

(Untitled)

Number iter	Description	Filename	Wr
1-11-13-95	Carol of Lights	carol.	SG
2-11-13-95	Carol PSA	carolpsa.	SG
3-11-13-95	ABA competition	Law.comp	JL
4-11-13-95	Business	Dunne	JL
5-11-13-95	Architecture week	designwk	MW
6-11-14-95	Nobel Lecturer	nobel.txt	SK
7-11-14-95	Animal Science Chair	Pond	JB
A			
8-11-15-95	Meat Judging Team	meat11-5	JB
A			
9-11-16-95	Landscape Arch. Stu Design	LANDARCH	JB
A			
10-11-17-95	Computer Prgram Team Region	CS-TEAM.reg	JB
A			
11-11-17-95	Museum	piano	Jl

TEXAS TECH UNIVERSITY

News & Publications

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 1-11-13-95
CONTACT: Stephanie Gordon

LUBBOCK -- The 37th Carol of Lights at Texas Tech University will begin Dec. 1 at 7 p.m. At the conclusion of the half-hour ceremony, the Spanish architecture of 13 buildings around Memorial Circle will be illuminated by more than 20,000 red, yellow and white lights.

The Carol of Lights ceremony will be preceded by a carillon concert at 6:30 p.m. at the Administration Building west bell tower.

The Saddle Tramps torchlight procession will begin at 7 p.m. from the Texas Tech seal at Broadway and University Avenue. The procession will continue along the luminaria-lit route through Memorial Circle to the Science Quadrangle.

The University Police Department will restrict vehicle access to Memorial Circle and the Broadway key Dec. 1 from 5:30 p.m. until the end of the ceremony. Parking for visitors will be available throughout campus. Event organizers advise spectators to arrive early for the ceremony.

The buildings will remain illuminated nightly from dusk until midnight through Jan. 1.

After the lighting ceremony, there will be two concerts sponsored by the School of Music. "A Carol Concert" will be at 8 p.m. in the Hemmle Recital Hall. The concert features the University Singers and University Choir. "High-Voltage Christmas" will be presented in the Allen Theatre at 8 p.m. It is a jazz and rock electronic alternative Christmas program. Tickets to either concert are \$5 and available from the School of Music, (806) 742-3610.

The Carol of Lights tradition began in the 1950s when a small group of students gathered and sang Christmas Carols at Memorial Circle. Afterwards, they drank hot chocolate at the Student Union building.

Officially organized in 1959 as "The All Christmas Scene" with 5,000 lights, the event was first called the Carol of Lights in 1961 with a display of 16,000 lights. The tradition has continued every year except 1972. It was cancelled because of the university's energy conservation policy.

TEXAS TECH UNIVERSITY

News & Publications

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

REF: 2-11-13-95

CONTACT: Stephanie Gordon

TEXAS TECH UNIVERSITY

**Topic: 37th ANNUAL CAROL OF
LIGHTS "SHINING BRIGHT"**

Run: Nov. 15-Dec. 1

Time: 30 seconds, 80 words

NO OTHER CHRISTMAS TRADITION
IN WEST TEXAS IS AS INSPIRING AS
THE CAROL OF LIGHTS AT TEXAS
TECH UNIVERSITY. TEXAS TECH WILL
HOLD ITS 37TH ANNUAL CAROL OF
LIGHTS CEREMONY ON FRIDAY,
DEC. 1.

A CARILLON CONCERT WILL BEGIN
AT 6:30 P.M. AT MEMORIAL CIRCLE. A
TORCHLIGHT PROCESSION WITH THE
SADDLE TRAMPS BEGINS THE
CEREMONY AT 7 P.M. FOLLOWED BY
CAROLLING AND THE LIGHTING OF
13 CENTRAL BUILDINGS ON CAMPUS.

JOIN TEXAS TECH IN A
CELEBRATION OF THE SEASON AT
THIS ONCE-A-YEAR EVENT DEC. 1.

News & Publications

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 3-11-13-95
CONTACT: Jennifer LeNoir

(Editor's Note: A student from your area is included in this release).

LUBBOCK -- Two student teams representing Texas Tech University's School of Law recently captured the first and second place awards at the American Bar Association's Regional Negotiation Competition at Southern Methodist University's School of Law in Dallas.

The Texas Tech student teams now qualify for the ABA's national finals in February. That competition will be the first time that Texas Tech's School of Law will be represented by two student teams at the national finals.

Second year law students Trace Blair of Robstown, and Michael Stacy of Plano, earned first place in the competition. Third year law students John Bowdich of Dallas, and Sandra Strelzin of El Paso, placed second.

"It's gratifying to succeed in these competitions because they provide good experience and practice for the students when they compete at the national level and for their future law practice," said Brian Shannon, Texas Tech professor of law and the coach of the student team.

By capturing the top two places at the competition, Texas Tech student teams defeated student teams representing law schools from Southern Methodist University, Baylor University, the University of Oklahoma, the University of Tulsa, the University of Houston, South Texas College of Law, Washburn University and the University of Arkansas at Fayetteville.

TEXAS TECH UNIVERSITY

News & Publications

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 4-11-13-95
CONTACT: Jennifer LeNoir

[Editor's Note: Patrick Dunne may be reached for comments regarding upcoming Christmas revenues at (806) 742-3432.]

LUBBOCK -- Each year consumers are misled to believe that Christmas sales account for 40 to 60 percent of a retailer's revenue for the entire year and about 30 percent or more of its profits. But these historical figures are wrong, according to Patrick Dunne, associate professor of marketing at Texas Tech University.

Dunne recently investigated retail sales figures for the months of November and December 1994 in a report by Standard Industrial Classification Code, which is published by the U.S. Department of Commerce.

He discovered that Christmas sales between November and December 1994, which included items such as appliance, television and radio store sales, accounted for only 24 percent of the annual revenue -- not the "traditional" 60 to 40 percent of annual revenues.

"It's a common error that is reported about this time each year, but the fact is, Christmas sales actually do not account for more than about 25 percent of annual revenues," said Dunne.

Dunne says that Christmas sales do provide a volume of business, but the remaining 10 months of the year also are important.

Christmas sales for jewelry items and toys, according to Dunne, are exceptions because consumer purchases of these goods account for slightly more than 30 percent of Christmas revenues.

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 5-11-13-95
CONTACT: Myrna Whitehead

LUBBOCK -- "Community Design Week" is a five-day program combining the talents of members of the Community Design Studio of Texas Tech University's College of Architecture, the Lubbock American Institute of Architects and the Lubbock United Neighborhood Associations. The observance will run through Friday (Nov. 13-17).

Throughout the "Community Design Week," participants, speakers and attendees will observe a series of presentations, discussions and films that examine community design and the relationship of ordinary citizens and architects to their communities.

Rod Hackney, Royal Institute of British Architects, will present "Community Architecture" Tuesday (Nov. 14) at 5:15 p.m. in the Main Theater of the Godbold Culture Center. The program, which is offered at no charge to the public, will be followed by a reception.

Hackney studied architecture at Manchester University and received a doctorate in philosophy in 1979 from the institution. He specializes in hospice design and in the regeneration of inner city areas. Hackney, recipient of several international awards and prizes for his designs, has served in 1987 as president of the Royal Institute of British Architects and in 1988 as president of the International Union of Architects. He currently is the chairman of the Trustees of Inner City Aid.

Other observances slated for the week will include the 1995 AIA Lubbock Design Awards at 6:30 p.m. Wednesday (Nov. 15) in the McInturff Center at Texas Tech University Health Sciences Center. On Thursday (Nov. 16), the Urban Design and Historic Preservation Citizens Committee will conduct a work session on "Design Guidelines for the Broadway Corridor, the Central Business District and the Depot District" at 5:15 p.m. in Room 103 of the Lubbock Municipal Building, 13th Street and Avenue Q.

The week's activities will conclude with a video "Point of Change" set for noon Friday (Nov. 17) in the College of Architecture Courtyard Gallery on the Texas Tech campus. The video provides insight as to how citizens can organize and take responsibility for their communities.

For more information on the week's activities, contact David Driskill, associate professor of architecture, at (806) 742-2475.



News & Publications

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 6-11-14-95
CONTACT: Steve Kauffman

LUBBOCK -- Nobel Peace Prize winner Betty Williams will speak about past, present and future global peace issues at two free public lectures Wednesday (Nov. 15) on the Texas Tech University campus.

Williams featured presentation will be at 7:30 p.m. in the Human Sciences Lecture Hall, Room 169. She also will offer a presentation at 10 a.m. in the Lankford Lab of the Electrical Engineering Building.

The Belfast native was awarded the Nobel Peace Prize in 1976 for her efforts with fellow Irish citizen Mairead Corrigan to found the Community of Peace People, a movement to end the violent division in Northern Ireland. At that time, only three other women had been named Nobel laureates in some 75 years of the prize's existence.

Williams now lectures about her experiences in Ireland and promotes the cause of peace.

At the time of founding the group, Williams said she was not trying to solve the complex political differences between Catholics and Protestants, but wanted to work toward an end to fighting and killing between the two groups.

Williams, a child of a Catholic-Protestant marriage, experienced a turning point in her view of the ongoing fights in 1973 when a British soldier was shot before her eyes. She received insults from fellow Catholic women as she tried to comfort the soldier who lay dying on the sidewalk.

"I learned that people had obviously lost their sense of value of human life," Williams said later in retelling the story.

She called for both sides to have courage to breach the barriers that divided the people, saying "The only force which can break down those barriers is the force of love, the force of truth."

Her peace efforts went on to include peace marches and demonstrations as well as an ultimate focus on social projects. Williams later founded an institute to shelter children from the threats of their violent communities.

The presentations are part of the annual James G. Allen Distinguished Visiting Professorship Lecture Series sponsored by the Dads and Moms Association, the University Honors Program and the President's Council.

FOR IMMEDIATE RELEASE
REF: 7-11-14-95
CONTACT: Josh Allen

LUBBOCK -- Kevin R. Pond has been named the chairman of the department of animal science and food technology at Texas Tech University. He will assume his duties Jan. 16.

Pond comes to Texas Tech from North Carolina State University where he serves as a professor of animal science. He will replace Lowell M. Schake who retired at the end of the summer.

"Dr. Pond's outstanding communication skills were evident during the interview process. He will serve as an excellent spokesperson for animal science and food technology while advancing the department's teaching, research and service mission," said Sam Curl, dean of the College of Agricultural Sciences and Natural Resources.

Since 1988, Pond has secured almost \$2 million in grants for his research on feed resources and nutrition of small ruminants and use of cotton by-products. He has written more than 40 research articles or book chapters and three articles dealing with instruction.

Pond has been consistently named an outstanding teacher at North Carolina State since joining the faculty in 1982. In 1991, the National Association of Colleges and Teachers of Agriculture named Pond as a recipient of its prestigious teaching award.

After graduating from Cornell University in 1977 with a bachelor's degree in animal science, Pond obtained his master of science degree in animal nutrition in 1979 and doctorate in nutrition in 1982, both from Texas A&M University.

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 8-11-15-95
CONTACT: Josh Allen

LUBBOCK -- Texas Tech University's Meat Judging Team topped 12 universities Nov. 5 to win the American Royal Meat Judging Contest in Empora, Kan.

The team placed first in five of the seven categories: institutional meat purchasing specifications, a competition where members judge the cuts of the meat based on industry standards; beef grading; beef judging; lamb judging; and reasons, a competition where teams are judged based on their justification for placing a meat in a particular class.

In addition to team honors, team members scored individual honors. Laura Locke of Wharton placed first overall, in beef grading, in reasons and total beef. Jarrod Usner of Fredricksberg of took home first place in institutional meat purchasing specifications. Scot Brown of Carrizozo, N.M., placed first in lamb judging. Jason Belew of Tahoka placed second in the lamb judging competition.

In the alternates contest, Michael Schertz of Krum finished first. Other members of the Texas Tech team that competed as alternates are Justin Ransom of Wichita Falls, Doug Alderson of Midland and Travis Cook of Wheeler.

Meat judging teams place in contests by rating meat products most like the evaluation of the judges, who represent the meat industry.

Mark Miller, associate professor in the department of animal science and food technology, and Micah Butler, graduate teaching assistant in the same department, coach the team of eight Texas Tech students.

Texas Tech's Meat Judging Team placed third at the Excel Meat Judging Contest in Plainview Oct. 22 and first in the Eastern National Meat Judging Contest Oct. 7 in Wyalusing, Penn.

Texas Tech's next competition is the International Meat Judging Contest Sunday (Nov. 19) in Dakota City, Neb.

LUBBOCK -- Three recent graduates of landscape architecture from Texas Tech University have scored national awards for proposals they submitted as undergraduates in the 1995 American Society of Landscape Architects Student Design Competition.

Gerardo Lopez won first place for his plan titled Manzanar, a proposal to interpret the historical site and structures of a World War II relocation camp for Japanese-Americans, owned by the National Park Service, in the Owens Valley of California. Jury comments included: "strong form, good circulation, good plan."

The student team of Ronnie Stafford and Rebecca Webster earned a commendation for Breedlove Dehydration Facility, a development proposal to integrate new site facilities with the internal functions of the Breedlove Dehydration Plant operated by South Plains Food Bank in Lubbock. Their plan was commended for "application of a sustainable technology for industrial use that is replicable throughout the world."

All three students submitted their projects before earning bachelor's degrees in May from the College of Agricultural Sciences and Natural Resources.

Webster is the daughter of Betty Albers Major of Lubbock. Stafford is the son of Mr. and Mrs. Royce Stafford of Garland. Lopez is the son of Mr. and Mrs. Jose A. Lopez of Dimmitt.

Approximately 5,000 students from more than 70 landscape architecture programs from the United States and Canada were eligible for this design contest.

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 10-11-17-95
CONTACT: Josh Allen

LUBBOCK -- Texas Tech University's Computer Programming Team recently finished second in a field of 63 teams at the South Central Regional Programming Contest in Waco sponsored by ACM-The First Society in Computing.

Texas Tech's performance qualifies the team for the 20th annual ACM International Programming Contest Finals in Philadelphia, Penn., Feb. 17. Forty teams from North America, Europe and the Pacific Rim will compete for the international title at that meet.

This year's team consists of the same students that competed in last year's finals. Reagan Johnson, a senior computer science major from Lubbock, serves as the team captain. Dragan Tomic, a junior computer science major from the former Yugoslavia, and John Messec, a senior computer science major from Lubbock, complete the team that is going to Philadelphia.

Texas Tech has qualified for the finals for two consecutive years and six times in the past 12 years. Texas Tech has finished in the top four 10 of the past 12 years in regional competition.

Don Bagert, associate professor of computer science, coaches the team of three students. He also coached another three-member team of Texas Tech students who competed at the Waco contest.

The other Texas Tech team took eighth place overall in the regional competition. Team members are Captain Jason Hammons, a sophomore computer science major from Lubbock; Michael Cevallos, a senior computer science and electrical engineering major from San Antonio; and Tigran Hairapetain, a senior computer science major from Armenia.

Box 42022
Lubbock, TX 79409-2202
(806) 742-2136
FAX (806) 742-1615

FOR IMMEDIATE RELEASE
REF: 11-11-17-95
CONTACT: Jennifer LeNoir

LUBBOCK -- Pianist Ruth Holmes will perform musical works on a 1876 Chickering square grand piano during the presentation, "Stephen Foster: American Troubadour" at 3 p.m. Sunday (Nov. 19) in the DeVitt-Mallet orientation building at the Ranching Heritage Center of the Museum of Texas Tech University. The event is free and open to the public.

Holmes, a professor of music and keyboard studies at Lubbock Christian University, will perform many familiar Foster favorites such as "Oh! Susanna," "Camptown Races" and "Laura Lee." The recently restored 1876 grand piano is part of the permanent furnishings of the RHC's McKanna Parlor. It originally belonged to pioneer rancher C.C. Slaughter.

Additional featured participants will include Don Williams, dean of the Hancock College of Liberal Arts at Lubbock Christian University, who will discuss several dramatic excerpts from Foster's life; Laurie Doyle, soprano vocalist and assistant professor of music at LCU; Jean Hines, alto vocalist and assistant professor of education at LCU; Terry Hines, bass vocalist and LCU comptroller; and Tim Hollis, a junior tenor vocalist and this year's student recipient of a faculty benefit scholarship at LCU.

The presentation is a tribute to one of America's best-loved composers whose music is part of our national and cultural heritage, according to David Dean, associate director for operations at the Museum of Texas Tech.

Foster's life was marked by contrasts, said Dean. He was a Northerner who became famous for his songs about the South. As a composer, his melodies reflected the Victorian ideals of life and family, although he personally experienced repeated professional failures and a troubled life.

Despite these conflicts, his music thrived and lives on. Interestingly, five bridges that cross the Suwannee River, a landmark he made famous, are named for Foster and his song "My Old Kentucky Home." The song later became Kentucky's state song.

The DeVitt-Mallet orientation building of the RHC is located at Fourth Street and Indiana Avenue. Persons with disabilities who plan to attend the presentation and who may need auxiliary aids or services are requested to notify the museum by calling (806) 742-2442 prior to the performances so that appropriate arrangements can be made.

MEDIA ADVISORY



News & Publications, HSC Bureau

3601 Fourth Street
Lubbock, TX 79430
(806) 743-2143
FAX (806) 743-2118

HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
November 10, 1995

ELDERLY EDUCATION -- Extreme memory loss is just a normal part of getting old.

This is a stereotype that David Freed, Ph.D., fights every day. Freed, of the Texas Tech Health Sciences Center neurology faculty, is trying to educate people across the South Plains about the effect of Alzheimer's disease.

"When people get older, they don't necessarily lose their memory," said Freed. "If Alzheimer's disease is causing the memory problems, we need to diagnose it as early as possible, so that we can begin educating both the patient and the caregivers."

Knowing how to provide care for a person with Alzheimer's can help lower the stress level in an already stressful situation. It can also keep patients at home longer and off high-powered medications, ultimately delaying and or reducing patient care costs.

For more information on Alzheimer's disease or November's National Alzheimer's Research Month, contact Freed at 743-2643.

CUTTING YOUR LOSSES -- A new trend in medicine may help employers cut worker's compensation costs.

Each year more than 1 million claims are filed in the Texas worker's compensation system. At an average cost of more than \$6,000 per claim, the total cost to employers is tremendous.

But the field of occupational medicine has grown in the past decade in response to these increased costs, as well as workplace regulation and the need for preventive care, said Milynda Walker from the Occupational Medicine Center at the Texas Tech University Health Sciences Center.

Regulations called for by the Occupational Safety and Hazard Administration (OSHA), the Drug-Free Workplace Act and the Americans with Disabilities Act all require the expertise of occupational medicine.

For more information about occupational medicine, contact Walker at 743-1172.

A-11-10-95

For assistance on these or other stories, contact Sandra Pulley or Preston Lewis at TTUHSC News and Publications, (806) 743-2143.



News & Publications, HSC Bureau

3601 Fourth Street
Lubbock, TX 79430
(806) 743-2143
FAX (806) 743-2118

HEALTH TIPSHEET

from

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

November 13, 1995

EYE-YI-EYE -- The role of ultra-violet light in causing cataracts has long been understood, but a TTUHSC researcher in ophthalmology has helped discover UV rays' role in another eye disease.

Working with a California physician, Ted W. Reid, Ph.D., has identified UV rays as causing a mutation in gene p53 of the limbal epithelial cells which are part of the surface of the eye near the cornea. This mutation leads to a wing-shaped, opaque growth on the cornea.

This malady, called pterygia, is most common in regions close to the equator, striking up to 10 percent of the population. In some areas of the southern and southwestern United States, the malady affects as much as 5 percent of the residents. Left untreated, pterygia can lead to blindness.

Findings by Reid and his associate, Nicholas Dushku, M.D., an ophthalmologist with Kaiser Permanente Medical Center in Sacramento, Calif., have shown that the mutation occurs after UV light enters the cornea from the side and concentrates on the nasal side of the eyeball. This regular exposure causes the mutation in the limbal cells which leads to the problem.

For more on pterygia, contact Reid at (806) 743-2417.

MICRO-MANAGERS -- When toxicity levels in the blood rise, the human body makes a 911 call to its poison control center, the kidneys.

As managers of one of the world's most effective filtering systems, the kidneys can clean up to 1.2 liters of blood a minute, regulate fluid levels and return the body's toxicity levels to normal.

But when the body's poison control center fails, the results can be fatal.

Each year Americans spend more than \$12 billion dollars to help thousands deal with kidney failure. Modern technologies for treating the illness, such as dialysis and renal transplants, require lengthy hospital stays or carry a high risk for infection.

Saeed Akhter, M.D., an assistant professor in surgery at the Texas Tech University Health Sciences Center, hopes to reduce both medical bills and patient anxiety with a balloon that costs about \$10 a day to maintain. This balloon, a high-tech pouch constructed from the patient's own intestinal wall, would serve as a surrogate kidney, pumping filtered blood back into the body.

If approved for human patients, this artificial kidney not only could save taxpayers billions of dollars a year, it also would provide those suffering from kidney failure with kinder medical alternatives to dialysis and transplants.

For more information, contact Akhter at (806) 743-1810.

THE OTHER VICTIMS -- David Freed, Ph.D., isn't waiting on a magic bullet to cure Alzheimer's.

Instead, he is canvassing the remote stretches of West Texas, helping families cope with the degenerative disease now. In small towns, with few doctors and even fewer hospitals, Freed has enlisted the help of ministers to identify and care for Alzheimer's victims.

"In rural areas these ministers have weekly, if not daily, contact with the elderly," said Freed, an associate professor in the neurology department at the Texas Tech University Health Sciences Center. "The services we can provide are not glamorous and they are not high-ticket science, but they do help families cope with their loved one's need as well as their own. These families need help now."

By teaching West Texas clergy the symptoms of Alzheimer's, Freed can funnel rural patients and their families into treatment and education programs earlier. These support programs can keep patients at home longer and off high-powered medications, ultimately delaying and or reducing patient care costs.

For more information about helping the victims of Alzheimer's in rural America, contact Freed at (806) 743-2498.

(Editor's note: November is National Alzheimer's Research Month.)

A-11-13-95

For assistance on these or other stories, contact Sandra Pulley or Preston Lewis at TTUHSC News and Publications, (806) 743-2143.

NEWS RELEASE
TEXAS TECH
UNIVERSITY
HEALTH SCIENCES CENTER

News & Publications, HSC Bureau

3601 Fourth Street
Lubbock, TX 79430
(806) 743-2143
FAX (806) 743-2118

FOR IMMEDIATE RELEASE
REF: C-11-15-95
CONTACT: Sandra Pulley

LUBBOCK -- The public is invited to the first "Show of Hands," an art exhibit and competition sponsored by the Regional Hand Center of Texas Tech University Health Sciences Center.

The show and a wine and cheese reception will start at 6 p.m. Saturday in the Medical Office Plaza, 3602 Ninth St., Suite 450. Both the exhibit and the reception are free.

Artists from across the South Plains will present work that focuses on the hands. All works displayed will be available for purchase, but the Regional Hand Center reserves the right to purchase any submitted work first.

Local artist Paul Milosevich will also be available to sign poster reprints of his painting "Hands & Hat."

Judges for the art competition are Eugene Dabezies, M.D., chairman of the Department of Orthopaedics; Scott White from the Texas Tech Art Department; Gwen Stafford of University Medical Center; and Glen Brown from Tech's Art History Department.

For more information, contact Scott White, curator of the show, at 791-1926.

-30-

MEDIA ADVISORY



News & Publications, HSC Bureau

3601 Fourth Street
Lubbock, TX 79430
(806) 743-2143
FAX (806) 743-2118

**HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
November 17, 1995**

NATIONAL EXPOSURE -- A medication currently being tested in Lubbock may help stroke victims recover faster and with fewer long-term side effects.

New treatments for acute stroke will be the topic of a luncheon sponsored by the Department of Neurology Dec. 1 from noon to 1 p.m. in TTUHSC Room 2C223. Traci Babcock, R.N., a representative from the National Stroke Association, will be the featured speaker.

The media are invited to the luncheon and/or to interview Babcock to gain a national perspective on stroke and current treatments. Those wishing to attend the luncheon should R.S.V.P. to Shelly Craddick at 743-2587 by Nov. 22.

For more information about the luncheon or the speaker, contact Craddick at the above listed number.

GOOD SPORTS? -- When it comes to athletics, the playing field may not be even.

That's because female athletes are five times more likely than their male counterparts to suffer from a particular knee injury, called an anterior cruciate ligament tear. James Slauterbeck, M.D., a new assistant professor in the Department of Orthopaedics, is trying to find the cause for this discrepancy.

"We have some theories about what causes these injuries but we need more detailed research," Slauterbeck said. "Hopefully Texas Tech's entrance into the Big 12 will open new research avenues and access to more athletes."

Some possible causes of the increased number of injuries are hormones, the size of the ligament, differences in coaching styles and the recent emergence of women into athletics under Title IX. Slauterbeck's previous research compared the number of knee injuries female soccer players incurred in NCAA Division 1A competition compared to male soccer players at the same universities.

For more information about knee injuries, contact Slauterbeck at 743-2465.

D-11-17-95

For assistance on these or other stories, contact Sandra Pulley or Preston Lewis at TTUHSC News and Publications, (806) 743-2143.

NEWS RELEASE
TEXAS TECH
UNIVERSITY
HEALTH SCIENCES CENTER

News & Publications, HSC Bureau

3601 Fourth Street
Lubbock, TX 79430
(806) 743-2143
FAX (806) 743-2118

FOR IMMEDIATE RELEASE

REF: E-11-17-95

CONTACT: Sandra Pulley

LUBBOCK -- When David Freed, Ph.D., wanted to help families dealing with Alzheimer's, he went to church.

Freed, of the Texas Tech University Health Sciences Center neurology faculty, is teaching rural ministers how to recognize the disease's symptoms and how to get help for families in their congregations battling this memory-taker.

Because a cure for Alzheimer's will not be available in the near future, Freed thinks that outreach and education are the keys to helping Alzheimer's sufferers today.

"Outreach and education are more effective and less expensive than any medications available now," Freed said. "Caregiver education is the best intervention we have to treat Alzheimer's disease."

In conjunction with area churches, Freed and Kena Dubberly, an Alzheimer's outreach and education specialist, will be providing free dementia screenings during the month of November. Those wanting to schedule an appointment can call their local minister or contact the Rural Alzheimer's Education Program at (806) 743-2643.

These screenings will allow elderly patients to see whether they have Alzheimer's disease and also allow families to get information about how to care for people with Alzheimer's.

"For the first-time Alzheimer's caregiver, proper treatment options are not always obvious," said Freed. "Under the best of conditions, this is an extremely difficult experience for both the patient and the caregiver. Practical advice and emotional support from someone who understands the situation can be invaluable."

This support is especially important in the rural areas of West Texas, where people who have Alzheimer's disease are often hours away from specialty medical care. The Rural Alzheimer's Disease Program covers an area from Wichita Falls to El Paso and also includes portions of Eastern New Mexico.

"In the smaller communities, the ministers are ideal for outreach," said Dubberly. "Here the ministers have daily -- not weekly -- contact with the people in their congregations. In many cases, going to church is the only reprieve caregivers get."

-more-

ALZHEIMER'S/PAGE TWO

Getting help is one of the most important things Alzheimer's caregivers can do, Dubberly said.

"So many rural families are conditioned to think that Alzheimer's symptoms are just a product of generally growing older," she said. "When they feel that way, they don't seek help. That puts a tremendous strain on the caregiver-patient relationship. One of our goals is to break that stereotype."

The symptoms of Alzheimer's disease include difficulty performing familiar tasks, problems with language and disorientation of time and place. Alzheimer's sufferers also have poor or decreased judgment, problems with abstract thinking and rapid changes in mood, behavior or personality.

Although there is not a physical test to detect Alzheimer's, the disease can be diagnosed by studying patient behavior. And even though few medications are available, early intervention and good care-giving practices can postpone an Alzheimer's patient's entry into a nursing home.

"The most important thing for caregivers to know is that help is available," Dubberly said. "There are people here who understand what the disease does and what the families are going through."