



On the Air!

Librarians & Doctors Using the Radio to Communicate with Listeners About Health

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**Health Sciences Library
University of North Carolina,
Chapel Hill**

YOUR HEALTH®
UNC Family Medicine's weekly health radio show



YOUR HEALTH® Radio

with Dr. Adam Goldstein
and Dr. Cristy Page

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Re-Airing of the Supreme Court & Your Health with Dr. Gregory Curfman
Posted by: yourhealthradio | April 11, 2012



This weekend on YOUR HEALTH®, we're re-airing one of our most popular shows about the **Supreme Court & Your Health**, with special guest, Executive Editor of the New England Journal of Medicine, **Dr. Gregory Curfman**.

- Please tune in! This show will air:
- Saturday, April 14th at 9am
 - Sunday, April 15th at 9am and 5pm
 - Monday, April 16th at 6pm and 10pm

[Leave a Comment](#)

PLEASE TUNE IN!

- We're on the air on WCHL 1360 AM:
- Saturday at 9am
 - Sunday at 9am & 5pm
 - Monday at 6pm & 10pm

CATEGORIES



Radio Show Features

Each show features three segments:

- Research
- Conversations
- House Calls

Can We Help You?

- Switch from web site to a web blog
- Training and technical support
- Indexing and search capability
- Links to NC Health Info and library website

Providers of Consumer Health Info

- Evaluating online health resources
- Educating users about searching the Web
- Health literacy issues
- Information needs of patients & consumers

Our Role in Your Health Radio Show

After each show aired, librarians:

- Listen to the podcast to identify topics discussed
- Find additional information online
- Assess its relevance and appropriateness
- Send links to selected information to Your Health Radio show staff

House Calls: Sample Questions

- Should a pregnant woman be taking fish oil?
- I suffer from cluster headaches. How often should I get an MRI?
- My doctor prescribed Ambien for sleeplessness, but my pharmacist warned me of potentially serious side effects. Should I take it?
- My cousin was in the hospital and was told she had a saddle embolus. What is that and is it more serious than a blood clot?

Top Websites Used To Find Answers

- MedlinePlus
- NC Health Info
- FamilyDoctor.org
- Mayo Clinic

Resources:

- **Research that Matters**
 - The cost-effectiveness of birth-cohort screening for hepatitis C antibody in U.S. Primary care settings
 - Effect of fructose on body weight in controlled feeding trials: a systematic review and meta-analysis
 - Primary care attributes and mortality: a national person-level study
 - Dietary fiber for the treatment of type 2 diabetes mellitus: a meta-analysis
- **Conversations**
 - American Chronic Pain Association
 - Talking with Your Health Care Provider – NIH MedlinePlus
 - Pain – Web Sites Serving North Carolina – NC Health Info
 - NC Controlled Substances Reporting System
- **House Calls**
 - Gastroenteritis (also called Stomach Flu) – MedlinePlus
 - Older Adults and Alcohol – National Institute on Aging
 - Childhood Obesity: Make Weight Loss a Family Affair – Mayo Clinic
 - Weight Control – MedlinePlus

■ The Supreme Court & Your Health with Dr. Gregory Curfman Posted by: [yourhealthradio](#) | March 7, 2012



This weekend on YOUR HEALTH®, Adam & Cristy will be joined by the Executive Editor of the New England Journal of Medicine, **Dr. Gregory Curfman** to discuss the **Supreme Court & Your Health**.

Please tune in! This show will air:

- Saturday, March 10th at 9am
- Sunday, March 11th at 9am and 5pm
- Monday, March 12th at 6pm and 10pm

Listen to the Show!

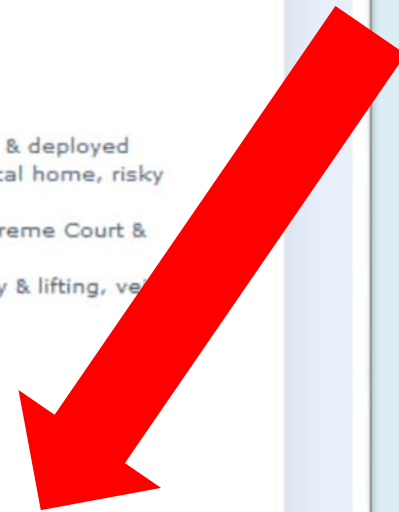


Show Topics:

- **Research that Matters** (min 0-12): smokeless tobacco & deployed troops, alcoholism & physicians, patient centered medical home, risky driving habits & teen crashes
- **Conversations** with Dr. Gregory Curfman about the Supreme Court & Your Health (min 12-34)
- **House Calls** (min 34-43): menstrual cramps, back injury & lifting, vein removal & insurance, when to go to the ER

Resources:

- **Research that Matters**
 - Smokeless tobacco & deployed troops
 - Smokeless tobacco quitting guide
 - Alcoholism & physicians
 - Patient Centered Medical Home
 - Risky driving habits & teen crashes
- **Conversations**
 - "Supreme Court Review of the Health Care Reform Law"
 - The Health Care Act & You
 - The Affordable Care Act & North Carolina
- **House Calls**
 - Prevention & Treatment of Menstrual Cramps
 - Back injury & proper lifting
 - Vein removal and treatment
 - Knowing when to go to the ER (recognizing emergencies)



Results: By the Numbers

- Radio show: 25-30,000 listeners per week
- Blog: over 1,500 views per month
- Viewers from over 60 countries
- Average number of links to consumer health info per show: 10
- Top referring sites
- Segments viewed most often

Results: Listeners

- More interactive site
- More info than what is aired on the radio show
- Exposure to high quality health information sources
- More relevant program content

The screenshot shows a mobile application interface with a light blue background. At the top, there is a 'CATEGORIES' section with a dropdown menu labeled 'Select Category'. Below this is an 'Available on the App Store' badge. The next section features the iTunes logo with a 'SUBSCRIBE' button. Below that are social media links for Facebook ('Find us on Facebook') and Twitter ('Follow us on twitter'). The bottom section is titled 'YOUR HEALTH RADIO' and contains a list item: 'Power, Politics, & Universal Healthcare with Dr. Stuart Altman & David Shactman' with a link 'wp.me/pSCVA-Nz' and '3 hours ago'.

CATEGORIES

Select Category

Available on the App Store

iTunes

SUBSCRIBE

Find us on Facebook

Follow us on twitter

YOUR HEALTH RADIO

- Power, Politics, & Universal Healthcare with Dr. Stuart Altman & David Shactman
wp.me/pSCVA-Nz
3 hours ago

Results: HSL and UNC

- Better understanding of consumer health info needs
- Public is better informed about what libraries can offer
- Extensive publicity for HSL
- Increased collaboration among other consumer and patient health information providers

Feedback

“Thank you all for your work and support. It is nice to see collaborative work paying off in producing a show that is not only heard, not only seen and accessed, but is most assuredly improving large numbers of people’s lives- our mission.”

-Adam Goldstein, MD, MPH
Co-producer, *Your Health*



More Feedback

“Thank you so much for the work with the blog. That was a heartfelt shout out on the air and I’m glad to hear that it made you guys feel appreciated! You certainly are!”

-Cristy Page, MD, MPH

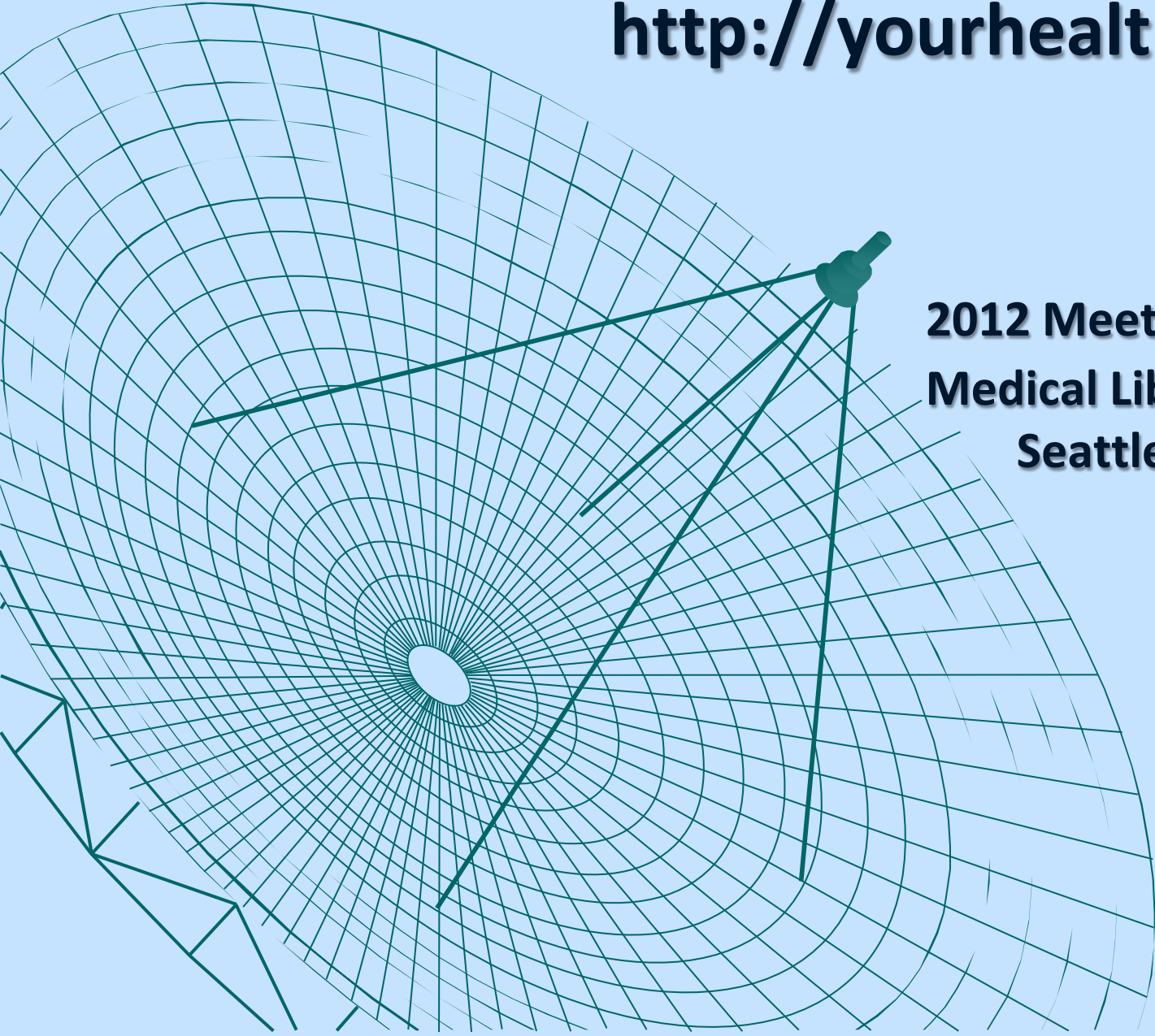
Co-producer, *Your Health*

Next Steps

Library involvement:

- Health-related book reviews
- Recommending experts for shows, especially from other health affairs schools
- Multimedia including video podcasts
- Copyright and attribution

**For More Info or to Listen:
<http://yourhealthradio.org/>**

A green wireframe globe is shown on the left side of the image. A magnifying glass icon is positioned over the globe, with its handle extending towards the top right. The globe's grid lines are visible, and the magnifying glass is drawn in a simple, stylized manner.

**2012 Meeting of the
Medical Library Association
Seattle, WA**