patient, along with Dr. Miller.

"Wounded Freeport Veteran Finds Peace in Sharing Story, Helping Others"

<http://www.sctimes.com/article/20091121/NEWS01/111210030/1009/Wounded-Freeport-veteran-finds-peace-in-sharing-story--helping-others>

"Burned Soldier Mends at Army Medical Center"

<http://www.myfoxboston.com/dpp/news/local/091124-burned-soldier-mends>

LA Times Obituary: Dr. Eli Sercarz, 75, UCLA Immunologist

The life of Dr. Eli Sercarz, a pioneering researcher in immunology and UCLA professor emeritus, who died Nov. 3, was chronicled in a Nov. 22 Los Angeles Times obituary. Sercarz, who explored the mechanisms of autoimmunity and developed key concepts about how the body's immune system attacks its own tissues, died of renal cell cancer at the age of 75.

"Obituary: Eli Sercarz Dies at 75; UCLA Scientist Made Key Discoveries in Immunology"

<http://www.latimes.com/news/nationworld/nation/la-me-eli-sercarz21-2009nov21,0,3135558.story>

LA Times Captures Reunion between Pediatric Heart Patients and Transplant Team

A photo essay in the Los Angeles Times on Nov. 21 captured a visit by the Draper family of Arizona, whose twin infant sons, Nick and Nate, were both listed for heart transplants at Mattel Children's Hospital UCLA in 2005. Nick eventually received a new heart while his brother's own heart recovered. The family stopped by the hospital to visit with their former caregivers while in town for Thanksgiving. Dr. Juan Alejos, director of the pediatric heart transplant program, and Caron Burch, manager of the heart and lung transplant program, were showcased in the photo essay.

"PHOTOS: Joyful Reunion After Twin's Heart Transplant"

<http://www.latimes.com/news/printedition/la-me-twins22feb22-pg.0,1342022.photogallery>

Fox-11 News Focuses on Hospital's Infant Security System

Santa Monica-UCLA Medical Center and Orthopaedic Hospital's infant security system was highlighted in a Nov. 23 Fox-11 News report on new technology to prevent infant abductions. Moreen Pushkin, assistant director of maternity services, and Vernon Goodwin, security director, were quoted. The segment replayed Nov. 24 on Fox-11's "Good Day LA" show and Pushkin was interviewed live during the broadcast.

"Device Stops Hospital Baby Abductions"

<http://www.myfoxla.com/dpp/health/hospital-baby-tracker-20091123>

WSJ Spotlights Hospital Hand-washing Program

A unique program at Ronald Reagan UCLA Medical Center that managed to boost compliance with hand-washing guidelines from 50 to 93 percent, according to a paper published in the journal Academic Medicine, was featured in a Nov. 25 Wall Street Journal health blog. About 20 undergraduate student volunteers observe doctors and nurses for hand-washing compliance.

"How Undergrads Make Doctors Wash Their Hands"

<http://blogs.wsj.com/health/2009/11/25/how-undergrads-make-doctors-wash-their-hands/>

Jewish Journal Features Internet Study

A Nov. 24 Jewish Journal story covered a UCLA study showing that older adults with little Internet experience were able to trigger key centers in the brain that control decision-making and complex reasoning after just one week of surfing the Web. The story also mentions the Technology & Aging Conference, hosted by the UCLA Center on Aging. Dr. Gary Small, the center's director and also a professor at the Semel Institute and author of "iBrain: Surviving the Technological Alteration of the Modern Mind," was quoted.

"Technology Affects Minds of All Ages"

http://www.jewishjournal.com/50_Plus/article/technology_affects_minds_at_all_ages_20091124/#When:2:43:46Z

TV News Covers Annual Harley Biker Toy Run

KTLA-Channel 5, KABC-Channel 7, KTTV-Channel 11 and KMEX-Channel 34 on Nov. 22 covered the 20th Annual Harley Biker Toy Run at Mattel Children's Hospital UCLA. More than 100 Harley bikers roared into Westwood to donate hundreds of toys for the pediatric patients. The story was also picked up by NBC affiliate stations nationwide including Columbus, MS, Waco, TX and Kansas City, MO.

Desert Sun Reports on Unacculturated Hispanics and HIV

The Desert Sun reported Nov. 25 on a study led by Janni Kinsler, an analyst in the division of general internal medicine and health services research, finding that unacculturated Hispanics in the United States are at higher risk of HIV. The study is published in the November issue of the Journal of Healthcare for the Poor and Underserved.

"Researchers: Unacculturated Hispanics More Likely to Contract HIV/AIDS"

<http://www.mydesert.com/article/20091125/LIFESTYLES03/91125009/-1/newsfront/Researchers-Unacculturated-Hispanics-more-likely-to-contract-HIV/AIDS>

LA Times Focuses on ER Physician's Experiences on Thanksgiving

A Nov. 25 Los Angeles Times blog article about emergency room visits resulting from overeating and improperly prepared food on Thanksgiving highlighted the ER experiences of Dr. Mark Morocco, associate residency director for emergency medicine. Morocco was quoted.

"At Hospitals, Gastric Distress is Part of the Holiday Tradition"

<http://www.latimes.com/news/local/la-me-gastric-distress25-2009nov25.0.3792019.story>

Local Paper Highlights People-Animal Connection Duo

The Simi Valley Acorn on Nov. 20 profiled Martha Penhall, a volunteer with the UCLA People-Animal Connection program, and her 14-year-old dachshund named Tinker. The pair, who recently retired from volunteering with the hospital's animal-assisted therapy program, was featured in the newest edition of "Chicken Soup for the Soul" in a chapter entitled, "What I Learned from a Dog."

"Retired Therapy Dog Brought Ray of Sunshine, Smiles to Hospital Patients"

http://www.simivalleyacorn.com/news/2009-11-20/Neighbors/Retired_therapy_dog_brought_ray_of_sunshine_smiles.html

UC Says Yes to New Hospital Partnership

A Los Angeles Times blog, the Associated Press, La Opinion, and the Los Angeles Daily Breeze reported Nov. 20 on a unanimous vote by the UC Board of Regents at UCLA on Nov. 19 to approve a partnership between the University of California and Los Angeles County to open and operate a private, nonprofit hospital and clinic on the site of Martin Luther King Jr.–Drew Medical Center in South Los Angeles. The LA Weekly reported on the vote Nov. 19.

"UC Regents Approve Partnership with L.A. County to Reopen King Hospital"

<http://latimesblogs.latimes.com/lanow/2009/11/uc-regents-approve-partnership-with-la-county-to-reopen-king-hospital.html>

"UC Regents Vote to Reopen Troubled LA Hospital"

<http://abcnews.go.com/Business/wireStory?id=9129965>

"Resucitan el Hospital M.L. King"

<http://www.impre.com/laopinion/noticias/2009/11/20/resucitan-el-hospital-ml-king-159816-1.html>

"UC Regents Approve Plan to Reopen MLK Hospital"

http://www.dailybreeze.com/news/ci_13825742

BRIEFS

Mattel Children's Hospital UCLA was mentioned in a Nov. 23 Argonaut News article about a Westchester girl scout troop that donated \$350 worth of toys and art supplies to the pediatric patients.

"Girl Scout Troop Donates to Children's Hospital"

http://www.argonautnewspaper.com/articles/2009/11/23/news_-_features/westchester/girl.txt

The Ronald Reagan UCLA Medical Center was mentioned Nov. 21 in a Los Angeles Times article about the leveling off of H1N1 cases at many area hospitals.

"Many L.A.-area Hospitals See Flu Cases Leveling Off"

<http://www.latimes.com/features/health/la-me-flu-hospitals21-2009nov21.0.6383580.story>

The division of pediatric hematology/oncology at Mattel Children's Hospital UCLA was cited in a Los Angeles Times brief about the nonprofit organization "The Clothes Off Our Back," which donates funds to several children's charities, including UCLA.

"Clothes Off Our Back Shares the Wealth"

<http://www.latimes.com/features/image/la-ig-keiraside22-2009nov22.0.3057323.story?track=rss>

Mattel Children's Hospital UCLA was mentioned in a Women's Wear Daily magazine article promoting an upcoming charity event hosted by designer Dana Davis, who is also a hospital board member. Funds from the event will benefit the pediatric program.

"Insider: Pop-Up for Charity"

<http://www.wwd.com/footwear-news/insider-pop-up-for-charity-kelly-ripa-calling-2378508?gnewsid=987e3a7570f06ec601acd6b13b3661aa#/wwd>

An online Prevention magazine column this week about foods individuals should avoid cites a study led by Dr. Jorn Olsen, professor and chair of epidemiology at the UCLA School of Public Health, that reported that perfluorinated chemicals, or PFCs, which are found in many common household items and in food packaging, may be linked to infertility in women.

"7 Foods that Should Never Cross Your Lips"

<http://www.prevention.com/7foodsthatshouldnever/list/3.shtml>

QUOTABLES

Dr. Rick Chavez, assistant clinical professor of family medicine, was a guest on KPCC 89.3FM Radio's "Airtalk" to discuss the medical use of marijuana.

"Medical Marijuana: Evil Weed or Useful Drug?"

<http://www.scpr.org/programs/airtalk/2009/11/24/how-well-does-pot-manage-pain/>

Dr. Nanette DeBruhl, associate clinical professor of radiological sciences and a member of UCLA's Iris Cantor Center for Breast Imaging, was interviewed Nov. 17 on KPCC 89.3FM Radio's "Patt Morrison Show" about revised federal recommendations for mammography breast screening.

"To Mammogram or Not to Mammogram: That Becomes the Question"

<http://scpr.org/programs/patt-morrison/2009/11/17/to-mammogram-or-not-to-mammogram-that-becomes-the-/>

Dr. Gregg Fonarow, Eliot Corday Professor of Cardiovascular Medicine and Science and director, Ahmanson-UCLA Cardiomyopathy Center, commented Nov. 24 in a HealthDay News story on a new study showing that ginkgo does not prevent heart attack or stroke in older adults. He also commented in another HealthDay News story on Nov. 25 reporting that stenting may be just as effective as bypass surgery in heart patients with diabetes.

"Ginkgo Won't Prevent Heart Attack, Stroke in Elderly"

<http://www.healthday.com/Article.asp?AID=633452>

"Stenting May Equal Bypass for Diabetic Heart Patients"

<http://www.healthday.com/Article.asp?AID=633495>

Dr. Rob Huizenga, associate clinical professor of medicine at UCLA, was quoted Nov. 25 in the New York Times regarding the medical aspects of the ABC program, "The Biggest Loser."

"On 'The Biggest Loser,' Health Can Take Back Seat"

http://www.nytimes.com/2009/11/25/business/media/25loser.html?_r=1

Dr. Richard Jackson, chair of the department of environmental health sciences at the UCLA School of Public Health, was interviewed Nov. 19 on KPFK-90.7 FM's "Uprising Radio" program about a recent Physicians for Social Responsibility report on the impact of coal on human health.

"New Study Shows Shocking Impact of Coal on the Human Body"

<http://uprisingradio.org/home/?p=11041>

Dr. Susan Love, clinical professor of surgery, commented Nov. 23 in a Los Angeles Times article about the U.S. Preventive Services Task Force recommending against routine mammograms for women under 50.

"Getting to the Facts in the Debate on Mammograms"

<http://www.latimes.com/features/health/la-he-closer23-2009nov23,0,5827047.story>

Dr. Marshall Morgan, professor and director of emergency medicine, commented Nov. 22 in a Los Angeles Times column about the high cost of emergency room treatment.

“The Emergency Room Bill is Enough to Make You Sick”

<http://www.latimes.com/news/local/la-me-lopez22-2009nov22.0.7367540.column>

Dr. Mark Morocco, associate residency director for emergency medicine, commented Nov. 21 in the LA Times regarding when to take a child to the emergency room for flu symptoms.

“When to Take a Sick Child to the ER”

<http://www.latimes.com/features/health/la-me-flu-guidelines21-2009nov21.0.2717012.story>

Dr. Andre Nel, professor of medicine and chief of the division of nanomedicine, commented Nov. 22 in a New York Times story about the development by scientists of tiny particles that mimic the behavior of high-density lipoproteins, which carry cholesterol out of the blood vessels and to the liver for excretion.

“From the Lab, a New Weapon for Cholesterol”

http://www.nytimes.com/2009/11/22/business/22novel.html?_r=1

Dr. Michael Rodriguez, professor of family medicine and co-director of the Network for Multicultural Research on Health and Healthcare, commented Nov. 24 on Univision’s “Los Vivorones” about health care disparities, linguistic barriers to health care, healthcare reform, and a Network-produced special supplement of the Journal of General Internal Medicine that focused on Hispanic health.

Dr. Gary Small, Parlow-Solomon Professor on Aging and a professor at the Semel Institute, commented Nov. 23 in The New Yorker regarding memory and aging in a “Talk of the Town” column about the impact of new license plates in New York and proliferation of even more numbers that we need to remember.

“Talk of the Town: By the Numbers”

http://www.newyorker.com/talk/2009/11/23/091123ta_talk_mcgrath

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