

A Library and a Radio Show: the Story of a Successful Partnership

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Background

- 2009: librarians began collaborating with weekly consumer health radio show, YOUR HEALTH®
- Show airs several times weekly on local AM & FM plus out-of-state syndicated radio station
- Provides timely content for NCLive, a statewide library consortium offering free access to a core set of digital content and services
- Librarians recommended WordPress (WP) platform to post show audio recordings and consumer health content plus incorporate other social media
- 2010, June: WP website went live
- Currently: Team of 4 librarians from 3 Health Sciences Library (HSL) departments oversee maintenance, index content, resolve problems, provide links to high-quality consumer health information on show topics

Benefits for HSL

- HSL and HSL's North Carolina Health Info (NCHI) service are acknowledged as sponsors on the blog and on air
- Librarian 'shout out' during on-air shows: "We'll ask our great HSL librarians to add a link..."
- Draws attention to HSL and NCHI and as public resources
- Enormous outreach!

SPONSORS

- NC Health Info
- NC Live
- UNC Family Medicine
- UNC Health Care
- UNC Health Sciences Library

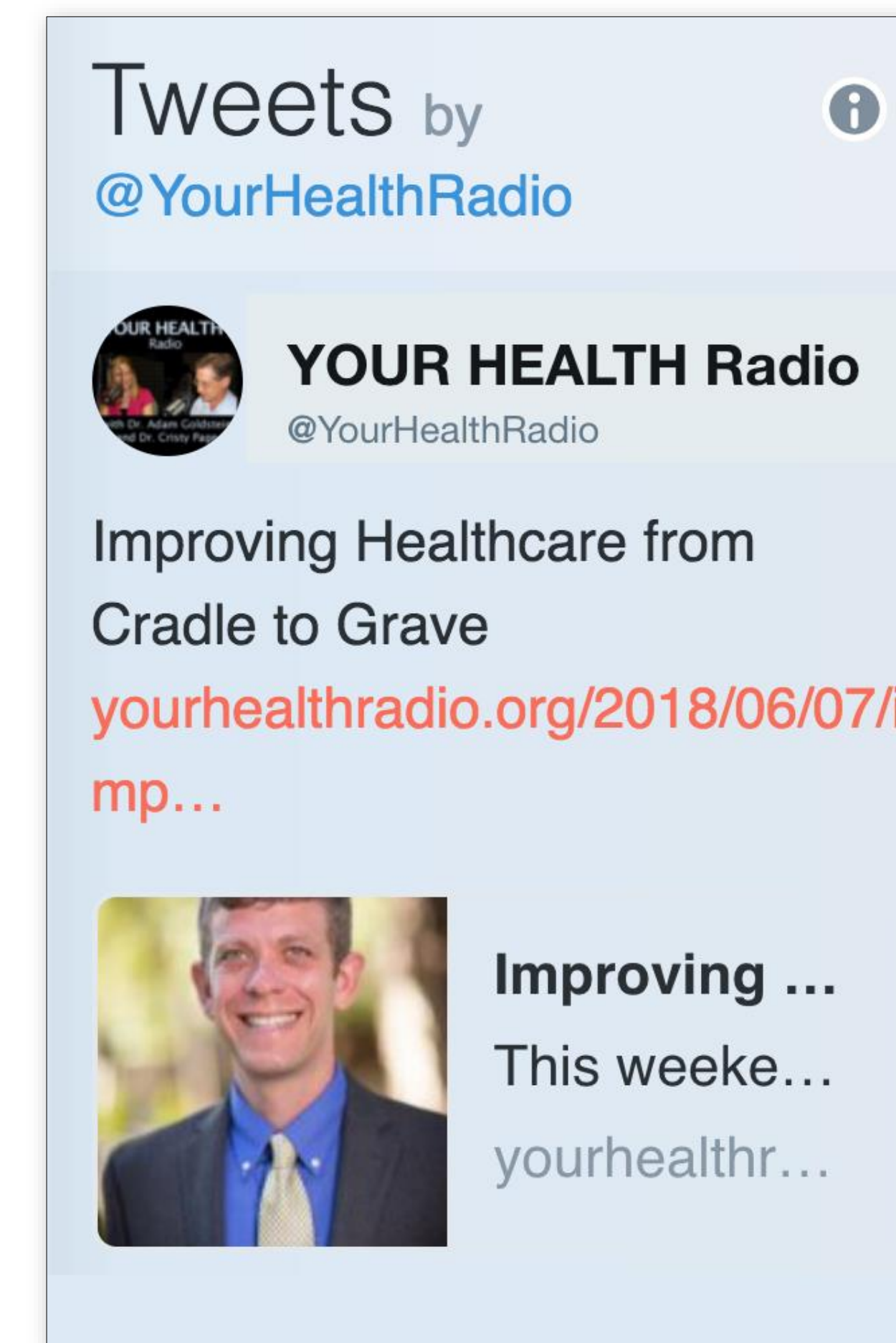
NC Health Info & HSL listed as sponsors on website

Statistics

- Since June, 2010: 574 blog posts; > 81,000 website views and > 33,000 visitors
- On air listeners ~35,000/week
- Top referring websites: search engines, social media (e.g. Facebook, WP, Twitter), UNC School of Medicine
- Librarians have provided over 4,000 links from April, 2011, through May, 2018
 - Average links/show: increased over time with changes to radio show format and librarians providing links; currently 17.7 links per show
- Website has been viewed in 81 countries over the past year and in 154 countries since February 25, 2012

Top 10 Views by Country since 2/25/2012

	United States	53,625
	United Kingdom	2,008
	Canada	1,706
	Australia	812
	India	790
	Brazil	768
	Philippines	508
	Mexico	477
	Germany	263
	Ireland	232



Twitter is one of the top referring websites to YOUR HEALTH®

Changing Librarian Roles

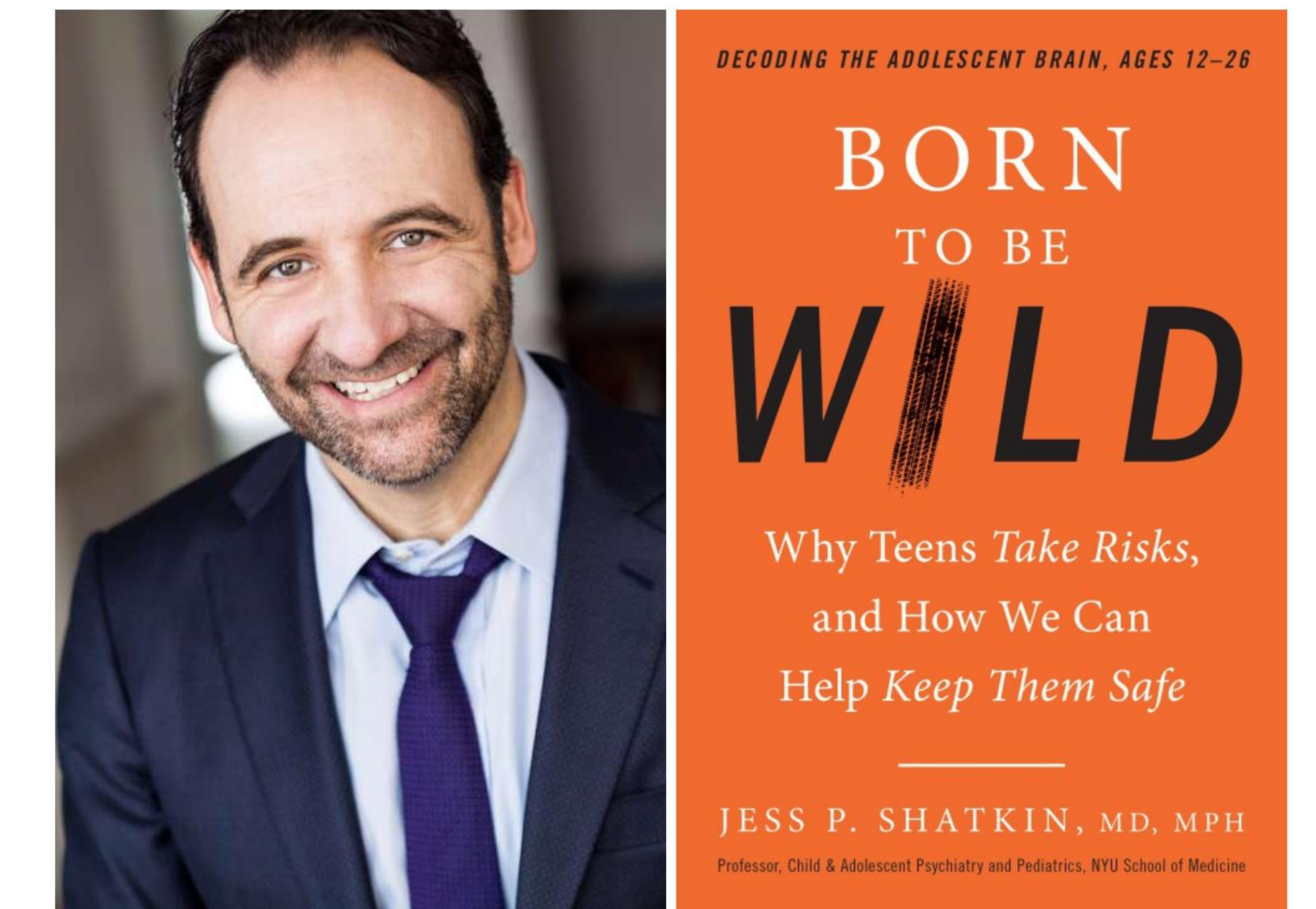
Recent changes and additions to librarian roles include:

- Two librarians provide links for each show; links were provided by rotating team of librarians and library science students which required a coordinator to oversee
 - New workflow saves time and effort
- Librarian fleshes out initial blog entry with links to information on co-hosts and guests, downloads and inserts audio files, adds links to consumer health information
- Librarians beginning to add additional, librarian created content (e.g. posts focused on one topic)

Moving Forward

Librarians are exploring new ideas to develop and improve the blog.

- Evaluate visual design with consideration for new WP options
- Consider new options available with recent WP upgrade to Business Plan
- Establish workflow to deposit audio files into institutional repository (currently batch depositing older content)
- Develop/create new content (e.g. book reviews; popular/timely topics)



- **Research that Matters** (min 0-11:23)
 - Vitamin D levels and mortality in patients with heart disease
 - News about the article
 - Abstract of the article
 - Lavender, Tea Tree Oil linked to breast growth in boys
 - Press Release: Study to be presented at ENDO 2018 meeting
 - News about the article
 - Insomnia and genetics link
 - News about the article
 - Abstract of the article
 - First-person singular pronoun use and negative emotionality
 - News about the article
 - Abstract of the article
- **Conversations with Dr. Jesse Shatkin** (min 11:23-28:18)
 - *Born to be Wild: Why Teens Take Risks, and How We Can Help Keep Them Safe* by Dr. Shatkin
 - For Young People Looking for Help (MentalHealth.gov)
 - Mental Health Resources for Adolescents and Young Adults
 - Tips for Communicating with Your Teen
- **House Calls** (min 28:18-40:00)
 - What can I do about waking up several times during the night?
 - Sleep Health
 - Sleep Disorders
 - What do you suggest for someone who bites the inside of their cheek?
 - Chronic Cheek Biting
 - My teenage son who is about to start driving is colorblind. Should I be concerned?
 - What it's like to be colorblind
 - What diet should I follow if I have Irritable Bowel Syndrome (IBS)?
 - Irritable Bowel Syndrome
 - IBS Diet

Blog post showing links added by HSL librarians (4/13/18)

More on Your Health

YOUR HEALTH® radio:

<https://yourhealthradio.org/>

More on the HSL partnership with YOUR HEALTH® Radio

<https://yourhealthradio.org/behind-the-scenes/#publications>



Acknowledgements

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