Exhibitions to Engage Your Community

Jessica Whetman
Utah State Library

John Bramble
Eccles Health Science Library
University of Utah

Claire Hamasu
Eccles Health Science Library
University of Utah
Learning Objectives

Increase understanding of:

Participants will have an increased understanding of:

- Key elements of creating exhibitions at their library
- How to use and access the National Library of Medicine Exhibition Program resources
Promoting the Exhibit

Goals, audience, and communication methods
Programming For The Exhibit

Community partnerships & thematic tie-ins
Setting Up the Exhibit

Exhibit installed at the National Library of Medicine
Creating Displays

Materials

Promotions

Signage
Gauging Success
Exhibits ready to go right out of the box…(nearly)
NLM's History of Medicine Division collects, preserves, makes available, and interprets for diverse audiences one of the world's richest collections of historical material related to human health and disease.

National Library of Medicine Joins The Commons on Flickr
Find images from the history of medicine held in the public trust, add comments and tags, and check back frequently for new content.

Making News
NLM Welcomes Applications to the Michael E. DeBakey Fellowship in the History of Medicine
Watch History of Medicine Lecture "Future Historical Collections: Archiving the 2014 Ebola Outbreak." Christie Moffatt discusses the NLM Web Content Collecting Initiative.
NLM Lends Books and Images to Jewish Museum of Maryland Exhibition
Circulating Now Follow our blog for special features about our collections and exhibitions, and get news about recent acquisitions, new finding aids, special projects, and events.

Discover
OUR COLLECTIONS
Digital Projects
Lecture Series
Rare Books & Journals
Archives & Manuscripts
Prints & Photographs
Films and Videos
Reference Services
Online Catalogs
Printed Catalogs

Explore
OUR EXHIBITIONS
Plan a Visit
Exhibition Tours
Book a Traveling Exhibition
Find an Exhibition Near You
Education Services
Browse Exhibitions

Search
OUR DATABASES
IndexCat
Millions of references from antiquity to the mid-20th century
Images from the History of Medicine
Over 70,000 images
Directory of History of Medicine Collections
More than 200 collections worldwide
Finding Aids Consortium
Over 8,000 from 46 institutions
More NLM Databases, Resources & APIs

Locate
INFORMATION FOR
Michael E. DeBakey Fellowship Applicants
First Time Visitors
Librarians
Scholars
Grantees
Educators & Students
Image & Film Researchers
Volunteers
Donors
Journal Editors & Publishers
Curators & Registrars
Booking a Traveling Exhibition

**medicine & the arts**

- *Harry Potter's World*: Renaissance Science, Magic, and Medicine
- *Everyday Miracles*: Medical Imagery in Ex-Votos
- *The Literature of Prescription*: Charlotte Perkins Gilman and "The Yellow Wall-Paper"

**science & society**

- *Against the Odds*: Making a Difference in Global Health
- *A Voyage to Health*
- *Every Necessary Care and Attention*: George Washington and Medicine

**patients & practitioners**

- *Opening Doors*: Contemporary African American Academic Surgeons
- *Binding Wounds, Pushing Boundaries*: African Americans in Civil War Medicine
- *Life and Limb*: The Toll of the American Civil War
exhibition specifications

CONTENTS
Six banners and structure, Each banner 7 ft. h x 3 ft. W

SIZE
500-700 sq. ft.

PACKING
Exhibition is packed in two plastic wheeled graphics tube. 48 in. H x 18 in. W

SHIPPING
One-way - cost estimate $200-4500

BOOKING PERIOD
6 weeks

data venue resources

DOWNLOAD IMPORTANT INFORMATION
Exhibition Basic Information
Exhibition Shipping Instructions
Exhibition PR Information
Exhibition Brochure
Exhibition Poster
Traveling Exhibition Host Survey
Exhibition Website
● Find the exhibit you want and click on “Book Now” link
● Costs for shipping: $300-$700
● Your exhibition must be free and open to the public
● If you don’t see a date right for you, contact NLM
● Printable promotion resource (email 4 weeks prior)
● Downloadable resources (anytime)
● Provide feedback to NLM
● Unpacking/packing/shipping
● Setup/Takedown
Basic Information

The National Library of Medicine, in cooperation with the National Museum of American History, is pleased to present our latest traveling exhibition, Pick Your Poison: Intoxicating Pleasures and Medical Prescriptions

Exhibition Requirements

The exhibit consists of six free-standing graphic panels and is transported in two plastic wheeled graphics tubes.
1) 500 square feet of floor space (minimum)
2) 2 people for unpacking and set-up
3) Safe, secure, indoor storage for exhibition travel containers - two plastic tubes with wheels - 46” H x 24” diameter each
4) Avoid display of the exhibit in an area with direct sunlight.
5) Please use latex gloves when installing the exhibition and be sure that your hands are clean when handling the panels without gloves.
6) Please complete the Traveling Exhibition Host Survey within three weeks of the closing of the exhibition and return to the National Library of Medicine, Exhibition Registrar.
7) Please provide the National Library of Medicine with copies of any publicity, advertising, or supplemental materials that are produced for the exhibition.
8) If possible, please provide digital images of your installation.

HMO Traveling Exhibitions Basic Information
Pick Your Poison
Page 2

Exhibition Credit

The following exhibition credit should appear in any materials and publicity produced in association with the exhibition:

This exhibition was developed and produced by the National Library of Medicine, National Institutes of Health and the National Museum of American History.

What You Will Receive
1) Two plastic graphics tubes each containing three cloth cylinders and three cloth bags.
2) Each cloth bag contains one metal base and one telescoping rod. This makes up the panel structure.
3) Each cloth cylinder contains one rolled graphic panel.
4) The exhibition does not come with lighting.

What To Expect
1) Each plastic graphics tube has wheels to make it easier to transport to your exhibit space.
2) You should expect to spend about one to two hours setting up the exhibit from unpacking to complete installation. Please use the installation guide that is provided.
3) You should have at least two people for set-up.
4) You should be prepared to weigh down the bases to increase stability of the panels, if necessary.
The National Library of Medicine, in cooperation with the National Museum of American History, is pleased to present our latest traveling exhibition, Pick Your Poison: Intoxicating Pleasures and Medical Prescriptions. The exhibition explores some of the processes, problems, and potentials inherent in technologies that use life.

Mind-altering drugs have been used throughout the history of America. While some remain socially acceptable, others are outlawed because of their toxic, and intoxicating, characteristics. These classifications have shifted at different times in history, and will continue to change. The six-banner traveling exhibition Pick Your Poison: Intoxicating Pleasures & Medical Prescriptions explores the factors that have shaped the changing definitions of some of our most potent drugs, from medical miracle to social menace.

A “Digital Gallery” offering a selection of digitized, historical texts from the History of Medicine Division’s diverse collections can be found as part of the online version of the exhibition. These images provide viewers with new avenues to explore beyond the exhibition. Educators will also find expanded resources online for middle school and college level classroom use.

Pick Your Poison: Intoxicating Pleasures and Medical Prescriptions began traveling around the United States in April 2015. For more information, contact nlmtravelingexhibits@nlm.nih.gov or visit us on the web at: www.nlm.nih.gov/pickyourpoison

Credit line: This exhibition was produced by the National Library of Medicine, and the Smithsonian’s National Museum of American History.

Curated by Manon Parry, PhD, Assistant Professor of Public History, University of Amsterdam.
Shipping Instructions

1) Approximately two weeks before the closing of the exhibition at your institution, you will receive an e-mail shipping reminder with contact information for the next host venue. You will need to contact the next host venue in order to finalize the outgoing FEDEX shipping arrangements.

2) Please allow a minimum of three days from the day you dismantle, pack, and ship the exhibit to the day of arrival at the next exhibit venue.

3) Prior to taking down the exhibition, please contact the next venue to do the following:
   a) Verify the correct shipping address, contact name, and phone number.
   b) Alert them to the shipping schedule and anticipated delivery date.
   c) Provide them with the Federal Express (FEDEX) airway bill number, so they can easily track the shipment and delivery of the exhibition. Please send this information to the National Library of Medicine as well.

4) Be sure that the plastic graphics tube is secure by checking that the latches are locked and flat, and any straps are secure (if container has a strap).

5) Please use the provided FEDEX hang tag and secure the hang tag to the outside of the container using the provided plastic tie. The hang tag and plastic tie can be found in an envelope inside one of the wheeled graphics containers. If you cannot find them, please contact us.

6) The exhibition shipment must be made via FEDEX 3-day service. If you do not have a Federal Express account, the shipment may be sent via UPS or DHL Express using 3-day service. The shipping method must have a tracking system connected with the shipment. If there are any problems with the shipping arrangements please call JIL Newmark, Registrar, 301-435-5241.

Contact Information:

For all content concerns: Dan Caughey, Exhibits Specialist
National Library of Medicine
301-435-5464
dan.caughey@nlm.nih.gov

For installation and shipping concerns: JIL Newmark, Exhibition Registrar
National Library of Medicine
301-435-5241
newmar@mail.nlm.nih.gov
Poster

- 3.2 MG
- 792 x 1224
In the 19th century, cannabis was available in patent medicines sold at pharmacies or via prescription. Recreational users began by smoking the resin from the plant until the 1920s when Mexican immigrants introduced the technique of smoking the leaves. This association of the drug with...
Cross cultural literacy
High order thinking skills
Lesson Plans
K-12 & Higher Edu Modules
Online Activities
EDUCATION SERVICES: Online Resources

FIND RESOURCES BY: ALL LEVELS TYPES

LESSON PLANS HIGHER EDUCATION MODULES ONLINE ACTIVITIES OTHER RESOURCES
Higher Ed Modules

**Literature**
- **CHANGING EXPLANATIONS IN MIND-BODY MEDICINE**
  AUTHOR: Theodore M. Brown, PhD

- **A MEDICINE OF THEIR OWN: The Stories of American Women Healers**
  AUTHOR: Sarah L. Berry, PhD

**History & Social Studies**
- **RECONSTRUCTING STATE AND SOLDIER: Disability and the American Civil War**
  AUTHOR: Susan-Mary Grant, PhD

- **ACT UP IS WATCHING**
  AUTHOR: Eric W. Boyle, PhD

**Health Education**
- **DISSEMINATING HEALTH KNOWLEDGE: Public Health Campaigns in 20th-Century China**
  AUTHOR: Leping Bu, PhD

- **HEALING ELEMENTS: A Native Hawaiian Perspective**
  AUTHOR: Davianna Pomaikai McGregor, PhD

**Science & Technology**
- **ENGINEERING THE GENES: Ethical Dilemmas in Modern Biotechnology**
  AUTHOR: Nadine Wolfman, PhD

- **FOLLOWING FRANKENSTEIN: Mary Shelley, the Monster, and Medical Science**
  AUTHOR: Susan E. Lederer, PhD
Online Activities

**Literature**
- **Desire for Knowledge**
  - Level: 5-7 Grades
  - Type: Reflection exercise
- **Different Perspectives**
  - Level: 5-7 Grades
  - Type: Reflection exercise
- **Civil War Poems**
  - Level: 8-12 Grades
  - Type: Reflection exercise

**History & Social Studies**
- **George Washington's Teeth**
  - Level: 3-9 Grades
  - Type: Interactive exercise
- **George Washington's Traveling Dental Kit**
  - Level: 3-9 Grades
  - Type: Interactive exercise
- **Nurses: Pictures of Service and Pride**
  - Level: 4-8 Grades
  - Type: Interactive exercise

**Health Education**
- **The Doctor Is In**
  - Level: 3-5 Grades
  - Type: Interactive exercise
- **Circulation Station**
  - Level: 3-7 Grades
  - Type: Interactive exercise
- **The World of Global Health**
  - Level: 3-8 Grades
  - Type: Interactive exercise

**Science & Technology**
- **Science: Perfusion & Transfusion**
  - Level: 5-12 Grades
  - Type: Interactive exercise
- **View the Parallels Between the Telegraph and Internet**
  - Level: 6-8 Grades
  - Type: Reflection exercise
- **Anthropological Views**
  - Level: 6-10 Grades
  - Type: Reflection exercise
Lesson Plans

**Literature**

- *Boggart and Fear in Harry Potter*
  - Level: 7–10 Grades

- *Frankenstein's Science*
  - Level: 9–11 Grades

**History & Social Studies**

- *African American Surgeons and Nurses in the US Civil War*
  - Level: 4–6 Grades

- *Hawaiian Archipelago and Star Compass*
  - Level: 4–6 Grades

**Health Education**

- *Using Our Senses*
  - Level: K–2 Grades

- *Your Beating Heart*
  - Level: 3–4 Grades

**Science & Technology**

- *Mobilizing People: Public Health Campaigns in China*
  - Level: 9–12 Grades

- *Activism and Healing: Kaho'olawe, a Hawaiian Island*
  - Level: 5–8 Grades

- *My Agita Brazil: Healthy Lifestyle*
  - Level: 3–6 Grades

- *Electricity, Frankenstein, and the Spark of Life*
  - Level: 6–8 Grades
Your turn! Instructions to follow.
Learning Objectives Overview

We hope that you were able to increase understanding of:

Participants will have an increased understanding of:

- Key elements of creating exhibitions at their library
- How to use and access the National Library of Medicine Exhibition Program resources