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Sent: Wednesday, December 01, 2010 4:56 PM
To: Carole Bird
Subject: FCC REPORT-PRIMER IMPACTO NOV. 2010

=====FCC REPORTS FOR NOVEMBER 2010

=====11/01/10

=====ALCOHOL WORST DRUG (19 SEC)

ALCOHOL IS A MORE DANGEROUS DRUG THAN BOTH CRACK AND HEROIN WHEN THE COMBINED HARMS TO THE USER AND TO OTHERS ARE ASSESSED, BRITISH SCIENTISTS SAID ON MONDAY. PRESENTING A NEW SCALE OF DRUG HARM THAT RATES THE DAMAGE TO USERS THEMSELVES AND TO WIDER SOCIETY, THE SCIENTISTS RATED ALCOHOL THE MOST HARMFUL OVERALL AND ALMOST THREE TIMES AS HARMFUL AS COCAINE OR TOBACCO. INCLUDING BRITAIN'S INDEPENDENT SCIENTIFIC COMMITTEE ON DRUGS (ISCD) AND AN EXPERT ADVISER TO THE EUROPEAN MONITORING CENTRE FOR DRUGS AND DRUG ADDICTION (EMCDDA), HEROIN AND CRACK COCAINE RANK AS THE SECOND AND THIRD MOST HARMFUL DRUGS.

=====11/04/10

=====New Study Warns Against Eating Peanuts During Pregnancy (19 SEC)

A NEW STUDY WARNS PREGNANT WOMEN AGAINST EATING PEANUTS DURING PREGNANCY. EATING PEANUTS DURING PREGNANCY MAY INCREASE YOUR BABY'S RISK OF DEVELOPING A PEANUT ALLERGY LATER IN LIFE. RESEARCHERS LOOKED AT BLOOD SAMPLES OF 503 INFANTS, BETWEEN 3 MONTHS AND 15 MONTHS OLD, WITH SUSPECTED EGG OR MILK ALLERGIES. NONE OF THE BABIES HAD A PEANUT ALLERGY, BUT RESEARCHERS THEORIZED THAT THESE INFANTS WERE MORE LIKELY TO DEVELOP ALLERGIC REACTIONS TO PEANUTS. OUT OF THE 503 BABIES, ONLY ABOUT 140 BABIES HAD A STRONG SENSITIVITY TO PEANUTS. THE RESEARCHERS FOUND THAT THE BABIES OF MOTHERS WHO CONSUMED PEANUT PRODUCTS AT LEAST TWICE A WEEK HAD STRONGER SENSITIVITY TO PEANUTS, COMPARED TO BABIES WHOSE MOTHERS DID NOT EAT PEANUTS. TO SIMPLIFY, THIS MEANS THAT THE BABIES OF MOTHERS WHO CONSUMED PEANUTS DURING PREGNANCY ARE MORE LIKELY TO DEVELOP A POTENTIALLY DEADLY PEANUT ALLERGY ONCE THEY GET OLDER.

=====11/05/10

=====CT SCAN FOR LUNG CANCER (:20)

DOCTORS HAVE LONG KNOWN THAT DETECTING CANCER EARLY CAN MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH. BUT THERE'S NEVER BEEN A SCREENING TEST FOR LUNG CANCER, THE DEADLIEST OF ALL CANCERS. BUT NOW, A NEW STUDY COULD CHANGE THAT. THE STUDY FOUND THAT A SIMPLE C-T SCAN CAN REDUCE THE RISK OF DEATH FROM LUNG CANCER BY 20 PERCENT.

THE STUDY TRACKED OVER 53 THOUSAND FORMER AND CURRENT SMOKERS WHO HAD AT LEAST A PACK A DAY HABIT - FOR EVERY 300 PEOPLE SCREENED, 1 DEATH WAS PREVENTED -

=====11/08/10

=====EGG RECALL/ SALMONELLA FOUND (24 sec)

AN EGG RECALL INVOLVING SEVERAL STATES. CAL-MAINE FOODS SAYS IT'S RECALLING 288-THOUSAND EGGS BOUGHT FROM OHIO FRESH EGGS. CAL-MAINE SAYS IT'S ALERTED THE FOOD AND DRUG ADMINISTRATION THAT THE EGGS TESTED POSITIVE FOR SALMONELLA. BUT IT SAYS THERE'VE BEEN NO CONFIRMED ILLNESSES. THE EGGS WERE SOLD TO COMPANIES IN ARKANSAS, CALIFORNIA; ILLINOIS; IOWA; KANSAS; MISSOURI; OKLAHOMA; AND TEXAS.

=====11/10/10

=====NEW SMOKING LABELS (16 sec)

FDA PROPOSES NEW RULES TO REQUIRE "NINE NEW LARGER AND MORE NOTICEABLE TEXTUAL WARNING STATEMENTS AND COLOR GRAPHIC IMAGES DEPICTING THE NEGATIVE HEALTH CONSEQUENCES OF SMOKING APPEAR ON CIGARETTE PACKAGES AND IN CIGARETTE ADVERTISEMENTS. THE PUBLIC HAS AN OPPORTUNITY TO COMMENT ON 36 PROPOSED IMAGES THROUGH JANUARY 9, 2011." WHEN IMPLEMENTED THIS WILL BRING THE US IN LINE WITH OTHER INDUSTRIALIZED COUNTRIES. THE PROPOSAL IS EXPECTED TO INCLUDE STARK NEW WARNINGS TO BE DISPLAYED ON PACKS OF CIGARETTES. THE NEW WARNINGS WOULD COVER HALF A PACK, FRONT AND BACK, WITH STRONG LANGUAGE AND GRAPHIC IMAGES, SIMILAR TO THE DISEASED LUNGS ON PACKS OF CANADIAN SMOKES.

=====11/12/10

=====Acné provoca mayor tendencia al suicidio (:20)

PEOPLE WITH SEVERE ACNE ARE AT INCREASED RISK OF ATTEMPTING SUICIDE, SCIENTISTS SAID ON FRIDAY IN A STUDY WHICH FUELS A DEBATE ABOUT WHETHER ACNE DRUGS SUCH AS ROCHE'S ACCUTANE PROMPT SUICIDAL THOUGHTS. SWEDISH SCIENTISTS FOUND PATIENTS HAD AN ADDITIONAL SUICIDE RISK FOR UP TO A YEAR AFTER TREATMENT WITH ISOTRETINOIN, THE GENERIC VERSION OF ACCUTANE, WHICH IS COMMONLY PRESCRIBED FOR PEOPLE WITH SEVERE ACNE.

=====11/16/10

=====EXERCISE FOR CANCER (:20)

THE AMERICAN CANCER SOCIETY RECOMMENDS EXERCISE AS A PART OF CANCER PREVENTION. THE SOCIETY ADVISES THIRTY MINUTES OF EXERCISE AT LEAST FIVE TIMES A WEEK. A NEW REPORT ON A CANCER THAT AFFLICTS WOMEN CONFIRMS THE PROTECTIVE EFFECTS OF EXERCISE. ABC'S DOCTOR TIMOTHY JOHNSON HAS MORE IN OUR MEDICAL MINUTE. SCRIPT: ENDOMETRIAL OR UTERINE CANCER IS THE FOURTH MOST COMMON FORM OF CANCER IN AMERICAN WOMEN. A NEW REPORT FROM THE AMERICAN ASSOCIATION FOR CANCER RESEARCH SUPPORTS OTHERS FINDING THAT EXERCISE IS AN IMPORTANT PART OF PREVENTING THE DISEASE. THE STUDY COMPARED 668 WOMEN WITH ENDOMETRIAL CANCER TO 665 AGE-MATCHED WOMEN IN A CONTROL GROUP. IT FOUND THAT WOMEN WHO EXERCISED FOR 150 MINUTES A WEEK OR MORE HAD A 34 PER CENT REDUCED RISK OF UTERINE CANCER COMPARED TO WOMEN WHO WERE INACTIVE. THE RESULTS WERE EVEN MORE DRAMATIC IN UNDERWEIGHT WOMEN, WHO SHOWED A RISK REDUCTION OF 73 PER CENT COMPARED TO INACTIVE WOMEN WHO WERE OVERWEIGHT. BUT EVEN OVERWEIGHT WOMEN WHO WERE PHYSICALLY ACTIVE HAD A 52 PER CENT LOWER RISK. AS ONE OF THE STUDY'S AUTHORS PUT IT: "CLEARLY, PROGRAMS SHOULD BE IN PLACE TO INCREASE THE LEVEL OF PHYSICAL ACTIVITY IN WOMEN."

=====11/25/10

=====TYLENOL RECALL (16 sec)

JOHNSON & JOHNSON SAID ON WEDNESDAY THAT IT WAS RECALLING 9 MILLION MORE BOTTLES OF ITS TYLENOL PAINKILLER BECAUSE THEY DID NOT ADEQUATELY WARN CUSTOMERS ABOUT THE PRESENCE OF TRACE AMOUNTS OF ALCOHOL USED IN THE PRODUCT FLAVORINGS. THE LATEST IN A SEEMINGLY INCESSANT STRING OF J&J RECALLS INVOLVES THREE TYLENOL COLD MULTI-SYMPTOM LIQUID PRODUCTS. MORE THAN 200 MILLION PACKAGES OF TYLENOL AND OTHER CONSUMER BRANDS HAVE BEEN RECALLED OVER THE PAST YEAR DUE TO QUALITY CONTROL PROBLEMS.

=====11/26/10

=====A bit more vitamin D is good, not too much (15 SEC)

THE HEALTH ARM OF THE NATIONAL ACADEMY OF SCIENCES WARNS THAT MORE MAY NOT BE BETTER WHEN IT COMES TO VITAMIN D. NEW DIETARY GUIDELINES FROM THE PRESTIGIOUS INSTITUTE OF MEDICINE SAY THERE'S NO PROOF THAT MEGADOSES OF VITAMIN D PREVENT CANCER OR OTHER AILMENTS. THE DECISION ALSO WARNS THAT SUPER-HIGH LEVELS COULD BE RISKY. THE REPORT'S NEW RECOMMENDED DOSAGE OF 600-800 INTERNATIONAL UNITS A DAY DEPENDING ON AGE IS A BIT HIGHER THAN CURRENT TARGETS.

=====11/30/10

=====RATS & AGING (21 sec)

HARVARD MEDICAL SCHOOL RESEARCHERS BELIEVE THEY MAY HAVE FOUND A KEY THAT COULD UNLOCK THE LONG-SOUGHT FOUNTAIN OF YOUTH. THE RESEARCHERS INJECTED SEVERELY AGED MICE ON THE VERGE OF DEATH WITH AN ENZYME, TELOMERASE, THAT SLOWS TELOMERE SHORTENING. THE MICE INJECTED WITH TELOMERASE SHOWED A SURPRISING RETURN TO YOUTHFUL FORM. ACCORDING TO THE GROUP LEADR, AFTER A MONTH OF TREATMENT THEY SHOWED A SUBSTANTIAL RESTORATION, INCLUDING THE GROWTH OF NEW NEURONS IN THEIR BRAINS. ALTHOUGH, THESE RESEARCHERS ARE ALSO SAYING THAT HUMANS SHOULDN'T GET THEIR HOPES UP JUST YET. TELOMERASE PRODUCTION IN THE HUMAN BODY IS SWITCHED OFF IN ADULTS BY MOTHER NATURE AS PART OF THE HUMAN BODY'S DEFENSE MECHANISM AGAINST CANCER. JUST AS THE ENZYME WORKS TO BREATHE LIFE BACK INTO GOOD CELLS, IT DOES THE SAME WITH BAD CELLS. IN SHORT, ENHANCED DOSES OF TELOMERASE IN HUMANS WOULD DRAMATICALLY INCREASE THE RISK OF CANCER SPREADING RAPIDLY THROUGHOUT THE HUMAN BODY.