

臺灣精神健康基金會與世界各地組織 大腦展覽活動的作法與展望比較

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摘 要

精神健康基金會自2001年成立以來，致力於推動精神健康的宣導、研究、教育和服務，並於2005年開始舉辦「腦的美麗境界展」，透過互動式的展覽，提升社會大眾對大腦的認識與心理健康的關注。除靜態展外，透過培訓導覽志工增加互動，使展覽更富人性與溫暖。本文另介紹全球各地20項大腦展覽活動，分為大腦科學展和精神衛生展覽兩大類。前者聚焦在腦科學與生理結構、功能；後者將精神健康觀念呈現給觀眾。透過分析個別展覽的特點，本文深入介紹各地腦展的呈現方式和效果。文末討論未來腦展展望：首先，結合最新科技互動元素，提升參觀者參與展覽的深度學習體驗；其次，利用社群媒體平台，進行主動推廣，擴大展覽知名度，並與觀眾建立長期關係；再者，強調情感共鳴與視覺效果，使參觀者容易理解複雜的腦科學和精神健康概念；最後，透過結合線上活動，擴大展覽參與面，同時收集參觀者回饋意見和進行資料分析，不斷調整和優化展覽內容。期望未來能舉辦效益宏大的腦展，以推動精神健康知識的不斷傳遞。

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關鍵詞：精神健康、大腦展覽、公共衛生教育、神經科學

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A Comparison of Brain Exhibition Practices and Prospects Between Taiwan Mental Health Foundation and Organizations Worldwide

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ABSTRACT

Since the establishment in 2001, the Mental Health Foundation has been dedicated to promoting mental health advocacy, research, education, and services. In 2005, the "Beautiful Mind Exhibition" employed interactive displays to enhance public awareness of the brain and foster attention to mental health. Beyond static exhibits, this exhibition incorporates explanations and interactions facilitated by trained volunteer guides, adding a human touch to the display and making it more personable. The article also delves into 20 brain exhibition events worldwide, categorized into neuroscience exhibitions and mental health displays. The former focuses on brain science, physiology, and function, while the latter presents mental health concepts to the audience. Analyzing the distinctive features of individual exhibitions provides insights into presentation methods and effectiveness across diverse locations. The article discusses prospects for brain exhibitions in the end. Firstly, enhancing interactive experiences by integrating cutting-edge technology elements aims to deepen visitor engagement. Secondly, leveraging social media platforms for proactive promotion aims to expand exhibition visibility and establish long-term relationships with the audience. Thirdly, emphasizing emotional resonance and visual effects facilitates a better understanding of complex brain science and mental health concepts. Lastly, the integration of online activities seeks to broaden participation in the exhibition while concurrently collecting visitor feedback for continuous adjustment and optimization of exhibition content. More captivating brain exhibitions in the future are expected to drive the continuous development of mental health knowledge dissemination. (J Ment Health Community Psychiatry 2025;1(1):17-29)

Key words: Mental Health, Brain Exhibition, Public Health Education, Neurosciences

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