

Tobacco advertising, cancer take center stage at symposium

By Amy E. Hamaker

According to Stephen Gruber, director of the USC Norris Comprehensive Cancer Center, his mother remembers the exact minute when his father decided to quit smoking.

"I was two years old, taking a nap next to my father, who was reading *The New York Times* and smoking a cigarette," he recently told attendees at the "Tobacco, Proposition 29 and the War on Cancer" symposium. "He threw away his pack and told my mother that it was his last. He had just finished reading an article about the Surgeon General's Report on the direct link between smoking and cancer. That taught me that information is power."

The power of information to shape health-related behavior was the main message of the symposium, held on May 30 in the Aresty Auditorium. The audience included students from the nearby Francisco Bravo Medical Magnet High School.

In particular, speakers focused on tobacco policy and health, including youth adver-

tising trends and California Proposition 29, which would impose an additional \$1 per pack tax on cigarettes and an equivalent tax increase on other tobacco products to fund research for cancer and other tobacco-related diseases.

"This is an important issue for all of us who are involved in supporting the health of our community," said Carmen A. Puliafito, dean of the Keck School of Medicine of USC, who welcomed attendees. "We must have a discussion of the facts surrounding the use of tobacco in our society and the role legislation might mean in reducing cancer deaths."

John Pierce, professor of family and preventive medicine at the University of California, San Diego, led the audience through the history of tobacco control in California, and how it correlates with tobacco-related disease and death.

"There is no other behavior that is so thoroughly associated with another disease as smoking is with lung cancer," said Pierce. "There are 440,000 deaths in the United



Above, (from left), panelists John Ready, Del Shilling, Rick Gridley and Joe Lapides discuss their experiences with smoking and cancer during a session moderated by Uttam K. Sinha, Watt Chair in Head and Neck Cancer Research and chief of the Department of Otolaryngology-Head and Neck Surgery at the Keck School.

Right, Stephen B. Gruber (right), director of the USC Norris Comprehensive Cancer Center, with professor of pediatrics Stuart Siegel, (left) and cancer research advocate Lance Armstrong, appear at a recent forum on Proposition 29 held at Children's Hospital Los Angeles.

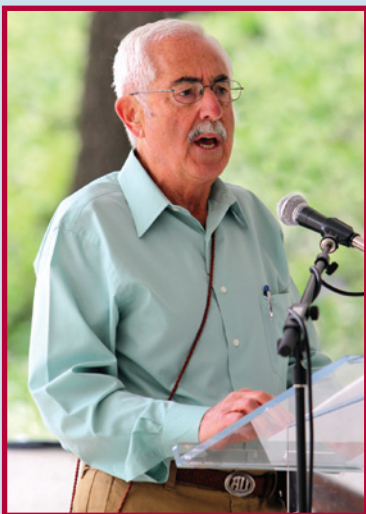
States each year attributable solely to smoking; another 46,000 deaths from heart disease and 3,400 deaths from lung cancer occur each year to nonsmokers who are exposed to cigarette smoke.

Robert Jackler, Sewall Professor and chair of the Department of Otolaryngology at the Stanford University School of Medicine, told attendees that the tobacco industry is doing exactly what it has always

done in marketing—aiming directly at kids.

Jackler showed a variety of print and broadcast tobacco ads aimed at high school and college-age youth. According

See **TOBACCO**, page 3



Left, festival moderator Art Ulene addresses former cancer patients and their families for a morning of celebration and inspirational speakers. Right, a participant signs a scroll at the June 2 event.



Lisa Brook Photography

Festival of Life fêtes patients who battled cancer

By Ryan Ball

When Ali Djowharzadeh was diagnosed with colorectal cancer, he was told by three different surgeons that there was nothing they could do. They all advised him to get his affairs in order because the best he could expect was four more months on this planet. That was seven years ago.

Thanks to a fourth opinion and cutting-edge treatments at the USC Norris Cancer Hospital, Djowharzadeh was among 600 cancer survivors celebrating the 22nd Annual Festival of Life.

The event took place June 2 on the Harry and Celesta Pappas Quad on the USC Health Sciences campus in honor of National Cancer Survivors Day.

Invited to speak before the assembled crowd, Djowharzadeh, now cancer free, shared what he learned from his battle with cancer and how he took the Trojan mantra "fight on" to heart. "We must celebrate and live in the present moment," he said. "We must stand up and fight for our lives."

Djowharzadeh's wife, Raz,

was there to celebrate with her husband. "It's a reminder for us, of what we've gone through and to be thankful for him being alive today," she remarked.

"We had a great team of doctors who are the best in the country, and we're thankful for having a facility where we were able to get everything done in one place. That was crucial to his treatment."

Naomi Morales, who was admitted to Norris with stage-four ovarian cancer seven years

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Carmen A. Puliafito tapped for second term as Keck School dean

USC President C. L. Max Nikias has offered Carmen A. Puliafito a second five-year term as dean of the Keck School of Medicine of USC, an offer that he has accepted.

In a June 4 announcement, Elizabeth Garrett, provost and senior vice president for academic affairs, said the decision followed a review of Puliafito's leadership of the school that included a survey sent to full-time faculty and staff, including residents and postdoctoral research associates.

Garrett stated that the feedback she received recognized Puliafito's commitment to the future of the Keck School.

Foremost among his accomplishments, Garrett said, "has been his instrumental role in the appointments of transformative faculty who help USC achieve academic excellence and influence, not only through their own work, but by serving as catalysts for consequential research and innovative teaching. Many of these faculty were recruited by the dean to serve as directors of leading centers and institutes and as key department chairs. Working with the Keck School's Faculty Council, Dr. Puliafito has adopted a regular review system for department chairs, which will involve faculty input."

Garrett also singled out for recognition Puliafito's leadership "during the crucial period while the hospitals were acquired, the practice plans were integrated and a revised operating agreement was reached with Los Angeles County regarding LAC+USC."

She added that faculty responses highlighted "the

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Buchanan named Keck School interim vice dean for research as Fini steps down

Thomas Buchanan, associate dean for clinical research and professor of medicine and obstetrics and gynecology, assumed the role of interim vice dean for research of the Keck School of Medicine of USC on June 1.

After more than four years leading the Office of Research Advancement, M. Elizabeth Fini stepped down from the post to assume the full-time directorship of the Institute for Genetic Medicine, a role she assumed June 1.

She remains a professor in the Departments of Cell and Neurobiology and Ophthalmology.

Keck School Dean Carmen A. Puliafito announced on May 29 that a national search for a new leader would begin soon.

Fini was recruited to the Keck School of Medicine in early 2008 to the newly created position of vice dean for research because of her success in building federally funded

interdisciplinary and translational research programs, while also maintaining an exemplary degree of scholarship and visibility in her field.

During her years as vice dean for research, Fini oversaw a number of important changes in the support of the research effort at the Keck School of Medicine, not least of which was the growth in research volume by 43 percent and a five percentage point increase in the *U.S. News & World Report* ranking for the Keck School.

She has had many accomplishments during her tenure: She reorganized research administrative support and created the Office for Research Advancement; she was a primary force behind the establishment of a strong research and educational partnership with the USC Viterbi School of Engineering, which ultimately resulted in the establishment of the

Health, Technology and Engineering (HTE@USC) program; and she coordinated the school's effort to obtain ARRA funding, which led to the receipt of an additional \$36 million in grant awards from the National Institutes of Health.

She also managed the Dean's Research Scholars Program for medical student research, was instrumental in creation of the Early Investigator Program for high school students, and established the Postdoctoral Scholars Program, NIH K-Award Program and Responsible Conduct in Research Program at the Keck School of Medicine.

In addition, Fini was instrumental in many basic science and physician-scientist faculty recruitments at both the junior and senior level. She established the Research Space Advisory Committee to develop and implement

a research space and space-management policy. She serves on the A.P. Giannini Foundation Scientific Advisory Board, and as the alternate to

the dean on the Independent Citizen's Oversight Committee for the California Institute for Regenerative Medicine.

The Weekly ETCETERA

The Australian Academy of Science has honored **Peter Jones**, Distinguished Professor of Urology and Biochemistry & Molecular Biology at the Keck School of Medicine, for scientific achievement.

The academy honored Jones at its annual conference in May, awarding him the Rudi Lemberg Travelling Fellowship for the biological sciences.

The fellowship enables either Australian or overseas scientists of standing to visit Australian scientific centers and to deliver lectures.

The American College of Nuclear Medicine will honor **Michael E. Siegel**, professor of radiology, with its Lifetime Achievement Award at a plenary session of the annual meeting of the Society of Nuclear Medicine, taking place June 9-13 in Miami, Fla.

The award is the most prestigious honor given by the college, and is presented to physicians for their significant contributions in the field of nuclear medicine, education, research and patient care.

Siegel has been on the faculty of the Keck School of Medicine of USC for 36 years, is past director of the division of nuclear medicine at the Keck School, and founded the nuclear medicine residency program at the Keck School. He has authored more than 250 peer-reviewed publications and contributed 23 chapters to medical textbooks.

For his work in enhancing patient care, **Tom R. DeMeester**, chairman emeritus of the Keck School of Medicine Department of Surgery, has been awarded the Medallion for Scientific Achievement by the American Surgical Association.

The award was presented at the association's 132nd annual meeting on April 27. For the first time, the medallion was awarded in recognition of a surgeon who has made important scientific contributions that have directly improved surgical patient care.

The American Surgical Association, founded in 1880, is the nation's oldest and most prestigious surgical organization. Members include the nation's most prominent surgeons from leading academic medical

institutions in the United States and surgeons from around the world.

Frank Gilliland, professor of environmental health at the Keck School of Medicine, and **Duncan Thomas**, professor of preventive medicine, were elected to membership in the American Epidemiological Society at its annual meeting in March. The American Epidemiological Society provides a scientific forum for senior epidemiologists to expand their professional expertise and skills through lively interchange of ideas with peers.

Arun Amar, associate professor of clinical neurosurgery and director of endovascular neurosurgery at the Keck School, has edited the May 2012 issue of *Neurosurgical Focus* on the topic of "Vascular Fistulae of the Brain and Spine." *Neurosurgical Focus* is a peer-reviewed, online journal of the *Journal of Neurosurgery* publishing group. With more than 40,000 individual viewers per month, it has the largest circulation of any neurosurgical journal in the world. Since its inception in 1996, the associate editor for *Neurosurgical Focus* has been Martin H. Weiss, the Martin H. Weiss Chair in Neurosurgery and former department chair of neurosurgery at the Keck School.

The American Lung Association (ALA) recently released new guidelines for lung cancer screening, recommending low-dose computed tomography screening in certain people. The recommendations are based on existing evidence and in particular the recent results of the National Lung Cancer Screening Trial.

The new ALA guidelines state that individuals who are current or former smokers, age 55 to 74 years, with a smoking history of at least 30 pack-years (one pack per day for 30 years), and with no history of lung cancer should be screened.

The ALA's full report on screening was led by **Jonathan Samet**, professor and the Flora L. Thornton Chair at the Keck School's Department of Preventive Medicine.

USC HOSTS CHINESE DELEGATION—

A high-level delegation of Chinese physicians met with Jacques Van Dam (center), professor of medicine at the Keck School of Medicine, during a daylong visit to the Health Science Campus in May. As part of the international outreach effort in gastroenterology, visiting physicians and surgeons from Shanghai observed advanced gastrointestinal endoscopy and compared experiences with USC faculty and staff. Van Dam said, "Having learned a great deal from this first-of-its-kind venture, USC faculty now plan to pursue more expanded contacts with Chinese and other international physicians in an effort to establish collaborative programs in training and clinical care." The visit was hosted in part, by Boston Scientific, a major vendor in the digestive health field.



Anthony Jackson

KECK: Puliafito reappointed as dean of medical school

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full accreditation of the medical school by the Accreditation Council for Graduate Medical Education and the increase in research funding during his tenure ... as other significant achievements. Others took note of the transformative gift made by the W. M. Keck Foundation and the

dean's involvement in USC's historic fundraising campaign."

Garrett congratulated Puliafito on continuing in the vital role. "I am confident he will continue to make significant contributions to the university and the Keck School of Medicine of USC," Garrett said.

The Weekly

Next Issue: June 22

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Electronic health record data can enhance research efforts

By Amy E. Hamaker
The uses, upsides and potential pitfalls of gathering data from electronic health records (EHRs) for research was the main topic of conversation at the “Partners in Discovery and Health: Building an Institution-Wide Research Cohort with Integrated Health Records and Biospecimens” symposium on May 25 at Aresty Auditorium.
Steven Gruber, director of the USC Norris Comprehensive Cancer Center, shared information on his work at the University of Michigan using EHRs to collect uniform research data. Thanks to the use of EHRs, Gruber and his team were able to reduce a 15-page form to a trifold brochure with one-page written consent and HIPAA forms.

Jordan W. Smoller, associate professor of psychiatry at Harvard Medical School, described Harvard’s use of a combination of limited electronic health record data and bio specimens to help facilitate phenotyping. Researchers mined the data for text and extracted information. “We’re at a bit of a rate-limiting size for studying genomic changes without using technology like this,” noted Smoller.
Using limited data from EHRs also gives health officials the ability to answer public health and clinical questions rapidly. “We could we have seen the connection between Celebrex and heart problems if we’d been looking at a larger cohort with EHRs,” explained Smoller.
Mark Hoffman of Cerner

Corp., an EHR provider, noted that today’s technology, when used to help recruit research study participants, can help reduce bottlenecks in documenting data.
Also, through EHRs, clinical trial information can be visible to emergency care providers to enhance safety for patients.
All speakers mentioned that the cost for gathering genomic information is much less than for traditional studies.
Thomas R. Insel, special guest speaker and director of the National Institute of Mental Health and acting director of the National Center for Advancing Translational Sciences, cited the cost of a genome map today as being around \$1,000, down from the more than \$3 million cost for the original

human genome project.
Insel also encouraged researchers to reformat the way research is performed to facilitate faster and better results. “The standard research model is linear—bench to bedside—but that isn’t the model we want going forward,” he said. “The way it should work is much more circular, using observations to go back to the bench, and then back to the bedside as part of transformative technology.
“Partnerships between the public, industry, academia and patients are essential,” he added. “The world is changing with or without us, and we need to think about how to deal with that in the way that’s the greatest benefit to the patient.”

“The standard research model is linear—bench to bedside—but that isn’t the model we want going forward.”

—Thomas R. Insel, Director of the National Institute of Mental Health

LIFE: Cancer survivors and their families flock to Health Sciences campus for annual celebration

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ago and now serves as a volunteer there, was asked to share her inspirational story as well.
“I asked God to please allow me more time so I could give back to this hospital that gave me so much,” said Morales. “We all have a purpose here on Earth, just believe. The sun will always rise again. It did for me.”
Attendees also heard from Annette Sy, associate

administrator/interim chief nursing officer for the Keck Medical Center of USC, on the challenges and rewards of oncology nursing.
Providing the physician’s perspective was USC urologist Matthew Dunn, who diagnosed his own father with prostate cancer four years ago and was part of the team at Norris that got him cancer-free.
He said he is inspired by the special relationship he is

able to forge with each and every patient.
For the past 10 years, the Festival of Life has been organized by Alicia Syres, director of volunteer services at Norris. She said it’s gratifying to see more people coming back each year because more people are surviving. She called the event an example of how the staff at Norris works hard to cultivate a sense of family for patients.
“It’s fun to watch people

reconnect with the staff who are here,” Syres said. “It’s like coming home, coming to see old friends.”
USC Norris Comprehensive Cancer Center board member and former “Today Show” medical expert Art Ulene returned to emcee the festival. A cancer survivor himself, Ulene has been part of the Festival of Life from the beginning and noted that today there’s more reason to rejoice now that cancer, for

many people, is not the death sentence it was 20 years ago.
“We celebrate each year to acknowledge the people who made this possible, to acknowledge our own strengths, and to acknowledge and express gratitude to the people who supported us through this,” Ulene explained. “But we celebrate also to let those who come later know that there is life after cancer, meaningful, productive life.”

TOBACCO: USC researchers say the industry’s ads specifically target teens

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to Jackler, tobacco ads target boys through the use of sports heroes and girls through the use of the color pink.
“Joe Camel was created specifically to market to young people,” he said. “In a study on character recognition, it was found that by the age of 6 there was no difference in recognition between Joe Camel and Mickey Mouse.”

To help slow the tide of teen smoking, Jackler suggested banning tobacco advertising and promotion in the United States, as many other countries have done.
He also suggested increasing the cost of cigarettes, as “teens are exquisitely price sensitive.”
Symposium attendees heard firsthand experiences of throat and

tonsil cancer survivors during a short panel discussion, led by Uttam Sinha, Watt Chair in Head and Neck Cancer Research and chief of the Department of Otolaryngology-Head and Neck Surgery at the Keck School.
Panel member Joe Lapidès, co-president of the USC Norris Cancer Hospital head and neck cancer patient support group, was a smoker for 30

years before being diagnosed with cancer of the left tonsil. “My goal is to help one person every day to not go through what I went through,” he said.
To view the symposium webcast, visit <http://tinyurl.com/7qhc9hm>. To view Stanford University’s collection of more than 7,000 print, broadcast and social media tobacco advertisements, visit <http://tobacco.stanford.edu>.

The Weekly NEWSMAKERS

A June 3 article in *The New York Times* quoted **David Quinn**, associate professor of medicine at the Keck School and medical director of the USC Norris Cancer Hospital, about the use of hormone therapy to treat men with prostate cancer.

A May 29 article in *The New York Times* highlighted research by **Jonathan Samet**, who serves as the Flora L. Thornton Chair of the Department of Preventive Medicine at the Keck School and director of the USC Institute for Global Health, on possible carcinogenic effects of cell phones, and quoted him about volunteers who worked at the World Trade Center site post-9/11 who now have cancer. A May 26 entry on The Huffington Post highlighted research by Samet and **Sonny Patel**, research associate in the Department of Preventive Medicine, finding that people who lived in areas impacted by the Chernobyl disaster experienced increased anxiety, depression, post-traumatic stress disorder and cognitive impairment. Samet also was quoted in a May 21 blog entry in the *Star-Tribune* about a study that linked sleep apnea to cancer risk.

A May 29 article in MedicalXpress notes that **Jon-Patrick Allem**, a first-year doctoral student in the Health Behavior Research Program in the Keck School Department of Preventive Medicine, co-authored a study that assesses whether World No Tobacco Day has made an impact.

A May 28 story in *La Opinion* quoted **Gabriela Rios**, a nutrition research manager at the Keck School, about the nutritional value of school lunches.

A May 25 brief in *CMIO* notes that **Joshua Lee** will serve as the new chief information officer for USC Health, effective July 1.

A May 23 article in the U-T San Diego quoted cardiologist **Leslie Saxon**, professor of clinical medicine at the Keck School, about the potential for smart phones in monitoring health data. A May 22 Fast Company article featured Saxon and her research on how doctors of the near future will be able to monitor patient health using smart phones. As executive director of the USC Center for Body Computing, Saxon helps develop apps that allow both doctors and patients to monitor patients’ vital signs. She also was mentioned in a May 21 article on Xconomy.com about advances in wireless health care.

A May 23 article on Mother Nature Network quoted **Jason Doctor**, associate professor of clinical pharmacy and pharmaceutical economics & policy at the School of Pharmacy, on rewarding doctors for high quality care.

A May 22 article in *Forbes* highlighted the use of snake venom as cancer therapy, being studied by **Francis S. Markland Jr.**, professor of biochemistry and molecular biology at the Keck School.

A May 22 blog entry on TheBody.com about The Berlin Patient recognized the work that **Paula Cannon**, associate professor of molecular microbiology, immunology, biochemistry, and pediatrics at the Keck School, is doing to find a cure for HIV/AIDS.

Landel Receives top honor from American Physical Therapy Association

By Cathy Curtis
Rob Landel, professor of clinical physical therapy in the USC Division of Biokinesiology and Physical Therapy, has been selected as a Catherine Worthingham Fellow of the American Physical Therapy Association (APTA)—the highest honor of the physical therapy profession. The award is being presented during the APTA annual meeting underway now in Tampa, Fla. Six active USC faculty members are now Catherine Worthingham Fellows, more than in any other physical therapy program in the nation. Landel, who received his master of science and doctor of physical therapy (DPT) degrees from USC, has been teaching at USC since

1988. A decade later, he cofounded the USC Residency in Orthopedic Physical Therapy—the first university-based residency program in the nation—and now directs all physical therapy residency programs at USC (orthopedic, neurologic and sports). In 2010, Landel became director of the DPT program. In support of Landel’s nomination as a fellow, four distinguished members of the physical therapy profession and a former faculty member at the Keck School of Medicine of USC lauded his outstanding contributions as an educator as well as a clinician, researcher and leader of the profession. Kornelia Kulig, associate professor in the Division of Biokinesiology and Physical Therapy, wrote that



Rob Landel

Landel “teaches from a sound, comprehensive and current knowledge base, integrating basic science with the principles of orthopedic physical therapy.” As a clinician, Landel maintains an

active patient load at USC Physical Therapy Associates, the faculty practice he founded in 1989 and ran for seven years before cofounding the orthopedic residency program. As a researcher, Landel has 13 peer-reviewed publications, six published book chapters and two forthcoming publications to his credit, primarily in the field of orthopedic physical therapy. His honors include the James A. Gould Excellence in Teaching Orthopedic Physical Therapy Award of the APTA’s Orthopedic Section, the Excellence in Research Award of the California Physical Therapy Association and Teacher of the Year, awarded by students in the division in 2005 and 2009.

Calendar of Events

This Calendar of Events is also online at www.usc.edu/hscscalendar for the Health Sciences campus community

Monday, June 11

Noon – 1 p.m. KSOM Research Seminar. “The End of Illness,” David Agus, USC. NRT Aresty Auditorium. Info: (323) 442-7732

Friday, June 15

8:30 a.m. – 2 p.m. Southern California Alzheimer’s Disease Centers Research Symposium 2012. “Vascular Cognitive Impairment and Dementia,” various speakers. UPC: GER Auditorium. Info: (323) 930-6280

Monday, June 18

Noon. KSOM Research Seminar. “Linking RNA to Human Health,” John Rinn, Harvard Univ. NRT Aresty Auditorium. Info: (323) 442-7732

Tuesday, June 19

Noon – 1:30 p.m. Women in Management. “Charting the Future of Clinical Care at Keck: An Inside Look at Our Strategic Plan With Insights for a Successful Career in Academic Medicine,” Shawn Sheffield, USC. NRT LG 503/504. \$15 members, \$18 nonmembers and guests. Deadline to RSVP: 5 p.m., Friday, June 15. Info: (323) 442-1885

Wednesday, June 27

Noon – 1:00 p.m. KSOM Research Seminar. “Complex Regulation of Cellular Events in Prostate Cancer by Suppressors of Cytokine Signaling and Protein Inhibitors of Activated STAT,” Zoran Culig, Innsbruck Medical Univ., Austria. A light lunch will be served following the seminar. NRT Aresty Auditorium. Info: (323) 442-7732

Friday, June 29

Noon – 1:00 p.m. USC Physical Sciences in Oncology Center Monthly Seminar Series. “All Fitness is Local: The Special Relativity of Cancer,” Robert Austin, Princeton Univ. Pizza and refreshments will be served at 11:45 a.m. CSC 250. Info: kgerber@usc.edu

Saturday, July 14

4 p.m. Multiple Sclerosis Benefit Concert & Silent Auction. All proceeds will benefit the USC MS Comprehensive Care Center and Research Group at the Keck School of Medicine of USC. Reception immediately following program. The Herbert Zipper Concert Hall at The Colburn School of Music. 200 South Grand Ave., Los Angeles, CA. Assigned seating. Adults \$40, under 18 \$25. Info: (626) 590-8415

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 *The Weekly*, KAM 400 or fax to (323) 442-2832, or email 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.



Laura/Studio Luongo Photography

CELEBRATING THE YOUNGEST PATIENTS—Children who received surgical interventions while still in utero and their parents flocked by the hundreds to Hollywood Presbyterian Medical Center on May 19 for a reunion hosted by Keck School of Medicine surgeon Ramen Chmait. About 200 children as old as 5 years and as young as 12 days attended the event, which showcased the benefits of in utero fetal therapy, a relatively new and very specialized field of medicine. The therapy strives to treat conditions that could otherwise be fatal for the fetus if left untreated. Chmait is medical director of the Fetal Therapy Program, a collaboration among USC, Children’s Hospital Los Angeles and Hollywood Presbyterian. Above, at the event are (from left): Terri Lowstetter, nurse coordinator; Chmait, holding patient Alessandra Randazzo; with Alessandra’s parents, Adela and Joe; and sister Adelita.

ONLINE EXTRAS

Read more HSC news online:

- **USC eye scientists present new research at global conference**
<http://tinyurl.com/7gsdydx>
- **The Future is bright for Keck School’s Fulbright scholars**
<http://tinyurl.com/87br9tj>
- **NIH awards CHLA a \$884,000 STEP-UP Education Grant**
<http://tinyurl.com/7v6pa3s>
- **Department of Otolaryngology hosts gathering in support of education, research**
<http://tinyurl.com/7sosgkj>

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