HSC drills to be the master of any disaster

By Katie Neith

About 300 volunteers from both USC campuses participated in an earthquake drill held on the Health Sciences Campus on Oct. 15. Coordinated by USC Fire Safety and Emergency Planning, the drill was part of a statewide emergency preparedness initiative called the Great California ShakeOut.

At 10:15 a.m., faculty, staff and students across USC were encouraged to drop, cover and hold on to simulate response to an actual earthquake. On the H. Harry and Celeste Pappas Quad at the Health Sciences Campus, response and rescue team volunteers from both campuses gathered to activate the university’s disaster medical response plan.

Adding an element of grim realism were 35 volunteer victims, who were made up with "injuries" ranging from bumps and bruises to amputated hands and feet or objects protruding from their bodies. Twenty-three of the volunteers were from nearby Bravo Medical Magnet High School and 12 were Health Sciences staffers.

Members of the USC Community Emergency Response Team (CERT) searched three buildings for victims and damage. CERT is a 21-hour FEMA certification course taught by nationally certified instructors. In the event of a major disaster, the team is a multi-functional volunteer response group that acts as an adjunct to existing emergency response service departments at the university.

Health care workers and other volunteers massed and treated the 35 victims on the quad.

“I think the drill went smoothly and improved over last year,” said CERT volunteer Carol Parket, a special project manager from the

Keck School gets ARRA grants worth $34 million

By Leslie Ridgeway

Faculty researchers at the Keck School of Medicine of USC have won a total of $34 million in grants as part of the American Recovery and Reinvestment Act (ARRA).

ARRA, which was passed by Congress and signed into law in February 2009 by President Obama, is designed to fund research projects that will stimulate the economy and create or retain jobs while potentially making significant scientific progress over the next two years.

On Oct. 21—National Medical Research Day—Keck School of Medicine leaders noted that the ARRA awards represent a surge of federal support for the school.

“Competition for these grants was intense, so the success of our faculty speaks to the quality of our scientific enterprise and the determination of our investigators,” said Keck School Dean Carmen A. Puliafito.

“I’m proud to recognize their tireless efforts and stellar accomplishments,” he said.

Among the grants is a nearly $9 million Grand Opportunity grant awarded to two USC neuroscientists—James A. Knowles, professor of psychiatry at the Keck School, and Pat Levitt, director of the Zilkha Neurogenetic Institute—to map how genes are expressed in different regions of the human brain throughout development. The project will be done in collaboration with researchers at Yale University and the Allen Institute for Brain Science in Seattle, Wash.

Humayun elected to Institute of Medicine

By Meghan Lewit

USC ophthalmologist and biomedical engineer Mark Humayun has been elected to the prestigious Institute of Medicine (IOM) for his groundbreaking work to restore sight to the blind. The IOM made the announcement on Oct. 12 at its 39th annual meeting.

Election to the IOM is considered one of the highest honors in the fields of health and medicine and recognizes individuals who have demonstrated outstanding professional achievement and commitment to service.

Humayun is professor of ophthalmology, cell and neurobiology, and biomedical engineering at the Keck School of Medicine of USC, the Doheny Eye Institute at USC and the USC Viterbi School of Engineering. His research projects focus on the treatment of the most debilitating and challenging eye diseases through advanced engineering.

He is also the director of the Department of Energy Artificial Retina Project and co-inventor of the retinal prosthesis—an implantable artificial retina that has restored partial sight to...
HUMAYUN: Researcher-physician joins highly selective Institute of Medicine

By Katie Neith

Levitt welcomed as Zilkha Neurogenetic Institute director

USC School of Dentistry.

"What I learn here, no matter where I am, it will be useful."

"If I am looking forward to contributing as a member to the Institute of Medicine."

The election of Mark Humayun to the Institute of Medicine is a great honor that recognizes his status as an outstanding leader in bioscience," said Keck School of Medicine Dean Carmen A. Puliafito and USC School of Pharmacy Dean R. Pete Vanderveen on Oct. 13.

"Dr. Humayun's dedication to medicine and science, and his commitment to collaboration across disciplines, has profoundly improved the quality of life for many patients."

Dana Goldman, professor and the Norman Topping Chair in Medicine and Public Policy at the USC School of Policy, Planning and Development, was also elected to the IOM. Goldman oversees the newly created Leonard D. Schaeffer Center for Health Policy and Economics at USC and also has a faculty appointment at the School of Pharmacy.

Goldman is a nationally-recognized health economist influential in both academic and policy circles. He is the author of over 100 articles and book chapters, including articles in some of the most prestigious medical, economic, health policy, and statistics journals. He is a health policy advisor to the Congressional Budget Office, and is a frequent speaker on health care issues. New IOM members are elected by current active members through a highly-selective process that recognizes individuals who have made major contributions to the advancement of the medical sciences, health care and public health. IOM's total membership is 1,778.

By Jon Nalick

Goldfarb noted that all of USC will participate in the ShakeOut annually. The next Great California ShakeOut is scheduled to take place on Oct. 21, 2010, at 10:21 a.m.

"This may be the first time in the history of our drills that we can honestly say communication went well," he said.

"The amateur radio group was the thread that pulled things together."

Goldfarb noted that all of USC will participate in the ShakeOut annually. The next Great California ShakeOut is scheduled to take place on Oct. 21, 2010, at 10:21 a.m.

The software system also communicates open.

"Dr. Levitt creates a vital link to the Institute of Medicine," said USC Executive Vice President and Provost C.L. Max Nikias. "Dr. Levitt has secured nearly $9 million in American Recovery and Reinvestment Act funds to map how genes are expressed in different regions of the human brain throughout development. He will lead the two-year Grand Opportunity grant, funded through the National Institute of Mental Health, with James A. Knowles, professor of psychiatry at the Keck School of Medicine, and researchers at Yale University and the Allen Institute for Brain Science in Seattle, Wash.

"Dr. Levitt also recently received a $2.4 million grant from the Simons Foundation Autism Research Initiative to conduct research on the effects of gene mutation and polymorphism on autism spectrum disorder."

At the reception, Levitt thanked his laboratory members who moved with him to USC and praised his new staff at ZNI for helping him with a smooth transition to his new position. He also emphasized his excitement about the potential he sees at USC. "This university stands as being a remarkable place where scholarship and creativity go hand in hand. In terms of big science, we are central to the largest initiatives that the National Institutes of Health are undertaking in several areas," said Levitt. "We have the potential, in neuroscience, to do something really special university-wide."
By Joe Peters

Hundreds of local resi-
dents flocked to the Oct. 17 Health and Wellness Fair, which featured music and more than 50 booths offering health-related information.

The event, made possible by donations to the USC Good Neighbors Campaign, was hosted at the East Los Angeles Occupational Center and sponsored by the Health Sciences Campus. The USC Neighborhood Outreach event included remarks from Los Angeles City Coun-
cilmember Jose Huizar and a radio broadcast of the USC Notre Dame football game.

But for community mem-
bers, the biggest draw was the chance to air their health con-
cerns and get medical advice from experts.

“This was very important for me, to check out all these texts,” said Soledad Sanchez, who brought her daughter and grandson to the fair. “I got my flu shots, my cholesterol checked, my diabetes checked.”

She was also enthusiastic about the information booths, particularly the one staffed by police: “I liked the information about keeping kids from drugs. I learned a lot today. Everyone should see this.”

Cesar Armendariz, community outreach director for HSC, echoed those sentiments. “It’s a chance for people in the community, especially those with low income and without health insurance, to get some critical screenings,” he said. “People of any age group can come and benefit from the fair.”

New Web site highlights USC’s community outreach programs

By Eddie North-Hager

It’s no secret that USC, which recently was named tops in community engage-
ment among all colleges and universities, has a multitude of flourishing programs and projects in the neighborhoods surrounding its campuses.

But finding out about all these initiatives—and getting a sense of the richness of activity in the neighborhoods—has in the past involved a lot of digging.


Our Communities (http://www.communities.usc.edu), launched in September by the USC Office of Government and Community Relations and University Public Rela-
tions, documents the univer-
sity’s outreach and research across various disciplines and campuses.

It includes descriptions of collaborative programs, recent photographs of Trojans and neighborhood residents engaged in projects, and supplies detailed maps of neighborhood resources, including schools, parks, churches, museums and historic buildings.

“The site targets the uni-
versity-community initiatives started by President Steven B. Sample when he joined the Trojan Family. These initiatives were a key element of the president’s goal to make a difference in the communities surrounding the University Park and Health Sciences campuses. This site illustrates some of USC’s core missions in the communities: putting students on the path to college from head start through high school, stimulating the local economy, and making neighborhoods safer,” said Thomas S. Sayles, USC vice president for government and community relations.

“It shows the depth and breadth of USC’s efforts and our commitment to the neighborhood. We are now able to more clearly define our outreach to include not only programs that serve the community, but the academic research that our professors are doing,” Sayles said. “These studies are informing policymaking decisions that result in services to these neighborhoods and others like it.”

Susan Heitman, associate senior vice president of uni-
versity public relations, said: “When he arrived nearly 20 years ago, President Sample made our relationship with the community the hallmark of his administration.”

“He set hugely ambi-
tious goals. He believes in the concept of being a good neighbor, and we have that responsibility.”

“This Web site is our latest effort in building this partner-
ship in our community,” she said.

ARRA: Keck School officials credit faculty creativity, skills for jump in funding

Continued from page 1

Keck School of Medicine researchers have also been awarded four ARRA P30 grants—one shared with the USC School of Dentistry—totaling $4.5 million to support junior faculty research in the areas of autism, cancer, lung disease and craniofacial biology.

Elizabeth Fini, vice dean for research at the Keck School, said she expects the $34 million to increase as additional ARRA grant applications are funded.

“These ARRA grant awards are a symbol of who we are and what we represent to our peers in the national research community,” Fini said.

She added, “They are due to the creative ideas and exceptional skills of our longstanding faculty researchers, as well as junior faculty and new chairs and research leaders we’ve recently recruited.”

The Weekly NEWSMAKERS

On Oct. 15, Forbes article quoted chief of cardiovascular medicine Leslie Saxon and featured topics discussed at the Body Computing Conference held recently at USC. The conference was also featured in Fast Company Magazine.
Calendar of Events
This Calendar of events is also online at www.usc.edu/hsccalendar for the Health Sciences Campus community

Saturday, Oct. 24
8 a.m. Office of Continuing Medical Education and the Division of Cardiovascular Medicine Course. “Current Diagnosis and Management of Atrial Fibrillation,” Various speakers. KAM Mayer Aud. Info: (323) 442-2555

Monday, Oct. 26
Noon Liver Grand Rounds. “Case Presentations,” Joon Rim, USC. IPT C2101. Info: (323) 409-7995

Noon IRID Research Seminar “Anti-angiogenic VEGF Isoform: Their Role in Cancer and Eye Disease,” David Butas, Univ. of Bristol, UK. SRT Anxuty Aud. Info: (323) 442-1144

Tuesday, Oct. 27
9 a.m. Neurology Grand Rounds. “Sleep and Fatigue in Residence: Duty Hours Present and Future,” Laura Kabolyjan, USC. ZNI 112. Info: (323) 442-7606

11 a.m. Endocrinology Grand Rounds. “Thyroid Hormone Therapy in Adults with Nonthyroidal Status,” Elaine Kepke, USC. HMB 100. Info: (323) 442-2906

11:30 a.m. Psychiatry Grand Rounds. “Perinatal Anxiety Disorders: It’s Not Just About Depression Anymore,” Shari Luskin, Mt. Sinai Medical Ctr. ZNI 112. Info: (323) 442-4065


Wednesday, Oct. 28
8:30 a.m. “Sleep and Fatigue,” Joshua Sapkin, USC. GSH 11-321. Info: (323) 226-7923


Friday, Oct. 30
8 a.m. CIHLA Grand Rounds. “Noninvasive Assessment of Tissue Iron Stores: From Biophoto to Bench and Back Again,” Thomas Coates and John Wood, USC/CIHLA. Saban Research Aud. Info: (323) 361-2935

8 a.m. Pathology and Laboratory Medicine Grand Rounds. “Phanico Miniaturation and Its Biomedical Applications,” Emil Kartalov, USC. VOR 7409. Info: (323) 442-1100

11 a.m. Hematology Grand Rounds. “Autoimmune Hemolytic Anemias,” Howard Liebman, USC. IPT C21103. Info: (323) 865-3950

Noon Gastrointestinal Grand Rounds. “Case Presentations,” Sarah Shabili, USC. OPT 451129. Info: (323) 409-7995

Tuesday, Nov. 3
11:30 a.m. Psychiatry Grand Rounds. “Suicidal Behavior in Bipolar Disorder: Risk Factors and Interventions,” Maria Quan- endo, Columbia Univ. ZNI 112. Info: (323) 442-4065

Thursday, Nov. 5
10 a.m. – 3 p.m. HSC Benefits Fair. Harry & Celesta Pappus Quad. Info: (323) 442-1011

Saturday, Nov. 7
9 a.m. 4th Annual Moving Targets Symposium. “Drug Delivery and Therapeutics in the Tumor Microenvironment,” Various speakers. Raymond Hotel, Los Angeles @ USC. Info: bayruth@usc.edu

Wednesday, Nov. 18
8:30 a.m. “Building Pharmaceutical Anti-Counterfeiting Programs,” Various speakers. CHP 106. Info: (323) 442-3102

Notice: Deadline for calendar submission is 4 p.m. Monday to be considered for that week’s issue—although three weeks’ advance notice of events is recommended. Please note that timely submission does not guarantee an item will be printed. Send calendar items to HSC Weekly, KAM 400 or fax to (323) 442-2852, or e-mail to eblaauw@usc.edu. Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location, and a phone number for information.

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Hospital garden named for Women’s Cancer Research Fund

By Katie Neith

Members of the Women’s Cancer Research Fund (WCRF) gathered in the courtyard of the USC University Hospital Norris Inpatient Tower on the afternoon of Oct. 12 to celebrate the unveiling of a garden named in their honor.

Part of the Entertainment Industry Foundation, the WCRF is a long-time supporter of the USC Norris Comprehensive Cancer Center.

About 40 invited guests gathered to applaud the support of the WCRF. The audience included world-class researchers and distinguished leaders in WCRF-funded cancer research.

Peter Jones, director of the USC Norris Comprehensive Cancer Center, welcomed the guests to the gathering and thanked the WCRF for supporting cancer research at the Keck School of Medicine.

“The Weekly gets top honors in 2009 CASE awards

As part of its 2009 Awards of Excellence honoring outstanding university publications and programs, the Council for Advancement and Support of Education (CASE) has awarded The Weekly a prestigious gold medal.

The Weekly received the top award in the category of internal audience periodicals; publications at Claremont Graduate University and California State University Fresno received silver and bronze awards in the category.

The Weekly, with a circulation of about 7,000, serves the students, staff, faculty and residents of USC’s Health Sciences Campus. It is written, produced and published by the Health Sciences Public Relations and Marketing Office.

CASE, a Washington, D.C.-based nonprofit organization, is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.