

Promotional TOOLKIT

COMMITTED TO
QUALITY
DEDICATED TO PATIENTS.



OCT
2-8
2016

www.snmmi.org/nmw

What is nuclear medicine?

Nuclear medicine specialists use safe, painless, and cost-effective techniques to image the body and treat disease. Nuclear medicine imaging is unique, because it provides doctors with information about both structure and function. It is a way to gather medical information that would otherwise be unavailable, require surgery, or necessitate more expensive diagnostic tests. Nuclear medicine imaging procedures often identify abnormalities very early in the progress of a disease long before many medical problems are apparent with other diagnostic tests.

Nuclear medicine uses very small amounts of radioactive materials (radiopharmaceuticals) to diagnose and treat disease. In imaging, the radiopharmaceuticals are detected by special types of cameras that work with computers to provide very precise pictures about the area of the body being imaged. In treatment, the radiopharmaceuticals go directly to the organ being treated.

What is PET?

Positron Emission Tomography (PET) is a major diagnostic imaging modality used in determining the presence and severity of cancers, neurological conditions, and cardiovascular disease. It is currently the most effective way to check for cancer recurrences.

PET images demonstrate the chemistry of organs and other tissues such as tumors. A radiopharmaceutical, such as FDG (fluorodeoxyglucose), which includes both sugar (glucose) and a radionuclide (a radioactive element) that gives off signals, is injected into the patient, and its emissions are measured by a PET scanner.

What do nuclear medicine professionals do?

A nuclear medicine technologist is a highly skilled professional who performs nuclear medicine examinations using specialized equipment to produce high-quality images of structures inside the human body. After the examination, the technologist reviews the images and the patient's history with a physician trained in the interpretation of nuclear medicine procedures that renders a final diagnosis. Both physicians and technologists are supported by specially trained physicists and pharmacists who ensure the reliability and quality of the instruments and safety of the radiopharmaceuticals used in the performance of nuclear medicine exams.

How do I know if I am receiving high-quality care?

Ask if your nuclear medicine technologist is certified. Certified technologists have demonstrated that they have specific training and experience to perform a nuclear medicine examination accurately. In order to maintain their certification, technologists are required to earn continuing medical education credits each year, which helps ensure that they are current with nuclear medicine technology and patient care skills.

Ask if the nuclear medicine practice you are visiting is accredited. Practices that have obtained accreditation have demonstrated competency in every aspect of their operation, including the education and training of doctors and technologists, nuclear medicine equipment, document storage, policies safeguarding patients, and accuracy in diagnosis.

How safe is nuclear medicine procedures?

Nuclear medicine procedures are among the safest diagnostic imaging exams available. To obtain diagnostic information, a patient is given a very small amount of a radiopharmaceutical. Because such a small amount is used, the amount of radiation received from a nuclear medicine procedure is comparable with that received during a diagnostic x-ray. The nuclear medicine team will carefully perform the most appropriate examination for the patient's particular medical problem and thereby avoid any unnecessary radiation exposure.

Please feel free to photocopy and distribute this fact sheet to patients.

For more information contact:

Society of Nuclear Medicine and Molecular Imaging (SNMMI) or Society of Nuclear Medicine and Molecular Imaging Technologist Section (SNMMI-TS)
1850 Samuel Morse Dr. Reston, VA 20190
Telephone: 703.708.9000 Fax: 703.708.9015
www.snmmi.org

Letter to Government Official

<Date>

The Honorable **<Name of Mayor/Governor>**
<Mayor/Governor> of **<Name of State/City>**
<Address>
<City>, <State> <Zip Code>

Re: Nuclear Medicine Week, request for your official proclamation.

Dear **<Mayor/Governor> <Name>**:

In an effort to increase the public's knowledge and understanding about Nuclear Medicine and to promote its value in health care. **<Name of your facility>**, in conjunction with the SNMMI (Society of Nuclear Medicine and Molecular Imaging) and the SNMMI-TS (Society of Nuclear Medicine and Molecular Imaging Technologist Section), are sponsoring Nuclear Medicine week the first week of October 2016.

The goal of Nuclear Medicine week is to familiarize and educate the public about Nuclear Medicine and Molecular Imaging through specially planned activities and educational materials. With Molecular Imaging's increasing role in medicine, there is a need for the public to understand what Nuclear Medicine is and its many uses in health care.

<Name of your facility> would appreciate your support by declaring October 2-8, 2016, as Nuclear Medicine week in **<name of state/city>**, in order to help us educate the public about Nuclear Medicine and its important role in health care.

We hope that you will recognize the need for this special week dedicated to medical molecular imaging and encourage others to participate by issuing an official proclamation by **<deadline date>**.

I have enclosed information about Nuclear Medicine Week, including a fact sheet and sample proclamation declaring the October 2-8, 2016 as Nuclear Medicine Week. If you have any questions or need additional information, please contact me at **<phone number>** or at **<e-mail address>**.

Thank you in advance for your time and consideration.

Sincerely,

<Name of contact person>
<Title of contact person>

**OCT
2-8
2016** | **NUCLEAR MEDICINE WEEK**
www.snmmi.org/nmw

Involve public officials such as mayors, governors, and state legislators to the importance that you make Nuclear Medicine Week is a newsworthy event in your city or state by issuing an official proclamation. Contact information for city and state officials will be found in your local telephone directory or, often times, on their official websites.

Send a cover letter, such as the one included in this kit, stating why Nuclear Medicine Week is important and include a sample proclamation like the one below. Allow plenty of lead-time in getting the proclamation approved and signed, and remember to make frequent follow-up phone calls.

The First Week of October is Nuclear Medicine Week

WHEREAS The Nuclear Medicine community has joined together to familiarize and educate the public about medical Molecular Imaging and its importance in their health care; and

WHEREAS The Nuclear Medicine professionals will have the opportunity through specially planned activities and educational materials to educate their patients and the public on how Nuclear Medicine works, its use in medical diagnoses, treatment, and what areas of the body Nuclear Medicine can be useful to image, as well as acquaint patients with terminology related to nuclear and molecular imaging; and

WHEREAS Much of the general public is not familiar with the use of Nuclear Medicine they should understand that nuclear and molecular imaging can be used throughout all stages of life and for various medical indications; and

WHEREAS Educating the public about the certification and educational requirements of those who perform nuclear medicine examinations will help them to make a more informed health care decisions; and

WHEREAS Familiarizing the public about the significance of how a Nuclear Medicine practice accreditation will help ensure that the nationally accepted standards are met during their medical care; and

WHEREAS Technological advancements in Nuclear Medicine has had a tremendous impact on the quality of health care over the past 40 years; and

WHEREAS with Nuclear Medicine being a noninvasive imaging modality it has become a popular tool in medical diagnoses and treatment; and

WHEREAS Professionals who specialize in the use of Nuclear Medicine will be given the opportunity to celebrate their profession and educate the public about careers in the Nuclear Medicine profession,

I, **<name of mayor, governor, or state legislator>**, in cooperation with the Nuclear Medicine community, do hereby proclaim October 2-8, 2016 as Nuclear Medicine Week in **<name of city, state, or district>**. This week recognizes the importance of Nuclear Medicine in health care.

I call upon the people of **<name of city, state, or district>** to participate in the Nuclear Medicine Week by sponsoring activities and programs that will educate the public about Nuclear Medicine.

In witness hereof, I hereunto set my hand this **<date>** day of **<month>**, the year two thousand and **<ten>**.

Signature

Official Seal

Sponsored by SNMMI (Society of Nuclear Medicine and Molecular Imaging) www.snmmi.org • SNMMI-TS (Society of Nuclear Medicine and Molecular Imaging Technologist Section) www.snmmi.org

Easy Steps to Obtaining Media Coverage

1: Compile an information sheet of all local news outlets in your area, including newspapers, television stations, radio stations, newsletters, and magazines. Each media market has different operating measures.

- Television stations require visual attention with special interest stories of 30-90 seconds in length.
- Radio stations expect short direct information such as a public service announcement, and or subject matter for talk shows.
- Newspapers articles require the most important information first. Human interest stories that are timely or controversial are best.

2: To reach the correct person in each media modality, contact the managing editor, health editor, public affairs director. Websites are a good source for phone numbers, contact names and information.

3: Compose a brief message. Key point include; who, what, when and why, with the important facts at the beginning of the memo. The media may edit or rewrite it to accommodate time and size requirements.

- Information sheets and fun facts are a good to include. As well as a clever, gripping heading can lead to media coverage.

4: Include The Nuclear Medicine Week insignia on your letterhead and news releases. Always include contact information, including phone number to let editors know whom to contact with questions.

5: Comprise a packet with the press release, special interest information and fact sheet concerning Nuclear Medicine Week to send with your contact information to the media.

6: Notify the media of your upcoming events and activities at least 7-10 days before the event. Follow up with a reminder fax and/or phone call 1-2 days before the scheduled event.

7: Be timely when requesting coverage and responding to additional questions editors may have.

8: Contact your Chamber of Commerce to request Nuclear Medicine Week to have posted on their website.

9: Acquire a proclamation from your mayor or governor declaring Nuclear Medicine Week. Contact information for your state can be found on www.nga.org/governors/.

**OCT
2-8
2016** | **NUCLEAR MEDICINE WEEK**
www.snmmi.org/nmw

Publicize your facility's Nuclear Medicine Week activities by sending a media advisory or news release to your local news outlets (newspapers and radio and television stations). To ensure that your information reaches the right person, call each news outlet or research its website to obtain the names of health editors or public affairs directors.

Along with your media advisory or news release, send a fact sheet about your facility and contact information for people who can be interviewed. Follow-up with a phone call, and then be sure to call again around one week prior to your event as a reminder.

Media Advisory • Media Advisory • Media Advisory • Media Advisory

<Your Facility's Name>

Celebrates Nuclear Medicine Week

October 2 – 8, 2016

<Name of facility>

<Contact person>

<Address>

<City, State, and Zip Code>

<Phone number>

<Website, and/or e-mail address>

Sample

WHO <Your facility's name and any key speakers>

WHAT Will be sponsoring <list and describe your event> to promote medical ultrasound awareness to patients and the public in <name of community>.

WHERE <Location of event, including street address, room number, and directions>

WHEN <Date, day, and time of event>

WHY To increase public awareness of Nuclear Medicine and promote its value in health care. This event is part of a nationwide campaign to promote Nuclear Medicine awareness by the Society of Nuclear Medicine and Molecular Imaging and the Society of Nuclear Medicine and Molecular Imaging Technologist Section.

**OCT
2-8
2016**

NUCLEAR MEDICINE WEEK

www.snmmi.org/nmw

<For Immediate Release>
<Date>

<Your Facility's Name>
Celebrates Nuclear Medicine Week
October 2 – 8, 2016

<Name of facility>
<Contact person>
<Address>
<City, State, and Zip Code>
<Phone number>
<Website, and/or e-mail address>

[City, State] Acknowledging the importance of increasing community awareness of Nuclear Medicine and promoting its importance in health care, **[your facility's name]** is celebrating Nuclear Medicine Week during **[dates]** by hosting exclusive activities to increase Nuclear Medicine awareness.

With Nuclear Medicine's increasing role in medicine, one of the main goals of the campaign is to provide the public with a better understanding of what Nuclear Medicine is and its many benefits in health care.

Through the following specially planned activities, **< your facility's name >** hopes to familiarize and educate the public about of Nuclear Medicine.

[List your planned activities]

- Time and date of events should be included. Promotion ideas include:
- Facility open house and tour
- Relevant lecture/speech at a public locale **[school or health care facility]**
- Team fun run/walk
- Poster/essay contest
- Exhibit of Nuclear Medicine equipment and Images.

[Your Facility's name] invites you to join in our celebration activities for Nuclear Medicine Week during the week of **[dates]**.

<Your facility's name> is sponsoring this effort as part of a nationwide campaign to increase Nuclear Medicine awareness by the Society of Nuclear Medicine and Molecular Imaging and the Society of Nuclear Medicine and Molecular Imaging Technologist Section.

Public Service Announcement (PSA)

Send a PSA like the one below to your local radio station. Be sure to list a contact name and phone number for people who want more information about Nuclear Medicine Week

PSA: 30 seconds

Announcement date: October 2-8, 2016

For more information, contact:

<Facility name>
<Address>
<City, State, and Zip Code>
<Phone number>
<Website, and/or e-mail address>

Subject

<Your facility's name> is participating in a national campaign to increase awareness of nuclear medicine.

Announcement

In honor of **Nuclear Medicine Week**, **<your facility's name>** is sponsoring specially planned activities to familiarize and educate the public about Nuclear Medicine. Please contact **<contact person>** at **<your facility's name>** at **<contact phone number or website>** to find out how you can take part in these special activities designed to raise awareness of the *benefits* of Nuclear Medicine.

Nuclear Medicine Week is sponsored by the Society of Nuclear Medicine and Molecular Imaging and Society of Nuclear Medicine and Molecular Imaging Technologist Section, who share the common goal of increasing the public's knowledge about nuclear medicine and promoting its importance in health care.

OCT
2-8
2016 | **NUCLEAR MEDICINE WEEK**
www.snmmi.org/nmw

October 2-8, 2016 Nuclear Medicine Week.

Committed to Quality. Dedicated to Patients

Brainstorm with your colleagues a couple of months in advance to develop promotional activities.

STEP 1: Recruitment

Recruit volunteers to help you promote Nuclear Medicine Week.

Consider getting staff from your facility's community relations department or human resources to attend a planning meeting.

STEP 2: Planning

Schedule a meeting to determine:

1. Who is your target audience?
2. What is the best way to reach them?
3. How much will it cost? (Try to use free community resources and services. Contact local vendors for donations)
4. What needs to be done first? Develop an outline; breakdown each activity into steps.
5. Decide who does what; have each person sign up for an area of responsibility; establish deadlines for completion of each step.
6. Schedule future meetings in advance and have each person provide updates on their respective assignments.

STEP 3: Implementation

Put your plans into action (refer to list of suggested activities for ideas)

TIP: take pictures and post on a website or at your facility. Show other employees your accomplishments encouraging more recruitment in the future.

STEP 4: Evaluation/Follow up

After your activities have taken place:

1. Meet with your colleagues to discuss what worked well and what could be improved, as well as what new activities might be considered for next year.
2. Let the media know the results of your activities and events. Send photographs with descriptions of the events.
3. Send a thank you note to members of the media who covered your events and anyone who helped with the success of your Nuclear Medicine Week celebration.

**OCT
2-8
2016**

NUCLEAR MEDICINE WEEK
www.snmmi.org/nmw

Here are some ideas to promote Nuclear Medicine Week

Public Relations/Media Activities

1. Obtain a proclamation from an administrator, legislator, mayor or governor declaring the week of October 2-8, 2016 as Nuclear Medicine Week.
2. Send a press release to health editors and news directors announcing your facility's participation in Nuclear Medicine Week.
3. Send a public service announcement (PSA) to public affairs directors at radio and television stations.

Community Activities

1. Offer a tour and a brief description of your facility's Nuclear Medicine Department to your facility or the general public.
 - a. Create posters to describe equipment and studies.
 - b. Distribute a Nuclear Medicine fact sheet
 - Define Nuclear Medicine
 - Provide patient information
 - Detail the various application of Nuclear Medicine
2. Hold an open house for those interested in careers in Nuclear Medicine.
 - a. Local school principals
 - b. Deans
 - c. Program Directors
3. Present a free lecture about Nuclear Medicine at the following
 - a. Local high schools
 - b. Community colleges
 - c. Health care facilities
 - d. Civic organizations
 - e. Local libraries
 - f. Cancer support groups
4. Volunteer to set-up an exhibit and distribute fact sheets and answer questions about our profession at the following
 - a. Local mall
 - b. Health fair
 - c. Job fair

Workplace Activities

1. Offer a tour and a brief description of your facility's Nuclear Medicine Department to your facility or the general public
 - a. Create posters to describe equipment and studies.
 - b. Distribute a Nuclear Medicine fact sheet
 - i. Define Nuclear Medicine
 - ii. Provide patient information
 - iii. Detail the various applications of Nuclear Medicine.
2. Post Nuclear Medicine Week posters at your facility and other local health care settings.
 - a. Outpatient clinics
 - b. Physician offices
3. Set up an exhibit area in your facility with Nuclear Medicine related information of Nuclear Medicine
 - a. Create posters to describe equipment and studies.
 - b. Hand out promotional items to staff, patients and visitors.
 - c. Distribute a Nuclear Medicine fact sheet
 - i. Define Nuclear Medicine
 - ii. Provide patient information
 - iii. Detail the various application of Nuclear Medicine
4. Organize and present an informational CEU lecture for staff on Nuclear Medicine at your facility.
5. Call a vendor to host a CEU credit night at a local restaurant for hospitals, outpatient clinics and physician offices in your area.
6. Hold a Nuclear Medicine Appreciation Day
 - a. Have a special lunch delivered
 - b. Present them with promotional items
 - c. Recognize them with certificates of appreciation

Community and Workplace Activity

1. Organize a fun-run/walk and donate the proceeds to diagnostic Nuclear Medicine Research or a local group.

These activities are just a few of the ways you can promote Nuclear Medicine Week in your community and workplace. Get creative and come up with activities that best suit the needs of your particular facility and community.