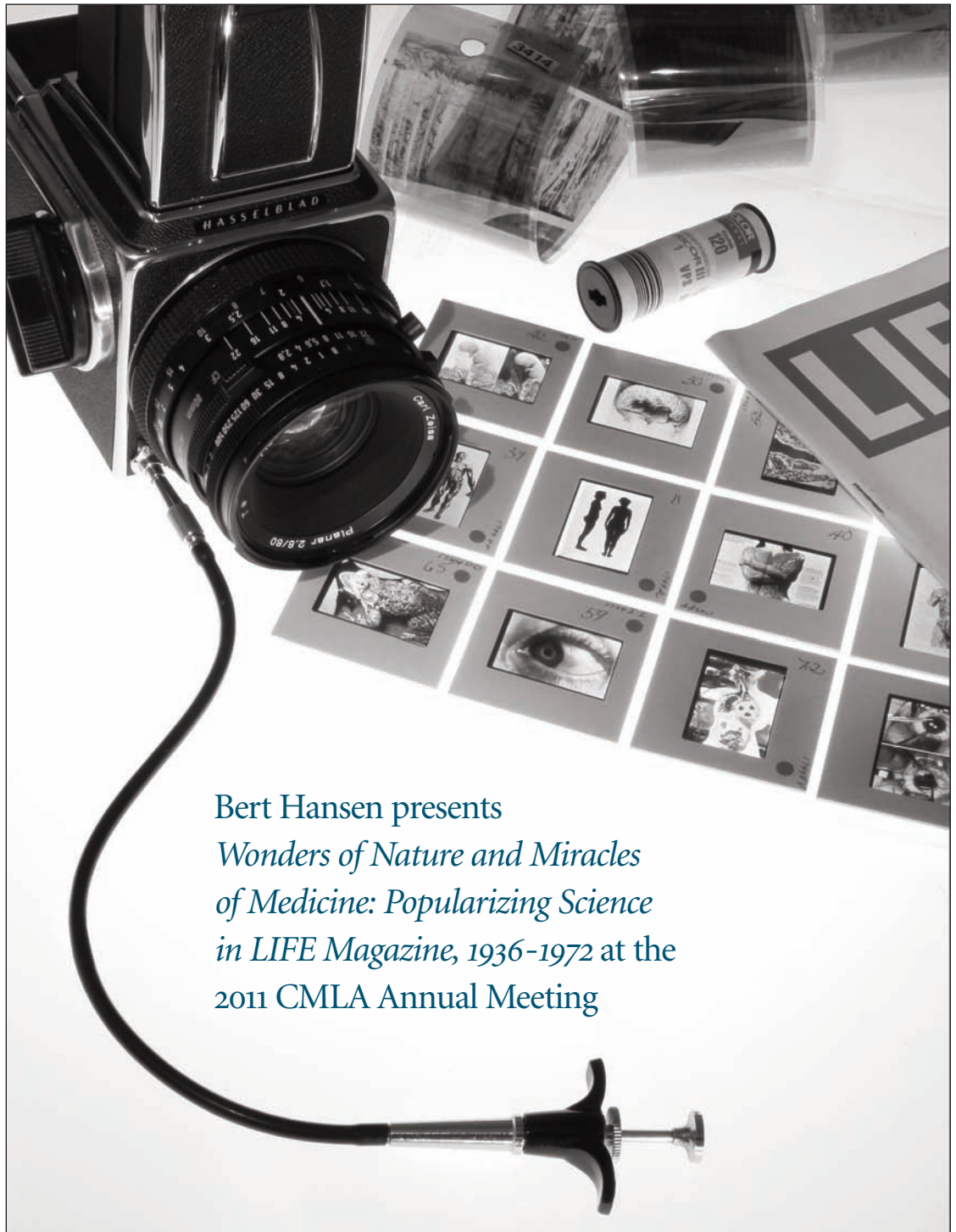


Newsletter of



The Cleveland Medical Library Association

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Bert Hansen presents
*Wonders of Nature and Miracles
of Medicine: Popularizing Science
in LIFE Magazine, 1936-1972* at the
2011 CMLA Annual Meeting

Trends and Realities at the Cleveland Health Sciences Library



FROM THE
CLEVELAND HEALTH
SCIENCES LIBRARY

Ginger Saha,
M.S.L.S.
Director

How's the library doing?" I get asked that often these days—walking into work from the garage, or at campus receptions, or in the elevator headed to a meeting in the School of Medicine. Each person posing the question has a different relationship to our library, so each answer has to be tailored to that person's interests. Some get a cheery "Peachy!" as I rattle off the new resources and services we are offering; others get a more cautious "So far, so good . . ." followed by a detailed account of the budgetary realities and fears for the future. This column will focus on some of the "peachy" initiatives we are engaged in rather than the gathering storm of fiscal challenges.

The most exciting activity is our involvement in a program designed to introduce college students to the career opportunities in special libraries and recruit them into the library profession. In partnership with the Kent State University School of Library and Information Science, the libraries and archives of University Circle have been awarded a \$552,908 grant from the Institute for Museum and Library Services. We stretched the geography a bit to include the Rock and Roll Hall of Fame Library & Archives still under development, and the Aaron Gerber Library of the Laura and Alvin Siegal College of Judaic Studies. The University Circle institutions include Case Western Reserve University (all its libraries), Cleveland Botanical Garden, Cleveland Clinic, Cleveland Institute of Art, Cleveland Museum of Art, Cleveland Museum of Natural History, the Cleveland Orchestra, and the Western Reserve Historical Society. The grant will run for at least three years and will support the development of an online course that will be offered by Kent to students at five Cleveland-area colleges and universities for undergraduate credit at their home institutions; stipends for students to visit the participating special libraries and archives for observation; and stipends for extended internships at one of the special libraries or archives. The Cleveland Health Sciences Library will work with the Cleveland Clinic Alumni Library to develop a health sciences library internship that will expose the students to the clinical, education, and

research environments in which we work. This collaboration has been an interesting one, especially considering the very different missions of the parent institutions. Librarians and archivists, however, share a common service outlook and will cooperate at the drop of a hat.

Another important but far less glamorous initiative is working with the various Case Western Reserve University offices involved in handling research funding and compliance. This one is still in the early stages, but was prompted by the requirement of the National Institutes of Health Public Access Policy that all articles resulting from research supported in whole or in part by NIH must be deposited within twelve months of publication into the National Library of Medicine's PubMed Central, a free digital archive of biomedical and life sciences journal literature <http://www.ncbi.nlm.nih.gov/pmc/>. We had been working for a few years with Case researchers and their administrative staff educating them on the various channels available to them in order to comply, and emphasizing the copyright issues that needed to be addressed. Last spring, NLM reached out to Case to participate in a pilot database they were developing to track institutions' compliance with the Policy. Case's NIH research funding is among the highest in the country, so NLM figured we'd be a good test site. The data reported out is real, however, and the negative consequences of not meeting an acceptable level of compliance would be severe. Our first challenge is to clear out the backlog of articles stuck somewhere in the submission process. Then we will develop a campus protocol to monitor the submission of new articles from manuscript acceptance through successful deposit into PMC. Getting this right is critical since proposed new legislation—the Federal Research Public Access Act—will expand the mandate to all research funded by U.S. government agencies with annual extramural research expenditures over \$100 million. Articles resulting from that funding must be made publicly available on the internet within six months of publication! The compliance burden will increase dramatically. We're ready to help.

NETWORKING at the Dittrick



FROM THE
DITTRICK MEDICAL
HISTORY CENTER

**James M.
Edmonson,
Ph.D.**
Chief Curator

Staying connected is an increasingly important part of what we do at the Dittrick. Composing and editing this newsletter gives me occasion twice a year to take stock of what direction we're headed and how we're planning to get there. What strikes me at this juncture is how much technology facilitates collaborations and outreach to others, both local and international. But we're not simply putting old wine (medical history) in new bottles (social media). Instead, we're using social media tools to cultivate new audiences, including constituencies never imagined nor anticipated by the founders of the museum and library. We do so by connecting with already-established (but as yet

untapped) nodes of interest in the topics and collections that lie at the heart of our mission. Examples of this networking that readily come to mind include persons committed to reproductive health who find the Skuy Collection compelling, and the faculty and students of the Cleveland Institute of Art who derive inspiration from our anatomical art collections. Social networking tools help us keep better connected to our new audiences, as well as to our traditional medical base. Through these media we can spark an interest about our endeavor, and publicize our projects, events, and programs. So, I thought I would amplify on these examples and show how we are keeping connected.

The Dittrick and social networking

We've been moving into the next phase of social networking tools (blogs, Facebook, Flickr, &c) at the Dittrick for some time, but things really accelerated over the past year. The Dittrick's first website dates to 1996 and it has since passed through several iterations and distinctly different "looks" as Case re-branded. We're on the fifth generation of web presence by my count, and thanks to the hard work and creativity of Laura Travis, the current version is crisp and clean looking, with improved site navigation. See the Dittrick website here: www.cwru.edu/artsci/dittrick/museum. Or, if you don't like having to transcribe the URL (who does?) simply enter "Dittrick Museum" into any web search engine, and the link to our site will appear at, or near the top of the list.

Beyond our website we started a blog last January, that I edit. Around the same time Laura created a Facebook page for the Dittrick. Both of these can be accessed directly by links at the foot of our homepage. I use the blog to talk about our collections in greater detail, report on visits to medical museums elsewhere, and announce forthcoming events. Laura does much the same with the Dittrick Facebook page, with an emphasis upon exhibits and programming. We've gotten some nice response and feedback, but are still

learning the ins and outs of making these vehicles work most effectively for us. To that end, and to make further connections with the Biomedical art program at the Cleveland Institute of Art, we will host Joanna Ebenstein at the Dittrick on March 1. She will speak on her travels to visit medical museums in Europe and Britain.

In the Autumn 2007 CMLA Newsletter I recounted how Joanna became enamored of medical museums, and shares her infectious engagement on the always intriguing blog, *Morbid Anatomy* (<http://morbidanatomy.blogspot.com>). She continues to amaze with the fascinating and the bizarre, and the beautiful and surprising things that she unearths in the world of medical museums and collections. You'd think that after almost thirty years in this field, I might have "seen it all." Indeed, the visual world of medicine, museums, and history is full of clichéd, hackneyed images. But Joanna keeps discovering and sharing fresh takes on this world. As the tag line on *Morbid Anatomy* explains, she is constantly "surveying the interstices of art and medicine, death and culture," and to very good effect indeed. She's also very savvy about getting the most out of networking tools, and we plan to spend some time with her exploring the more effective use of these

... continued on the following page

The Dittrick and social networking, *continued*

Joanna Ebenstein
and James Edmonson in
front of Alain Brieux's
shop in Paris



media during her Cleveland visit. We've also invited Joanna to present a lecture on Tuesday, March 1, entitled *Anatomical Venuses, Slashed Beauties, and Three Fetuses Dancing a Jig: An Illustrated Journey into the Curious World of the Medical Museums*. We'll keep you posted with details. I'm currently working with Amanda Almon and Tom Nowacki of the CIA's Biomedical art program to develop a program to engage their medical illustration students, who are big fans of Joanna's *Morbid Anatomy*.

THE SKUY COLLECTION AND NETWORKING

The Skuy Collection, perhaps more than any other feature of the Dittrick, has brought us into contact with new audiences. Not long after this landmark acquisition, we tapped into the passion and engagement of those persons and organizations committed to birth control and reproductive health. Jimmy Meyer, guest curator for *Virtue, Vice and Contraband: A history of contraception in America*, served on the Board of Trustees of Planned Parenthood of Northeast Ohio and made lasting connections to engage new constituencies. We'll welcome the Leadership Council of PPNEO in February, and have in the past have hosted the annual meeting of PPNEO. Last year we also hosted the annual Board of Trustees meeting of the Brush Foundation, which is closely affiliated with PPNEO.

On a national level, we connected with a broad Planned Parenthood community through the award winning podcast and videocast *Speaking of Sex* developed by the affiliate in Seattle. In 2008 hosts Nathan and Malika made a 25-day road trip from Seattle to New York, interviewing sex educators, volunteers, and other Planned Parenthood supporters who have made a positive impact on their communities. This included a stop to see the Skuy Collection while in the greater Cleveland area, which can be seen on Youtube (episode #9, see www.youtube.com/watch?v=BixHKs54jaA).

Locally, in September 2010, *Plain Dealer* reporter John Campanelli visited the Skuy Collection as part of his new series, *The Full Cleveland*. John interviewed me about the collection and what we've been doing with it over the past couple of years. He also provided his own whimsical take on the topic, beautifully produced by Dale Omori, the *Plain Dealer's* award-winning photographer, videographer, and Oberlin native. Links to all the media mentioned above are on this web page: www.case.edu/artsci/dittrick/museum/links/media.html

At the end of last year, in December, we participated in events marking the 40th anniversary of Title X, held at the Center for Community Solutions (which originated in 1913 as the Federation for Charity and Philanthropy, later known as the Community Chest). Title X of the Public Health Service Act, enacted in 1970, made contraceptives available regardless of income and provided funding for educational programs and research in contraceptive development. Today it supports community-based sex education programs and preventive services for teenagers at risk of unintended pregnancy. Jimmy Meyer spoke on the history of the Cleveland Maternal Health Association, predecessor of PPNEO, and I spoke on the acquisition and development of the Skuy Collection, and what it tells us about the history of contraception in America.

2011 HANDERSON LECTURE: *Sleeping with Uncle Sam* by Alexandra Lord



The Skuy Collection obliges us to keep current with scholarship in the history of contraception and to that end we will be hosting Alexandra Lord (pictured at left) in January for this year's Handerson Lecture. The title of her presentation is *Sleeping With Uncle Sam: Federally Funded Sex Education and the American Public* and will begin at 6:00 PM on Thursday, January 27, 2011. The lecture will be followed by a reception in the Skuy Collection gallery.

Lord, author of *Condom Nation: The U.S. Government's Sex Education Campaign From World War I to the Internet* (Johns Hopkins, 2010), explores the role of the U.S. Public Health Service in sex ed and preventing the spread of sexually transmitted disease. This role was only natural, as the USPHS originated in 1798 to treat merchant sailors and screen entering immigrants, including at Ellis Island. The USPHS inaugurated a Venereal Disease Division in 1918 and in the

ensuing decades grappled with the specter of syphilis, gonorrhea, and other sexually transmitted diseases. To this would be added measures to curtail the alarmingly high incidence of unwanted pregnancies, among the highest in any "developed" nation. Lord will recount the USPHS efforts to educate Americans about sex, and explore why this effort has proved haphazard, ad hoc, and often ineffectual.

On the occasion of the Handerson Lecture by Alexandra Lord, the Dittrick will open a special temporary exhibition entitled, *The Art of Prevention: Venereal Disease Posters 1935–1950*. This exhibit is being curated by Stephen Beuhrer, of the Cleveland Institute of Art Biomedical Art program, and ably assisted by Laura Travis of the Dittrick. The exhibit features anti-VD posters, many produced by the Works Progress Administration, as well as some from military campaigns against STDs. These posters will remain on display in the Castele gallery through April 1, 2011.



Poster (left),
Work Projects
Administration
Federal program,
1940; Poster (right),
Work Projects
Administration
Federal program,
1938

MEDICAL MUSEUM CONFERENCE 2.0

European Association of Museums of the History of Medical Sciences, Copenhagen, 2010



Thomas Söderqvist preparing to call a session back to order after a coffee break

We all attended the 2010 meeting of the EAMHMS in Copenhagen, which focused upon collecting, preserving, and interpreting modern biomedical sciences in the museum setting. Aside from the challenging theme and great program organized by host

Thomas Söderqvist of the Medical Museion, the meeting itself had a distinctly 21st century air about it. Presenters circulated their five page abstracts to all conference attendees well in advance of the meeting to enhance and enliven the discussions. Even the format was completely novel: just eight minutes to present (strictly enforced, too), followed by 20–25 minutes of Q & A. It made for a very lively and engaging conference, and will probably become the model for forthcoming EAMHMS congresses.

Conference presentations have been posted on Youtube, and on Söderqvist's blog *Biomedicine on Display* (www.corporeality.net/museion/), so tune in and watch them at your leisure. It will give you the best state-of-the-art discussion of medical museology to be found anywhere. See the links to presentations, including mine, here: www.corporeality.net/museion/eamhms-conference-2010-abstracts/

Communicating across the College of Arts and Sciences

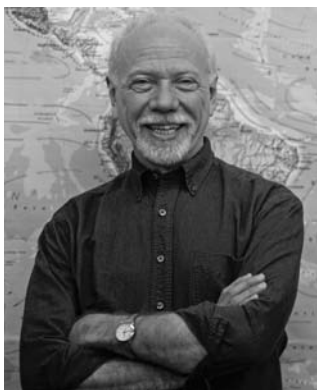
Yet another manifestation of Dittrick networking is the example of Assistant Curator Laura Travis serving as a member of the Marketing and Communications (MARCOM) team of the College of Arts and Sciences. MARCOM is composed of key creative people from departments and interdisciplinary centers across campus—the very people that shape how we are seen and perceived. Under the leadership of Lisa Chiu, Director of Marketing and Communications, this group works to keep everyone throughout the College informed on marketing strategies and communications concerns. Branding for the College is a certainly a priority issue, and MARCOM helps facilitate compliance to guidelines and the “look” of the College’s graphics and web presence. Recent projects include the creation of a toolkit of tip sheets as an aid for more effective

social media networking, print and graphics standards, event planning, etc. For this toolkit Laura Travis drew up guidelines for commissioning photography for event publicity and website usage. Laura’s collaboration, bringing years of valuable experience and professional expertise as a photographer, is thus helping departments and centers across the entire College. The Dittrick, in return, benefits from Laura’s collaboration by enhancing our integration into the affairs and initiatives of the College. In 2011, for example, the Dittrick has been asked—for the very first time—to develop special programming for Alumni Weekend. This sort of engagement is indeed welcome and appropriate. We always enjoy sharing the remarkable collections of the Dittrick and welcoming new friends to our galleries and exhibitions.

Obscura Day at the Dittrick: April 9

Atlas Obscura is a web-based collaborative project with the goal of cataloging all of the singular, eccentric, and strange out-of-the-way places that get left out of traditional travel guidebooks and are seldom seen by the average tourist. But Atlas Obscura is not just about collecting oddities; Atlas Obscura celebrates a different way of traveling, and a different lens through which to view the world. And yes, they have found the Dittrick and added us to their “compendium of wonders, curiosities, and esoterica.” [See the Dittrick entry here: <http://atlasobscura.com/place/dittrick-medical-museum>]

On April 9 the folks at Atlas Obscura will be celebrating Obscura Day all around the world, and we'll be joining them. For Obscura Day the Dittrick will offer a behind-the-scenes look at the offbeat and seldom-seen Dittrick collections, with a wine and cheese reception in the museum gallery to kick things off. As the date gets closer, we'll be providing more details on our website and through the Atlas Obscura site.



Cleveland Medical Library Association 2011 Annual Meeting

Bert Hansen looks at the portrayal of science and medicine in LIFE

On April 15, 2011, Bert Hansen will present *Wonders of Nature and Miracles of Medicine: Popularizing Science in LIFE Magazine, 1936–1972*. Dr. Hansen (pictured at left) is

professor at Baruch College, City University of New York, and author of the award-winning *Picturing Medical Progress from Pasteur to Polio: A History of Mass Media Images and Popular Attitudes in America* (2009). His talk will explore the role that LIFE magazine played in shaping Americans' perceptions of medical science in the middle of the 20th century. Using images from the magazine's photo archives, Dr. Hansen will explain how LIFE presented science with a humane, yet materialistic outlook in which medical miracles and natural wonders awed viewers. Hansen's talk will open up an awareness of mid-century attitudes toward medicine, and reveal that LIFE was a far better conveyer of science than anyone might have imagined for this popular and sometimes silly family magazine. The lecture begins at 6:00 PM in the Ford Auditorium of the Allen Memorial Medical Library, to be followed by a reception at 7:00 PM in the Powell Room. The lecture is free and open to the public, but please RSVP if you plan to attend. Call 216-368-3642 or email dxk6@case.edu.

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HOURS

For information, call either reference desk listed above or see “On the Web” below.

ON THE WEB

Cleveland Health Sciences Library

<http://www.cwru.edu/chsl/homepage.htm>

For hours see:

<http://www.cwru.edu/chsl/hc.htm>

Dittrick Medical History Center

<http://www.cwru.edu/artsci/dittrick/site2/>

For hours see:

<http://www.cwru.edu/artsci/dittrick/site2/operations/>

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DATES TO REMEMBER

- JANUARY 27** HANDERSON LECTURE: Alexandra Lord (National Park Service)
Sleeping With Uncle Sam: Federally Funded Sex Education and the American Public.
EXHIBITION IN THE CASTELE GALLERY: *The Art of Prevention: Venereal Disease posters 1935-1950*
- FEBRUARY 14** SCIENCE CAFÉ CLEVELAND: Tony Tizzano and Jim Edmonson present on the history of contraception (www.case.edu/affil/sigmaxi).
- MARCH 1** Joanna Ebenstein (*Morbid Anatomy*): *Anatomical Venuses, Slashed Beauties, and Three Fetuses*
Dancing a Jig: An Illustrated Journey into the Curious World of the Medical Museums.
- APRIL 9** Obscura Day at the Dittrick. Details forthcoming on <http://atlasobscura.com>.
- APRIL 15** CLEVELAND MEDICAL LIBRARY ASSOCIATION ANNUAL MEETING AND LECTURE: Bert Hansen (CUNY)
Wonders of Nature and Miracles of Medicine: Popularizing Science in LIFE Magazine, 1936-1972.
- APRIL 28–MAY 1** American Association for the History of Medicine and Medical Museums Association,
University of Pennsylvania, Philadelphia
- MAY 7** Ohio Academy of Medical History, Antioch College, Yellow Springs, Ohio