



WORLD  
RADIOGRAPHY  
DAY  
8 NOV 2024



## NRRTW 2024 President's Message

National Radiographer and Radiation Therapists' Week (NRRTW) celebrates medical radiation professionals from Monday 4 November to Sunday 10 November. The week culminates on World Radiography Day, Friday 8 November, which marks the anniversary of the discovery of the X-ray by German physicist Wilhelm Roentgen in 1895.

The 2024 theme for ASMIRT's NRRTW is 'An essential part of your health journey'.

Based on the International Society of Radiographers and Radiological Technologists (ISSRT) theme of 'Promoting the Profession', our aim is to demonstrate how MRPs are a crucial part of so many patients' experiences with the health system.

During the course of NRRTW we will reach out to patients, the public and other health professionals through a range of mechanisms. A cornerstone of this year's campaign will be the personal stories of patients and/or carers and their experiences with MRPs. Sharing something from a patient's perspective is always impactful and relatable; and each day of the campaign we will post heartfelt patient stories. I ask that you like and share them with your networks.

In engaging with health professionals, we will also provide statistics showing the central nature of MRPs to the health system. I think some of our professional colleagues would be surprised by how much MRPs are involved in patient care.

NRRTW is your week and places a spotlight on the invaluable service of our members. We are all ambassadors for our profession – embrace the occasion!

During the week, we encourage you to use the free resources available. We can provide you with materials that reflect the size of your practice or department. Digital artworks for you to use on your websites, across your eDMs, and social media can be downloaded. 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, #worldradiographyday.

**Carolyn Heyes**  
ASMIRT President



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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: Medical Radiation Practitioners – an essential part of your health journey

Second only to pathology, imaging is the most widely requested diagnostic tool in medicine. This year's theme revolves around focusing people's thoughts around how intrinsic the medical radiation sciences are. The materials available offer on-the-ground support to spreading that message to health professionals and patients. Long-form social media stories of patient experiences and other communications, distributed by ASMIRT, will compliment what you do.



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# Marketing Tools

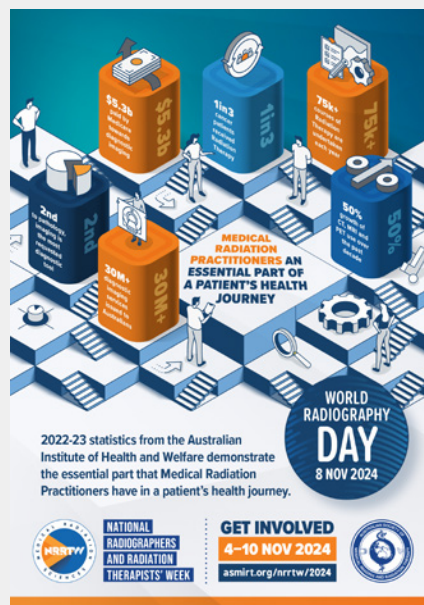
**WORLD RADIOGRAPHY DAY**  
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Downloadable materials to help you promote National Radiographers and Radiation Therapists' Week.

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/2024/resources/>



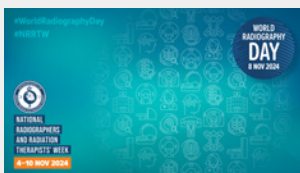
Promotion Poster A3



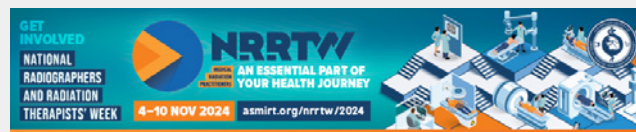
Health Professional Poster A3



What is MI/RT Infographic Poster



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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