

# NRRTW

MEDICAL  
RADIATION  
PRACTITIONERS

FOCUSED ON PERSON  
CENTRED CARE



WORLD  
RADIOGRAPHY  
DAY  
8 NOV 2023

NATIONAL  
RADIOGRAPHERS  
AND RADIATION  
THERAPISTS' WEEK

6-12 NOV 2023

2023  
TOOL KIT



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WORLD  
RADIOGRAPHY  
DAY  
8 NOV 2022



## NRRTW 2023 President's Message

National Radiographer and Radiation Therapists' Week (NRRTW) celebrates medical radiation professionals from Monday 6 November to Sunday 12 November. Now in its fifteenth year, this week is an opportunity to celebrate and promote our professions by showcasing the important work we do.

World Radiography Day (WRD) marks the anniversary of the discovery of the X-ray by German physicist Wilhelm Röntgen in 1895. Encompassing WRD during NRRTW signifies the significance of the X-ray in diagnosing, monitoring, and the treatment of medical conditions.

The 2023 theme for ASMIRT's NRRTW is **Focused on Person Centred Care**. Encompassing both patients and practitioners, PCC has been a recurring theme amongst our members and the Society for some time. For those of you that joined us at our annual conference, you may recall Dr Ben Bravery's moving keynote reflecting on his experience as a cancer patient. While reciting the challenging process of getting diagnosed and treated, Ben reminded us "your normal is your patient's abnormal". ASMIRT have also dedicated several events to highlighting how we can care for, and communicate with, diverse communities by considering cultural sensitivities, neurodivergence and the queer experience. Perhaps most notably, NRRTW is a chance to reflect on our own wellbeing as medical radiation professionals. It is paramount we care for ourselves to be able to deliver quality care for our patients.

NRRTW places a spotlight on the invaluable service we perform in the allied health sector. We are all ambassadors for our profession – embrace the occasion! Recognise the person centred care currently being enacted in your hospital/clinic and department and consider how this can be expanded upon. Check in with colleagues and peers and share useful tools for creating a caring environment and caring for oneself.

During the week, we encourage you to use the free resources provided by ASMIRT. 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, across your eDMs, and social media. We encourage you to tag @asmirtorg in your posts to help spread the word about the significance of medical radiation professionals.

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

**Carolyn Heyes**  
ASMIRT President

On November 8 in 1895 Wilhelm Röntgen 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

A chance to celebrate the profession's success and educate the broader community about the medical radiation sciences.

## What is NRRTW?

National Radiographers and Radiation Therapists' Week (NRRTW) provides a platform for all medical radiation science professionals to inform their patients, the public, colleagues, family, and friends about the industry. It encourages professionals to recognise and celebrate industry success, while giving space to consider ways in which MRS can progress. NRRTW encompasses World Radiography Day on 8 November, marking the discovery of the X-Ray and its significant contribution to patient care.

## This year's theme: Person-Centred Care

People using health services can adopt a Person Centered Care mindset; seeing all parties as equal partners in planning, developing and monitoring care. It offers tools and methods to lead with empathy and consideration.



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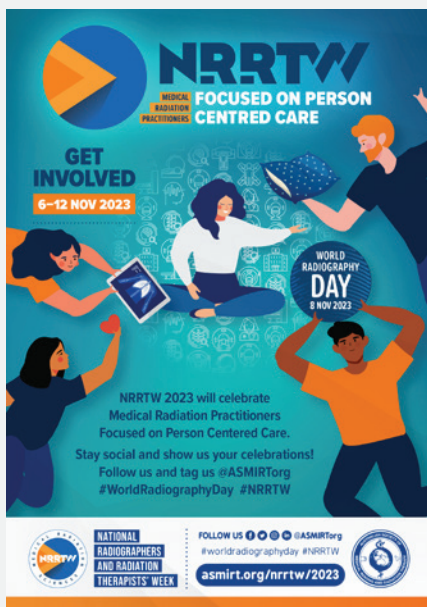
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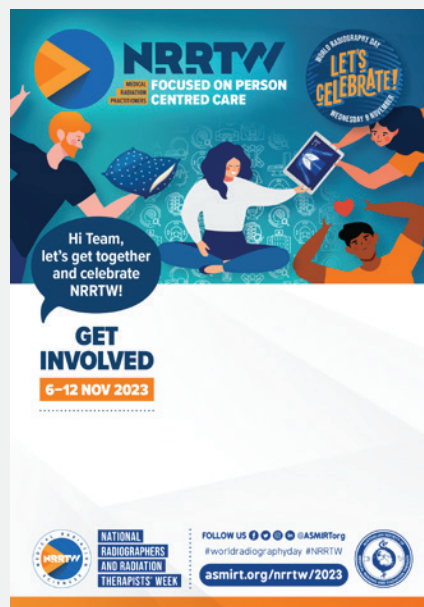
# Marketing Tools

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

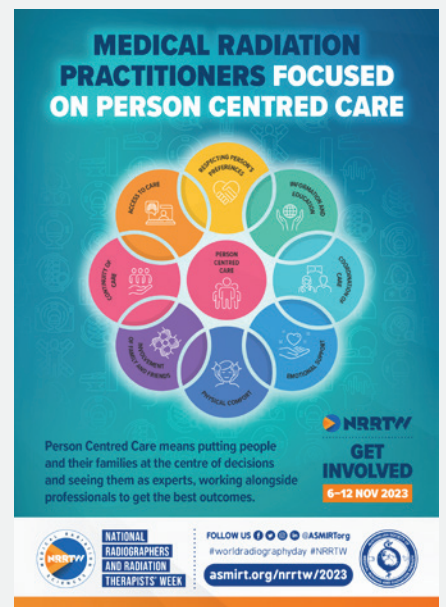
We have developed a range of images that you can download and use for the week; posters, logos, email banners, social media images and more are available to promote and celebrate NRRTW. You can find them here: <https://conference.asmirt.org/nrrtw/2023/resources/>



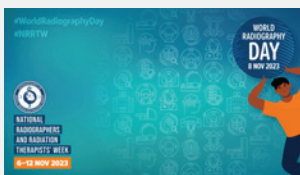
Promotion Poster A3



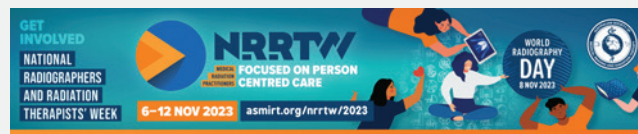
Event Invitation Poster A3



Person Centred Care Poster A3



Zoom Background



Email Signature



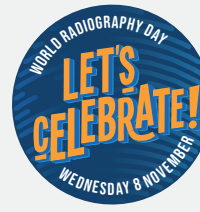
Twitter/Facebook/Instagram post images



NRRTW Logo Button



WRD Button



Celebrate WRD Button



NRRTW Facebook Frame Filter

#NRRTW  
#WorldRadiographyDay

Hashtag Text Logo



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# Celebration Ideas

There are many ways you and your workplace can celebrate NRRTW and World Radiography Day!

## Ways you can celebrate:

- Decorate your department with free ASMIRT NRRTW merchandise
- Take photos of your team and share on social media
- Make a face or decorations for your linacs/CT
- Host a walk/bike ride to work day
- Dress up in NRRTW colours (blue and orange)
- Make and distribute an informative video
- Organise a radio interview
- Upcycle an RT mask into an artwork for display
- Host a morning or afternoon tea, lunch, or online gathering with colleagues
- Invite a guest speaker to your workplace

**Be sure to publicly celebrate NRRTW via your social channels.**

@ASMIRTorg @ISRRT  
#NRRTW #Radiography  
#RadiationTherapy #NucMed  
#Mammography #MedicalImaging  
#MedRad #Ultrasound #MRPs



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