



Celebrate Preserve Educate



The Dr. Samuel D. Harris
**NATIONAL
MUSEUM of
DENTISTRY**

FY10 ANNUAL REPORT



Smithsonian Institution
Affiliations Program



The National Museum of Dentistry celebrates and preserves the heritage of the dental profession and educates audiences across the country about the importance of good oral health in a healthy life.

ON SITE

Discover fascinating oral health and history exhibits for all ages at the Museum's historic location in Baltimore, Maryland. Its renowned collection of treasures includes George Washington's denture, Queen Victoria's dental instruments, and G.V. Black's dental office. An Affiliate of the Smithsonian Institution, the Museum is designated by Congress as the nation's official museum of the dental profession.

ONLINE

Find out how to have a healthy smile at www.MouthPower.org, the Museum's signature oral health education program. Mouthie guides children through an adventure in how to brush and floss, make healthy food choices, and steer clear of the pitfalls of tobacco. Available in English and Spanish.

ACROSS THE COUNTRY

Visit a traveling exhibit created by the National Museum of Dentistry in a town near you! These engaging exhibits have reached more than 2 million people nationwide, inspiring visitors of all ages to keep their smiles bright and healthy.

FROM THE BOARD CHAIR



Every day, the National Museum of Dentistry reaches more people with its educational messages about good oral health and its celebration of the dental professionals who help keep us smiling. This past year, those messages have only grown stronger as the Museum gains greater recognition around the world.

In January we welcomed a new Executive Director to the museum, Jonathan Landers (pictured at right), who hit the ground running with the goal of expanding our educational outreach and creating new exhibits and programs that will bring new audiences into the museum. We thank Elza Dunning, who has been a friend to the museum since its inception, for leading the museum in the interim. She retired at the end of June after many years making a difference in the world of dentistry.



We had much to celebrate at the close of the fiscal year in June. We opened two new exhibits on site, *Operatory of the Future* and the *Mace and Torch of the American College of Dentists*. Traveling exhibits from the Museum brought opportunities to educate communities about good oral health as far away as Alaska and Canada. The MouthPower oral health education program continued to grow, reaching across the world online and through a new CD-ROM for use in underserved communities without internet access. We were named a Give Kids A Smile Champion by the American Dental Association. We even expanded our reach in the digital realm with the new Your Spitting Image science web site for teachers and a greatly expanded social media presence that includes a Facebook page with friends from every continent.

Our friends and supporters make all of these successes possible. We thank you for another exciting year making an impact on smiles across the country and look forward to continued outreach to share the power of a healthy smile!

A handwritten signature in black ink, appearing to read 'Leslie W. Seldin'.

Leslie W. Seldin, D.D.S.
Chair, Board of Visitors



made possible through the support of Benco Dental.

Also on long-term loan is the mace and torch of the American College of Dentists. For nearly 70 years, these have been used in membership ceremonies at the oldest honorary organization for dentists.

ON SITE

At the National Museum of Dentistry's historic location in downtown Baltimore, the galleries are alive with children on field trips learning how to brush and floss, families visiting during special events like MouthPower Day, dental professionals perusing the collection, and tourists from around the world enjoying this one-of-a-kind museum.

COLLECTION

The Museum's collection of 40,000 dental artifacts continues to grow. Highlights include the gift of four Andy Warhol lithographs of St. Apollonia, the patron saint of dentistry, which had been on loan to the museum since its opening in 1996 by Mr. H.W. Hasse, as well as an early soft-tissue laser by Endotechnic, donated by Dr. N. Shreve Spittler.

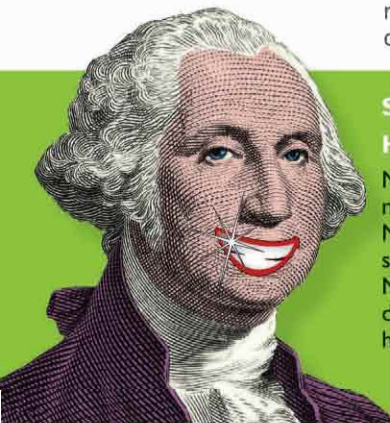


EXHIBITS

The new **Operatory of the Future** exhibit showcases some of the most technologically advanced dental treatment systems available for dental offices— from digital X-rays that expose patients to less radiation to foot-operated computers. The exhibit is

EDUCATIONAL OUTREACH

The Museum reaches out to the Baltimore community at large, working with community partners such as the State of Maryland Health Department, Enoch Pratt Library, Port Discovery Children's Museum, Baltimore City Countdown to Kindergarten and the University of Maryland Dental School to share messages about brushing and flossing. The museum reached over 1,000 local kids and families with these off-site programs and we are on track to double that number in 2011.



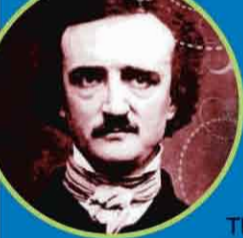
SPOTLIGHT

He never had wooden teeth

Millions will learn the truth about George Washington's not-so-wooden dentures when the 'Mysteries of the Museum' series airs on the Travel Channel. The film crew spent the day at the museum this spring interviewing Museum Curator Dr. Scott Swank about the first president's tooth troubles and the myth that arose surrounding his "wooden teeth."

More than 5,000 students and Girl Scouts visited the Museum on **field trips** to learn oral health skills that will serve them for a lifetime. Attendance for these field trips has grown steadily in the past four years, and today it is double the number seen in 2006.

The Museum launched a special on-site oral health education program for **preschools** to great response and introduced tours tailored to students with **special needs**, a population twice as likely to have serious dental health problems going into



SPOTLIGHT

What would Edgar Allan Poe say about brushing?

The Museum joined in a citywide celebration of the life and works of Edgar Allan Poe with a performance of *Berenice*, the tale of one man's obsession with his beloved's gleaming white teeth, and a focus on museum objects that shed light on life in Poe's Baltimore as part of a historic scavenger hunt. Partnering with the Baltimore Area Visitors Association and the Greater Baltimore History Alliance helped the Museum achieve national media coverage and regional awareness.

adulthood. This program is being expanded nationwide to reach out to autistic children and their caregivers.

Special events throughout the year included the Tooth-riffic Tales drop-in storytime for toddlers;

MouthPower Day, an annual free oral health festival; Tooth Fairy Day (starring the Tooth Fairy in person!), and Jaws and Paws, devoted to our furry friends and their unique choppers.



dentists, hygienists and friends around the world of close to 3,000 in only three months.

Visitors to the Museum's website increased by 37% over last year and the site was awarded the Web Marketing Association's Web Award for outstanding achievement in website development in the Education Standard of Excellence category.

ONLINE

The Museum shares the power of a healthy smile around the world with new educational web sites and increased use of social networking.

The new **Your Spitting Image website** (www.dentalmuseum.org/ysi) provides middle- and high-school teachers with the tools to explain how forensic dentists use dental records and DNA analysis to solve real missing person cases, what secrets are revealed by saliva, and how your mouth is a window to health for your body. It is listed as a resource with the National Science Teachers Association. The website, made possible by the Patterson Foundation, also provides information about the *Your Spitting Image* traveling

exhibit and how it can be brought to communities nationwide.

"The website had some great information for my students. It also had some strong yuck information. Way to go. Keep up the great work!"

— Gene Parker, William Allen High School (Allentown, PA)

The Museum also implemented a **social media** plan that included a new monthly e-newsletter and a Flickr page for visitors to upload photos of their visit. A new Facebook page grew a fan base of



The **MouthPower** exhibit traveled to Hamilton, Ontario; Gulf Port, Mississippi; and Juneau and Anchorage, Alaska. At the Douglas City Museum in Anchorage, **MouthPower** was a huge success, boosting average February attendance from 100 children to 430, including preschools and Girl Scouts. "It has been a great joy to see so many visiting the museum to see **MouthPower**," said Alysia McLain, curator of public programs in Anchorage.



ACROSS THE COUNTRY

Traveling oral health exhibits created by the National Museum of Dentistry are touring children's and science museums, community centers and universities around the country.



Your Spitting Image launched its national tour at the ADA headquarters in Chicago and visited the Impression 5 Science Center in Lansing, Michigan. National Advisory Council member Dr. Jane Grover was instrumental in garnering support in the local dental community to bring the exhibit to Michigan.

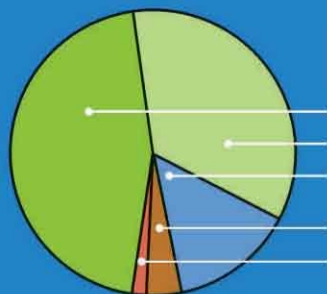
More than 1,200 New York City schoolchildren learned how to take care of their teeth with **Branches, Bristles and Batteries: Toothbrushes Through Time**, on view at the Greater New York Dental Meeting in November. The exhibit was part of the New York Smiles Program, which brings elementary school children from around the city to experience an exciting oral health education program.

MOUTHPower PROGRAM

The multi-faceted **MouthPower** oral health education program continued to expand its outreach, and the Museum was named a **Give Kids A Smile Champion** by the American Dental Association for its national impact.

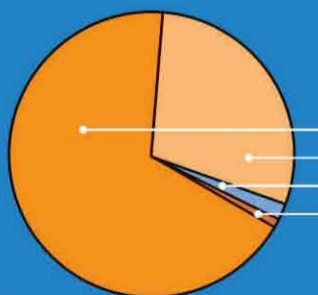
MouthPower Online, the interactive educational game for children, continued to grow in popularity as dentists and hygienists from around the world used it to teach oral health skills in their communities. The website was convert-

AT A GLANCE



FY10 REVENUE SOURCES

- 45% Fundraising
- 35% Auxiliary Fund
- 14% Endowment Income
- 4% Other
- 2% Traveling Exhibit Rental



FY10 FUNDRAISING

- 68% Individuals
- 29% Corporations
- 2% Organizations
- 1% Foundations

Year Museum opened: 1996

Annual attendance: 10,000

Field trip and guided tour attendance: 5,000

Objects in collection: 40,000

Exhibition space: 7,000 square feet

Volumes in The McCauley Library of the History of Dentistry: 3,500

Support group members from around the country: 173

Traveling exhibits on the road: 3

ed into a **CD-ROM** that could be used in places without internet access to help children discover the power of a healthy smile. The conversion was made possible by United Concordia Companies, Inc., who shared 40,000 discs with their member dentists. The Museum distributed more than 500 discs upon request to 38 states and 10 countries, from Peru to Bahrain.

In conjunction with the online program, more than 20,000 MouthPower oral health tips cards and 1,000 posters were sent upon request to hygienists, Girl

Scout troops, teachers, and community health officers nationwide. The Maryland Department of Health and Mental Hygiene also used MouthPower in a statewide oral health education initiative with county health departments.

The Museum partnered with the University of Maryland Dental School to participate in the nationwide **Give Kids A Smile** program, providing screenings to local schoolchildren and using the on-site MouthPower exhibit as an educational centerpiece. The exhibit

also continues to be used with a **Girl Scout** badge-earning program and Junior Docent mentoring initiative that helps young girls learn how to make healthy food choices, how to take care of their teeth, and how to live a tobacco-free life.

SUPPORT GROUPS

The National Museum of Dentistry's support groups further our mission through outreach in the communities in which they live, contributing advice and counsel, and assisting the Museum with its fund-raising efforts. Thank you to those who served in FY10.

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"Spreading the word about the MouthPower oral health education program is one of the ways we support the Museum in raising awareness of good oral health nationwide. It is a wonderful teaching tool for young patients and their parents."

— Ann Battrell, RDH, MSDH
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"The Museum provides a place to honor the past, marvel at the present and anticipate the future of dentistry. The Commemorative Courtyard pays tribute to today's dental professionals and is a perfect way to honor friends and colleagues."

— Wendell D. Garrett, Jr., DDS, *Member,*
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"What began as a collection of historic dental tools and George Washington's denture has grown to collections of kids learning to brush and floss, committed volunteers, traveling exhibits, and online programs that reach around the world with messages about the importance of good oral health."

**— John Patterson, DDS, Board of Visitors
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