



Smithsonian Institution

NATIONAL MUSEUM *of* NATURAL HISTORY

OUTBREAK DIY

*A new tool for public
communication about
infectious disease and
One Health*

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OUTBREAK

Epidemics in a Connected World



Outbreak visitors

Gallery count: 670,000 visitors in May-Sept 2018

All NMNH visitors = 6-7 million/year on average

Preliminary assessment (n>1000)

- 70% domestic tourists, 20% international, 10% local
- 57% first time visitors
- 93% general museum visit
- Top words: educational, informational, enlightening
- Top draws: information, relevance, stories

Community engagement

Public programs

Nov 2017: HIV/AIDS film & panel (n~335)

Mar 2018: Influenza open house (n~176)

Jun 2018: Outbreak forum (n~50)

Aug 2018: Zika program (n~273)

Sep 2018: Outbreak forum (n~35)

Volunteers

64 completed training since May 2018





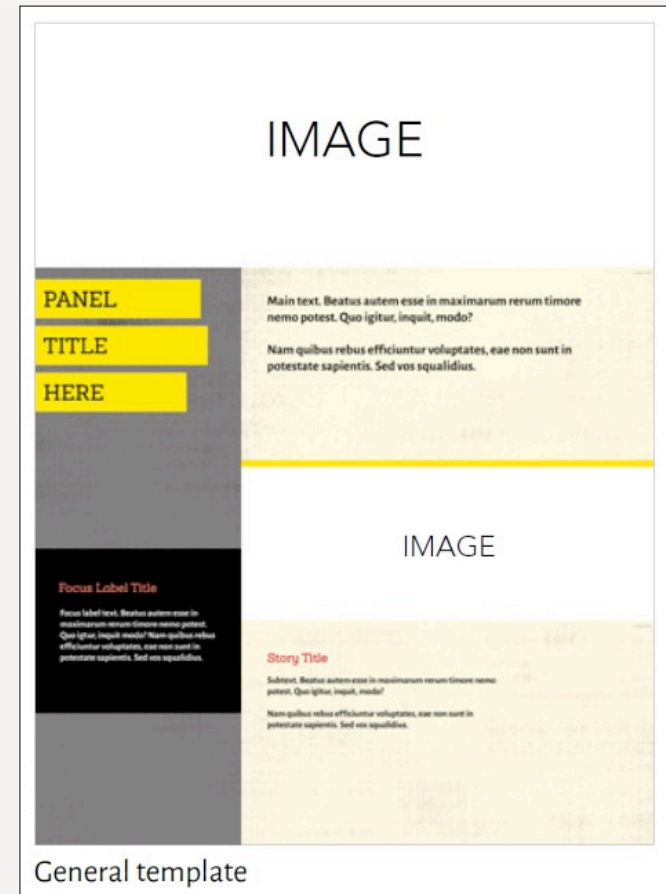
DIY OUTBREAK

Epidemics in a Connected World



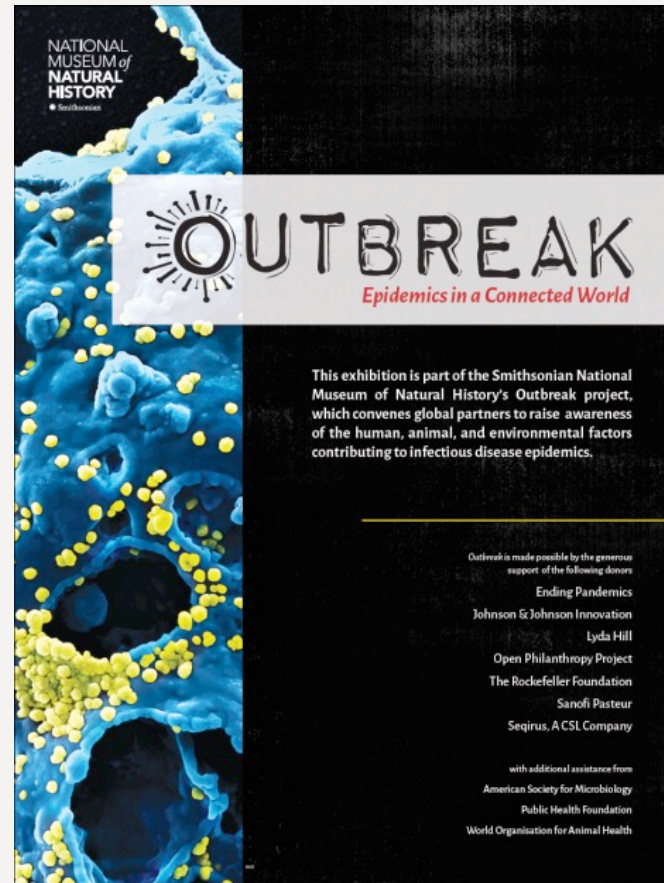
Outbreak DIY assets

- **16 pre-designed panels**
 - monolingual text in English
 - bilingual text in English and French, Spanish, Modern Standard Arabic, Simplified Chinese or Traditional Chinese
- **2 template panels**
 - monolingual or bilingual format
- **6 multimedia pieces** (videos, games)
 - audio in English
 - text/subtitles in English, French, Spanish, Modern Standard Arabic, Simplified Chinese or Traditional Chinese
- **Community Resource Guide**
- **Style Guide**
- **Volunteering training and public program tools**
- **Promotional and evaluation materials**
- **Contact: NMNH-ExhibitsDIY@si.edu**



Outbreak DIY: a **new** tool

- **Free**
 - No costs or obligations to NMNH/SH
 - Production costs determined by hosts
- **Flexible**
 - Optional use of all assets except one
 - Designed for scalability
- **Translatable**
- **Customizable**



Measuring success

Application and **MOU** inform about organization, location, venue, dates, and interests

Quantitative measures

- Audience: Count of hosts/venues
- Spread: Geographic distance

Qualitative measures

- Use: Content and photos
- Impacts: Evaluations



Schuylkill Haven, PA, USA

By the numbers

100 uses in **36** countries in 2018-2019 (to date)

- **Africa:** Benin, Cameroon, Cote d'Ivoire, DRC, Egypt, Ethiopia, Guinea, Kenya, Liberia, Nigeria, Sierra Leone, South Africa, Uganda
- **Asia and Oceania:** Cambodia, India, Laos, Myanmar, Nepal, Papua New Guinea, Thailand, Vietnam
- **Central America:** El Salvador, Panama
- **Europe:** Austria, Finland, France, Ireland, Spain (Canary Islands)
- **Middle East:** Iraq, Jordan, Yemen
- **North America:** Canada, USA
- **South America:** Brazil, Chile, Venezuela



More than the sum

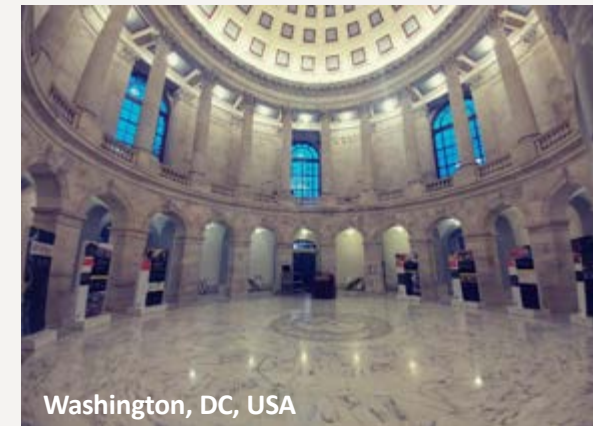
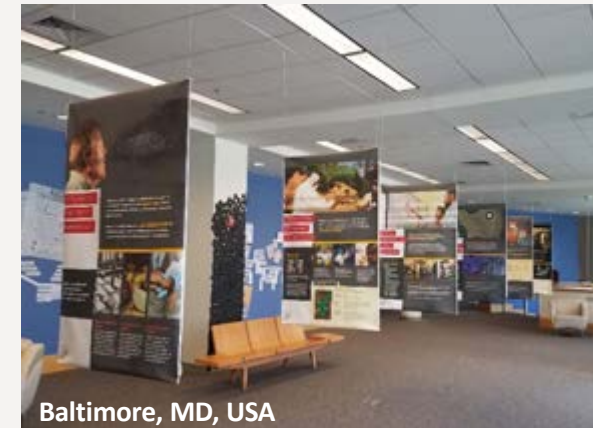
Uses

- Places: University/school, research center, conference, hospital/clinic, business office, government building, museum, mall, garden, supermarket
- Interpretations: Exhibit, display, handout, class project
- Customization: Languages, stories, selections
- Objectives: Promote use, build/strengthen networks and relationships, education, advocacy

Example: **IMED 2018 = customization + dissemination**

Impacts

- Short term: Increasing awareness and international reach
- Long term: NMNH DIY Exhibits and community reach



Making a difference



WFU students present Smithsonian 'Outbreak' exhibit just in time for flu season

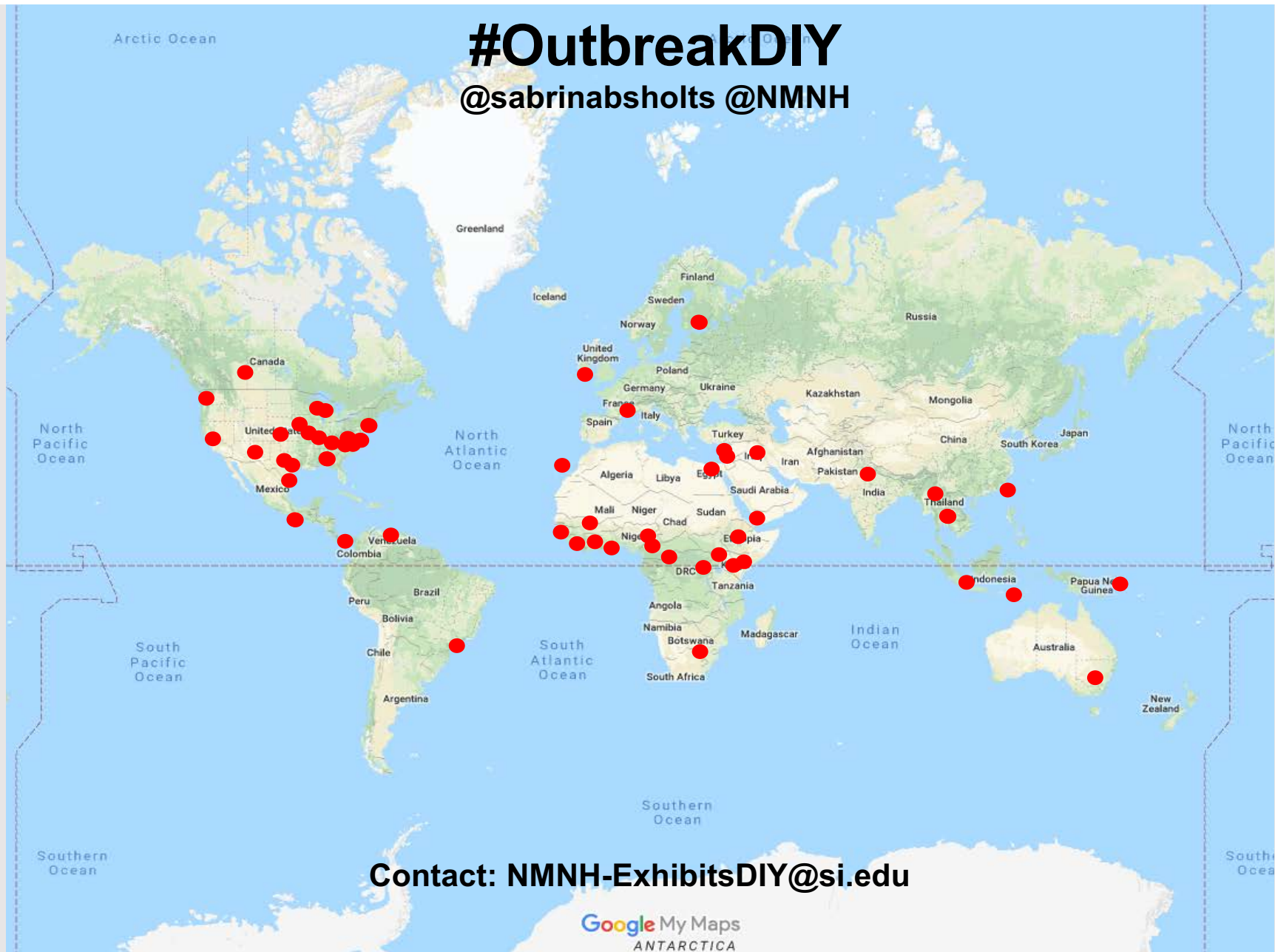
Wake Forest, North Carolina, USA

<https://news.wfu.edu/2018/11/02/wfu-students-present-smithsonian-outbreak-exhibit-just-in-time-for-flu-season/>



#OutbreakDIY

@sabinabsholts @NMNH



Contact: NMNH-ExhibitsDIY@si.edu

Thanks

OUTBREAK

Epidemics in a Connected World

This exhibition was made possible by the generous support of our donors.

Ending Pandemics

Johnson & Johnson Innovation

Lyda Hill

Open Philanthropy Project

The Rockefeller Foundation

Sanofi Pasteur

Seqirus, A CSL Company

The Anders Foundation

Biotechnology Innovation Organization

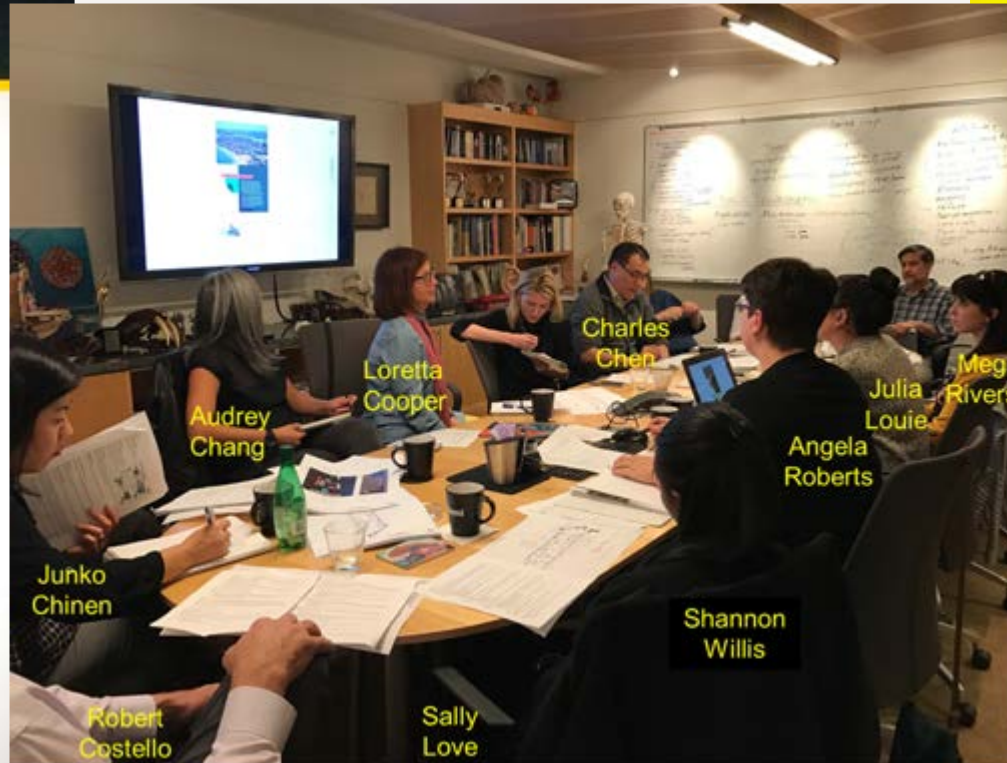
The Infectious Diseases Society of America

National Foundation for Infectious Diseases

National Institute of Allergy and Infectious Diseases,
National Institutes of Health

RTI International

U.S. Centers for Disease Control and Prevention (CDC)



Not shown: Kerri Dean, Laura Donnelly-Smith, Ashley Peery

Special thanks to everyone who contributed their expertise to this exhibition.

Dr. Jonathan Epstein

Dr. Daniel Lucey

American Society for Microbiology

District of Columbia Department of Health

EcoHealth Alliance

HealthMap at Boston Children's Hospital

HHMI Tangled Bank Studios

Joint United Nations Programme on HIV/AIDS (UNAIDS)

ProMED/International Society for Infectious Diseases

Public Health Foundation

Smithsonian Conservation Biology Institute

U.S. Agency for International Development
and the PREDICT Consortium

U.S. Department of State

World Health Organization

World Organisation for Animal Health