

On the Air and Online!

Librarians and Doctors Using a Blog and Radio Show to Communicate with Listeners About Health

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Introduction

YOUR HEALTH® Radio ([YOURHEALTHRADIO.org](#)) airs weekly on a local AM station. It is produced and hosted by Family Medicine clinicians in the School of Medicine at the University of North Carolina (UNC) at Chapel Hill.

The UNC Health Sciences Library (HSL) partners with YOUR HEALTH® to provide quality health information to the public. We initially assisted YOUR HEALTH® in making their website more attractive, interactive, and user-friendly with a solution that they could maintain without IT staff assistance.

Additional HSL roles have emerged as the partnership has evolved.

[Click](#) to watch co-host Adam Goldstein discuss our collaboration.

Initial HSL Roles

⇒ Initial consultation

- Analyzed requirements, preferences, and constraints
- Researched possible solutions
- Presented options and recommendations



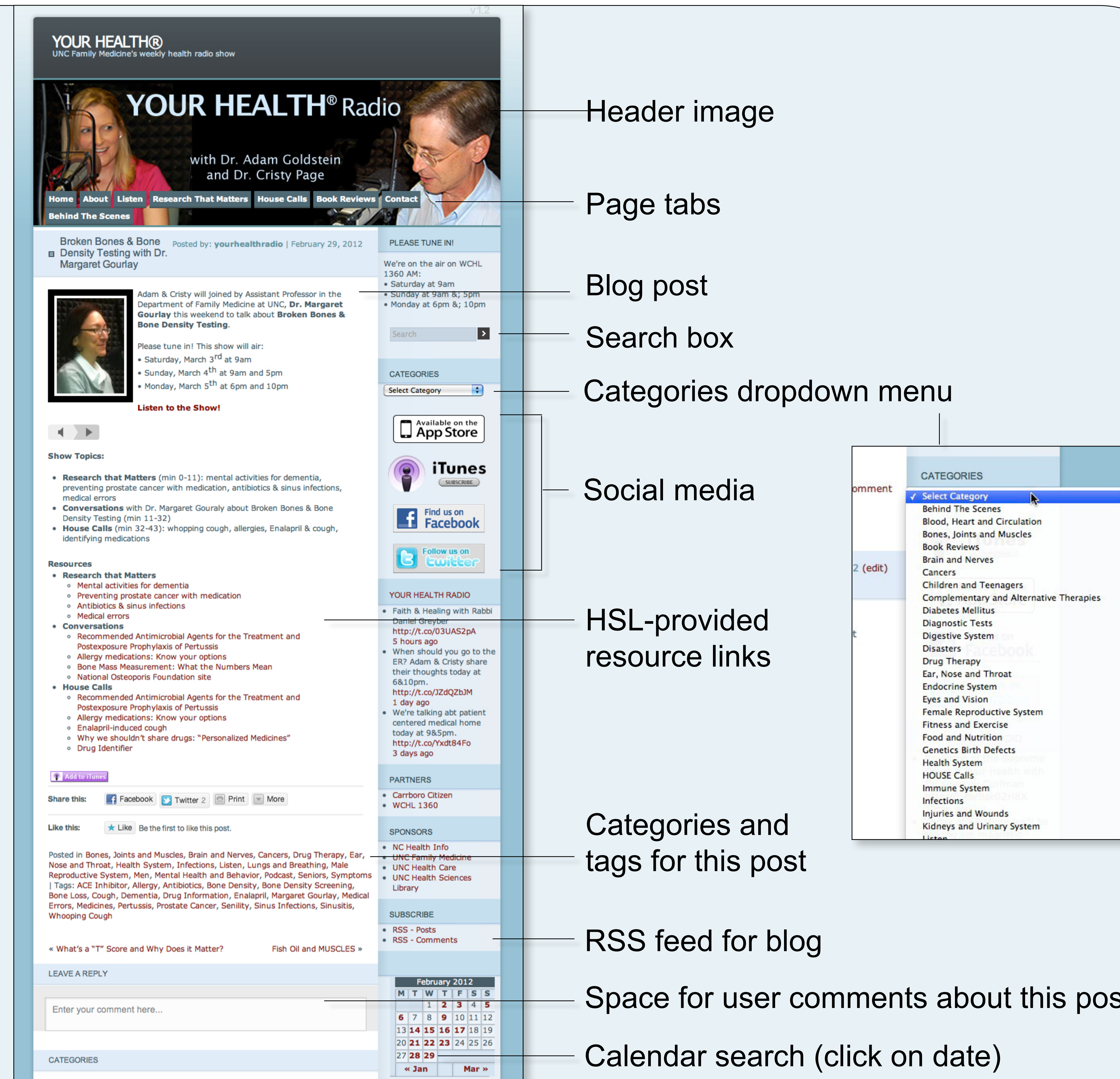
HSL and HSL's [NC Health Info](#) listed as YOUR HEALTH blog sponsors

⇒ Website redesign

- Recommended interactive blog using WordPress platform
- Created blog prototypes and header image, advised on blog design
- Integrated interactive features, including blog comments and social media (Facebook, Twitter)
- Trained production staff
- Provided ongoing technical support

⇒ Information organization and discovery

- Evaluated WordPress options for indexing and searching
- Organized content with categories and tags
- Chose consumer health vocabulary used in MedlinePlus
- Used search box and calendar search



New and Evolving Roles

⇒ Provide additional health information for blog

- Based on show content, identify key follow-up topics
- Research [consumer health sources](#); provide links to best resources
- Respond to specific requests by hosts

⇒ [Advise on use of images](#) and multimedia

⇒ Provide ongoing consultation in design and technical issues (e.g., possible migration to WordPress.org)

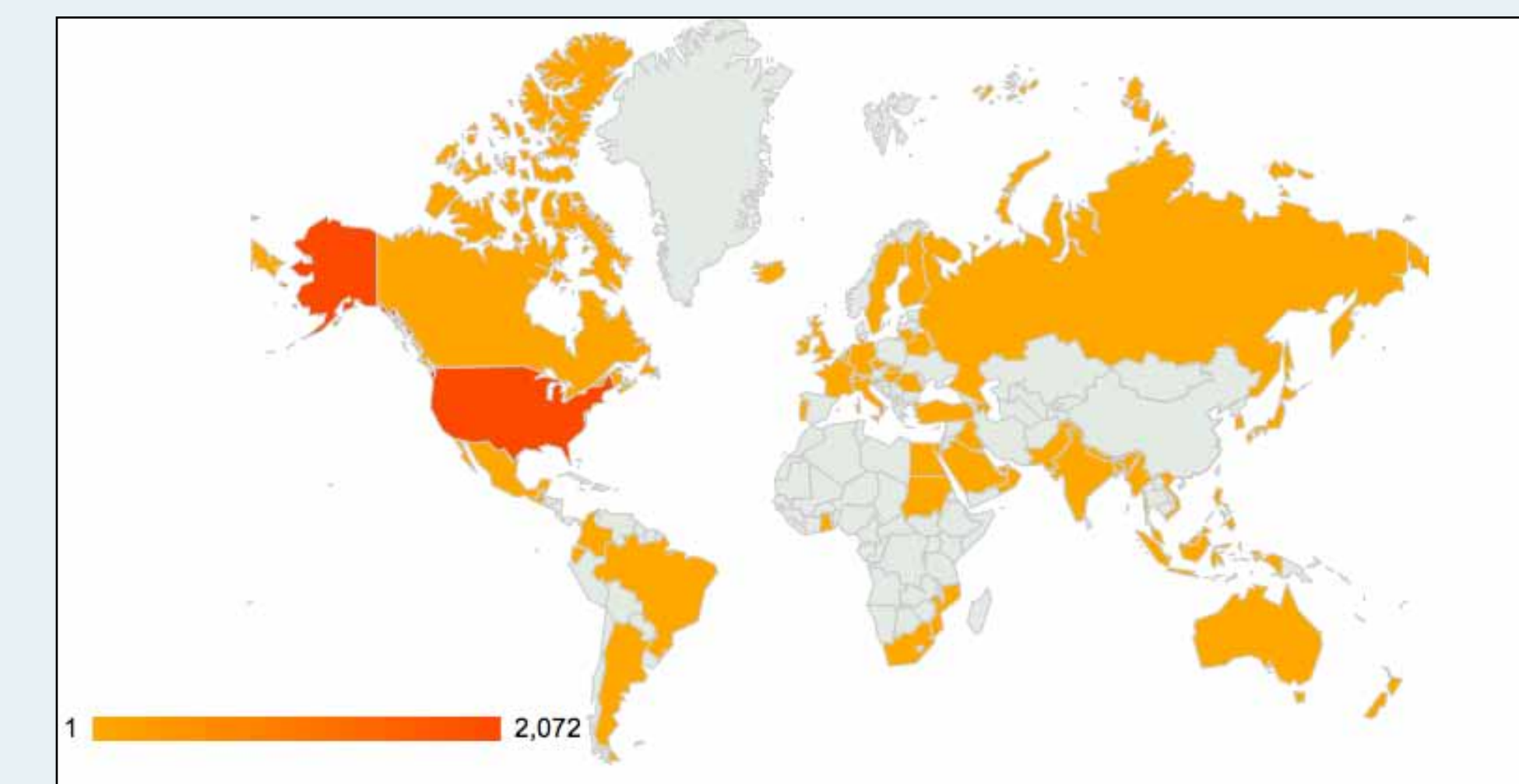
⇒ Supplement MedlinePlus vocabulary to cover expanding topics (e.g., health information technology)

⇒ Analyze site statistics (re: functionality, usage, trends)

Results

⇒ Global reach

- Over 18,000 blog views since June 2010
- Over 60 countries between February 25 and April 18, 2012



⇒ Benefits for show listeners and blog readers

- Reach more consumers via multiple media (radio and blog)
- More options for listening, commenting & sharing
- Easier to search and navigate website
- Online access to expanded information on show topics

⇒ Benefits for Health Sciences Library and our users

- 25-30,000 weekly listeners hear on-air HSL sponsorship message
- Creates on-air “teachable moments” when hosts call on HSL librarians to add resources to blog
- Demonstrates our expertise to campus constituents
- Increases our collaboration and outreach
- Connects more consumers to better quality health information
- Expands our services, skills & experience
- Educates us about consumers’ and physicians’ information needs

⇒ Benefits for YOUR HEALTH®:

- Expanded interaction with consumers beyond on-air show
- Content is more consumer-driven
- More in-depth information than possible with broadcast only
- More opportunities to promote YOUR HEALTH® contributors