

For Immediate Release

Award-winning Image of Care campaign launches second phase

Ottawa, August 21, 2011 – This week, the Canadian Association of Medical Radiation Technologists (CAMRT) and its provincial associations launched the second phase of their award-winning rebranding initiative, the Image of Care. The Image of Care campaign is intended to change the way medical radiation technologists (MRTs) are recognized throughout the medical profession as well as by the general population, and bring a face to this often misunderstood profession.

Millions of patients come face-to-face with MRTs every year; however, recent polls show that only 10.5% of Canadians could accurately identify MRTs as healthcare providers. The Image of Care campaign is designed to change that. The campaign is intended to bring awareness to the profession of medical radiation technologists, and position them as respected, caring professionals who are recognized within the healthcare system as well as by the public at large. The campaign celebrates Canada's medical radiation technologist, who are ***the Very Image of Care***.

The second phase of the Image of Care campaign will be staged as follows:

- Print advertisements appearing in the September issues of both Reader's Digest and Sélection magazines, on the newsstands now;
- Sponsorship of the Reader's Digest online health newsletter and an advertorial on the role of the medical radiation technologist on the Reader's Digest website over the next four weeks;
- The launch of the Image of Care video and photo contest, which runs through October 11, 2011. The contest will provide MRTs with the opportunity to show how they see colleagues embodying ***the Very Image of Care***; and
- The Image of Care website, a friendly place to find out more about who MRTs are, what they do, what to expect when you visit one and how you can launch your career in medical radiation technology, and where you can locate the Image of Care graphics toolkit. This collection of photos, posters and customizable templates is designed to provide organizations and individuals within the MRT profession with the necessary tools to conduct their own campaigns and bring awareness to the profession;
- MRT Week 2011, the annual nationwide celebration of the medical radiation technology profession will involve members in championship of the Image of Care brand in their workplace and community.

Earlier this month, it was announced that the Image of Care campaign was the recipient of a Canadian Society of Association Executives (CSAE) "Associations Make a Better Canada" award. This award, presented in the category of public education/information, recognizes organizations that have created and distributed valuable information to policymakers, regulators, or the news media that enhanced public understanding about the efficiency, quality and safety of products and services. The initiative likely strengthened consumer confidence in the marketplace and/or may have improved government and/or public support for your organization and its members. Acart Communications, an Ottawa based Advertising agency that specializes in social issues marketing provided strategic advice and developed the creative concepts for the campaign.

The Image of Care campaign was formally launched in June at the CAMRT Annual General Conference in Saskatoon. Since then, the initiative has continued gaining momentum with the adoption by CAMRT members, with posters beginning to appear in waiting hospitals and healthcare facilities from coast to coast.

For more information about the Image of Care, visit www.imageofcare.ca.

For information about CAMRT and its provincial member associations, visit www.camrt.ca.

About CAMRT: Founded in 1942, the Canadian Association of Medical Radiation Technologists (CAMRT) is a federation of ten provincial associations who share a common membership of over 11,000. CAMRT is the national certifying body for radiological technologists, radiation therapists, nuclear medicine technologists and magnetic resonance technologists and, as such, provides the

national entry to practice certification examinations. The CAMRT is also the national professional association that represents and promotes the MRT profession and is an active participant in the Canadian health system. It offers quality professional development programs, advocates on behalf of the MRT profession, publishes the Journal of Medical Imaging and Radiation Sciences, conducts an annual conference and develops and promotes statements of professional best practice.

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