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## Well-Conceived and Ill-Drawn: Hosting “Ill-Conceived and Well-Drawn,” an NLM Exhibition

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# WELL-CONCEIVED AND ILL-DRAWN: HOSTING "ILL-CONCEIVED AND WELL-DRAWN," AN NLM EXHIBITION

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Exhibition Planning Materials

## Graphic Medicine: Ill-Conceived and Well-Drawn

The traveling exhibition consists of six-panels developed and produced by the National Library of Medicine and curated by Ellen Forney.



### Yay, this cool thing is coming to UMass! But...

- How do we connect the exhibit meaningfully to existing library resources and outreach?
- How do we design programming for this exhibition?
- How do we guide or plan for how our community engages with this exhibit?

### Taking stock

#### What Are Our Resources?

- Graphic Medicine Committee members and their connections/skills/ideas
- Graphic Medicine book collection
- Space (the library is a natural gathering place; plus access to amphitheaters and lecture halls)
- Activities budget
- Support of administrators/managers
- Online graphic medicine community (graphicmedicine.org)

#### Who is Our Audience?

- Medical, Nursing, Graduate School of Biomedical Science students (they're busy, FYI)
- Faculty, staff (also busy!)
- Residents, clinicians, nurses (you guessed it; BUSY)
- Members of the public
  - Lamar Soutter Library is open to the community and hosts the NER Regional Medical Library

#### Final Programming List

- Invite speakers (MK Czerwec, Dana Walrath, and Cathy Leamy; Matteo Farinella)
  - One panel, and one individual
- Coffee and Comics Wednesday
  - A drop-in coloring activity that happens every Wednesday for a few hours in the afternoon
- Collection promotion
  - Display provocative, colorful titles front and center
- Connect to the curriculum
  - Reach out to faculty and students with an interest in humanities in medicine

### Setting goals

- Raise awareness of our Graphic Medicine book collection
  - Indicators of success: Increase circulation statistics of the collection during the time the exhibit is here, and hopefully after
- Get students to start thinking about using comics or drawing to process information
  - Indicators of success: Use of comics in existing personal narratives group
- Demonstrate the ways comics can be used in medical education, scientific communication, and health literacy
  - Indicators of success: Use of comics increasing in curriculum

### Getting the Word Out

- Advertising using social media, placing posters and flyers on campus and in the community
- Attended student activities fair, shared events and exhibit info in student newsletter
- Sent postcards to NNLM/NER Book Club Kit users

### Results

#### What "Worked"

- Coffee.
- Connecting to the curriculum; one of our GSBS classes already teaches Neurocomic, so inviting Matteo Farinella led to a larger turnout, and was followed up by a careers chat
- Promoting the collection
- Collaborating with other departments to help promote the events and related activities

#### What Didn't

- Passive programming; the comics part of coffee and comics Wednesday wasn't a huge hit