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New Partnerships for a New Generation

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NEW PARTNERSHIPS FOR A NEW GENERATION

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The Lamar Soutter Library • University of Massachusetts Medical School

OVERVIEW

In May 2006, the Lamar Soutter Library hosted the Changing the Face of Medicine: Celebrating America's Women Physicians exhibit. The exhibit was an opportunity for the Library to partner with civic and community organizations and help the library reach beyond its primary clientele. The library had four goals:

- Heighten awareness of women physicians
- Encourage young women to enter medicine
- Promote medical libraries
- Increase visibility of the medical school



Linda Gray Kelley brought history to life with "A Lady Alone, Elizabeth Blackwell, MD: First Woman Doctor in America." This one-woman play by Lynn Eckhart, MD, tells the story of a woman's struggle to be admitted to a medical school and practice medicine in 19th century America.

AWARENESS

Vivian Pinn, M.D. and Judith Ockene, Ph.D., M.Ed., M.A. spoke on research related to the Women's Health Initiative. Dr. Pinn is Director of the Office of Research on Women's Health at the National Institutes of Health. Dr. Ockene is Professor of Medicine and the Barbara Helen Smith Chair in Preventive and Behavioral Medicine at UMass Medical School and Principal Investigator for the WHI study at UMass Medical School/Fallon Clinic.



Ellen More, PhD, Director of the Office of Medical History and Archives at the University of Massachusetts Medical School, lectured on the life of Mary Steichen Calderone, MD, founder of the Sex Information and Education Council of the United States in 1954.



Catherine DeAngelis, MD, a physician highlighted on one of the exhibit display panels, was the featured speaker at the University of Massachusetts Medical School's 2006 Commencement and toured the exhibit with members of the Medical School's Women's Faculty Committee. Dr. DeAngelis is the first woman to be appointed editor of the Journal of the American Medical Association (JAMA).



ENCOURAGING YOUNG WOMEN



An invitation was sent to middle and high school students to participate in a regional essay contest. Members of the Worcester Women's History Project and medical students served as judges.



Essay question:

"How is medical care better when it includes men and women, and people of all different backgrounds?"

"Through discoveries, research, and selfless dedication to their patients, women physicians have improved our quality of life."

"Medical care has improved drastically over the years due to the great contributions of women and the acceptance of doctors from all backgrounds."

Girl Scouts were offered a guided tour through the exhibition, and a behind the scenes look with staff and volunteers from UMass Medical School for fun workshops in herbal and complementary medicine, panel discussions with women in medicine and science today, and an opportunity to learn about breast cancer awareness and prevention.



The Library's "UMass Connections" web page featured nine women physicians whose careers have been influenced in some way by their association with the University of Massachusetts Medical School. Some of these physicians graduated from the medical school or completed a residency here; others were special consultants on medical school projects or received honorary degrees.

The Library used many methods to promote the exhibit:

- Web Site
- Newsletter
- Post Card Mailing
- Flyers
- Press Releases
- Radio/Television
- Community Calendar



Hosting the exhibit gave the Library an opportunity to lead a campus and community-wide steering committee. As a result, the exhibit became a campus-wide event and helped to establish the Library as the cultural center on campus.



New partnerships were formed with school departments, students and community organizations.



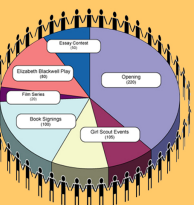
The exhibit increased the visibility of the medical school by creating an environment in which both the public and school could share information. The school arranged for nationally known speakers to visit the campus and in conjunction with the Library, created a display case of current research.

CONCLUSION

The exhibit encouraged new experiences for Library staff including collaboration, marketing, and outreach to wider audiences. It introduced many first-time Library visitors to a valued local resource, helped develop relationships between medical school students and the public, and introduced a different and important historical perspective on medicine to all.



Event Attendance



The grand opening was considered a big success and many members of the public attended.

PROMOTION & VISIBILITY