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All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT).

All participants will need to register for the online events.

Registration Information will be forthcoming on the Festival web page. Registration is free.

The New Social History of Pharmacy and Pharmaceuticals Festival

University of Wisconsin–Madison
School of Pharmacy

&

American Institute of the History of Pharmacy

24-29 September 2020

Program

<https://aihp.org/new-social-history-festival/>

[Click Here to Register for the Festival](#)

Thursday, 24 Sept 2020 (All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT))

9.00 am – 10.00 am

Festival Opening – New Directions

Host	Lucas Richert, University of Wisconsin-Madison & editor, <i>PH</i>
Presenters	Axel Helmstädter, Goethe-Universität Frankfurt am Main & President of ISHP Erika Dyck, University of Saskatchewan & editor, <i>CBMH</i> Nancy Campbell, Rensselaer Polytechnic & editor, <i>SHAD</i>

10.30 am– 11.00 am

Invited Book Talk

Host – Rima Apple, University of Wisconsin–Madison

Presenter	He Bian <i>Know Your Remedies: Pharmacy and Culture in Early Modern China</i> (Princeton University Press, 2020)
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12.00 pm – 1.00 pm

Panel 1 – Contested Drug Markets

Panel Chair – Axel Helmstädter, Goethe-Universität Frankfurt am Main

Richard Del Rio Florida State University	Since When is Being a Drug Dealer a Bad Thing?: Race and the Criminalization of a Title in Early Twentieth Century America
Joseph Gabriel Florida State University	Dangerous Markets: Risk and the Origins of "Ethical" Pharmacy
Mariana Broglia de Moura Ecole des Hautes Etudes en Sciences Sociales	Pharmacy's Controls and Resistances during Brazilian dictatorship

1.30 pm – 2.30 pm

Publishing Landscapes Roundtable Discussion

Panel Chair – Lucas Richert, UW–Madison & AIHP

Presenters	Toni Gunnison (University of Wisconsin Press) Kyla Madden (McGill-Queen's UP) Arnab Chakraborty (<i>Medical History & Social History of Alcohol and Drugs</i>)
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3.00 pm – 4.00 pm

Panel 2 – Drug Regulation, Knowledge & Use

Panel Chair – John Parascandola, University of Maryland, College Park

Nidia A. Olvera Hernández Mora Institute (Mexico City)	The Mexican Pharmacopeia. The Inclusion of Psychoactive Natural Drugs in the Official Medicine (1846-1930)
Christopher Blakely University of California – Los Angeles	Mkaumwa, Calumba and Miami Columbo: Slavery and Expropriated Pharmacology from the Swahili Coast to the Ohio Valley
Michael Lewis Christopher Newport University	From Bar Rooms to Drug Stores to Dispensaries: The Evolutionary Response to the Liquor Problem in Athens Georgia, 1891

Friday, 25 Sept 2020 (All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT))

8.30 am – 9.00 am

Invited Festival Talk

Host – Jeremy Greene, Institute of the History of Medicine, Johns Hopkins Univ.

Presentation	Toine Pieters, Utrecht University Formula Magistralis and the Battle between David and Goliath: The Dutch Pharmacist versus the International Pharmaceutical Industry (1865-2020)
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9.30 am – 10.30 am

Panel 3 – Decolonizing Drugs from the South

Panel Chair – Maziyar Ghiabi, University of Exeter and

SOAS, University of London

Thembisa Waetjen University of Johannesburg	Apartheid's War on Cannabis
Athos Vieira IESP/UERJ	Cocaine and the Night: The Social Life of a Drug in Rio de Janeiro during Brazil's First Republic, 1885-1920
María-Clara Torres Stony Brook University	The Twilight and Revival of Coca: Northern Cauca, Colombia, 1950s-1980s

11.00 am – 12.00 pm

Panel 4 – The Asian Cocaine Crisis: Pharmaceuticals, Consumers & Control in South and East Asia, c. 1900–1945

Panel Chair – Jim Mills, University of Strathclyde

Eva Ward University of Strathclyde	Philippines Case Study
Ian Baker University of Strathclyde	Myanmar Case Study
Yun Huang University of Strathclyde	China Case Study

1.00 pm – 2.00 pm

Panel 5 – Trends in Pharmacy and Pharmacy Practice

Panel Chair – Greg Higby, UW-Madison & AIHP

Christian Brown & Ben Urick University of North Carolina	Capitation for Pharmacy Services: A Bold New Idea with a 40-Year History
Michael Oldani Concordia University	The Im/Possiblensness of Radical Deprescribing: Can Pharmacy Take Back the Script?
<i>Unfortunately, Johanne Collin, University of Montreal, who was going to give the presentation, "Gender and Pharmacy: Feminization and Transformation of the Canadian Pharmaceutical Profession since the 1950s" had to withdraw from this panel.</i>	

2.30 pm – 3.30 pm

AIHP Early Career Roundtable Conversation

Panel Chair – Paula De Vos, San Diego State University

Participants	Naomi Rendina, Case Western Reserve University (PhD 2020) & AIHP Jacob Green, University of California, Los Angeles Barbara Di Gennaro, Yale University Aileen T. Teague, Texas A&M University
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3.45 pm – 4.15 pm

Invited Festival Talk

Host – Emily Dufton, George Washington University

Presentation	Markus Wahl, Institute for the History of Medicine, Stuttgart Doing Drugs in Socialist East Germany
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Saturday, 26 Sept 2020 (All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT))

8.00 am – 9.00 am

Panel 6 – Shortages and Knowledge: Southeast Asian Perspectives

Panel Chair – Greg Bond, AIHP

Malika Basu Kalna College, University of Burdwan (West Bengal)	Pharmacy and Pharmaceutical Education in Colonial India: Understanding the History of a Historical Science
Nishanth Kunukattil Shaji Rensselaer Polytechnic Institute	Grappling with Morphine: A Local History of Painkiller Use in Kerala, India
<i>Unfortunately, Gani Jaelani, Universitas Padjadjaran, Bandung, who was going to give the presentation, "Testing the Chanted Water: Medical-Based Experiment on Traditional Pharmaceutical Knowledge" had to withdraw from this panel.</i>	

9.30 am – 10.30 am

Panel 7 – Traditional and Early Modern Drug Knowledge

Panel Chair – Matthew Crawford, Kent State University

Edoardo Pierini University of Geneva	Different People, Different Addictions: The Recognition of Different Cultures of Intoxication in Early Modern Medicine
Pedro Carlessi University of São Paulo	Neotraditional Medications: Ethnographic Contributions to the Conceptual Definition
Julia Nurse Wellcome Collection	The Healing Power of Colour: Pigments as Potions in the Early Modern Period

11.00 am – 12.00 pm

Panel 8 – Objects, Museums, and Names

Panel Chair – Briony Hudson, Independent Historian and Museum Curator

Laura Robson-Mainwaring The National Archives (UK)	"Own Name," "No Name," and "the plague of fancy names" in the pharmaceutical market c.1870-1920
Violetta Barbashina Independent Researcher	"... in charity, for the sake of charity, and with charity": The Ointment Jar and the Virtue of Caritas in the Apothecary's Practice
Katarzyna Jarosz University of Logistics and Transport in Wrocław	The Development of Museums of Pharmacy in Post-Soviet Countries

1.00 pm – 1.30 pm

Invited Book Talk

Host – Petros Bouras-Vallianatos, University of Edinburgh

Presenter	Paula De Vos <i>Compound Remedies: Galenic Pharmacy from the Ancient Mediterranean to New Spain</i> (The University of Pittsburgh Press, 2020)
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1.45 pm – 2.45 pm

Panel 9 – Breakthroughs and Ethics

Panel Chair – Jacalyn Duffin, Queen's University

Cheryl Krasnick Warsh Vancouver Island University	Dr. Frances Kelsey and the Animals: A Case Study of the Evolution of Pharmacology in the 20th Century
<i>Unfortunately, Pierre-Marie David, Université de Montréal, who was going to give the presentation, "Une décennie de ruptures de stock en médicaments au Canada 2010---2020: causes et effets d'une situation de moins en moins exceptionnelle Le cas des anti---cancéreux" and Jordan Liz San Jose State University, who was going to give the presentation, "Pharmacogenetics and the Politics of Race: Conceptualizing Health, Purity and Miscegenation in the US and Brazil" had to withdraw from this panel.</i>	

3.30 pm – 4.00 pm

Invited Book Talk

Chair – Joseph Gabriel, Florida State University

Presenter	Nancy Campbell <i>OD: Naloxone and the Politics of Overdose</i> (MIT Press)
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Monday, 28 Sept 2020 (All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT))

9.00 am – 10.00 am

Panel 10 – Medicine vs. Drugs: African Perspectives

Panel Chair – Greg Bond, AIHP

Phumla Innocent Nkosi University of Johannesburg	A Picture of Dagga Policing in Mid-Century South Africa (1932-1960)
Muhammad Wada Bayero University (Kano, Nigeria)	Internal outsiders, Domestic Politics and the Campaign against Drug Abuse in Kano State, northern Nigeria, 1999-2015
<i>Unfortunately, Jo-Ansie Van Wyk, University of South Africa, who was going to give the presentation, "Radiopharmaceuticals in South Africa: From Apartheid's Atoms to Ubuntu's Isotopes?," had to withdraw from this panel.</i>	

10.45 am – 11.15 am

Invited Festival Talk

Host – Arthur Daemmrch, Lemelson Center, Smithsonian Institution

Presentation	John Grabenstein Merck Vaccines (retired) & AIHP Vaccines & Epidemics: Successes & Crises from Smallpox to COVID-19
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Tuesday, 29 Sept 2020 (All times are Central Time (-2 Pacific, +1 Eastern, +6 HRS GMT))

9.00 am – 9.30 am

Invited Book Talk

Host – Erika Dyck, University of Saskatchewan

Presentation	David Guba <i>Taming Cannabis: French Pharmacy, Cannabis, and Exotic Drugs</i> (McGill-Queen's University Press, 2020)
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10.00 am – 11.00 am

Panel 11 – Advertising Drugs and Pharmacy

Panel Chair – David Herzberg, University at Buffalo

Erika Dyck and Mat Savelli University of Saskatchewan & McMaster University	Methodological Challenges in the History of Drug Advertising
Jacques Guyot Icahn School of Medicine at Mt. Sinai (NY)	"This Formidable Foe Now Has a Conqueror": Patent Medicine Advertising in British Guiana, 1880-1920
Wouter Klein Freudenthal Institute, Utrecht University	Newspaper Advertising and the Start of A Global Market for Drugs in the 18th Century