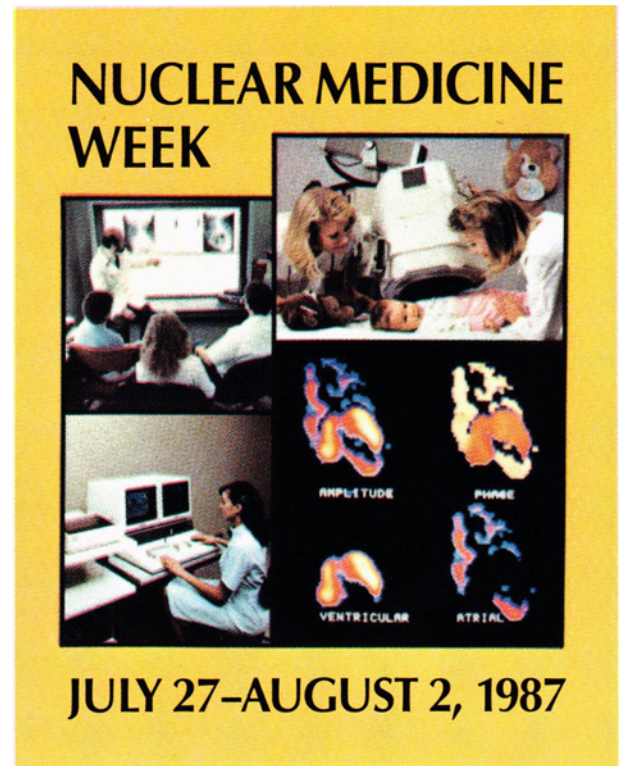


## 2ND ANNUAL NUCLEAR MEDICINE WEEK HELPS THE SPECIALTY GAIN MORE RECOGNITION

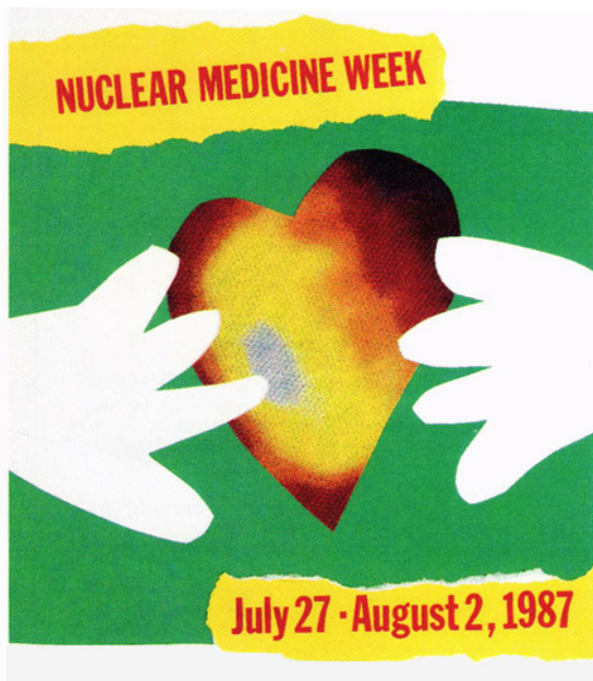
Around the country, nuclear medicine departments are gearing up for the second annual Nuclear Medicine Week (NMW) celebration during the week of July 27–August 2, 1987. “Members of The Society of Nuclear Medicine (SNM) see NMW as a way to provide information to the general public and other health care professionals,” said Wayne J. Wcislo, CNMT, president of the Technologist Section. “Awareness of the diagnostic capabilities of nuclear medicine will benefit all of us involved,” he added.

The NMW concept originated in the Technologist Section, and it has been endorsed by both the SNM and the American College of Nuclear Physicians (ACNP). James J. Wirrell, CNMT, immediate past president of the Technologist Section, chairs the Task Force on Nuclear Medicine Week.

Once again, the Central Office will provide a free set of guidelines for promoting the week, and sell posters, buttons, and stickers. In March the first NMW notice—an order form for guideline packets—was mailed to 6500 nuclear medicine departments.



Marty Stoler, of Chalforn, PA designed NMW poster #1 with photographs showing different aspects of nuclear medicine.



This collage showing a thallium-201 heart scan was designed by Trey Speegle of New York City, and is NMW poster #2.

The guidelines explain how to plan a department open house, write press releases and contact the media effectively, and obtain mayoral and gubernatorial proclamations to draw attention to NMW. In addition, they include a description of a nuclear medicine marketing guide available from the Diagnostic Imaging Division of Du Pont and a brochure about the Media Stars Contest sponsored by General Electric.

Surveys returned to Virginia M. Pappas, CAE, deputy executive director of the SNM, after last year's NMW concurred that it was a huge success. Among the activities at the Hermann Hospital (affiliated with the University of Texas Medical School, Houston, TX), for example, two technologists manned a booth in the cafeteria with a portable camera displaying a few dynamic studies, a video cassette recorder to display cardiac studies, film on viewboxes, and handbooks and posters. In this way, they reached not only hospital employees, but also medical students, residents, interns, physicians, and the general public.

At other hospitals, carnations in honor of NMW were given