

Image of Care campaign receives an Associations Make a Better Canada award

Ottawa, 21 September 2011 – On Saturday, September 17th, the Canadian Association of Medical Radiation Technologists (CAMRT) and its provincial partner associations were honoured with a Canadian Society of Association Executives (CSAE) *Associations Make a Better Canada* award for the Image of Care rebranding campaign.

The *Associations Make a Better Canada Awards* recognizes CSAE member organizations that have initiated innovative projects or programs resulting in positive outcomes in the areas of public education/information, public affairs/government relations, professional development and education, and ethical, technical or professional standards. The awards take into consideration the benefit to both the members of the association and to the public.

The Image of Care campaign is a rebranding initiative intended to position medical radiation technologists (MRTs) as respected, caring professionals who are recognized within the healthcare system for their high level of expertise and sought after for discussions and decisions in the health sector, to raise recognition and awareness of the MRT profession and enhance professionalism and pride among MRTs, while also communicating a unified image of the profession.

The Image of Care project was recognized in the category of public education/information. The imageofcare.ca microsite was a key element in the judges' consideration of the project for this honour. The bilingual site is a friendly place where the public can learn more about who MRTs are, what they do, what to expect when they visit an MRT, and how to launch a career in medical radiation technology. Another critical component is the online graphics toolkit, complete with brand guidelines, photos, web banners and advertisements, designed to provide members of the MRT profession with the necessary tools to conduct their own campaigns to create local awareness of their profession.

Chuck Shields, CAMRT CEO, accepted the award at the CSAE Honours and Awards lunch held in Saskatoon. Of the award, Shields said: "The Image of Care campaign has been built as a partnership among all organizations, both provincial and national, involved with the profession of medical radiation technology. It has the potential to increase significantly the understanding of and appreciation for the key role played by MRTs in the delivery of health services to Canadians. For this to be recognized by the national body of association professionals is, indeed, exciting."

Also on hand for the celebrations were the rebranding committee chair, Wendy-Martin Gutjahr; Saskatchewan's representative on the committee, Karen Davis; and Gisela Yaroshko, who serves as the director for Saskatchewan on the CAMRT Board of Directors.

Leacy O'Callaghan-O'Brien, Director of Advocacy, Communications and Events at CAMRT is the staff lead for the rebranding initiative. She noted that one of the project's objectives was to provide online tools to encourage brand championship at the local level. "It is rewarding to see the creative ways MRTs have been inspired to promote awareness of their profession in their own communities, integrating brand messages and graphics in websites, posters and presentations" O'Callaghan-O'Brien also praised the creativity and commitment of Acart Communications, the Ottawa based agency that provided research, design and marketing expertise to the CAMRT rebranding team throughout the development and implementation of the comprehensive rebranding strategy.

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

For information about CAMRT and its provincial partner 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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