

## Mizzou Weekly

Dec. 4, 2014 Volume 36, No. 14

### Action steps devised to decrease student drinking



iStock photo

MU and Columbia community have contributed to the Strategic Plan for Prevention

A draft of a plan to curb drinking among MU and other higher education students who frequent downtown Columbia bars has been created by the university's [Wellness Resource Center \(http://wellness.missouri.edu\)](http://wellness.missouri.edu). Months in the works, the Alcohol Summit's Strategic Plan for Prevention lists "action steps" that tackle three goals:

- Decrease the number of underage drinkers in Columbia
- Decrease the number of students who drink at high-risk levels
- Provide students in recovery with resources and support systems that enhance their recovery and better ensure their academic success

The document, prepared by Kim Dude, associate director of the Wellness Resource Center, focuses on environmental changes that the University of Missouri could implement and off-campus changes over which the city of Columbia has control.

Contributing to the document and to the research of the Strategic Plan for Prevention (SPP) have been MU faculty and administrators, administrators at Stephens College and Columbia College, local bar owners and landlords, law enforcement, and heads of community organizations. About 100 of them have met for two Alcohol Summits this year. In September, [Dude presented a strategic plan to curb high-risk student drinking \(././36-4/drinking/index.php.html\)](http://www.missouri.edu/~36-4/drinking/index.php.html). The five-year plan includes a timeline and priorities.

In the SPP draft released to summit attendees Nov. 20, changes and enhancements to ongoing policies are recommended. Among those MU has the power to enforce are:

- Increasing the number of police officers who patrol East Campus and Greek Town
- Working to improve the consistency of enforcement of alcohol laws in the residence halls
- Enhancing the education of students about the liquor laws and consequences of breaking them
- Supporting administrators' efforts to discourage freshmen from living in fraternity houses, where drinking rates typically are higher than at other student housing sites

Other recommendations are to lessen peer pressure by promoting the fact that most students are not abusing alcohol (one-third of MU freshmen do not drink, according to the 2013 Missouri College Health Behavior Survey), and broach what to do about events and conditions that research has shown can lead to student alcohol abuse. According to the document, these include Reading Day, Senior Send-off and lack of Friday morning classes, which a 2007 MU study found can result in higher rates of student drinking Thursday night.

Almost no students ran afoul with campus administrators or were arrested by police for public intoxication in 2013, according to the behavior survey. Only 1 percent was arrested for DUI.

However, though binge drinking (consuming five or more drinks within two hours for men and four for women) has declined in recent years, 37 percent of MU students still engage in this high-risk behavior, the 2013 Missouri College Health Behavior Survey found. Meanwhile, 68 percent of male students in Greek housing binge drink.

The next Alcohol Summit is planned for April 2015. Contact Kim Dude at [dudek@missouri.edu](mailto:dudek@missouri.edu) for more information on students and alcohol.

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## Mizzou Weekly

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### **Best friends advance medical sciences**

Researchers collaborate to improve animal and human health



“When we started looking at genetics of cancer, it became clear that a lot of the same things that underlie human cancers underlie canine cancers,” said Jeffrey Bryan, associate professor of oncology in veterinary medicine. Photo by Karen Clifford.

The special bond between dog and human is undeniable. And yet it goes beyond companionship and animal service. The two species share similar anatomy, physiology and genes, and overlap in health maladies and treatments, especially when it comes to cancer.

At the University of Missouri, collaboration between human and animal medical researchers helped develop Quadramet, a pain reliever for bone cancer patients. It was tested on dogs at the [College of Veterinary Medicine](http://www.cvm.missouri.edu) (<http://www.cvm.missouri.edu>) in the 1990s before beginning human clinical trials. Today, Quadramet is widely accepted as a successful treatment for both species.

But despite advancements in the field, comparative medicine catches some physicians by surprise. In October 2013, Shahzad Raza, a physician at [Ellis Fischel Cancer Center \(http://www.muhealth.org/locations/ellisfischelcancercenter/\)](http://www.muhealth.org/locations/ellisfischelcancercenter/), attended the Veterinary Cancer Society conference in Minneapolis. Raza, one of the few MDs among hundreds of veterinarians in attendance, was shocked by the similarities between human and animal health.

Over subsequent months, Raza worked closely with MU's veterinary medicine scientists. He was intrigued by their imaginative use of the FDG agent (18F-fluorodeoxyglucose) in standard PET scans on dogs. By adopting the scanning methods for human patients with lung cancer, physicians might be able to more accurately pinpoint the degree of oncological treatment needed, Raza said. His research has received attention from the American Society of Clinical Oncology.

"Success depends on collaboration," Raza said. "For every success, you need a team. You have to have a lot of brainpower at the table."

### **More Than Best Friend**

MU faculty from veterinary medicine, University of Missouri Health Care, the Bond Life Sciences Center and other units collaborate to advance comparative medicine. Mizzou Advantage's initiative in One Health/One Medicine is dedicated to fostering knowledge sharing to improve the health of all species. Perhaps the most compelling human-animal research at MU involves *Homo sapiens* and *Canis familiaris* — people and their tail-wagging best friends.

Dog-human comparative medicine has been around for decades but usually on a small scale. Lack of scientific study and clinical trials created gaps that slowed progress in the field. Then the field bounded forward with the mapping of genomes for humans in 2003 and domesticated dogs in 2005. At the time, MU was one of only eight institutions selected for inclusion in the National Cancer Institute's Comparative Oncology Trials Consortium, whose goal is to establish crossover treatments in canine and human oncology.

"When we started looking at genetics of cancer, it became clear that a lot of the same things that underlie human cancers underlie canine cancers," said Jeffrey Bryan, associate professor of oncology in veterinary medicine.

Humans and domesticated dogs also share the same environment and its attendant health dangers, such as ecological pollutants, secondhand smoke and mineral contamination. "Dogs with naturally occurring cancers likely have those cancers for a lot of the same environmental reasons as their human counterparts," Bryan said.

Though lab rodents can be useful in cancer research, limitations exist. Besides not sharing the same environment as humans, their immune system works differently, and their genes must be artificially manipulated to mimic human cancer.

But Fido is not an anonymous lab rat. Dogs that participate in placebo control groups will also take part in active drug trials. "We intentionally design trials so that every dog stands to benefit," Bryan said.

The research continues. Scientists at MU's Comparative Orthopaedic Laboratory have developed live-tissue joint replacements for knees, elbows, shoulders and hips. The procedure, tested on dogs and awaiting human trials, would be an alternative to using plastic and metal joint replacements, which tend to have complications. In addition, a drug developed at MU by pharmacology and physiology Professor Kenneth Gruber to combat cachexia, a wasting illness of cancer patients undergoing radiation or chemotherapy treatment, began canine trials this semester.



Cottrell and Kay Fox enjoy the company of Panda and Rufus at their St. Louis home. Kay Fox's father, Robert Hebler, was prescribed Quadramet in 2007 while battling spinal and prostate cancers. One of the couple's dogs also received the pain reliever. Photo courtesy of the Foxes.

### **A Case Example**

Cottrell and Kay Fox of St. Louis saw firsthand how medicine developed at MU and tested on canines later benefited humans.

In February 2001, the Foxes learned that Molakai, their 12-year-old springer spaniel, had bone cancer. Along with radiation treatment, Molakai received Quadramet to ease crippling pain in her right foreleg. A week after injection of the drug, her appetite returned and she was playful. She lived pain free until her death April 25, 2001. Six years later, Kay Fox's father, Robert Hebler of St. Louis, was battling spinal and prostate cancers. In June 2007, doctors prescribed Quadramet. "He felt wonderful after that," Kay Fox said. He lived in relative comfort until his death Dec. 13, 2007.

On Feb. 11, 2013, the Foxes announced a \$5 million estate gift to the College of Veterinary Medicine to support comparative oncology.

"Advances in comparative medicine are limited only by the imaginations of clinicians and researchers," Bryan said.

— Mark Barna

*This article was adapted from a story that first appeared in the Winter 2015 issue of Mizzou Health.*

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### Campus gift guide

Mizzou retailers offer gift options for holiday shoppers

You've heard of shopping local. This is Mizzou local. Think about it as expanding your holiday shopping options. Perhaps you will find the perfect gift or holiday decoration at a campus retailer. The gift guide highlights The Mizzou Store, The Museum Store and Tiger Garden.

# THE MIZZOU STORE

<https://www.themizzoustore.com>



**[Mizzou 175: The Remarkable Story of Missouri's Flagship University from 1839 to 2014](http://www.themizzoustore.com/p-188326-mizzou-175.aspx)**

**<http://www.themizzoustore.com/p-188326-mizzou-175.aspx> (Kansas City Star Books, 2014) by Brian Burnes, \$29.95**

**<http://www.themizzoustore.com/p-188326-mizzou-175.aspx>**

MU has helped shape history within the state and in many instances around the globe since its founding 175 years ago. Explore MU's fascinating journey in a coffee-table book written by Brian Burnes, BJ '76. The 220-page hardcover book is packed with hundreds of archival and contemporary photographs. The narrative chronicles the growth of the first public university west of the Mississippi River — from its modest start in frontier Boone County to its current standing as a globally known research land-grant university.



**[Paisley Charcoal Crew Neck Sweatshirt \(http://www.themizzoustore.com/p-188139-mizzou-comfort-colors-official-paisley-charcoal-crew-neck-sweatshirt.aspx\)](http://www.themizzoustore.com/p-188139-mizzou-comfort-colors-official-paisley-charcoal-crew-neck-sweatshirt.aspx)**, \$37.49. Available in adult large and adult X large.

In honor of MU's 175th anniversary, Art professor Deborah Huelsbergen designed a signature Mizzou paisley. Iconic symbols such as the Jesse Hall dome, Memorial Union tower, the Columns and a historical "M" dating back to the 1920s are featured in the distinctive design.

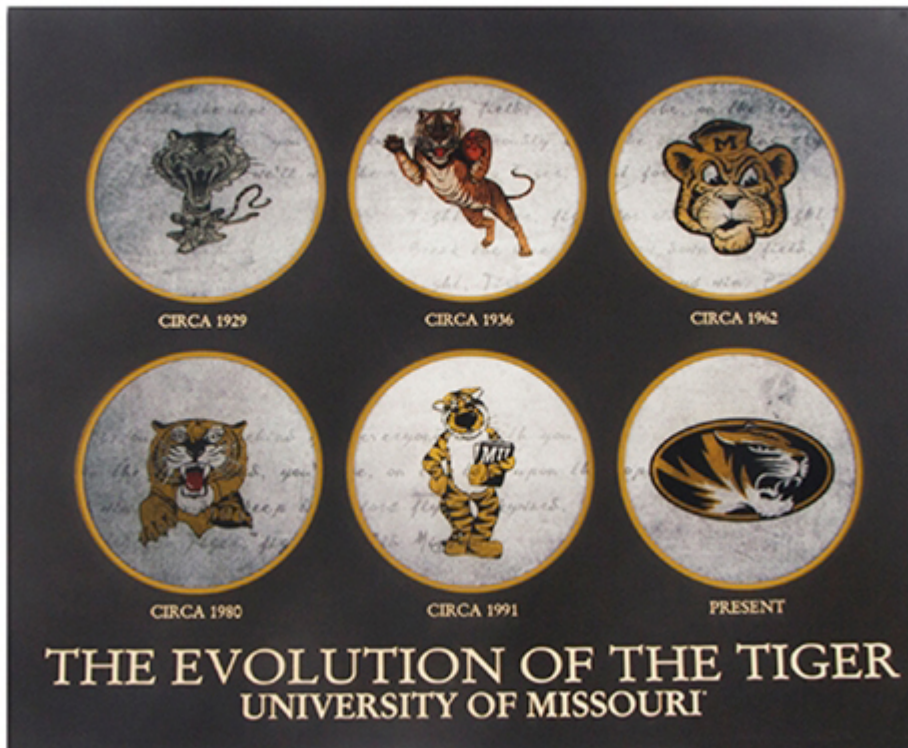
New for this year is the Mizzou paisley print. Besides the paisley charcoal crew-neck sweatshirts available, which start at \$29.99, paisley items at the Mizzou Store include tumblers starting at \$14.99 and desk caddies and mugs starting at \$12.99. Paisley bow ties and scarves will soon be available.





[Mizzou Tiger Head Jazz Berry Blanket \(http://www.themizzoustore.com/p-181829-mizzou-tiger-head-jazz-berry-blanket.aspx\)](http://www.themizzoustore.com/p-181829-mizzou-tiger-head-jazz-berry-blanket.aspx), \$29.99. 54 inch by 84 inch.

Winter is upon us. Time to curl up underneath a Tiger Head Jazz Blanket and forget about life for a while. The blanket features tiger stripes of a different kind and color.



[Evolution of the Tiger \(http://www.themizzoustore.com/p-171488-evolution-of-the-tiger-16x20-ready-to-frame-print.aspx\)](http://www.themizzoustore.com/p-171488-evolution-of-the-tiger-16x20-ready-to-frame-print.aspx), Ready to Frame Print, \$41.24

Everything changes over time, including the Mizzou mascot. This 16-by-20 frame-ready print tracks the changing face and gait of Truman the Tiger.



[Mizzou Black and Gold Dog Leash \(http://www.themizzoustore.com/p-6664-mizzou-black-gold-dog-leash.aspx\)](http://www.themizzoustore.com/p-6664-mizzou-black-gold-dog-leash.aspx), \$11.24

Get some exercise over the holidays by walking your dog on a 67-inch black-and-gold leash.



[Missouri Children's Gold Cropped Mesh V-neck Jersey \(http://www.themizzoustore.com/p-185168-missouri-kids-gold-cropped-mesh-v-neck-jersey.aspx\)](http://www.themizzoustore.com/p-185168-missouri-kids-gold-cropped-mesh-v-neck-jersey.aspx), \$18.74. Youth small or medium gold.



**FitBit Pedometer (<http://www.themizzoustore.com/c-1203-million-step-pedometer-program-fitbit.aspx>), with rebate from Healthy for Life, \$45 and \$80.**

The Mizzou Store has partnered with Healthy for Life, a University of Missouri System program dedicated to educating employees about the importance of maintaining good health and providing resources for health improvement. For each million steps walked, as verified by a pedometer, employees can earn prizes, including a rebate for a FitBit pedometer purchased at The Mizzou Store. The store offers two types of pedometers: a FitBit Flex wristband (\$80) and a FitBit Zip activity tracker (\$45).

Pedometer steps also build points in another system program. Benefit-eligible employees can earn points in a Healthy for Life's **two-tiered program** ([http://www.umsystem.edu/curators/wellness/2015\\_wellness\\_incentive](http://www.umsystem.edu/curators/wellness/2015_wellness_incentive)) that can lead to receiving up to \$450 in 2015. Tier 1 involves signing a wellness pledge, completing a personal health assessment and completing a health screening. Employees earn points in Tier 2 by doing healthful activities such as pedometer walking.

**[The Mizzou Store \(http://www.themizzoustore.com/\)](http://www.themizzoustore.com/) | MU Student Center | 911 E. Rollins | 882-7611**

**Semester hours:** Monday–Thursday 8 a.m.–7 p.m.; Friday 8 a.m.–6 p.m.; Saturday 10 a.m.–6 p.m.; Sunday noon–6 p.m.  
**Remaining December hours:** Dec. 20: 9 a.m.–6 p.m.; Dec. 21: noon–6 p.m.; Dec. 22–24: 8 a.m.–5 p.m.; Closed Dec. 25;  
Dec. 26: 8 a.m.–5 p.m.; Closed Dec. 27–28; Dec. 29–31: 8 a.m.–5 p.m.

## TIGER GARDEN

<http://tigergarden.missouri.edu>

Tiger Garden is a student-operated floral shop in the Agriculture Building. Through Dec. 15, the Division of Plant Sciences shop will be creating and selling special holiday items.





**Holiday wreaths, starting at \$24.99**



**Pointsettias in an array of colors are available in traditional, tie-dye, glitter and tiger paw, starting at \$12.95.** Other items for sale are ornaments (starting at \$5), Mizzou Metal (angular metal creations by a former student, \$24.95), fresh floral arrangements (starting at \$25), centerpiece floral arrangements (starting at \$32.99) and floral wire trees (\$11.95).

**[Tiger Garden \(http://www.tigergarden.missouri.edu/\)](http://www.tigergarden.missouri.edu/) | 2-34 Agriculture Building | 884-1191 |**

**[tigergarden@missouri.edu](mailto:tigergarden@missouri.edu)**

**Hours:** Monday–Friday 9 a.m.–4:30 p.m.

## THE MUSEUM STORE

**<http://maa.missouri.edu/store.html>**

In early 2014, the Museum Store and the Museum of Art and Archaeology's Cast Gallery opened to the public on Mizzou North's first floor after moving from Pickard Hall. The rest of the art and archaeology museum and the Museum of Anthropology are expected to open next year on the building's second floor.

The Museum Store features reprints and casts of items on display at the museums and other items made in many places around the world. The store carries many small-sized gift items. As a member of the Co-op America's Fair Trade Alliance, it sells products made by businesses that adhere to safe and fair working conditions.





**Larry's Beans, \$10.50 per bag**

Larry's Beans sells organically grown coffee beans and features unique blends like Woodstock Morning Blend and Mightier Mocha Java.



**Divine Chocolate, \$3**

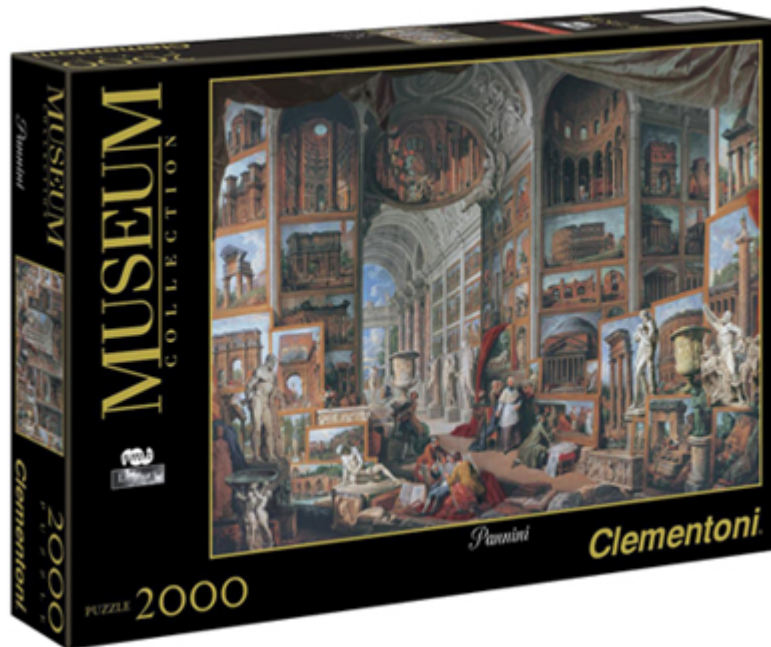
Divine Chocolate bars are a great gift for people with a sweet tooth.





**Holiday Boxes, starting at \$19.99**

Santa Claus, reindeer, polar bears and angels are some of the enamel holiday box items offered. Tip the items back, and they open like a chest to reveal a box, or secret storage area. Pictured at center is an enamel angel selling for \$39.95.



**Puzzles, from \$7.95 to \$19.95**

Assemble a puzzle and watch a masterpiece take shape. Puzzles by Piatnik, Pomegranate and Clementoni are waiting to be pieced together this holiday season.

[The Museum Store \(http://anthromuseum.missouri.edu/giftshop.shtml\)](http://anthromuseum.missouri.edu/giftshop.shtml) | First floor, Mizzou North | 115 Business Loop 70 West | 882-3573

Hours: Monday–Friday 10 a.m.–4 p.m.

Interested in more options for Mizzou gift items? Check out online the [Missouri Holiday Gift Guide \(http://issuu.com/clcdf/docs/missouri\\_holidaygiftguide\\_2014/0\)](http://issuu.com/clcdf/docs/missouri_holidaygiftguide_2014/0).

*Photos courtesy of The Mizzou Store, Tiger Garden, The Museum Store and Mark Barna.*

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### Chancellor in Chillicothe



Photo by Jonathan Lamb/MU Extension.

In recent months, Chancellor R. Bowen Loftin has made trips organized by MU Extension to rural Missouri cities. He visited the southeast in June, the southwest in August and the northwest in November. He's toured food banks and agriculture operations and met with and given talks to community leaders, agriculturalists, and 4-H and Future Farmers of America students. In this photo taken Nov. 18, Loftin visits with 4-H students at the Litton Agri-Science Learning Center in Chillicothe, Missouri.

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### **Children's Hospital comforts patients with fun atmosphere**



The MRI room at the Children's Hospital features a sandcastle around the MRI machine. The beach theme relaxes patients. Data shows that fewer patients need sedation since the change. Photo courtesy of the Women's and Children's Hospital.

Radiology's MRI room resembles beach diorama

Life's a beach at MU's [Women's and Children's Hospital \(http://www.muhealth.org/locations/womensandchildrens/\)](http://www.muhealth.org/locations/womensandchildrens/), at least in the MRI room.

A few months ago, the hospital unveiled a new look to the radiology department's MRI room that makes it more kid-friendly. A representation of a sandcastle is built around the MRI machine, and the room's wall murals depict a seashore with blue skies above. Actual beach chairs for parents complete the look.

The Children's Hospital performs up to 2,700 MRI scans a year. Each one can range from 30 to 90 minutes, and machine noises are part of the experience. To distract the children from the confines and strange sounds, facilitators equip the patients with earphones and special video goggles. Patients spend their time inside the MRI cylinder watching and hearing a children's movie.

"Once they get here and see it is an actual castle, all of that scary stuff behind the MRI kind of disappears," said Paula Rathz, a certified child life specialist. "And when they realize they get to watch a movie and go inside the castle, it becomes a lot better experience for them. When the test is done, they think they are the king or queen of the castle."

The video goggles create the spatial experience of a movie theater. The goggles were purchased using donations from members of the Missouri Credit Union Association, Central Chapter.



Pediatric patient Austin Kendrick created art in the Children's Hospital's playroom Aug. 29, 2013. MU athletes, from left, Allison Hu, Jill Rushin and Hailey Twietmeyer were among the volunteers helping out. Photo by Justin Kelley.

The makeover relaxes patients. Rathz said data shows that fewer patients need sedation since the change.

The Children's Hospital does more than beach scenes and movie goggles for its young patients. Inpatient units sport a jungle theme complete with palm trees sprouting from the floor and illustrated monkeys swinging on the wall. Adolescents are not forgotten. They can pass time playing video games, watching programs on a big-screen TV, and creating arts and crafts.

Caleb's Pitch is another hospital program that's full of fun. A nonprofit program founded by a professor at the University of Florida, Caleb's Pitch puts paint-filled syringes in the hands of young patients, who squirt a rainbow of colors on white canvases. The program is designed to take away some of the fear associated with syringes.

— Alaina Lancaster

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### **Faculty Council requests revisions to Title IX syllabi insert**

Faculty Council has asked for revisions of a statement on Title IX that was proposed as an optional addition to course syllabi for spring semester. Of 23 council members at the Nov. 20 meeting, only two voted to approve the statement.

Tim Evans, chair of the council's Student Affairs committee, presented the resolution to approve the statement drafted by the Title IX office. The statement could be inserted into course syllabi at the discretion of the professor, Evans said.

The short draft presented to council members said that, unless exempted by a legal obligation, all employees must report sexual misconduct "regardless of whether that information was shared in person, via email, and/or in classroom papers or homework assignments" to the Title IX coordinator.

Several council members were concerned about the broad language. Ben Trachtenberg, a law professor, pointed out that the draft fails to establish a time limit on an alleged incident. What if a professor overhears a rumor of a rape from 1976? Should that be reported to the Title IX coordinator?

Karen Piper, an English professor, said that in creative writing courses students are often assigned to write on personal matters. What if a student writes about inappropriate sexual behavior? She wondered if that should be reported.

Faculty Council requested a revised draft of the statement that is more focused.

Meanwhile, four candidates for the Title IX administrator position have been selected to give open forum talks this month on campus. The first candidate, Joe Gilgour, dean of student and academic support services at State Fair Community College in Sedalia, Missouri, spoke Wednesday.

Remaining candidates are scheduled as follows:

Today, 3:30–5 p.m.: Andrea Hayes, a Boone County assistant prosecuting attorney, speaking at 194B General Services Building

Wednesday, 3:45–5:15 p.m. Dec. 17

Thursday, 3:30–5 p.m. Dec. 18

Information about a finalist will be emailed prior to his or her open forum. Attendees will have a chance to offer feedback on the candidates via an online form.

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### Florida State leader named MU's next provost

Garnett Stokes has reputation for supporting students and building on research strengths



A months-long national search for the University of Missouri's next provost, which included four finalists each participating in a public forum on campus, has concluded, Chancellor R. Bowen Loftin announced Thursday.

Garnett Stokes of Florida State University will begin as MU's provost and executive vice chancellor for academic affairs Feb. 2, 2015.

During [a public forum Nov. 10 in Lefevre Hall \(../36-12/stokes/index.php.html\)](http://www.mizzou.edu/news/2014/11/10/36-12/stokes/index.php.html), Stokes presented herself as a collaborator, straight talker and careful decision-maker who understands the importance of membership in the Association of American Universities and of rewarding faculty for their accomplishments.

She has led Florida State through controversies that have garnered national media attention, including Title IX issues; created a task force to address sexual and domestic violence; and developed programs that enhance the student experience, such as a new liberal studies curriculum. She heads FSU's Diversity and Inclusion Council.

"I am delighted that I emerged as the person chosen to help Missouri achieve what it wants to accomplish," Stokes, 58, said in an interview Thursday. "I look forward to working with everyone on campus to build on the excellence already in place."

Since August 2011, Stokes has served as provost and executive vice president for academic affairs at Florida State, a public research university in Tallahassee with more than 41,000 students. This year, from April to November, she was also interim president.

Stokes was the only finalist with a social science background. She earned her doctorate in industrial and organizational psychology at the University of Georgia. Three years later, she joined the Georgia faculty. From 1999 to 2004, she led Georgia's psychology department, then was named dean of its Franklin College of Arts and Sciences, a position she held for seven years.

Two years ago, to build faculty morale and raise FSU's academic reputation, Stokes launched the Extraordinary Accomplishments Program, which rewards high-achieving faculty with permanent salary increases. As provost and interim president, she was involved in Florida State's efforts to become a Top-25 public research institution and position itself for AAU membership.



To build faculty morale and raise FSU's academic reputation, Garnett Stokes launched two years ago the Extraordinary Accomplishments Program, which rewards high-achieving faculty with permanent salary increases. Photo by Rob Hill.

"She appreciates the AAU," Faculty Chair Craig Roberts said Thursday. "She was part of team that made Florida State AAU-ready."

Florida State has made national headlines involving Title IX issues; it is among 55 American higher learning institutions under federal investigation. Media outlets have also reported on possible favoritism by the Tallahassee Police Department toward FSU football stars. And on Nov. 20, a shooting occurred in the university's Stroz Library that left one gunman dead and three people wounded.

As provost and interim president, Stokes has handled issues that go beyond the everyday administrative challenges of a university executive. "The goal is to stay ahead of something and not be reactionary," she said. "That is a challenge when something unfolds at such a quick pace."

During spring semester at MU, Stokes will conduct a listening tour by meeting with deans, faculty, staff and students. Though she's researched the various units and has an idea what to expect, she wants to unearth the "hidden gems" that need support.

"My goal is get to know the campus," Stokes said. "I will dig deep to learn where Missouri is and where we need to go."

Joining Stokes in her move to Missouri is her husband, Jeffrey Younggren, a practicing forensic and clinical psychologist. The couple has two grown children, Brad and Beth Ann, and four grandchildren.

Kenneth D. Dean, JD '76, has served as MU's interim provost since Brian Foster retired from the position January 1, 2014. Dean was appointed interim associate provost in 2004 and deputy provost in 2007.

He joined the MU School of Law faculty in 1977 and has served as the law school's acting dean, interim dean, associate dean and director of continuing legal education.

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