Purpose:
To describe an outreach project that educates the public about authoritative consumer health web sites, promotes library projects, and is fun for the participants.

Background:
Members of the University of South Carolina School of Medicine Library faculty have been regular monthly guests on Health, Wealth, and Happiness, a local radio show, for over three years. Health, Wealth, and Happiness is on the air Monday through Friday from 2:00 pm - 3:00 pm on WGCV 620 AM in Columbia, South Carolina. During the Health segment, there is a guest from the health care community. Jack Thompson provides a daily commentary on the stock market and addresses other business topics for the Wealth segment. For the Happiness segment, Gary interviews individuals associated with local arts events.

Brief Description:
Librarians appear once a month to discuss the upcoming National Health Observances listed on the healthfinder.gov web site. Librarians select web sites related to the observances to describe. In addition to covering some of the content available on the web site, they highlight unique features of the site and talk about the characteristics of a valid consumer health site.

Results/Outcome:
The radio show provides librarians with an opportunity to reach the general public and supply them with information about consumer health web sites. These radio appearances are also an opportunity to promote the Library’s health information projects, such as the Center for Disability Resources Library, GeriatricWeb, and Go Local-SC, as well as MedlinePlus.

Evaluation Method:
The radio show’s web site contains a rotating archive of recent shows. Listening to the archives is a way for the librarians to critique their speaking skills and the ways in which they describe the consumer health sites.