EXHIBITS

Arkansas Health Bulletin, Oct. 1947

With the end of the war and the return of fairs, livestock shows, conventions, and other such occasions where people gather, the exhibitor is again having his chance to teach and to arouse interest by the visual method.

The exhibit is an especially effective method for teaching the facts of health and health work—if it is a good exhibit.

The great amount of hard labor involved should not deter a zealous public-health worker from accepting the responsibility of setting up and conducting an exhibit, but the person accepting the assignment of exhibit space should certainly be aware of the fact that he is letting himself in for a lot of sweat, if not even blood and tears. Many learn this the hard way and often end up by filling up the space at the last possible moment with a feeble clutter of etceteras.

The exhibitor should first acquaint himself with the limitations of the particular situation and then plan to do the very best educational job possible within these limitations. Here are some questions he should learn the answers to:

What kind, or kinds, of people will make up my audience—urban, rural, or both? young, old, or all ages? predominantly men, or women? race? economic status? educational level?

The exhibitor himself may have some limitations? Does he have ideas? It may cost money. How much time can he spare?

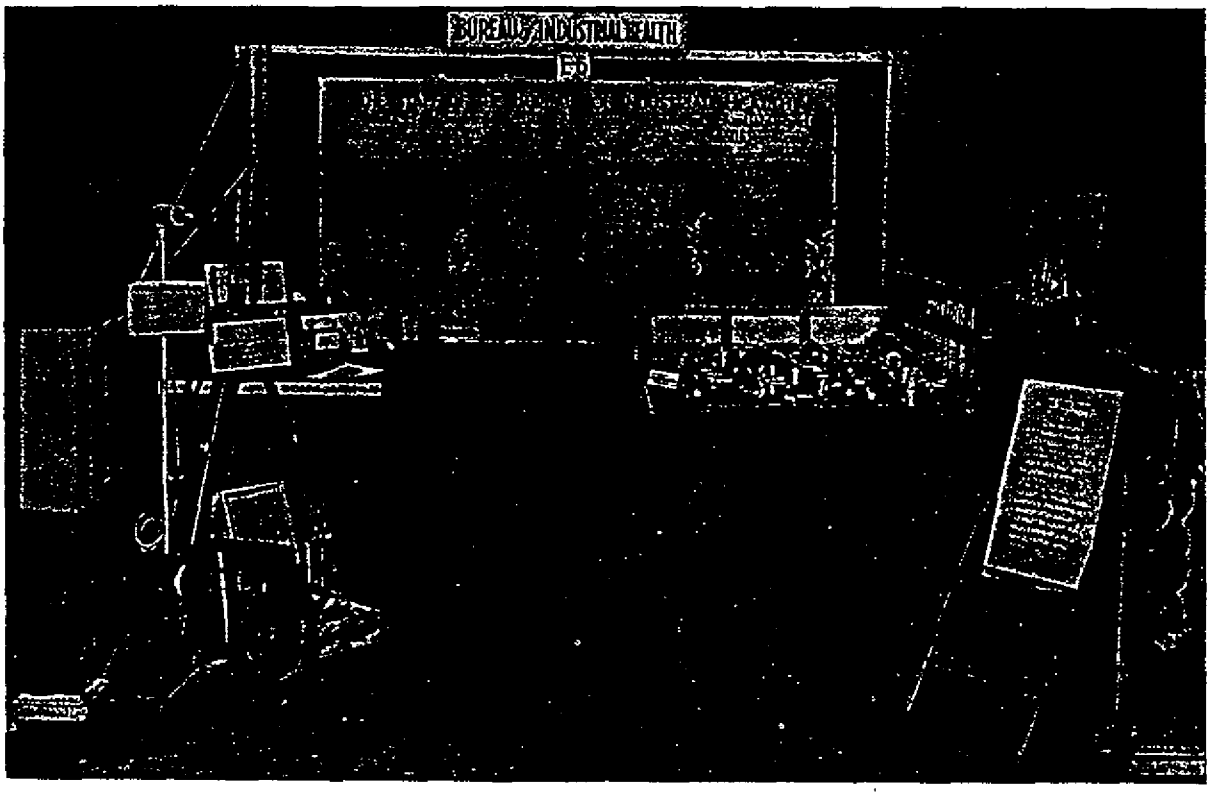
And now comes the actual educational planning. An exhibit, like any other educational activity, should be learner-centered. What do the kind of people who will see the exhibit most need to know? What are the most serious health problems in this community? The answers to these questions should determine the central idea, and the exhibit should be an elaboration of this central idea.

How can this idea best be taught? Two things must be kept in mind. Use language and devices that your given audience can understand, and make fullest use possible of the universal laws of learning. Arouse curiosity. Arrest attention. Speak to your learner through as many of his physical senses as possible. Appeal to his self-interest as well as his sense of duty, his feelings as well as his intellect. Plan to get him to act on the information you give him.

Dr. H. E. Kleinschmidt of the American Red Cross names these four requirements as minimum for the planning of a good exhibit.

A complete manuscript stating the

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This exhibit, furnished by the Bureau of Industrial Health, Michigan Department of Health, for the Grand Rapids Municipal Open House, attracted 22,000 people. It included photographs, an equipment display, and a three-dimensional scale model factory layout showing proper illumination and "three-dimensional" painting which was volunteered by an employee of Grand Rapids industry.

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