



# 2021 Tool Kit

**NATIONAL  
RADIOGRAPHERS  
AND RADIATION  
THERAPISTS' WEEK  
8-14 NOV 2021**

**#LookingToTheFuture**

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# NRRTW 2021 President's Message



Celebrating medical radiation sciences and the people who make it happen; National Radiographer and Radiation Therapists' Week (NRRTW) this year runs from Monday 8 November to Sunday 14 November and encompasses World Radiography Day – 8 November – the date that Wilhelm Roentgen first discovered X-rays in 1895. NRRTW is a time for medical radiation science professionals to come together and acknowledge the vital work they do on behalf of the health of all Australians.

This year during National Radiographer and Radiation Therapists' Week, it is important to acknowledge the ongoing challenges that 2021 has brought to us all. The global pandemic continues to present significant challenges for all our workforce. Radiographers, radiation therapists, nuclear medicine professionals, sonographers and mammographers are continuing to exhibit the high standard of professionalism expected of them during this health crisis. The Australian Society of Medical Imaging and Radiation Therapy are aware that our members and colleagues are performing their work duties, in some cases, under extreme stress on the frontline and wish to thank them and acknowledge how important their continued dedication and contribution is to the health of our country at this time.

The theme for World Radiography Day, held on 8 November, has never been more appropriate – **Looking to the Future**. Twelve months ago, I don't think any of envisaged that we would still be in the midst of this pandemic. Whilst some states are faring better than others, the ongoing restrictions and hypervigilance in both the work

and social context affect us all. So we must look to the future – and to a time when we can return to some national semblance of normality.

NRRTW is a time to educate - educating the patients, their families, and the general public about the invaluable service we perform in the allied health sector. In multi-tiered workplaces, other departments may also benefit from education during NRRTW and beyond; does everyone in your hospital workplace have an understanding of your role and technical abilities, and what can you do to educate them about our work?

We encourage you to use the free tools provided by ASMIRT during the week, beginning with this tool kit and including educational posters, information flyers, multipurpose stickers and a range of digital artworks for you to use on your websites, communications and social media.

As you place patients at the core of everything you do, this is a timely reminder to also make yourself and your colleagues a focus; your physical and mental health and that of your colleagues is so important during times of change and upheaval – be sure to take care of yourself so you can give your best to treat others as we look to the future.

On November 8 in 1895 Wilhelm Roentgen discovered x-rays, spurring on the realms of medicine and science into the medical radiation sciences we know today.



## #LookingToTheFuture

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# Why we celebrate



Your opportunity to inform, share and celebrate patient care and the professions of medical radiation sciences.

## Who are we?

The Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) is the peak body representing and empowering all medical radiation professionals for the health of all Australians. ASMIRT is committed to benefitting all medical radiation members by providing Continuing Professional Development and advocacy on behalf of members to government, regulators, employers and other stakeholders. ASMIRT actively encourages networking, learning and growth within the industry through education, affiliations with professional groups and international partner associations.

## What is NRRTW?

National Radiographers and Radiation Therapists' Week (NRRTW) is celebrated to provide a platform for all medical radiation science professionals - radiographers and radiation therapists, sonographers and mammographers, radiation therapist technicians - to inform their patients, the public, colleagues, family and friends about our professions. This week encompasses World Radiography Day on 8 November and celebrates the patient care given to all who receive medical radiation science treatment and attention. NRRTW acknowledges how we as radiographers and radiation therapists work together to provide the best care for our patients by playing a vital role in the allied health care diagnostic and treatment journey of patients throughout Australia.

This year's theme is **Looking To The Future**.

## Getting involved

All medical radiation science professionals and students are encouraged to support the week by promoting their professions through activities in their workplace and by broadcasting through their social media channels.

## Join in the conversation by using the hashtags

**#NRRTW #LookingToTheFuture**

## Questions?

Email [nrrtw@asmirt.org](mailto:nrrtw@asmirt.org)



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# Marketing Tools



Downloadable materials to help you promote National Radiographers and Radiation Therapists' Week.

We have developed a range of images that you can download and use for the week; posters, logos, email banners, social media images and more are available to promote and celebrate NRRTW. You can find them here: <https://conference.asmirt.org/nrrtw2021/resources/>



Promotion Poster A3



Event Invitation Poster A3



Zoom Background



Twitter/Facebook/Instagram post images



Email Signature



NRRTW Facebook Frame Filter



NRRTW Logo Button



WRD Button



Celebrate WRD Button

#LookingToTheFuture

Hashtag Text Logo



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# Celebration Ideas

There are many ways you can celebrate National Radiographers and Radiation Therapists' Week and World Radiography Day. So get involved, get your team connecting and enjoy your week!



## Here are some ideas for your department to celebrate and promote to the wider community:

- Make a face or decorations for your linacs/CT
- Decorate your department with NRRTW posters and balloons – make sure everybody knows about medical radiation science!
- Host a walk/bike ride-to-work day
- Get dressed up
- Share stories about your favourite patients or those leaving treatment that week
- Make an informative video and send to your local tv station or post on social media
- Organise a radio interview
- Upcycle an RT mask or something from your workplace into an artwork and display it
- Write a “blog post” or poem, you could alter a well-known song to incorporate the theme *Looking To The Future*
- Dress up your pet in PPE and tag us in your social media post of your cute animal!
- Take photos of your team celebrating and post them on social media, remember to tag @ASMIRT org and use #NRRTW and #LookingToTheFuture
- Buy an NRRTW t-shirt, cap and mug - visit our website for details

## Here are some other ideas to consider for celebrating and connecting with team members:

- Hold a staff morning tea, lunch or afternoon tea or online gathering
- Host an image interpretation competition
- Theme your meeting in blue and orange colours!
- BBQ/sausage sizzle
- Healthy lunch
- Exercise class
- Guest speaker
- Walking meeting
- Paper plane competition

## To ensure a successful celebration:

- Remember to give your guests plenty of notice, then send out reminders
- Host in a location that's easy to find
- Don't be afraid to ask for help! You never know who's willing to pitch in



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# Social Media

Here are some social media posts you may like to use to share and celebrate your profession.

To celebrate **National Radiographers and Radiation Therapists' Week** use these social media posts or make up your own!

Let's celebrate Radiographers and Radiation Therapists everywhere!

#LookingToTheFuture – medical imaging and radiation therapy is always looking forward for the benefit of our patients and the profession

#NRRTW #Radiography #RadiationTherapy  
#NucMed #Mammography #Sonography  
#MedRad #Ultrasound

@ASMIRTorg @ISRRT

[www.asmirt.org.nrrtw2021](http://www.asmirt.org.nrrtw2021)

To celebrate **World Radiography Day** use these social media posts on Monday 8 November.

Happy World Radiography Day!

#LookingToTheFuture of medical radiation science for the benefit of all our patients

#WorldRadiographyDay #Radiography  
#RadiationTherapy #NucMed #MedRad  
#Mammography #Sonography #Ultrasound

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SHARE

#NRRTW

#LookingToTheFuture

#Radiography

#RadiationTherapy

#NucMed

#Mammography

#Sonography

#MedRad

#Ultrasound



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# Celebration Pack

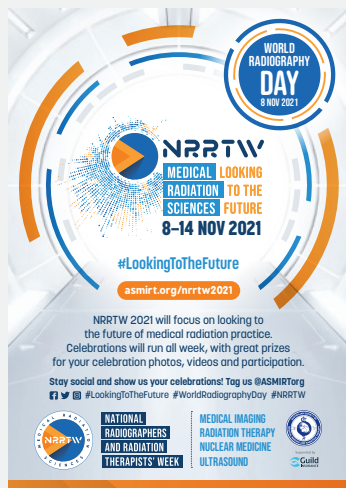


ASMIRT offers all departments an NRRTW celebration pack, so you can promote your profession loud and clear!

These celebration packs are FREE for medical radiation science departments and include posters, balloons, stickers, postcards, calendars and more.

Celebration pack orders close on 27 September. If you have any questions about your order please email [nrrtw@asmirt.org](mailto:nrrtw@asmirt.org). Sorry, no later orders accepted.

## Your pack contains:



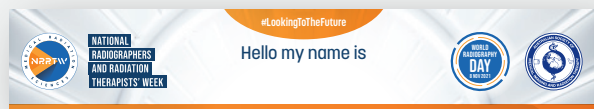
Promotion Poster A3



Event Invitation Poster A3



2021 Calendar A2



NRRTW Large Stickers



NRRTW Bunting



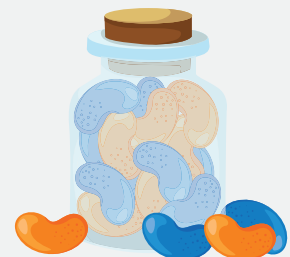
NRRTW Name Stickers



NRRTW Stickers



NRRTW Balloons



Sweets



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