Quarterly Report
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Project Title:
Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

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Reporting Period start date:  July 1, 2009
Reporting Period end date:  October 1, 2009

Publicity:
List publicity and promotional activities conducted during the reporting period, if there were any. (Send any examples of non-electronic promotional materials to the NN/LM MCR by mail or send an email attachment to reports@rml4.utah.edu or provide URLs.)

Amy Ritterskamp, our local library design specialist, modified the original one page poster to include the final locations for some events that were pending and we sent it to ALA for approval. She also continued to update our local website and designed a opening ceremonies program. Amrita Burdick designed a printed invitation which also went to ALA for approval.

We distributed over 500 official printed invitations (300 to osteopathic physicians, 44 to government officials and sponsors, some to the original supporters of the grant proposal, and approximately 200 to personal friends) and numerous email invitations. Materials about exhibit events accompanied History of Medicine Lecture Series flyers that went to about 750 people. Emails and official one page poster flyers went to Women Centers at local universities.

In response to a contact by Dawn McInnis, the Center for Bioethics sent out an email with the text of the invitation (attaching our small poster in PDF format) to their 2500 members. Not all of these members are local, but this emailing definitely should increase the visibility of the exhibit. An email about the exhibit and events went to approximately 50 library members of the Health Sciences Library Network of Kansas City on September 28th. Amy Ritterskamp sent email invitations and poster to Women’s Centers at local universities. Amrita Burdick distributed a few print posters at local libraries, but we will distribute others.

We began contacting the public relations people at each of our institutions, providing them with the approved press release. Even before we provided a press release, the opening reception was featured in the UMKC magazine, spring-summer 2009 issue of
Panorama. Brief information on the Sirridge opening lecture and the Women Leaders in Medicine panel was added to the UMKC School of Medicine website. A link to the events website was posted on the Dykes Library homepage and on the UMKC Health Sciences Library home page and the opening reception was listed on the calendar at the main website of the Kansas City University of Medicine and Biosciences.

Dawn McInnis of the University of Kansas Medical Center has been hosting a “Beach Read’ summer event which gives a chance to highlight humanities topics—and she lets those who attend know about the coming exhibit. The group met on June 30, July 6, July 24, August 28, and September 18th. She’s been actively inviting people to exhibit events.

Thirty posters went on bulletin boards at the University of Kansas Medical Center in June 30th and an email went out to Dykes library staff. Dawn distributed 90 CFoM pamphlets and 90 Save the Date Cards to the AMWA student organization table at an Activity Fair, July 27. Save the Date Cards and pamphlets have also been available in the libraries for students, faculty, staff and the general public.

**Target audience:**
Are there any insights you have gained about your target population during this reporting period? Have their needs changed since your initial assessment? Is the group different from your original anticipated audience?

We are focusing on youth groups for two lectures: the Dr. Diane Buckingham presentation and the Dr. Mary Dudley presentation. We anticipate that “Women Leaders in Medicine” panel presentation will draw an audience of younger women physicians, residents and students looking at their career options, as well as some who are interested in women in academic leadership. The opening and closing events should have general community interest, and the Kansas City Women’s chorus should be an added draw at the opening reception.

**Goals, Outcomes, Objectives:**
Discuss problems, successes, surprises, and/or insights of this quarter. Based on these experiences and your progress to date, have you rethought or in any way modified your objectives for the project? Are the needs of the audience those you anticipated, and are the outcomes you expected still feasible?

The exhibit arrived the last week of September. Earlier in the month, Sarah Kartsonis and Lynn George traveled to the St. Louis exhibit to view the display and ask questions about statistics and logistics of presenting the exhibit.

Given limitations of classroom space and teaching time, we have reduced the number of classes offered to young people, and now anticipate an audience of approximately 250 young people. We gathered small gifts to be given away with a random distribution of “pick a prize” coupons in the youth goodie bags. Lynn George worked on a list of youth information resources. Amrita Burdick designed a small flyer, “What do librarians do?” with reports of local librarians similar to those of the physicians on the Metropolitan Medical Association website to encourage youth to consider health sciences librarianship as another possible health sciences career. Brenda Pfannenstiel, the director of the Childrens’ Mercy Hospital Library also shared favorite websites and some Internet game sites as we prepared goodie bags and activities for
young people. Bookstores from our institutions supplied 300 plastic bags, demonstrating institutional support.

The list of women’s biographies and autobiographies donated by Dr. Marjorie Sirridge to the Clendening History of Medicine Library were added to the LibGuides site designed by Amrita Burdick at http://libguides.library.umkc.edu/content.php?pid=44865. In response to a posted request, links suggested by the librarian of the Children’s Mercy Hospital were added to the LibGuide for the two sisters who founded that institution. This was a nice addition to local history resources about women physicians for young people.

The database of women physicians sponsored by the Metropolitan Medical Society remains fairly small, even after promoting this at each of our three institutions, and after a short presentation with the Board of the Metropolitan Medical Society at their July 27th meeting by Marilyn DeGeus.

We learned of one other parallel community event which Amy added to our website: Special Grand Rounds Presentation, Thursday, October 8, 2009. Dr. Iris Litt, Director of the Division of Adolescent Medicine at Stanford University's Department of Pediatrics “Women: Changing the Face of Pediatrics” at 8:00 a.m. in the Auditorium at Children’s Mercy Hospital. With a number of official and parallel events, we hope that the time of the exhibit is a gala celebration for the Kansas City metropolitan area. You can find the current listing of events at http://library.kumc.edu/womeninmedicine/events.html

We purchased gift certificates for the speakers, deciding to go with an Amazon.com certificate to allow maximum flexibility in the kind of gift they chose. This also allowed us to provide a small gift without asking each speaker to provide their Social Security Number. For the opening reception, we obtained a $300. check.

We are still waiting on responses and reservations for the classes/tours etc. for young people. October is not long after the beginning of the school year so hopefully this will be coming soon. A flyer of classes that we sent to schools is attached.

Evaluation:
List any specific evaluation activities that occurred during the reporting period. Activities might include surveys, focus groups, pre- and post-tests, interviews, log of activities, or other steps to monitor progress. No evaluation during this period.

Impacts and Observations:
If there are anecdotes that illustrate the impact that the project is having, provide the narrative here; include any indicators of success. Share observations, lessons learned, and any other feedback you think would be helpful.

A nice quote from an email from Dawn McInnis dated 9/8/09: “At our faculty/staff meeting today, as I was encouraging all to attend our CFoM events, our new part time bioethics faculty member heard about our opening event. He said if we had an e-mail flyer, he would get it sent to the Center for Practical Bioethics e-mail list because Dr. Marjorie Sirridge is as big a draw as Sister Rosemary Flannigan!”

Planned Activities:
Provide a brief outline of activities (training, exhibits, web development, meetings,
evaluation etc.) that are scheduled for the next quarter. See the **events calendar** at our website: [http://library.kumc.edu/womeninmedicine/events.html](http://library.kumc.edu/womeninmedicine/events.html)

The tasks that we want to complete in the next quarter are:

1) Host five scheduled lectures and four receptions.
2) Coordinate up to six classes for young people and one session for Girl Scouts.
3) Be available as resources to public relations people at our own universities.
4) Compile needed attendance statistics for classes and lectures.
5) Tally youth surveys.
6) Pack the exhibit and send it on to the next hosting library.
7) Complete the final grant reports and begin writing our experiences for at least regional publication.

**Attachments:**

Revised one page poster

Invitations

Press release and variation for government invitations

Program for opening reception

What do librarians do?

Other publicity…

Calendar of events

Classes for young people

Youth survey