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

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Re-Airing of the Supreme Court & Your Health with Dr. Gregory Cuffman

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 Cuffman.

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

Available on the App Store
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
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, varicose veins 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
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
“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/

2012 Meeting of the Medical Library Association
Seattle, WA