OUTBREAK DIY
A new tool for public communication about infectious disease and One Health
Sabrina Sholts, Department of Anthropology
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
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/SI
  – 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
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

SMITHSONIAN NATIONAL MUSEUM OF NATURAL HISTORY, Sabrina Sholts
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

Baltimore, MD, USA
Washington, DC, USA
Making a difference

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

Wake Forest, North Carolina, USA

#OutbreakDIY
@sabrinabsholts @NMNH

Contact: NMNH-ExhibitsDIY@si.edu
Thanks

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