Final Report

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration.

NNLM Express Outreach Award

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Submitted by:

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Narrative Description:

The four libraries of the three Kansas City schools of medicine (the Dykes Library and the Clendening Library of the University of Kansas Medical Center, and the libraries of the University of Missouri-Kansas City and of the Kansas City University of Medicine and Biosciences) hosted the American Library Association/National Library of Medicine traveling exhibit, Changing the Face of Medicine from October 3 to November 11, 2009. We saw this as an opportunity to celebrate the successes of women in medicine and to encourage career paths for young women. We hosted four official events, as well as a number of activities for young people, in conjunction with the exhibit. (Two speakers – Dr. Sara Walker and Dr. Mary Dudley -- who originally were scheduled for presentations, cancelled their presentations due to illness.)

Youth projects were among the most exciting features of the celebration. Lynn George created impressive “two-hour experiential workshops for middle and high school students” consisting of seven (7) stations adjacent to the exhibit. She marketed this to area middle schools and high schools and set aside two 3-hour weekend dates for the Girl Scouts. For each class, there were experiential stations with DNA extraction from fruit, cheek swabbing under the microscope, measuring blood pressure, and prosthetics engineering. Career questions and answers were fielded by women medical students. A pathology display featured various organs. We distributed small “goodie bags” to youth attendees that included a stress ball, a CD with learning resources, bookmarks from each institution and printed materials about information resources or medical careers to each student. There were also a few door prizes. Nutritious snacks (required for Girl Scout activities) were funded by the Health Sciences Library Network of Kansas City. One hundred seventy-seven (177) young people attended these events. Seventy-two (72) young people filled out our survey about the exhibit and the affect of the exhibit on their interest in health careers.

In conjunction with the event, the Metropolitan Medical Society of Greater Kansas City featured a website “Profiles of Kansas City Women Physicians” in a format designed to encourage young people to think about medicine as a career. This feature was announced through e-mail and mail invitations to area medical societies, alumni of the 3 medical schools, and through the medical school women physicians’ organizations.

Amrita Burdick created some materials especially for teachers and students. These included two LibGuides: “Medicine and Women” and “Science and Medicine,” (linked to the official website by Changing the Face of Medicine-Kansas City web master, Amy Ritterskamp) and a handout about “What do Librarians Do?”

Events were attended by university officials and faculty, physicians, resident physicians, medical students, those interested in history and women’s studies, and others. We were pleased to be able to include a local women’s chorus, a classical trio, and a medical student a capello musical group as part of our opening and closing receptions – linking medicine and the humanities. During the time of the exhibit, the gate count was: 18,198. Based on the October count for the previous year, the expected
gate count would have been 8,693 for a six week period – indicating that we may have drawn as many as 10,000 people for the exhibit itself.

Some later press coverage included a half page article in the Sunday Star of the Kansas City Star on November 1, and a taped radio interview on the radio talk show, Every Woman (which played during our closing reception.) The article prompted the radio interview, and after the rather late radio interview, a few additional people learned of the exhibit and visited the display during its last few days on site.

This was an unusual collaboration of the three medical schools, which drew praise from the leaders of the medical schools and to which they gave unusual support. Two deans attended events under duress- one after the recent death of a parent and another after the untimely death of a prominent faculty member (whose funeral was earlier in the day of the opening reception, which she attended.) One dean later flew from the west coast on a red-eye flight to be able to participate in the Women Leaders in Medicine panel. The University of Kansas graciously donated the space for the exhibit and events, and Kansas City University of Medicine and Biosciences donated a truly elegant opening reception. The University of Missouri-Kansas City donated space for two events and provided one reception. The Clendening History of Medicine Library and Museum of the University of Kansas also sponsored the travel arrangements for the closing speaker.

The project, bringing together librarians from the four libraries, strengthened the spirit of collegiality among the libraries and among the institutions. We were blessed with people with a variety of skills – from design and web construction – to history of medicine – to education – and others. The blend of skills of the local planning committee was definitely an asset to the project.

In our guest book, many commented on the quality of the exhibit and noted that that they enjoyed reading about these women’s accomplishments. Although there was only a modest increase in interest in health careers among youth attendees, comments on surveys indicated that the exhibit was informative, that it brought up new ideas – and at least one student was enthusiastic enough about the experiential workstations that they now wanted to be a “prosthetics engineer.”

Training and Training Sites
Receptions and speaking events were held at the University of Kansas Medical Center and at the University of Missouri-Kansas City. Parallel events were held in other city locations. All youth activities were held at the Dykes Library of the University of Kansas Medical Center.

Target Audience
We hoped to reach both health care professionals and the wider community. We also hoped to draw youth attendees from both the Girl Scouts and from local schools.

List of Exhibits and Events
• Opening Reception, Oct. 3: Honoring those who’ve come before, Dr. Marjorie S. Sirridge
• Oct. 9 – New perspectives, new opportunities – Women leaders in medicine panel with Dean Barbara Atkinson, Dean Betty Drees and former dean, Dr. Sandra Willsie
• Oct. 20 – Opening the way for others – Dr. Diane Buckingham
• Nov. 7 – Closing reception – Science has no sex, Dr. Arleen Tuchman
• Youth programs on Oct. 17, Oct. 18, Oct 26, Oct. 27, Nov. 6 & Nov. 10th.
• Parallel program – Oct. 8 – Women, changing the face of pediatrics, Dr. Iris Litt at Children’s Mercy Hospital pediatric grand rounds
• Parallel program – Oct. 8 – Women physicians in the movies, Patricia E. Gallagher, senior librarian, New York Academy of Sciences
• Parallel program – Oct. 14 – In their own words: pioneer women physicians – Brenda Pfannenstiel, MALS, MA AHIP, at meeting of the Health Sciences Library Network of Kansas City
• Parallel program – Oct. 16 – University of Kansas Medical Center Alumni Lecture, Dr. Nancy Wilson Dickey
• The Kansas City University of Medicine and Biosciences and the Clendening History of Medicine and Museum both created exhibits related to the event. The Clendening History of Medicine Library accepted a collection of women physician autobiographies and began a “beach read” discussion group.

Approaches and Interventions Used
We sent over two hundred envelopes with printed material and information to local schools, and used personal email, phone and direct mail contacts to let people know about events and the exhibit. Because of university policies, we used our university media to try to attract press coverage rather than approaching press sources directly.

Our youth specialist on the local events committee found a number of people willing to design or man the seven learning stations. Some information about health careers was provided verbally and through materials in the “goodie bags,” other learning came through hands-on activities.

Project Evaluation Results
Approximately 10,000 people attended the exhibit. There were nine programs with a total attendance of 697 people. Of these, at least 177 were young people attending programs aimed at that age group.

Observations on Problems and Barriers
We were pleased that so many people visited the exhibit, but were disappointed that we were not able to get more publicity about the exhibit and related event early on. It was difficult to coordinate publicity with the restrictions both of the grants and of our own institutions. In part because of this, the attendance at the official exhibit events was less than we hoped.

With a tight economy schools were cutting back on extra bus trips. Thus, we weren’t able to offer as many classes as we originally hoped.

Impact of the Project
We definitely made health careers more visible to teachers and students through mailings and some schools participated in activities. Youth who attended were slightly more interested in a health career after seeing the exhibit. We hope that other young people were inspired by the printed materials and
websites to consider a health career. We were pleased that the Medical Library Association accepted
the “What do Librarians Do?” handout that we developed for the youth goodie bags, for their career
website, so perhaps our work will encourage careers in health sciences librarianship as well as medicine.
Over 1700 people also accessed our main website, and it is likely that approximately 10,000 people
visited Dykes Library to see the exhibit.

**Recommendations for Improvements**

Only do this if you can obtain secretarial assistance and/or release time from your primary job! We
probably tried to do too many things and some of the things we wanted to do weren’t possible with
policies – of the traveling exhibit, of our universities. Or, sometimes, they needed funding that wasn’t
possible through our resources. We had hoped to purchase thumb drives for the youth goodie bags,
but printed ones were expensive. We then explored the idea of commercial sponsorship, but were
unable to do so because of university restrictions. Thus we simply made CDs—which gave the
information but which were less likely to serve as an ongoing reminder of the exhibit.

Given the difficulty in coordinating the publicity through our university media, it might have been
possible to attract more people to a few events if we had more time to promote the events further. As
we tried to design printed publicity, email all our own contacts and develop and coordinate programs
and receptions, we were spread too thin. There were many (close to simultaneous) CFoM exhibits in
same region at same time which also may have reduced the potential audience.
Website, class and attendance statistics – + graphical compilation

Changing the Face of Medicine Events

A total of 520 people attended events related to the exhibit. Two of the more highly attended events were parallel events sponsored by other organizations.

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Honoring Those Who've Come Before: Opening Reception</td>
<td>88</td>
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<tr>
<td>Women Leaders in Medicine Panel</td>
<td>37</td>
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<tr>
<td>&quot;Opening the Doors to Multicultural Diversity - Buckingham.&quot;</td>
<td>12</td>
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<tr>
<td>Science has No Sex - Tuchman</td>
<td>32</td>
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<td>Parallel: Women: Changing the Face of Pediatrics - Litt</td>
<td>175</td>
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<td>Parallel: Women Physicians in the Movie - Gallagher</td>
<td>40</td>
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<td>Parallel: HSLNKC Meeting - In Their Own Words - Pfannenstiel</td>
<td>30</td>
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<tr>
<td>Parallel: KU Bohan Lecture - Dickey</td>
<td>106</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>520</strong></td>
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Here is a graphical look at the access to the Changing the Face of Medicine official websites.

The totals for the official website on a monthly basis are given below.

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<th></th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<th>Aug</th>
<th>Sept</th>
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<tr>
<td>Main Website</td>
<td>293</td>
<td>160</td>
<td>12</td>
<td>66</td>
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In addition to the official websites, these two documents offering collections of links were made available for teachers and students. The numbers indicate the number of times each document was accessed. We do not have statistics on how frequently the parallel website at the Metropolitan Medical Society, that gave brief biographical information on other local physicians, was accessed.

LibGuides - Medicine &
Women
LibGuides - Science &
Medicine

156
78
234
Youth Survey responses indicated a slight increase in interest in careers in health care after seeing the exhibit. (Compare #1 and # 5 below). Younger respondents were more likely to say that they changed their minds about career options, and older youth were more likely to say that the exhibit encouraged them to follow their own interests.