January 2016

Throughout January, VCU Massey Cancer Center was featured in at least 87 media clips in a variety of publications. Cancer Center Director Gordon Ginder, M.D., and researcher Iain Morgan, Ph.D., provided expert commentary on the importance of human papillomavirus vaccinations; Victor Yazbeck, M.D., was interviewed about a Massey study on leukemia patients; Thomas Eissenberg, Ph.D., contributed to an expert panel on the health impact of electronic cigarettes; Gordon Ginder, M.D., and Steven Woolf, M.D., explained why national cancer death rates are on the decline; and Francesco Celi, M.D., M.H.Sc., provided expert commentary on the potential risks between sugar intake and cancer risks. Also this month, Massey surgical oncologist Brian Kaplan, M.D., was featured on a national television show for performing a double mastectomy on a television actress, and Massey received international coverage for testing out new lymphedema assessment technology.

Please continue reading for more January 2016 highlights.

CITED RESEARCH


Victor Yazbeck, M.D., discussed a **Massey phase 3 study** examining patients with chronic lymphocytic leukemia.


An article cited **Massey** for its involvement in the testing of new lymphedema assessment technology. Coverage also appeared on **Reuters, Yahoo!** and 61 other media outlets.

EXPERT COMMENTARY

**Richmond Magazine**: “A Call to Action Against HPV,” January 28, 2016

Gordon Ginder, M.D., and Iain Morgan, Ph.D., provided expert commentary on the benefits of increased HPV vaccination. Additional coverage appeared in **South Hill Enterprise** and **VCU News**.

**MPBN News**: “E-Cigarettes and Vaping,” January 19, 2016

Thomas Eissenberg, Ph.D., participated in a radio round table about electronic cigarettes.
**Medical Xpress**: “Experts believe lifestyle changes, public health efforts responsible for decrease in cancer deaths,” January 18, 2016

*Gordon Ginder*, M.D., and *Steven Woolf*, M.D., provided expert commentary on the national decline in the cancer death rate. Additional coverage appeared on *VCU News*.

**WTVR CBS 6**: “Study links sugary Western diets to cancer risk,” January 6, 2016

*Francesco Celi*, M.D., M.H.Sc., was interviewed about study findings linking sugary diets to increased cancer risks.

**CENTER NEWS**

**WTVR CBS 6**: “Lace up with the Massey Movement for the Ukrop’s Monument Avenue 10k,” January 27, 2016

*Massey representatives* visited a television news station to promote Massey fundraising with the Monument Avenue 10K. *WTVR CBS 6* also reported on the fundraiser [earlier in the month](#).

**Chatham Star-Tribune**: “Health specialist to present ‘Quitting Tobacco Use,’” January 27, 2016

*Massey* was mentioned in an article about a community program on electronic cigarettes.

**The Doctors**: “Exclusive: TV Star’s Cancer Battle,” January 22, 2016

A national TV show featured Massey surgeon *Brian Kaplan*, M.D., performing a double mastectomy on a former child actress.

**Richmond Times-Dispatch**: “Builders’ group honors Hallsley community,” January 22, 2016

An article reported on the success of the *Massey Street of Hope*.

**Brunswick Times-Gazette**: “Reaching out to chamber members,” January 20, 2016

A photo of *Massey representatives* was included in a newspaper.

**Southside Sentinel**: “Dates set for RE Strong, Cocktail Class boat races, Arts in the Middle show,” January 18, 2016

A community calendar promoted a race to benefit *Massey*.

**Richmond Times-Dispatch**: “Your Health: Cancer Action Coalition of Virginia is busy,” January 17, 2016

A newspaper highlighted *Massey’s* efforts in raising awareness for the HPV vaccination.
Brunswick Times-Gazette: “Community Connection @ 221,” January 13, 2016

A webinar session hosted by Massey’s Cancer Research and Resource Center of Southern Virginia was mentioned in a community calendar.

Chatham Star-Tribune: “Parks and rec seniors coordinator moves on,” January 6, 2016

Massey’s Cancer Research and Resource Center of Southern Virginia was mentioned in an article about a Danville employee.


A community calendar promoted a colon cancer awareness program organized by Massey’s Cancer Research and Resource Center of Southern Virginia. The event was featured in three other media clips.

Progress (p. 46, 48): “The Cancer Research and Resource Center of Southern Virginia moves to new location,” January 2016

Massey was highlighted in an article about the relocation of Massey’s Cancer Research and Resource Center of Southern Virginia to Lawrenceville.