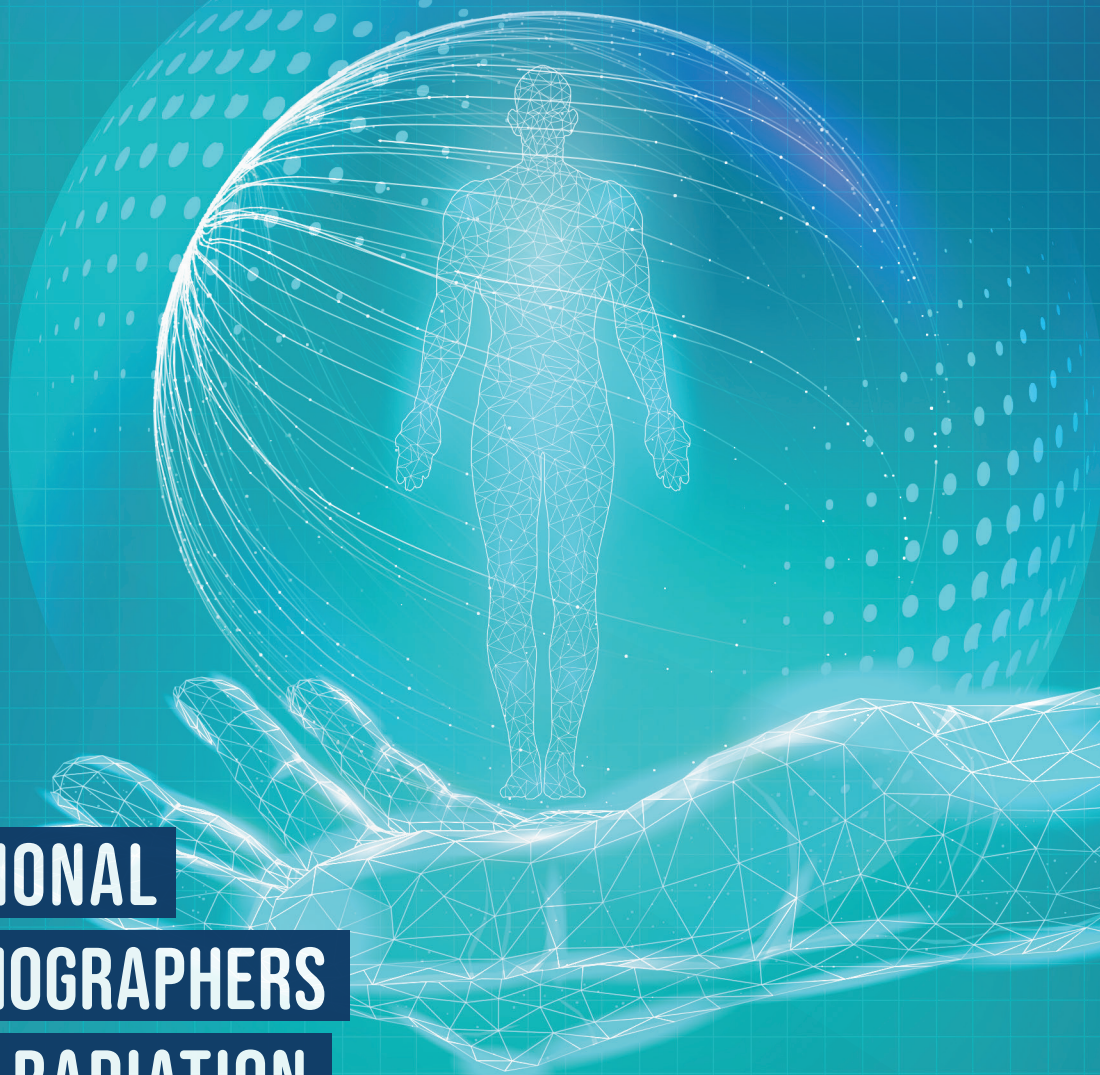


# NRRTW

MEDICAL  
RADIATION  
PRACTITIONERS

## AT THE FOREFRONT OF PATIENT SAFETY



**NATIONAL  
RADIOGRAPHERS  
AND RADIATION  
THERAPISTS' WEEK**

**7-13 NOV 2022**

**2022  
TOOL KIT**



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# NRRTW 2022 President's Message



National Radiographer and Radiation Therapists' Week (NRRTW) will be celebrating medical radiation professionals from Monday 7 November to Sunday 13 November. This is an initiative by our Society and has been running for approximately 14 years. This is a week where we want to celebrate and promote our profession. It's a time to come together, showcase and recognise the wonderful work we all do.

The week of celebration includes a special date in our profession; **World Radiography Day (WRD) on 8 November**. This date celebrates the anniversary of the discovery of the X-ray by German physicist Wilhelm Roentgen in 1895. A day to celebrate how the humble x-ray has contributed to better quality care for patients.

The theme for WRD has never been more appropriate – **Radiographers – at the forefront of patient safety**. This year we have aligned closely with the theme, which is **Medical Radiation Practitioners – at the forefront of patient safety**.

This year at various ASMIRT events, I have listened to many of our members and presenters, who have shared their stories of putting patient safety and care at the heart of everything they do. As Maya Angelou once said, 'They may forget your name, but they will never forget how you made them feel'.

With that quote in mind, NRRTW is a time to educate – your patients, your families, and

the public about the invaluable service you perform in the allied health sector. Show your patients and the public that you are part of a distinct, highly skilled profession. You are all ambassadors for your profession—showcase your story and the role you play in the healthcare industry! Inform patients about what your hospital/clinic and department is doing to improve patient safety and care.

We encourage you to use the free toolkit provided by ASMIRT during the week. You can choose from a range of materials, including educational posters, information flyers, multipurpose stickers, and a range of digital artworks for you to use on your websites, communications, and social media. We encourage you to tag @asmirtorg in your posts and help ASMIRT spread the word about the wonderful work you all do too.

I look forward to seeing your photos, posts and reading your stories during #NRRTW.

**Carolyn Heyes**  
ASMIRT President

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.



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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, MRI technologists and nuclear medicine technologists – 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 Medical Radiation Practitioners (MRPs) 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 **Medical Radiation Practitioners – at the forefront of patient safety.**

## 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 #WorldRadiographyDay**

## 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/nrrtw2022/resources/>



Promotion Poster A3



Event Invitation Poster A3



Zoom Background



Twitter/Facebook/Instagram post images



Email Signature



Invitation Postcard A6



NRRTW Facebook Frame Filter



NRRTW Logo Button



WRD Button



Celebrate WRD Button

#NRRTW  
#WorldRadiographyDay

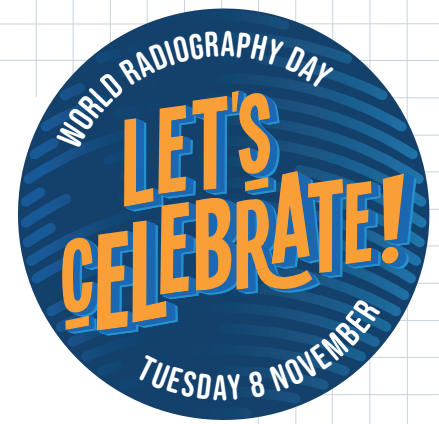
Hashtag Text Logo



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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 *Medical Radiation Practitioners – at the forefront of patient safety*
- 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 #WorldRadiographyDay

## 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

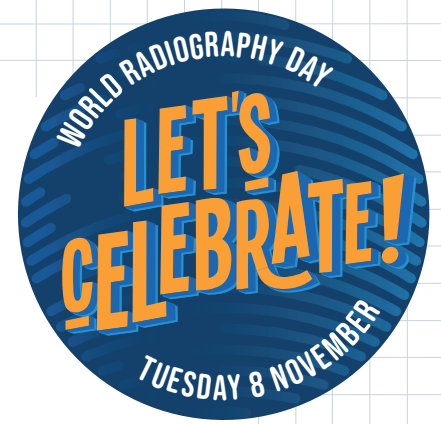


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# Social Media

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!

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

@ASMIRTorg @ISRRT

[www.asmirt.org/nrrtw2022](http://www.asmirt.org/nrrtw2022)

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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