

# Rebirth of a Radio Show Website Leads to New Roles & New Publicity for Librarians

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## Background

Health Sciences librarians worked with producers of YOUR HEALTH® Radio, a weekly consumer health radio show, to create a new, interactive blog/website providing consumer health information and incorporating social media. Librarians incorporate searching and indexing features, and provide links to high-quality consumer health information on show topics.

## Purpose

The physician hosts, clinicians in the UNC Department of Family Medicine, recently requested that the librarians develop a way to share their role and contributions with the show's audience.

## Methodology

- A new "Behind the Scenes" tab was created for the website to share the librarians' roles and contributions with the show's audience.
- Content was collected from a variety of sources in several formats.
- New content was also created specifically for this project.

Use QR code to access YOUR HEALTH® Radio website!



## "Behind the Scenes" Tab

Custom HTML table of contents links to sections.

Librarian expertise.

Simple explanation of "health literacy."

Interviews with a librarian and physician hosts about the collaboration.

Award.

Tools & Resources for Consumers.

Tools & resources for health professionals.

Tools & resources for librarians.

Project publications & presentations.

## Results

The new "Behind the Scenes" tab

- Highlights librarian roles, experience, skills, and knowledge.
- Links to information on health literacy.
- Offers sections with resources and tools for three distinct audience groups: consumers, health professionals, and librarians.
- Presents information in multiple formats, including video and written interviews with physicians and librarians.
- Links to consumer health information and education websites.
- Cites all the published scholarship on this innovative collaboration.

## Conclusion

A new tab on the YOUR HEALTH® blog showcases the many valuable contributions health sciences librarians can make to consumers and health professionals. Users are finding the new tab and accessing its resources.

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