July 2015

In July, VCU Massey Cancer Center was featured more than 21 times in various media outlets. Highlights of Massey research cited includes a model developed by Thomas Eissenberg, Ph.D., for determining nicotine levels in electronic cigarettes, and a study led by Devanand Sarkar, Ph.D., that discovered that a cancer-causing gene can be controlled to prevent obesity and obesity-related cancers. Eissenberg also provided expert commentary regarding the health impacts of electronic cigarettes; Brian Cassel, Ph.D., offered input on using trained facilitators to initiate end-of-life planning for patients; and Gilda Cardenosa, M.D., was interviewed about conflicting breast cancer screening guidelines. Also recognized was a multi-million dollar grant awarded by the National Institutes of Health to Yan Zhang, Ph.D., to develop opioid addiction treatments for cancer patients; and the opening of a new location for Massey’s Cancer Research and Resource Center of Southern Virginia in Lawrenceville.

Please continue reading for more July 2015 highlights.

CITED RESEARCH

Medical Xpress: "Novel model developed to predict the amount of nicotine emitted from e-cigarettes,” July 30, 2015

An article reported that a research team led by Thomas Eissenberg, Ph.D., developed the first-ever mathematical model to predict the amount of nicotine emitted from electronic cigarettes. Additional coverage of this study appeared in at least eight other media outlets.

Medical Xpress: "Researchers find link between cancer gene and obesity,” July 17, 2015

Featured was research led by Devanand Sarkar, Ph.D., which found that a gene known as astrocyte elevated gene-1 (AEG-1) could be controlled to prevent or reverse obesity and obesity-related cancers. This study was also featured on Health Canal.

EXPERT COMMENTARY

NPR/Tri States Public Radio: "E-Cigarettes not as safe as advertised, researchers say,” July 20, 2015

Massey researcher Thomas Eissenberg, Ph.D., provided expert commentary regarding popular marketing claims that e-cigarettes are “healthier” than regular cigarettes.

Richmond Times-Dispatch: "End-of-life planning initiative moves to next phase of implementation,” July 15, 2015
Massey researcher **Brian Cassel**, Ph.D., was quoted in an article about trained facilitators in the Richmond region who help patients with end-of-life planning and advance directives.

**WTVR CBS 6**: “How changing cancer screening guidelines has brought about confusion,” July 6, 2015

**Gilda Cardenosa**, M.D., and Massey patient **Merv Baldecchi** were interviewed about confusion stemming from conflicting guidelines for breast cancer screenings and the potential effect these recommendations may have on insurance coverage.

**CENTR News**

**The Progress-Index**: “VCU receives $1.9 million grant to research chemical compounds for treating addiction,” July 28, 2015

Massey researcher **Yan Zhang**, Ph.D., received a grant from the National Institutes of Health to develop new chemical entities to treat substance abuse disorders, including opioid addiction for cancer patients.

**Brunswick Times-Gazette**: “Fact vs. myths about cancer,” July 28, 2015

An article written by the staff of Massey’s **Cancer Resource and Research Center of Lawrenceville** dispelled common cancer myths.

**The Progress-Index**: “Petersburg Public Library receives Cameron grant to improve health outcomes,” July 13, 2015

Massey’s **Healthy Living and Learning Center** in Petersburg received a $70,000 grant to fund health programs in the Petersburg area.

**WRIC ABC 8**: “’Planking off’ for a good cause,” July 10, 2015

Pure Barre Studios hosted a fundraising event benefitting Massey’s **Women & Wellness Forum Series**.

**Brunswick Times-Gazette**: July 1, 2015

A photo of the Cancer Research and Resource Center of Southern Virginia was published in which a Relay for Life-themed window decoration is shown.

**Brunswick Times-Gazette**: “Connection @ 221 – Cancer Research and Resource Center of Southern Virginia – Lawrenceville,” July 1, 2015

Free webinar sessions hosted by the Cancer Research and Resource Center of Southern Virginia were promoted in a community calendar. The newspaper highlighted the sessions again later in July.
Explore Brunswick County Virginia (p. 4-5): “Cancer Research and Resource Center of Southern Virginia,” 2015-2016 edition

Massey's Cancer Research and Resource Center of Southern Virginia in Lawrenceville was featured in a local visitor and newcomer guide.