Inspiring Healthier Living
2023 Annual Report

The Health Museum
John P. McGovern Museum of Health & Medical Science
Our Mission
To foster wonder and curiosity about health, medical science and the human body.
2023 was an exciting and inspiring year at The Health Museum!

Emerging from our downsizing during COVID, our dedication and hard work allowed us to re-focus on the three pillars of our strategic plan of reaching people inside the Museum, in the community, and on-line. We enhanced and added to our impressive educational programs and events at the Museum.

We added essential positions to our team. The traveling exhibits we hosted were on mission and received well within the community, bringing in a record number of students and schools on field trips. We forged new relationships in the community and added new partners, expanding our reach and awareness with our top-notch Texas Medical Center, Houston universities, and local communities. Our social media campaigns, which focused on valuable information about health, medical science, and the human body, resonated with many diverse groups and delivered several posts that went viral, bringing brand awareness to the Museum through an on-line presence we did not have before. Partnerships with local schools, our affiliation with the Smithsonian and other partner corporations brought interns and work-study students from many different backgrounds to the Museum. And, for the first time in several years, one of our signature programs, Global Teen Medical Summit, was back in person and full of high school students hoping to pursue a career in healthcare.

I am proud of our accomplishments this past year and equally proud of our dedicated staff who turned ideas and visions into reality.

This next year may be our best year yet!

John Arcidiacono
President & CEO,
The Health Museum
Exhibits

The **Amazing Body Gallery** is a larger-than-life walking tour through the human body to learn about how your major organs work. This exhibit includes interactive video and audio kiosks to pose interesting questions about human anatomy and health information.

**Your Body Your Air** explores four common types of air pollutants and their sources in the Houston area, and how they affect our bodies and our communities.

**Outbreak: Epidemics in a Connected World**, in conjunction with The Smithsonian Institution, allowed guests to explore disease case studies, personal stories from epidemic-fighters around the world and interactive games to help identify or contain an outbreak.

Focusing on the fascinating and complex world of microorganisms, the Museum hosted **Zoo in You** as a traveling exhibit for the summer. This family-friendly exhibit was enhanced by interactive science stations, and partnerships with fermented food products that helped to maintain a healthy gut.

Created by the renowned glass artist, Mick Meilahn, this exhibit featured 32 hand-blown ears of corn (each 4 to 6 ft. tall) and crafted a visual dialogue about the genetic modification of corn, which reflected humanity’s evolving relationship with nature, and the interplay of science, agriculture and art.
In partnership with the DEA, the DEA Museum and the DEA Educational Foundation, the Museum hosted this impactful, and timely, exhibit concerning one of the most pressing issues today – the impact of the misuse of drugs on individuals, families, communities and society.

We offered free bus vouchers for schools, hosted community events, produced our own “Vape Cart” to address the science and health effects of vaping, and hosted numerous programs to enhance our guest’s exhibit experience.

In 2023, the Museum welcomed 84,154 visitors from 35 countries (including the U.S.)

29,008 visitors on Free Family Thursdays

940 visitors through Museums4All

526 visitors through Blue Star Museums

540 Museum members
Education

The Health Museum is committed to educational classes and programs tailored to the needs of our community. During 2023, we introduced Doc Dissections, revived Scout Merit Badge classes and the Global Teen Medical Summit. A Discovery Cart was also added to facilitate discussions on the science and health issues related to vaping.

Field Trips

We welcome public schools and private institutions to embark on exciting and educational field trips throughout the year. Our field trips offer a unique opportunity for students to immerse themselves in the fascinating world of health and science. With interactive exhibits, hands-on activities, and educational guides, students are able to explore the complexities of the human body, discover, and engage in immersive learning experiences.

22,093 students & faculty took field trips to The Health Museum from 383 schools across 20 school districts
Spring, summer, and winter camps are some of the most sought-after programs at the Museum. In 2023 we expanded our offerings by partnering with the University of Houston to provide enriching off-site camps at U of H campuses around Houston. Our expert educators helped expand our camp curriculum and introduced new camps and more engaging activities.

Courses Offered

**Camp Neuron**
**DNA Discoveries**
**Drone Camp**
**Forensics (8-10)**
**Girls Rock STEAM Camp**
**Grossed Out Science**
**iCan STEM**
**Kitchen Chemistry**
**Mini Chefs**
**Mini/Junior/Senior Chemist**
**Mini/Junior/Senior Vet**
**Mini Medical School**
**The Clinic**
**Spike Camp**
Global Teen Medical Summit
Full capacity enrollment of 20 students

5-day summit for high school students to explore health and bioscience challenges with experts from the Texas Medical Center, providing access to thought leaders involved in cutting-edge medical research, clinical practice, policy, and entrepreneurship.

“Being part of this program made me realize there is so much more to healthcare than being a doctor or nurse.”
— 2023 Global Teen Medical Summit Participant

“Before this week I wanted to be a Sports Medicine physician specializing in Primary Care, but we went to Ben Taub in the ER and Trauma unit. Now I want to specialize in Emergency Care.”
— 2023 Global Teen Medical Summit Participant

Dr. Peter Hotez as keynote speaker
Students at Ben Taub Hospital
Jagat Narula, MD, PhD gave presentation to students

Program Partners
Barnhart Foundation
Ben Taub Hospital
Buffalo Bayou Park
Environmental Defense Fund
Gulf Coast Regional Blood Center
ION Prototyping Lab
Rice University
University of Houston
UTHealth
Doc Dissections offers a chance for visitors of all ages to dissect an organ with the guidance of a certified physician. Important conversations accompany the dissection about how to keep a healthy organ, and a healthy body.

Doc Dissections
Launched in August

“I enjoyed being able to get up close with an organ in a very interactive way. There’s always something new and exciting to learn.”

— Doc Dissections Participant

over 200 participants at 10 sessions
15% attendees come back to attend another session within 6 months

Our Doctors

Dr. Rakhi Dimino
Medical Director of Operations
OB Hospitalist Group

Dr. Erik Handberg
Forensic Pathologist
Fort Bend County Medical Examiner

Dr. Varsha Podduturi
Deputy Medical Examiner
Fort Bend County Medical Examiner’s Office

Dr. Paul Uribe
Deputy Chief Medical Examiner
Fort Bend County Medical Examiner’s Office

Dr. Patrick Wood
Vice President & Chief Medical Officer
LifeGift

Dr. Jonathan Zalamea
Family Medicine, Primary Care & Sports Medicine
Houston Methodist
2023 Highlights

1. Museum staff with the colon Fart Car at the 2023 Orange Show’s Houston Art Car Parade and Festival
2. Members Month in May, 2023
3. Fan Jam at the Museum to celebrate the Final Four
4. Kids exploring gut health at a community event
5. Your Body Your Air on display at the opening of the Alief Neighborhood Center
6. Siege of the Skeletons, a collection of hand-crafted skeletons— with “Feary Tales” as the theme—from local artists and students
7. Field trip students watching a dissection demonstration of the heart
8. High school students learning about eye anatomy in relation to the skull
9. Members enjoying Paint and Sip at the Art Bus event
10. Guests at Cocktails and Conversations
11. Houston artist Thedra Cullar-Ledford signs her book at The Amazing Body Store
12. Students practice suturing at Global Teen Medical Summit
13. Museum President & CEO, John Arcidiacono, donates blood with Gulf Coast Regional Blood Center
Community Engagement

Community Engagement is responsible for projects at the Museum and in the community at large. Guided by the Museum’s strategic plan, this program develops and strengthens key partnerships with individuals and organizations in the community, resulting in engaging experiences for guests, be they on-site, on-line or in the community.

“Working with camps and helping out with the DeBakey Cell Lab has been super fun! The programs involving gut health have influenced me so much that I’ve decided to change my major to Bio-Tech.”

— 2023 Museum Intern

University Partners
- Baylor College of Medicine
- Houston Community College
- Rice University
- Sam Houston State University
- Texas Southern University
- Texas Women’s University
- University of Houston
- University of Texas Medical Branch
# Our Affiliations

**Smithsonian Affiliate**

We are the only Smithsonian affiliate in the Houston Museum District.

**ASTC Association of Science and Technology Centers**

Membership with the Association of Science and Technology Centers offers free admission to over 600 ASTC institutions.

**We are a BLUE STAR MUSEUM**

Free admission for active duty military and their families Memorial Day – Labor Day.

**MUSEUMS for ALL**

Discounted admission to the Museum with an EBT card.

**Funded in part by the City of Houston through Houston Arts Alliance**

A local arts and culture non-profit agency whose principal work is to implement the City of Houston’s vision, values, and goals for its arts grant-making and civic art investments.

**Environmental Defense Fund**

Partnerships for local high school students to take part in environmental justice service-learning projects, made possible by grant from the National Academies of Science, Engineering, and Medicine.

**Gulf Coast Regional Blood Center**

Host site for Mobile and in-house blood drives.

**Harris County Public Health**

Host site for mobile and in-house vaccination clinics.

**Great Age Movement**

Host Senior Move Days and At Home Lab Series.

**METRO**

Discounted admission ticket with a Metro fare card.

**Houston B-cycle**

B-Cycle has a station on LaBranch Street near Hermann Drive.
Social Media Outreach

Number of Followers by 12/31/2023

Facebook: /thehealthmuseum 13,151
Instagram: @thehealthmuseum 4,551
TikTok: @thehealthmuseum 869

Cumulative Annual Reach

- Facebook: 278,700 23%
- Instagram: 151,800 1,500%
- TikTok: 72,800 22%

Top Posts

- Chicken Wing Dissection Demonstration: 25,000 reach
- Internal Anatomy with Synthetic Cadaver & Dr. Podduturi: 533 likes
In the Press

“Health is generally a scary topic that most people only discuss in a doctor’s office when something goes wrong. The Health Museum aims to get ahead of that with fun, accessible looks at how our bodies work. That fun, even on topics that are contentious and sad, is desperately needed.”

Through Humor and Science, Houston’s Health Museum Makes Our Bodies a Prime Attraction
Houston Chronicle • August 7, 2023 • By Jef Rouner

“Former U.S. Drug Enforcement Administrator Michele Leonhart... hopes that families who visit the new exhibit will end up walking away from it discovering a new way to talk about the public health crisis with young people.”

Traveling Exhibit’s Houston Stop Localizes America’s Deadly Drug Threats
Community Impact • October 2, 2023 • By Melissa Enaje

“A museum dedicated to health, especially one this intriguing and amusing, befits H-Town—a city known worldwide for its medical advances. The smiles seen every day at Houston’s Health Museum prove that learning can be fun—and what visitors are learning will help them live stronger, longer lives.”

Why The Health Museum is a great attraction for Houston families
Chron • June 11, 2023 • By Robin Soslow
2023 Financials

REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Raising</td>
<td>$1,521,904</td>
</tr>
<tr>
<td>Earned Income</td>
<td>$1,045,903</td>
</tr>
<tr>
<td>Investment Support</td>
<td>$699,996</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$3,267,803</strong></td>
</tr>
<tr>
<td>Temporarily Restricted Funds Released</td>
<td>$187,500</td>
</tr>
<tr>
<td>Temporarily Restricted Funds Added</td>
<td>-</td>
</tr>
<tr>
<td><strong>ADJUSTED TOTAL REVENUE</strong></td>
<td><strong>$3,455,303</strong></td>
</tr>
</tbody>
</table>

EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll Costs</td>
<td>$1,738,574</td>
</tr>
<tr>
<td>Other General Expenses</td>
<td>$863,435</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$444,704</td>
</tr>
<tr>
<td>Program &amp; Exhibit Costs</td>
<td>$312,292</td>
</tr>
<tr>
<td><strong>TOTAL OPERATING EXPENDITURES</strong></td>
<td><strong>$3,359,005</strong></td>
</tr>
</tbody>
</table>

NET OPERATING INCOME (LOSS) $96,298

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other: Depreciation</td>
<td>$590,657</td>
</tr>
<tr>
<td><strong>CHANGES IN UNRESTRICTED NET ASSETS</strong></td>
<td><strong>$(494,359)</strong></td>
</tr>
<tr>
<td>UNRESTRICTED NET ASSETS - Beginning</td>
<td>$7,424,271</td>
</tr>
<tr>
<td>UNRESTRICTED NET ASSETS - Ending</td>
<td>$6,929,912</td>
</tr>
</tbody>
</table>
Board of Directors

Robert Morrow, M.D., Chair
Susan L. Bickley, JD, Vice Chair
Robert Westendarp, Treasurer
John Cangelosi, M.D., Secretary
John Arcidiacono, President & CEO
R. Gregory Bernica
Donald R. Collins, Jr., M.D.
Rakhi C. Dimino, M.D.
Kelli Cohen Fein, M.D.
Lauren Fisher
William H. Fleming, III, M.D.
James Flowers, PhD
Erika Gentry, M.D., MBA
William S. Gilmer, M.D.
David Gow, MPP
Lauren Hill
Huma Jafry, PhD
Yvonne Kew, M.D.
Paul E. Klotman, M.D.
Jackie Macha, M.Ed.
Anna Mapp, M.D.
Kenneth L. Mattox, M.D.
Ann Miller
Sean Murphy, JD
Jagat Narula, M.D., PhD
Brian S. Parsley, M.D.
Eddie L. Patton, Jr., M.D.
Linda Primrose, JD
JoAnne L. Rogers, M.D.
Jay H. Rosenfeld
Kirby Shanks, MBA
Robert Wolin, JD
Lee Zieben

MEMBER EMERITUS In Memoriam
Sue Trammell Whitfield

Advisory Board

Ashley Alexander
Maurine Alfrey
Patricia Hamilton Blalock
David J. Braden, M.D.
Jane Braden
Erica Littlejohn Burnette, Esq.
Amanda Callaway, MBA
Cherri Carbonara
Ronald Cotton, M.D.
Jessica Graham, MBA
Charity H. Grannis, M.D.
Carlos R. Hamilton, Jr., M.D.
Toby Hamilton, M.D.
Syed Hashmi, M.D.
Ju Kim, M.D.
David Lummis
Mary Hale McLean
Glorimar Medina, M.D.
Amya Mitchell, M.D.
Sepand Moshiri
Susan Pennebaker
Varsha Podduturi, M.D.
Tadd Pullin
Katie Scott, MPH
Umair A. Shah, M.D., MPH
Kyle Swift, MHCA
Karen Tellepsen
Martha Walton
Kelly Williams
Pat Wood, M.D.
Consortium Partners
Ways to Support Us

Visit the Museum and bring a friend

Become a member

Become a volunteer

Donate

Follow & repost @thehealthmuseum

Shop at The Amazing Body Store

218 guests attended the 2023 Gala

$272,700 raised to support future programs and exhibits at the Museum
Thank you for a wonderful 2023