

International Day of Radiology Update

August 28, 2015

SPONSORING ORGANIZATIONS

American College of Radiology European Society of Radiology Radiological Society of North America

BACKGROUND

The International Day of Radiology is an annual event begun in 2012, expanding on the concept of the European Day of Radiology. It takes place on November 8, the anniversary of the discovery of the Xray.

VISION

The sponsoring organizations aim to position International Day of Radiology as the leading celebration of radiology's contribution to medicine.

MISSION

The mission of the International Day of Radiology is to build greater awareness of the value radiology research, diagnosis and treatment contributes to safe patient care, and to build understanding of the vital role radiologists perform in healthcare delivery.

VALUES

- Excellence
- Professionalism
- Innovation
- Education
- Quality
- Safety
- Patient Care

GOALS

- Achieve international awareness and participation in a day recognizing the value of radiology
- Increase public understanding of the role of radiology and the radiologist in the healthcare continuum

OBJECTIVES

- To raise awareness of the significance of imaging in advancing modern healthcare
- To enhance visibility of the art and science of radiology
- To underline the role of radiology in providing safe patient care that can result in the benefits of less invasive diagnoses and shortened hospital stays
- To enhance the professional image of the radiologist as the highly educated physician best qualified to provide and interpret modern radiologic technology

- To build awareness of the role of the radiologist as an essential partner in the patient's healthcare team

STRATEGIES

The sponsoring organizations will:

- Expand the participation base.
- Agree annually on a theme for the day.
- Collaborate on unified core messaging to be included in communications.
- Produce collateral materials including logos, booklets, posters, advertisements and press

releases to highlight the event.

- Disseminate information about the event through diverse communication channels.
- Make online “toolkits” available to assist participating societies in promoting the event.
- Maintain a website and social media channels for the event.

TACTICS (Group)

- Develop invitation to be used by all three sponsoring organizations
- Distribute invitation to previous participants
- Identify new potential participants (e.g., imaging trade groups, subspecialty groups associated with the theme, patient advocacy groups, etc.)
- Develop and maintain unified, customizable toolkit materials, including e-news articles, press releases, posters, ads, customizable messages and social media posts
- Promote the event via articles/posts/ads in external press and internal house organs, International Day of Radiology website and social channels, sponsoring organization websites and social channels
- Generate quarterly communications with participating societies
- Joint social media posting using Thunderclap or similar platform

TACTICS (Individual)

ACR

July – August

- Update toolkit items (customizable press releases, e-newsletter articles, op-ed, print and digital ads, etc.) for members and participating societies on acr.org/idor
- Invite SNM, SBI, SPR, NASCI, SCBT-MR, AAPM and AHRA to participate
- Promote poster campaign via social media

September – October

- Promote via infographics
- Promote via print ads *ACR Bulletin* and/or *JACR*
- Promote via digital ads *ACR Bulletin* and/or *JACR*
- Share toolkit via ACR social media channels

October – November

- Promote via daily/weekly e-newsletters (ACR Daily News Scan, ACR Weekly Members Update, ACR Advocacy in Action e-News and ACR Radiation Oncology News)
- Promote via print ads *ACR Bulletin* and/or *JACR*
- Promote via digital ads *ACR Bulletin* and ACRBulletin.org
- Promote via Web ads (AuntMinnie.com)
- Promote via social media and infographics

November

- Issue joint ACR RSNA press release
- Issue ACR press release (if there is a legislative ask)
- Promote via dispatches article *ACR Bulletin*
- Promote IDoR via Web carousel on homepage of acr.org
- Promote National Radiologic Technologist Week via Web carousel on acr.org
- Promote via social media and infographics on Nov. 8

ESR

January – March

- § Invite potential partner societies to co-produce book on main theme
- § Invite patient organisations to contribute to book and additional activities (e.g. interviews)

April – June

- § Plan and commission content for main theme book and *story of radiology* book
- § Invite all European national radiological societies, plus others in Africa, Asia, the Middle East and South America, plus various international umbrella societies (RANZCR, CIR, ISR, EFRS, ISMRM, ERS, SRANF)

July – August

- § Create new poster drafts
- § Promote via poster vote
- § Finalise books

September – October

- § Send promo material (banner ad, poster, press release and customised logos) to participating societies
- § Promote via existing ESR channels: *ESR News*, *ESR@Work*, social media, ads in ESR print products.
- § Promote via International Day of Radiology and myESR Facebook pages, plus ESR

Twitter

- § Promote via mailing ECR exhibitors and ESR Supporting Member companies
- § Promote via announcements, banners on homepage.
- § Publish books on IDoR website
- § Promote books on all social media channels
- § Issue ESR general press release to media contacts
- § Launch Thunderclap campaign

November

- § Social media push (all myESR channels)
- § Increase posts on IDoR Facebook page
- § Issue second ESR press release

November 8

- § Push message with intensive social media activity
- § Support/share social media activity of participating societies, companies, organisations and individuals

RSNA

January – June

- § Invite AAWR, AETR, APDR, ARR, ARRS, ASER, ASNR, AUR, IRIA, ISMRM, RBMA, SAR, SCARD, SIR SMRI (Mexico), SPR (Sao Paulo, Brazil), WFPI and WMIS to participate
- § Invite pediatric trade and patient advocacy groups to participate
- § Update RSNA.org/IDoR web page with new toolkit materials
- § Translate previous year's booklets into Spanish (split cost w/ACR)

July – August

§ Update *RSNA.org/IDoR* landing page with links to theme-based *RadiologyInfo.org* articles and videos, *Radiology* articles and press releases

September – October

§ Promote via existing RSNA channels: *RSNA News*, *RSNA Weekly*, *RSNA Insider*, social media, ads in *Radiology* and *RadioGraphics*

§ Promote and participate in International Day of Radiology social media campaigns

§ Place posts on RSNA and *RadiologyInfo* Facebook pages – beginning in October, leading up to November

§ Generate awareness and encourage participation among RSNA annual meeting exhibitors through e-blast, exhibitor newsletter and Facebook page—drive companies to resource pages and inform them of IDoR hashtag

§ Add announcement to homepage (one week in advance—contingent upon RSNA annual meeting messaging)

November

§ Hold RSNA staff celebration on day or nearest weekday

§ Announcement on *RSNA.org*

§ Announcement in Spotlight area on *RadiologyInfo.org*

§ Promote in *RSNA Insider* and *RSNA Weekly*

§ Media Relations push/press release – trade and consumer

§ Social Media push

November 8

§ E-blast to members—celebrate International Day of Radiology today! (12:01 a.m. ET)

§ Social media posts

AUDIENCE(S)

- ESR will focus on audiences in Europe and throughout the world, including Asia, Africa, the Middle East, Oceania, and South America: ESR members, ESR national and subspecialty & allied sciences member societies, societies from past and future ESR meets programme, and countries with established relations, general and special interest press.

- ACR will focus on specific U.S. audiences: ACR members, ACR chapters, regulators, legislators, trade and lay press. Communications to general public will highlight

Radiologyinfo.org.

- RSNA will focus on specific North American audiences: RSNA members, subspecialty societies, advocacy and trade groups, trade and lay press. Communications to general public will highlight *Radiologyinfo.org*.