Funded by the Kate B. Reynolds Charitable Trust from 2004-2007, and now sustained by the Maya Angelou Center for Health Equity (MACHE), the Hispanic Health Media Project is a partnership developed between the MACHE and Que Pasa Media, Inc. The overarching goal of this project is to create a model program that will increase the health literacy of the NC Latino population in four target content areas: adult health, child health, utilization, and safety.

"La Clínica del Pueblo" (The People's Clinic), a weekly radio program and corresponding newspaper column, was developed to address these four target areas. The show has rapidly gained in popularity in the NC Latino community, with an average of 10 calls during each hour long weekly radio show. Caller demographic analyses indicate that 64% are women and that the average age of callers is 31.4 years. Popular program topics have included alcohol abuse, cancer in women, cold and flu, cardiovascular disease, listeria, smoking and tobacco risk, HIV/AIDS, finding good child care, depression, and family planning. The format for the radio show includes a didactic presentation followed by a call-in question-and-answer period. Although the project team is responsible for program content, guest experts from WFUSM faculty and the community also participate.

As of January 2010, 280 consecutive weeks of programming have been completed since project inception. In addition to the radio show, a Latino healthcare resource guide is available. A La Clínica del Pueblo 24/7 hotline, which averages 15 calls per month, is set up in the MACHE and allows callers to obtain resource information for their local area.