

## Research for a better life

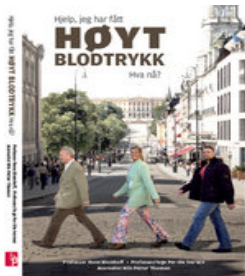
- Birkeland Publications is owned by Birkeland Innovation, the technology transfer office at The University of Oslo. Birkeland Innovations mission is to encourage effective technology transfer for the public benefit and generate value from science.
- Our main goal and business idea is to pass on valuable information from the technical environments in Norway to the general public, in an *easily accessible way*. This way we can help people to achieve a better health and life quality.
- Birkeland Publications was established november 2006 and has published two books so far, three new books will be published during 2008.

# Books from Birkeland Publications



*Fruitful knowledge*, Professor Rune Blomhoff, Journalist Kristin S. Grønli, Dr. Sigbjørn Smeland

Presents knowledge about how to both prevent and treat prostate cancer. The book is a collaboration project with The Norwegian Cancer Society. The book resulted in a nationwide campaign and people's movement for prevention of prostate cancer in 2007. *Fruitful knowledge* gives the reader wonderful recipes and helpful advices based on frontline research.



*High blood pressure*, Professor Rune Blomhoff, Dr. Per Ole Iversen, Journalist Nils Petter Thuesen

Presents knowledge about one of our most wide spread diseases in our society. The book brings the reader advice on how to prevent and treat high blood pressure besides the use of medication. Birkeland Publications is about to establish an extensive collaboration project with The Norwegian Association of Heart and Lung Patients. This will include distribution of the book and activities generating focus on preventing heart and lung diseases.



*Children and medication*, Dr. Betty Kalikstad, Journalist Sophie Lund Aaserud

The book is written for all parents with children up to the age of five that wants to know how and when to use the right medications when their children are sick. The author Dr. Betty Kalikstad (pediatrician at Rikshospitalet, University of Oslo) is a member of the board of ESPD; European Society for Developmental Perinatal & Paediatric Pharmacology. This society has worked hard for the new EU-legislation passed in January 2007 that secures safe medication for children. The book will be published fall season 2008.