MUSEUM OF HEALTH CARE

2017 ANNUAL REPORT
The mandate of the Museum of Health Care at Kingston is to preserve material culture and enhance understanding of the history of health and health care in Canada. In order to do this, the Museum acquires, conserves, researches, displays and interprets artefacts that help tell these stories. The Museum also serves as a primary resource for scholarly work on the history of health care.
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Front and back cover images Shaelagh Cull
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17 Facts about the Museum in 2017

1. **4,102** visitors enjoyed the Museum’s on-site exhibits (Friday was the most popular day to visit).

2. **38%** of these visitors were adults, **35%** were children, **16%** were students and **11%** were seniors.

3. **4,227** children and adults participated in our education programs on- and off-site.

4. The Museum opened **3** new on-site exhibits: *The Century: Medical Innovations of the 1800s,* *Growing Pains: The 1867 Crisis at Kingston General Hospital* and *Quack: The Exhibit That Cures All!*

5. **57,947** visits were made to our website and online exhibits.

6. We welcomed **83** new followers to our Facebook page.

7. We gained **453** new followers to our Twitter account, reaching **2,231** total followers by the year’s end.

8. **254** new followers joined us on Instagram.

9. Visitors viewed the **84** videos on our YouTube channel **67,608** times and we gained **53** new subscribers.

10. Our blog was viewed **24,889** times and our most popular post was one from 2012 about scarlet fever, a disease which saw a resurgence in 2017.

11. **1,395** images were added to our online catalogue.

12. **2,690** artefact records were revised or added to our online catalogue.

13. **418** new objects were donated to the collection by **42** donors.

14. In addition to the many hours committed by our Board and Committee members, **38** volunteers donated countless hours of their time.

15. In total, the Museum offered **25** public events & programs.

16. The Museum has **4** full-time staff members and was also supported by **17** part-time staff throughout the year.

17. The Museum was supported by **226** individuals and private organizations, all of whom contributed to our success in 2017!
As another cold, grey and damp winter slowly subsides, our hearts long for spring. The weather grows kinder and as the sun shines brighter, we begin to look to our gardens for signs of new life. The first snow drops and crocuses now appearing renew our hope that indeed spring is on its way. We yearn for signs that the earth is once again being renewed and reborn.

Those of us long involved with the Museum of Health Care experienced a similar sense of rebirth and renewal this past year. This Annual Report will provide you with a snapshot of the year, celebrating the Museum, its staff and volunteers, and the many contributors (public and private) that help sustain its work.

In 2017, the Museum opened its doors to the public year-round on weekdays, with extended hours into weekends through the summer months (May to August). A vast array of programs and events were offered on-site as well as many diverse, off-site programs and events. Who can forget the excitement last July 1st as the Museum opened its newest onsite exhibits: The Century: Medical Innovations of the 1800s concurrently with Growing Pains: The 1867 Crisis at Kingston General Hospital and Quack: The Exhibit that Cures All! – all to help mark Canada’s 150th anniversary.

A consultation with the community was undertaken through March and April. This exercise proved quite valuable as it informed the creation of much of the year’s programming, identifying specified visitor-based additions that the Museum could make to its offerings, including more adult-focused content. Many new ideas regarding possible exhibits, suggested approaches to new topics and observations on where the Museum might focus its development efforts (from a community viewpoint) were constructively shared and received. Consultation findings informed many of the decisions made regarding 2017 programming and our planning for 2018 and beyond.

The Museum’s newest ‘five-year’ (2017-2021) strategic plan was developed and approved by the Board. This is a detailed, comprehensive document that will help guide the organization’s work on all operating levels.

As you may gather from reading this report, the Museum is in a sound financial position. Our year-end financial statements were audited again this year by Collins Blay LLP, with satisfying results. Some of the highlights of the Museum’s financial picture for the 2017 fiscal year are shared here for your review.

Our greatest asset is our people, a talented team of core staff and volunteers committed to delivering an exceptional educational experience. To each one, I express, on behalf of the Board, my sincere thanks for their dedication and service. I would be remiss if I did not recognize the important contributions of Museum Manager and Program Director Jenny Stepa, who competently served our organization with quiet grace. For this, we are most thankful and extend warmest best wishes to her (and her recently enlarged family) in Ottawa.

In December, we welcomed Kevin Moorhouse to the Museum’s staff team, succeeding Jenny in the role of Museum Manager and Program Director. I know you will all join me in making him feel right at home.

I wish to express my thanks to the Museum’s Board members who serve tirelessly throughout the year as its Directors. Without enlightened, enduring governance, organizations simply don’t work. That our Museum continues to grow and prosper is a credit to the Board members who have guided, worked with, and supported the staff team.

I also want to recognize retiring Director Dr. Ruth Wilson, who will be leaving the Kingston community soon for Yellowknife, Northwest Territories. We will miss her participation at the Board table but look forward to her continuing involvement as an Ambassador for the Museum and a National Advisory Board member.

As you may already realize, the Museum of Health Care at Kingston must constantly demonstrate the vital role it plays as the only institution in Canada solely devoted to preserving the country’s legacy of health and healthcare. We hope that this summation of accomplishments renews your sense of confident pride in our institution today.

IAN M. FRASER
PRESIDENT & BOARD CHAIR
## Board of Directors 2017-2018

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Ian Fraser</td>
<td>(President &amp; Chair)</td>
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<tr>
<td>Eleanor Rivoire</td>
<td>(Vice President)</td>
</tr>
<tr>
<td>Michelle Podhy</td>
<td>(Treasurer)</td>
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<tr>
<td>Hugh Gorwill</td>
<td>(Secretary)</td>
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<tr>
<td>David Cook</td>
<td></td>
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<tr>
<td>Kate Kahn</td>
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<tr>
<td>Peter Milliken</td>
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<tr>
<td>Sherri Robertson</td>
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<tr>
<td>Walter Rosser</td>
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<tr>
<td>Kim Turner</td>
<td></td>
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<tr>
<td>Ruth Wilson</td>
<td></td>
</tr>
<tr>
<td>Rob Van Winckle</td>
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</tbody>
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## Board Committees 2017-2018

### Advancement Committee
- Ian Fraser (Chair)
- David Cook
- Eleanor Rivoire
- Sherri Robertson
- Ruth Wilson

*Ex officio:* Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Executive Committee
- Ian Fraser (Chair)
- Hugh Gorwill
- Michelle Podhy
- Eleanor Rivoire

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Executive Committee
- Jane Errington (Chair)
- Gregory Baran
- Hassan Butt
- Jacalyn Duffin
- Rhona Gale
- Rob Harrap
- Eleanor Rivoire
- Rob Van Winckle

*Ex officio:* Max Chouinard, Kirsi Hunnakko, Kathy Karkut, Jenny Stepa/Kevin Moorhouse

### Collections Committee
- Rob Van Winckle (Chair)
- Oyedeji Ayonrinde
- Gregory Baran
- David Cook
- Paul Robertson
- Kim Turner
- Gael Young

*Ex officio:* Maxime Chouinard, Kathy Karkut

### Nominating Committee
- Alan Grant (Chair)
- Hugh Gorwill

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Finance Committee
- Michelle Podhy (Chair)
- Ian Fraser
- Hugh Gorwill
- Walter Rosser

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Program Committee
- Ian Fraser (Chair)
- David Cook
- Eleanor Rivoire
- Sherri Robertson
- Ruth Wilson
- Rob Van Winckle

*Ex officio:* Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Human Resources Committee
- Kate Kahn (Chair)
- Peter Milliken
- Michelle Podhy

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Advancement Committee
- Ian Fraser (Chair)
- David Cook
- Eleanor Rivoire
- Sherri Robertson
- Ruth Wilson

*Ex officio:* Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Collections Committee
- Rob Van Winckle (Chair)
- Oyedeji Ayonrinde
- Gregory Baran
- David Cook
- Paul Robertson
- Kim Turner
- Gael Young

*Ex officio:* Maxime Chouinard, Kathy Karkut

### Nominating Committee
- Alan Grant (Chair)
- Hugh Gorwill

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Finance Committee
- Michelle Podhy (Chair)
- Ian Fraser
- Hugh Gorwill
- Walter Rosser

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Program Committee
- Ian Fraser (Chair)
- David Cook
- Eleanor Rivoire
- Sherri Robertson
- Ruth Wilson
- Rob Van Winckle

*Ex officio:* Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

### Human Resources Committee
- Kate Kahn (Chair)
- Peter Milliken
- Michelle Podhy

*Ex officio:* Maxime Chouinard, Kirsi Hunnakko, Jenny Stepa/Kevin Moorhouse

## National Advisory Board 2017-2018

The Museum is grateful to the members of the National Advisory Board, whose objective is to advocate for the preservation of the legacy of health care in Canada and the role of the Museum of Health Care in achieving this goal. The members during 2017 were:

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice J. Baumgart</td>
<td>Elizabethtown, PA, USA</td>
</tr>
<tr>
<td>Lawrence Clein</td>
<td>Regina, SK</td>
</tr>
<tr>
<td>Ralph Crawford</td>
<td>Delta, BC</td>
</tr>
<tr>
<td>Sarah Jane Dumbrille</td>
<td>Maitland, ON</td>
</tr>
<tr>
<td>Arnold Naimark</td>
<td>Winnipeg, MB</td>
</tr>
<tr>
<td>Donald R. Wilson*</td>
<td>Orangeville, ON</td>
</tr>
</tbody>
</table>

* Donald R. Wilson served on the Museum of Health Care National Advisory Board until his passing on January 4th, 2017
2017 Museum Staff & Volunteers

**Museum Staff**

**Administration & Visitor Services:**
Kirsi Hunnakkko, Communications and Finance Coordinator
Kevin Moorhouse, Museum Manager and Program Director (Dec)
Jenny Stepa, Museum Manager and Program Director (Jan-Nov)

**Curatorial & Collections:**
Maxime Chouinard, Curator
Kathy Karkut, Collections Manager

**Contract Staff & Students**
Ada Luo, Queen’s Work Study (2016/17)
Agnes Ladon, Queen’s Work Study (2016/17)
Alysha Strongman, YCW Collection Technician
Andrew Belyea, Margaret Angus Research Fellow
Christopher Wiens, SWEP Public Programs Assistant
Codie Kish, Queen’s Work Study (2017/18)
Harry Chandrakumaran, Queen’s Work Study (2016/17)
Ian Clark, Queen’s Alternative Practicum
Jessica Pemberton, Queen’s Alternative Practicum
Joola Coke-Talbot, Queen’s Work Study (2017/18)
Joshua Malm, Queen’s Work Study (2017/18)
Lauren Westecott, SWEP Public Programs Assistant
Natalie Harmsen, CSJ Marketing Assistant
Oliver Statham, Queen’s Work Study (2017)
Shaelagh Cull, CSJ Museum Assistant

**Volunteers**

Agnes Ladon, Special Events
Alexandra Sagan, Docent
Asantewa Nkuah, Docent
Ashna Asim, Docent
Barb Neatby, Collections
Briana Leal, Gallery Attendant
Connor Parker, Gallery Attendant
Chantal Valiquette, Docent
Chris Zajner, Gallery Attendant
David Cook, Advisor/Collections
Edwin Morelli, Gallery Attendant
Elyse Bell, Docent/Education Development
Gael Young, Docent/Collections
Gary, Office Support
Isabel Luce, Collections/Social Media
Jacalyn Duffin, Consultant
Jamie Ahn, Gallery Attendant/Docent
Jake De La Plant, Gallery Attendant/Docent
Janet Rosser, Docent
John Wing, Gallery Attendant/Office Support
Kathryn Galt, Gallery Attendant/Docent
Kayla Dettinger, Collections
Kelly Buckholtz, Docent/ Special Events
Liz Khitrova, Docent
Louisa Smith, Docent
Marilyn Boston, Docent/ Special Events
Mickey Chen, Intern
Nicole Rogerson, Graphic Design
Peggy Houlden, Exhibit Construction
Rhona Gale, Docent/ Special Events
Rosemary Rankin, Docent/Office Support
Sandra Lubano, Docent
Samantha Summers, Docent/Education Development
Shaelagh Cull, Docent/Education/Social Media
Sofia Regina Herrera Gonzalez, Docent
Valeria Vendries, Docent
Warren, Office Support
Yeseul Oh, Office Support
## Statement of Revenue & Expenditures

**FOR THE YEAR ENDED DECEMBER 31, 2017**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustaining Patrons</td>
<td>$67,630</td>
<td>$59,945</td>
</tr>
<tr>
<td>Partnerships</td>
<td>24,058</td>
<td>37,850</td>
</tr>
<tr>
<td>Memberships</td>
<td>5,900</td>
<td>5,126</td>
</tr>
<tr>
<td>Donations</td>
<td>120,052</td>
<td>64,518</td>
</tr>
<tr>
<td>Program sponsors</td>
<td>15,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Exhibit programs</td>
<td>34,708</td>
<td>9,630</td>
</tr>
<tr>
<td>Project grants</td>
<td>42,766</td>
<td>19,971</td>
</tr>
<tr>
<td>Ministry of Culture grant</td>
<td>24,051</td>
<td>24,051</td>
</tr>
<tr>
<td>Investment income</td>
<td>10,070</td>
<td>16,924</td>
</tr>
<tr>
<td>Operating grant - Kingston Association of Museums</td>
<td>52,418</td>
<td>56,000</td>
</tr>
<tr>
<td>Other income</td>
<td>5,434</td>
<td>9,595</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to capital assets</td>
<td>30,443</td>
<td>31,860</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>432,530</td>
<td>340,470</td>
</tr>
</tbody>
</table>

|                          |          |          |
| **Expenditures**         |          |          |
| Advancement program      | $3,085   | 3,623    |
| Amortization             | 22,923   | 46,277   |
| Amortization of fair value of loan payable | 1,383 | 5,570 |
| Curatorial and conservation | 3,123 | 1,430 |
| Dues                     | 544      | 560      |
| Education                | 7,277    | 4,776    |
| Exhibits                 | 40,134   | 4,320    |
| Insurance                | 2,259    | 2,259    |
| Office                   | 7,610    | 7,950    |
| Offsite storage rental    | 20,688   | 19,620   |
| Professional fees        | 8,107    | 8,055    |
| Public relations          | 64,942   | 1,596    |
| Rent and operating costs | 59,913   | 59,693   |
| Salaries and benefits    | 206,054  | 173,466  |
| Staff development        | 917      | -        |
| Travel                   | 850      | 141      |
| **Total Expenditures**   | 389,809  | 339,336  |

Excess (expenditures) revenue from operations | 42,721 | 1,134 |
Gain on the sale of investments | 329 | 27,334 |
Change in fair market value of investments - unrealized (losses) gains | 23,158 | (1,066) |

Excess (expenditures) revenue for the year | $66,208 | $27,402 |
Electrifying Medicine! **Healthy Teeth, Healthy Me! Spare Parts** and my personal favourite…SNOT & WHATNOT…just some of the educational program titles offered to the young (and the ‘young at heart’) at the Museum of Health Care in 2017.

The generosity of individual members and donors, patrons, sponsors, and partners has helped fund access, development, and upkeep of our exhibits and galleries and the many educational programs shared throughout the year with visitors of all ages.

In terms of fundraising, so essential for the Museum of Health Care to sustain its important work annually, our community was thoughtfully supportive – and generous again this year. Private gifts allow the Museum to strengthen its extensive collection of medical artefacts, create dynamic exhibits, employ the latest technology, contribute to important research on issues critical to humankind and innovate on-site and online in ways that inspire learning in people of all backgrounds and ages.

We thank those families who supported the Museum this past year. We thank those foundations and professional associations that understand, appreciate and support our mission. And we thank the corporate sponsors that help us keep this institution relevant and strong.

The vision and mission of the Museum is achieved almost entirely through the efforts of a dedicated professional staff assisted by contract staff, work study students, docents, and volunteers working in a unique facility near the heart of the Queen's University campus – The Ann Baillie Building – a National Historic Site where the development of nursing in Canada is commemorated.

The Advancement Committee assisted this hard-working team with its community fundraising and outreach efforts throughout 2017 and this challenging work was rewarded. Revenue generated from private sources exceeded $232,000 (including contributions of cash for endowed fund purposes), exhibit programs and other revenue surpassed $50,000 with government and project grants contributing almost $120,000 to the total. In fact, the financial figures were up in every category on a year-over-year basis, a testament to the dedication of all concerned. Overall, the Museum attracted more than $402,000 (before the inclusion of capital asset amortization) in 2017 to fund its operations.

The graphs presented alongside this report offer additional insight into the sources and uses of both the private and public dollars contributed this year, depicting the resulting impact in educational programming and exhibits.

The development of the collection and public programs on-site and online continue to be reported to members and patrons in the form of digital and published newsletters throughout the year, and summarized in the annual report. To these Museum friends, we express our heartfelt thanks again this year.

I also express sincere thanks to Advancement Committee members and the supporting staff team for their important service.

Generous supporters, friends, volunteers and staff collectively make it possible for us to learn from the past… to inform the future so we might more effectively play our role in bringing Canada's healthcare story to life.

We are grateful for the gifts of time, talent, and treasure that all of you so generously provide. Thank you for continuing to make a positive, enduring impact and for keeping the Museum a priority for your philanthropy and volunteer service.

**IAN M. FRASER**
Chair, Advancement Committee
While we might already be well on our way into 2018, it’s important to look back! 2017 was an incredibly busy time for the Museum of Health Care, with 9 exhibitions and displays designed and set up by our curatorial team. 2017 was of course a year of celebration in Canada, with the 150th anniversary of the Confederation also came many other anniversaries.

As usual, I wish to thank everyone who helped us this year starting with our collections manager Kathy Karkut, as well as all of the students and volunteers who lent a hand in making our projects a reality. We could count on the help of several students including Agnes Ladon, Alysha Strongman, Marissa Monette, Mickey Chen, and Sohyun Kang. Of course we couldn’t do a lot of our work without our volunteers and this year we had the pleasure of working with Barb Neatby, Dr. David Cook, Isabelle Luce, Kayla Dettinger, and Peggy Houlden.

**Exhibition development**

As mentioned earlier, the Museum presented nine different displays in 2017, making it a particularly busy year.

*The Century: Medical Innovations of the 1800s* was the flagship of this year’s line-up. Replacing the much appreciated *When Medicine Met Science*, *The Century* expanded on the themes of scientific innovations of the 19th century such as surgery, pharmacology, diagnosis and anatomy but examined them under a new light. Through the help of Canadian Heritage and Innovative Medicine Canada, we were able to acquire three new display cases built to the most demanding of museum standards, as well as an electronic station to present a reviewed iteration of *Meet the Doctors*. The new design of our exhibit was much appreciated by the public, and sets an exciting new standard for our galleries.

*Quack: The Exhibit that Cures All* was also opened at the same time. It explores some of the most colourful and sometimes outrageous pieces of quack medicine found in our collections. From uranium water crocks to ozone therapy, *Quack* gives visitors not only a sample of old time charlatanism, but also a warning about its current forms.

*Growing Pains: The 1867 Crisis at Kingston General Hospital* was built around the theme of Confederation, focusing on one of its least known stories: that of the hospital crisis of 1867. The exhibit focuses on Kingston General Hospital and the response of the local community during turbulent times. All of the objects exhibited were used by KGH staff or Queen’s medical students of this era. Made possible by the City of Kingston, this exhibition was also presented online through the contribution of the Virtual Museum of Canada Community Stories program.

The Museum of Health Care is always looking to help partner organizations in their cultural heritage projects, and 2017 was quite a fruitful year in that regard. *A Proud History* was an online timeline project presented with the Canadian Medical Association. It highlights some of the most important events and realizations of the association from 1867 to the present.

The Ontario Dental Association was also celebrating its 150th anniversary, and decided to showcase its history in an exhibition held at their annual tradeshow. This event brought close to 20,000 professionals who could discover more about dentistry in the 1880s, 1920s and 1960s. The exhibit was enjoyed by many of the visitors who had the chance to learn about the history and the museum’s vast...
collection of dentistry artefacts.

**Collections Development & Management**

In 2017, the Museum received 418 objects from 42 donors. Among them was a set of three early 20th century prosthetic legs, a large group of 19th century homeopathic medicines and a set of nursing training dolls used to learn bandaging.

With our new database now operational, we were able to enter more than 334 new records, and easily revise more than 2,000 existing records. The database is quickly becoming a go-to reference for many researchers and has already caught the attention of high profile projects, such as an international study of the history of the smallpox vaccine, in partnership with the Baltimore Institute of Human Virology and the German Government.

**Loans**

As usual, our collections were very popular with local museums, and also provincially and nationally. We contributed loans to 10 different organizations in 2017 of more than 40 objects.

**Outreach**

The Museum staff is always looking for opportunities to share its collections and expertise with the community. In 2017, we participated in many different outreach programs, including the following:

- **Quarantine Tent.** The tent was back again this year, this time at ArtFest in City Park, attracting hundreds of visitors wanting to learn more about the history and importance of vaccination in Canada. (Dr. Greg Baran, pictured to the left, in period costume).

- **50th Anniversary of the School of Rehabilitation.** Last year was the 50th of Queen's University School of Rehabilitation, and the Museum was asked to put together a small display of items to celebrate the anniversary of this pioneering department.

- **60th Anniversary of the Department of Psychiatry.** The Museum also took part in the celebration the 60th anniversary of the Psychiatry Department at Queen's. Many objects were brought for this occasion, many of which were related to Kingston's Psychiatric Hospital.

- **Sherlocked.** The Kingston Frontenac Public Library organized a celebration of Arthur Conan's Doyle birthday, centered on his most emblematic character: Sherlock Holmes. For the occasion, our curator prepared a presentation on the topic of drug consumption in Victorian and Edwardian England.

- **Bring Your Thing.** The Museum was invited to participate in many of these events organized by the Kingston Association of Museums, Art Galleries, and Historic Sites where-in the public was able to bring objects and share anecdotes of local history for others to learn from.

- **Quack.** Partners in Research Canada invited our curator to perform an online presentation on the subject of charlatanism. This presentation was attended by primary and high school students from all over the country who could watch it in their classrooms in real time and ask questions.

- **Kingston General Hospital Nurses’ Reunion.** Our strong connection with the School of Nursing is a source of pride for our Museum, and we gladly attend the reunion each year. Our collections manager, Kathy Karkut, assembled a selection of objects for the attendees and presented them at the event.

**Research Requests**

In 2017, the curatorial staff answered 56 research requests from the public.

**Looking Forward**

The curatorial staff team are looking forward to another exciting year for the Museum in 2018 with some important anniversaries, but also some new exhibits related to current events. We have already begun work on an exhibit on psychiatry for the Royal College of Physicians and Surgeons of Canada, online exhibits for both the Canadian Urological Association and the history of Cannabis in Canada. The Museum will also return to the Canadian Immunization Conference in Ottawa to present an exhibition on Smallpox, right in time for the centenary of this pandemic. Of course, as always, there will likely be more to come as the year progresses!

MAX CHOUINARD
CURATOR
During a year marked by a transformation of the Museum’s galleries, Canada 150+, and collaborative outreach initiatives, our visitor services, education, advancement, and administrative departments worked to keep the Museum operating smoothly, as well as creatively enhance and promote offerings from our curatorial staff.

**The People**

Connecting the public with the Museum’s inspiring collection, research, displays, and programs is made possible through the dedicated work of our talented team.

**Staff**

Communications and Finance Coordinator Kirsi Hunnakko helped the Museum make significant strides in 2017, including more effective public communications, an increasingly creative social media presence, the mentoring of marketing personnel, and more efficient financial and donor recognition processes.

Our strong team of program summer staff members comprised of Public Programs Assistants Lauren Westecott and Christopher Wiens, Marketing Assistant Natalie Harmsen, and Museum Assistant Shaelagh Cull, were integral to the success of Museum activities aligned with Canada’s 150th birthday. Their work, both behind the scenes and in front of the public, helped us market and interpret three new exhibits and a variety of educational programs over the summer.

Toward the end of 2017 we welcomed Kevin Moorhouse as the new Museum Manager & Program Director. Kevin brings a wide variety of museum experience from his time at the Northern Ontario Railroad Museum & Heritage Centre, as well as his training as a teacher and historian.

It has been a true pleasure working alongside the Museum’s team of professionals and volunteers, both in 2017 and since I started here in 2010. Although I am relocating with my family to a new city, I look forward to watching the Museum’s continued development.

With submissions by Kirsi Hunnakko, Communications & Finance Coordinator

Thank you to the whole team, past and present, for your unfailing support of the Museum’s mission!

**Volunteers**

Our volunteers are an inspiration to staff and visitors, and continue to be essential to the running of the Museum. Docents, researchers, graphic designers, special events assistants, gallery attendants, project advisors, translators, and board and committee members help the Museum punch above its weight year after year. We wish to thank all the volunteers who gave their time in 2017, for their contributions cannot be measured.

We would also like to acknowledge the outpouring of community assistance during our public consultation process last spring. Museum members, supporters, visitors, and other stakeholders submitted nearly 100 surveys and participated in a focus group to inform the development of our 2017-2021 Strategic Plan, helping the Museum meet community needs and remain relevant.

**Visitation Trends**

Our annual number of visitors to the Ann Baillie Building National Historic Site in 2017 held steady with 4,102 people viewing our galleries or participating in onsite programming.

The Museum offers programs for a variety of groups in order to enhance public understanding of the history of health care in Canada. Participation in our programs and tours continues to grow. We welcomed 4,212 participants and accompanying adults to our on- and off-site programming (compared with 3,779 in 2016). Here are a few of the highlights from the year:

In addition to our annual programs, including Teddy Bear Hospital and our series of Professional Activity Day Programs for children and caregivers, 2017 included new titles such as the *Lots of Tots* Drop-in Program for ages 0-2, *A Day in the Life* March Break Programs for ages 6-12 and our *Spare Parts* education program for adults.

We were pleased to participate in a variety of community initiatives again this year, including the United Way’s Success By 6 Week, First Capital Day, Science Rendezvous Kingston, the Kingston Regional Heritage Fair, and Beyond Classrooms Kingston.

Thanks to our sponsors, donors, and volunteers who make these programs possible.

continued on page 12
**Special Events and Lectures**

The Museum joined the Canada 150+ celebrations by hosting two events on July 1st: the public opening of three new on-site exhibits, and an interactive Quarantine Tent display at ArtFest in Kingston’s City Park. The new exhibits – *The Century: Medical Innovations of the 1800s*, *Growing Pains: The 1867 Crisis at Kingston General Hospital*, and *Quack: The Exhibit that Cures All!* – were a highly anticipated refresh to our on-site galleries, and were well-received by the 70 visitors who attended the opening. Meanwhile, Museum staff and volunteers engaged ArtFest visitors (estimated to number over 500) in conversation about the history of vaccinations and what are now vaccine-preventable diseases. Read more about the Quarantine Tent event on page 10.

Not to be outdone, the Museum’s fall calendar featured an exciting lineup of public events. On September 21st, 2017 research fellow Andrew Belyea intrigued his audience with his research into the 1918 Spanish Flu epidemic and its impact in Kingston (Andrew and Program Committee Chair Jane Errington pictured above). Blog posts written by Andrew throughout his summer research fellowship can be enjoyed on the Museum’s blog, and his presentation can be viewed on our YouTube channel. In partnership with Queen’s University’s What Happened in Medicine (WHIM) Society, the Museum held a medical history trivia night at the Grad Club on September 25th that drew an enthusiastic crowd. On October 27th, brave visitors searched the Museum by flashlight as part of our Spooky Scavenger Hunts event, which featured ten jaw-dropping artefacts not usually seen in our galleries.

**Community Engagement**

With the support of our summer students Shaelagh Cull and Natalie Harmsen, as well as our social media volunteer Isabel Luce, we continued to increase our social media presence in 2017 and connect with healthcare history enthusiasts across the globe. We set a goal of increasing our Twitter followership to 2,017 followers in 2017 and were delighted to far surpass that goal, reaching 2,231 followers by year’s end. Earning 2,713 impressions, our May 16th tweet about the last day of our Sherlocked exhibit at the Kingston Frontenac Public Library was our top tweet for 2017, while our January 23rd tweet about Kingston councilman Joseph Gorrie getting his hand x-rayed in 1896 received the most engagement (with 63 clicks, retweets, replies, follows, and likes). In 2017, we welcomed 83 new followers to our Facebook page. Our Facebook post about our community consultation process received the most clicks (142) while our December “re-branding” of the Museum as the “Museum of Elf Care” garnered the most engagement of our 2017 posts (with 40 shares, reactions, and comments).

We also engaged people world-wide through our website, online collections database, and virtual exhibits. Our website was accessed by 43,591 visitors in 2017. Our virtual exhibits and artefact profiles were viewed 3,874 times and 10,859 visitors explored our online collections database, which features many of the nearly 40,000 artefacts in our collection. We were pleased to welcome 4,102 visitors to our home in the Ann Baillie Building National Historic Site, including visitors who travelled from as far as Hong Kong, the Dutch Antilles, and Australia.

In 2017, more people invited the Museum into their inbox by subscribing to one (and sometimes all!) of our three e-newsletters – Bailliebytes (our general e-newsletter), and our Family Program and Educators e-newsletters – ensuring they were on the inside track for information about our programs and events.

Media coverage of Museum events and programs included articles in the Kingston Whig-Standard and The Medical Post, video coverage of our programs by Station 14 and Your Kingston, on-air interviews with CKWS and Station 14, and even a mention in the Pakistan Observer. The Community Foundation for Kingston & Area highlighted our Indigenous Holistic Medicine program in their fall newsletter, and we were thrilled to be featured in Ann Blake’s Treasures of Kingston series in the July issue of Profile Kingston, with an article about dental keys in the Museum’s collection. History Channel Canada featured an image of the Macpherson Gas Mask in our collection for a one-minute documentary vignette about Cluny Macpherson that aired in the summer in celebration of Canada’s 150th. This image was also seen in the three-part TV special The World without Canada, narrated by Kingston’s own Dan Aykroyd.

We would be remiss if we didn’t thank you, our supporters, for continuing to do your part to spread the word about the Museum and share your love of healthcare history. Our heartfelt thanks for being a part of our team!
Museum History - Selected Highlights

1988 • Consultation & planning for the Museum begins.
1991 • The Museum begins to collect artefacts.
1994 • Outreach gallery opens in Hall of Honour, Kingston General Hospital.
1995 • The Museum relocates to the Ann Baillie Building.
1996 • The Museum establishes a Board of Directors.
1997 • The Museum incorporates as a registered charity. An outreach gallery opens at the Regional Cancer Centre.
1999 • The Ann Baillie Building is designated a National Historic Site.
2000 • Outreach gallery opens in Providence Care's Mental Health Services site.
2001 • Outreach gallery opens in the Bracken Library at Queen's University.
2002 • The Museum acquires the majority of the collection of the Academy of Medicine in Toronto.
2006 • Phase 1 of renovation and restoration of Ann Baillie Building is completed.
2007 • The tower and elevator are completed, achieving greater accessibility.
2008 • A permanent nursing gallery opens in two newly restored gallery spaces.
2010 • Part 1 of Phase 2 of the restoration and renovation of Level 1 begins. The Museum acquires the Dr. Ralph and Mrs. Olga Crawford Canadian Dental Collection.
2011 • The Children's Gallery and temporary gallery open.
2012 • The Museum's Board of Directors adopts Strategic Plan 2012-2016.
2013 • A mobile app launches and a vaccination exhibit opens in a newly restored gallery.
2016 • A technology upgrade, including a new online database and free public WiFi, makes the collection more accessible than ever before.

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The Gift Circle
We are grateful for the commitment of individuals and organizations who contributed a donation well above their Museum Membership. We would like to recognize Gift Circle Contributors that sustain our museum.

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Acknowledging Our Generous 2017 Supporters

The Museum of Health Care gratefully acknowledges all of our Members, Gift Circle Contributors, and Donors. Thank you for your ongoing commitment to the Museum’s work. This support enables us to preserve material culture and enhance understanding of the history of health and health care in Canada. In addition to our recognized contributors, we extend thanks to all our anonymous donors.
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Dr. Ian MacDonald Gemmill
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Endowment Funds
We express our sincere appreciation to those who chose to support the longterm stability of the Museum.

Kingston General Hospital Nurses’ Alumnae Museum Endowment Fund
Jane and Peter Candlish in memory of Kath Crothers
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The Museum also wishes to acknowledge the creation and the supporters of a new fund established in 2017, named the:

Class of ’64 | KGH School of Nursing Fund
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Ways to Support the Museum

Our members and donors make possible our public and education programs, research, artefact preservation, exhibit development and so much more.

Benefits of a Museum Membership
- Unlimited access to the public galleries
- Copies of the Bailliewick newsletter
- Copy of the Annual Report with an invitation to the AGM
- Published acknowledgement of your contribution
- Invitations to all Museum events (optional)
- The satisfaction of helping the Museum of Health Care!

Gift Circle Contributors
- **Friends** (Membership + $100-$249) - Donation Receipt, Group Curator-Guided Tour (1/year), Donation Reception (1/year)
- **Partners** (Membership + 250-$499) - All the above benefits, behind-the-Scenes Tours (by appointment)
- **Associates** (Membership + $500-$999) - All the above benefits, annual luncheon with professional staff, 10% in-Museum merchandise discount (please inform staff in advance)
- **Patrons** ($1000+) - All the above benefits, and Curator-led tour, complimentary membership, special receptions with guest lecturers (periodic), ability to host event at the Museum

You can also help ensure the long-term sustainability of the Museum by contributing to an **endowment fund**: The Dr. James A. Low Legacy Fund, Dr. Margaret Angus Research Fund, John and Lillian Dodds Fund, the KGH Nurses’ Alumnae Museum Fund and the Class of ’64 | KGH School of Nursing Fund.

Clockwise from top right: Various Medicine Bottles held in the Museum’s collection; Participants enjoying March Break A Day in the Life activities; Examining the Toothless: A History of Dentures Exhibit; Museum Volunteers at the Museum’s Quarantine Tent Outreach exhibit.
Bringing Canada’s healthcare story to life!

Ann Baillie Building National Historic Site
32 George Street, Kingston, ON K7L 2V7

Phone: (613) 548-2419 ● Email: info@museumofhealthcare.ca
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