Bring NLM traveling exhibit topics to the community (not people to the library)

INTRO
- NLM traveling exhibits present an opportunity for community engagement and relationship building beyond bringing people to the library to view exhibit panels

METHODS
1. Planning committee: Use exhibit topics as anchor for planning events around the content, not the exhibit as a main attraction
2. Brainstorm: Identify community organizations and businesses with relationship to topics
3. Focus on events outside the library and outside normal library services

RESULTS
- “From DNA to Beer: Harnessing Nature in Medicine and Industry”
  - Tours and talks on the science of brewing at multiple local breweries
  - Sourdough breadmaking demonstration from local agricultural extension office
  - Movie and pizza lunch
- “Graphic Medicine: Ill-Conceived and Well Drawn”
  - Comics trivia night at local brewery
  - Talk from visiting physician artist on HIV, protest art, and “Can art heal?”
  - Talk on the concept and importance of graphic medicine as an art form
  - Movie night
  - Cross-promotions with university art gallery exhibit featuring prints on HIV and the opioid crisis

DISCUSSION
- Process and events built connections with local businesses and agencies, excited community members who weren’t aware of and wouldn’t have come to the library

GUIDING PRINCIPLES
- Get a team with varied perspectives and familiarity with different parts of your community
- Work toward goal of taking the exhibit topic out to the community rather than bringing people to the library
- Consider thriving local businesses, government agencies, arts communities, and others
- Use the exhibit topic as an anchor
- Go beyond the lecture – we did talks, but in a larger context of events and arts
- Build relationships