Session Name: Toward an Integrated Business Model to Create Mental Health Literacy via a Museum-Without-Walls

Museum exhibits develop awareness about topics, and uniquely move visitors “up the curve” toward education, dialogue, and literacy. As mental health awareness increases, exhibits are moving the public “up the curve” toward mental health literacy. Extending beyond art therapy, our research examines this nascent trend (e.g. MOS: Many Faces of Mental Health) and theorizes a business model to develop, circulate, and interpret such exhibits at museums and other venues. This session will summarize our research and seek feedback about the development of a virtual “national museum of mental health” capable of accelerating this trend.

Presenters/Facilitators

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The above are partners in a research fellowship entitled "Museums & Mental Health - Will Money Talk? Is There Financing for Social Entrepreneurship at the Intersection of Museums and Health Care?"