

Application & Guidelines for
***Changing* the Face of *Medicine*:**
Celebrating America's Women Physicians

A Traveling Exhibition for Libraries

Application receipt deadline: September 1, 2004; notification by November 5, 2004

The American Library Association (ALA) Public Programs Office (PPO), in collaboration with the National Library of Medicine (NLM), Bethesda, Maryland, announces a tour to libraries of a new traveling exhibition examining the lives and achievements of women in medicine since they first gained admission to American medical schools 150 years ago. The exhibition is titled "***Changing* the Face of *Medicine*: Celebrating America's Women Physicians.**"

This traveling exhibition has been made possible by the National Library of Medicine and the National Institutes of Health Office of Research on Women's Health, with additional support provided by the American Medical Women's Association. Applications to host the exhibition are invited from public, academic, and medical libraries in the United States. Academic and medical libraries are urged to contact their local public library, and public libraries to contact local medical organizations and libraries and academic libraries in developing their plans for exhibition publicity and programs, and to describe programming partners in their applications.

Based on a major multimedia exhibition at the National Library of Medicine (open through April 2, 2005), the traveling exhibition will allow audiences to discover the combination of ingenuity and hard work that made it possible for women physicians to first break into the medical profession. The stories of their struggles and their many contributions will inspire a new generation of young people to build careers in medicine and public health. The exhibition web site is <http://www.nlm.nih.gov/changingthefaceofmedicine/>.

A special feature of the traveling exhibition will be an interactive multimedia component: Two computer kiosks will showcase the multimedia features of the original exhibition, including educational activities, a digital portrait gallery, and other thematic audiovisuals. The digital portrait gallery includes stories about historical figures, such as the first American Indian woman physician, and the first African American to enroll in the then all-white University of Arkansas medical school. The exhibition also includes the former team orthopedic surgeon for the Baltimore Ravens professional football team, a physician in California who volunteers her time to remove gang tattoos, and the state medical examiner of Virginia, whose work inspired Patricia Cornwell's detective novels.

The multimedia kiosks will provide access to the exhibition web site, where visitors can watch video interviews with living physicians and short films about women physicians from the past. Visitors will also be able to explore a variety of educational and career planning resources and add their own stories about women physicians to this growing project. The "Local Legends" section of the audiovisuals will feature physicians nominated by members of the U.S. Congress from their home states or districts. These "Local Legends" have made exceptional contributions in one of four categories: public health and/or military service, health policy making, research and education, or patient care.

Theme Overview

The panel part of the exhibition will be divided into six major sections, each of which will expand upon a topic relating to the history of women in medicine and the profession, and will examine the lives and careers of selected physicians. The computer kiosks will be integrated into the exhibition sections. A synopsis of panel exhibition content follows.

The exhibition begins by addressing the struggle women waged in America beginning in the mid 19th century to gain access to medical education after being shut out when medicine became established as a formal profession. Among the first generation to challenge assumptions about women's intellectual abilities and traditional responsibilities were Elizabeth Blackwell, the first woman in America to earn an M.D. degree, and Mary Putnam Jacobi, a medical scientist trained in Paris who was the first woman elected to the New York Academy of Medicine.

Women of color also faced financial hardship and racism when building their careers. Among women who went on to make remarkable contributions despite these obstacles is Rebecca Lee Crumpler, the first African American woman to earn an M.D. degree. In 1883, she published a book of health advice for women and children that is one of the very first medical publications by an African American and represents a notable achievement in a time when few African Americans had access to higher education.

By the early 20th century, women had made impressive inroads into the medical profession, but they were still discouraged from working in certain specialties and from pursuing scientific research. These women created their own opportunities by founding new specialties and focusing on issues that in the past had received little attention. Alice Hamilton studied the effects of industrial metals and chemicals on the body and advocated for public health protection for workers. Virginia Apgar developed the first standardized way to evaluate a newborn's condition through ranking five vital signs, and Helen Taussig helped develop an operation to compensate for heart defects in newborns, paving the way for the development of adult open heart surgery.

Women physicians have made breakthrough discoveries that benefit everyone. They have brought new perspectives that are reshaping patient care, medical education, and public health policies. Lori Arviso Alvord, the first Navajo woman to become a board certified surgeon, combines conventional Western medicine with traditional healing practices, and Katherine Flores works to increase the number of Latina women in the profession.

What about the physicians of the future? Will they discover life-saving cures, care for other neglected communities, solve unforeseen problems? Will they reach new heights in their careers from which they can help shape the culture of medicine, the responsibilities of physicians, and the focus of new research? You are invited to join the National Library of Medicine and the ALA in celebrating the lives and achievements of Antonia Novello, the first woman and first Hispanic Surgeon General of the United States, Catherine DeAngelis, the first woman editor of the *Journal of the American Medical Association*, and many more remarkable women physicians.

Exhibition Physical Details

One copy of the exhibition will travel to 30 sites, from May 2005 through December 2008 (number of copies and sites may increase subject to project fundraising). The panel part of the exhibition consists of six separate, free-standing sections, with each section approximately 18 feet wide and 7½ feet high (108 running feet). Text and illustrations appear on only one side of the exhibition sections. There will be two freestanding computer kiosks integrated into the exhibition. Both kiosks will require high-speed Internet access within the exhibition space; selected libraries unable to provide such access will be able to obtain grants from the NLM to do so (information will be available later). The entire exhibition requires approximately 1,200 square feet of space for optimal display.

Requirements for Libraries

All libraries chosen for the exhibition tour are required to:

1. Hold an opening reception for the exhibition.
2. Present a minimum of two free public programs (one may be combined with the reception) featuring a lecture/discussion by a qualified speaker focusing on exhibition themes. Speakers may be physicians, historians, educators, public health experts, and others. Programs about women in leadership roles in medicine, and programs that inspire young people of all backgrounds to pursue careers in medicine are especially encouraged.

Libraries are encouraged to invite women physicians featured in the Local Legends audiovisual section of the exhibition and other women physicians to participate in public programs. Other suggested lecture/discussion topics:

- Breaking down barriers of racism and sexism in medicine.
- Providing opportunities to other women physicians as mentors, teachers, and employers.
- Confronting glass ceilings and creating opportunities by working in developing fields or forging new specialties.
- Making breakthrough discoveries.
- Bringing different perspectives to the profession, highlighting issues such as women's health and the connections between poverty and illness.
- Focusing on the underrepresentation of women and minorities in medicine at the highest levels of the profession.
- Making contributions to the well-being of communities at home and around the world by taking a broad view of the responsibilities of physicians.
- Working for change in medical schools and throughout the profession to provide equity in salary levels and career advancement.
- Serving as role models for a widely diverse group of young people beginning their careers today.

3. In the case of academic and medical libraries, present at least one program that is open to and marketed to public audiences beyond the library's traditional user groups.

4. Demonstrate 1) that they have sufficient space to display the exhibition: 1,200 square feet in one area of the library, or at least 125 running feet of space along a wall, with viewing space in front of it, are preferred; and 2) that they can provide security for the exhibition, i.e., monitor the exhibition at least every half-hour during peak times and every hour at less busy times when library is open. A description of the exhibition space or floor plan must accompany the application.

5. Agree to charge no fees for viewing the exhibition.

6. Provide required reports, including an exhibition condition report and a final report, to the ALA by the set deadlines. Libraries that fail to provide a final report in a timely manner may forfeit opportunities to participate in future ALA-administered traveling exhibitions.

7. Agree to abide by other conditions set forth by the ALA for exhibition participation, including use of images for publicity, damage reports, etc. (see attached sample contract for description of conditions).

Note: There may be an exhibition planning seminar in Bethesda, Md., in March 2005, subject to project funding. Library coordinators will be required to attend the seminar.

Benefits for Libraries

Libraries selected for the tour will receive:

1. The traveling exhibition for a six-week loan period; shipping expenses are paid by the project.
2. Exhibition brochure and poster (artwork may be available online only, subject to project funding)
3. Two display banners that will travel with each copy of the exhibition.
4. Access to an extensive project Web site that will be updated periodically.
5. Insurance coverage for reasonable damages to the exhibition. Libraries may be held responsible for extensive damages or loss of the exhibition when it is under their control. Libraries will also be asked to replace banners that are damaged while on display.
6. Site Support Notebooks (in hard copy and online) with press materials, art, shipping and installation instructions, suggestions for programming, and more.
7. Technical and programming support from the ALA Public Programs Office throughout the tour, including participation in an online discussion list for tour libraries.

Selection Criteria

The ALA will select 30 public, academic and medical libraries for the tour based on the following criteria:

1. Excellent ideas and plans for public programs, including an agreement that at least one program for adults will feature a lecture/discussion by a qualified speaker on exhibition themes. Applications for libraries previously selected for traveling exhibitions have contained an average of five or more programs. Exhibition sponsors are especially interested in programs about women in leadership positions in medicine, and about medicine as a career.
2. Available and appropriate exhibition space and plans for exhibition security.
3. Location of the library. The selection committee would like the exhibition to visit all regions of the country.
4. Size and demographics of the community. The selection committee seeks a mix of different size communities and varied demographics.
5. Evidence that the library has support of community groups and other organizations in planning for the exhibition. Support letters from partner organizations and potential speakers who describe specific ideas and support for the exhibition help to strengthen applications. Selectors welcome programming collaborations among academic, medical, and public libraries in a community. However, sending the exhibition to more than one library venue in a community during the six-week exhibition period is not encouraged.
6. Evidence of the library's ability to reach target audiences and market the exhibition and related programs effectively. For academic institutions, examples of programs that have reached public audiences successfully are helpful.

7. Commitment of the library director for the library staff time required for a successful display of the exhibition in the community and development of related programming.

Applicants are encouraged to address questions about the selection guidelines, process and requirements to the Public Programs Office, American Library Association, phone (312) 280-5045, fax (312) 944-2404, or e-mail publicprograms@ala.org.

Application Form Follows

Changing the Face of Medicine: **Celebrating America's Women Physicians**

Library Name: _____

Library's ALA Member Number (if applicable): _____

Library Address: _____

Library City, State, Zip: _____

Library Phone: _____ Library Fax: _____

Library E-mail: _____ Library Home Page: <http://www.>_____

Size of Service Population: _____ Total Budget (main and branches): _____

Coordinator Name: _____

Coordinator's ALA Member Number (if applicable): _____

Coordinator Title: _____

Coordinator's Phone: _____ Coordinator's Fax: _____

Coordinator's E-mail: _____

If Coordinator is not the Director, Director's Name: _____

Library Director (type name)

Signature

Date

(If the Library Director is also Exhibition Coordinator, please include signature of director's supervisor or Chair of Library Board.)

Please send the original application and support materials and four copies of the application and all support materials to the address below. Please submit your application stapled with the cover sheet on top. Do not put applications in folders or binders. For each copy, please staple the application cover sheet and your answers to the application questions together, and put them on top of your supporting materials. Secure with a rubber band or large clip. Thank you!

Changing the Face of Medicine Applications
Public Programs Office
American Library Association
50 E. Huron St.
Chicago, IL 60611

NOTE: Applications must be received by September 1, 2004 (this is not a postmark date). Faxed applications and late or incomplete applications will not be accepted. To request this application in Word (.doc) format, please send an e-mail to publicprograms@ala.org or call (312) 280-5045.

Application Questions

Please respond to the following questions (use no more than five pages single- or double-spaced). Number your responses to correspond to the questions and repeat the first sentence of each question. Attach the application cover sheets and other information (i.e., letters of support, floor plans, publicity examples, etc.) to your responses before submission.

1. Why would your library like to display “**Changing** the Face of **Medicine**”? Please describe unique collections and local resources and interests related to the exhibition, and other organizations that will help you to support this exhibition (attaching support letters from partner organizations strengthens your application).
2. Libraries displaying this exhibition must commit themselves to at least two public programs by a qualified speaker related to the exhibition themes. Please describe your plans for these programs and include information about speakers’ credentials. Beyond that, what other ideas do you have for programs related to the exhibition themes? Letters of intent from individuals or groups you plan to work with are encouraged.
3. Describe the audience you will target and how you will publicize the exhibition to that audience. If your library is an academic or medical library, describe how you will ensure that the public beyond your own user community will see the exhibition and attend programs—give examples of past programs that attracted public audiences.
4. Describe the space your library has available for exhibitions. The exhibition will require approximately 1,200 square feet of floor space or 125 running feet if set up along a wall. Please include a floor plan of the proposed exhibition space.
5. Does your library have high speed Internet access in the proposed exhibition space? If selected, do you plan to apply for funding from NLM to provide this access?
6. What is the scope of your current (i.e., within the past year) adult cultural programming, including type and frequency (e.g., book discussion weekly, annual fall lecture series on local history).
7. Has your library participated in or is it scheduled to participate in any other ALA traveling exhibitions? If so, please list exhibition title and dates of display.
8. Are there any dates between May 2005 and December 2008 that you would prefer to display the exhibition, or cannot display the exhibition? Libraries will have the exhibition for six weeks. We will try to accommodate selected libraries’ requests, but WE CANNOT GUARANTEE REQUESTED DATES. Some libraries will have the exhibition near major holidays; in that case, we will add two weeks to the display period.

Thank you for your application.

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Chicago, Illinois 60611-2795
USA

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Fax 312 944 2404
Toll Free 800 545 2433
TDD 312 944 7298
Toll Free TDD 888 814 7692
E-mail: publicprograms@ala.org
<http://www.ala.org/publicprograms/>

ALA American Library Association

DRAFT LETTER OF AGREEMENT

(This agreement will only be required from selected libraries—do not send with your application)

*with the American Library Association
for **Changing** the Face of **Medicine***

The _____ Library agrees to serve as a host library for the national tour of the traveling exhibition “**Changing** the Face of **Medicine**,” a project of the American Library Association (ALA) and The National Library of Medicine.. The exhibit is made possible by the National Library of Medicine and the National Institutes of Health Office of Research on Women’s Health, with additional support provided by the American Medical Women’s Association.

Failure to comply with the conditions described below may affect the library’s opportunities to host ALA Public Programs Office-administered exhibitions and other programs in the future.

Display dates

- The library agrees to the exhibition dates stated in the itinerary prepared by ALA.

Programming requirements

- The library agrees to present a minimum of two programs featuring a lecture/discussion by qualified speakers focusing on exhibition themes and to publicize the exhibition to diverse audiences in the community.
- The library agrees to charge no fees for viewing the exhibition or attending related programs.

Security

- The library agrees to display the exhibition in an appropriate minimum-security environment and to display, handle, and pack it according to the information provided by the sponsors in the exhibition site support notebook and at the planning seminar.
- Minimum security is understood to mean that exhibitions are not displayed outdoors, in a tent area, or in a temporary building, but in a gallery or other open area, preferably not a hallway. Staff should monitor the exhibit every 10-15 minutes during peak periods of library use and every half-hour during off-peak times. The library should examine the exhibit at the end of each day to determine that all components are undamaged.

Damages and insurance

- The participating library agrees to indemnify and to hold harmless ALA and the National Library of Medicine from and against all damages, claims, suits or other legal proceedings arising from or attributed to negligent or improper operation or display of the exhibition by the participating library, or violation of third party rights resulting from any unauthorized creation, use, display, or modification of the exhibition or advertising or publicity materials relating to the exhibition.
- The participating library is responsible for significant damage (loss over \$1,000) that occurs to the exhibition while the exhibition is on display or being unpacked or packed, and agrees to reimburse the sponsors for such damage or for the loss of the entire exhibition while it is under its control. If libraries wish to add a rider to their regular insurance for the display period, the replacement value of one exhibit section is \$(to be determined); the

replacement value of one kiosk is \$ (to be determined). The exhibition comprises six sections and two audiovisual kiosks.

Intellectual property rights

• The library recognizes that portions of the exhibit may use trademarks, logos, artwork, photographs, renderings, and other property (together, the “Intellectual Property”) belonging to or licensed to various institutions. All rights in and to the Intellectual Property are hereby expressly reserved to the exhibit sponsors without restriction. The library shall use exhibition-related graphic materials under the conditions set forth by the sponsors, and shall not modify, delete, obliterate or otherwise alter the use or appearance of any such item. In the event of the violation of Intellectual Property Rights, the sponsors reserve the right to terminate the participating library's use of the exhibition.

Advertising and publicity

• The library agrees to ensure that the National Library of Medicine and the ALA are properly credited in all publicity and communications relating to the exhibit, and to submit major publicity items to the ALA for review of credit information. Appropriate credit guidelines and logos are contained in the Site Support Notebook given to each library and displayed on the exhibit web site.

Reporting

• The library agrees to keep statistics for exhibition attendance and for individual program attendance; to complete within 30 days of the exhibition closing an exhibition report on a form provided by ALA in the Site Support Notebook; and to furnish ALA with samples of exhibition-related print and publicity materials produced by the library, and appearing in local media.

Shipping

• The ALA will make reasonable efforts to assure prompt delivery of the exhibit. However, ALA cannot be responsible for damages, financial or otherwise, incurred by the participating library as a result of delay in delivery or failure to deliver the exhibit due to circumstances beyond its control.

• The National Library of Medicine and the ALA reserve the right to cancel the exhibition tour at any time.

Failure to comply with the above conditions may result in the library being excluded from future exhibition tours sponsored by the ALA and partners.

For the ALA Public Programs Office

Library Director (print name)

Date

Library Director signature

Date