

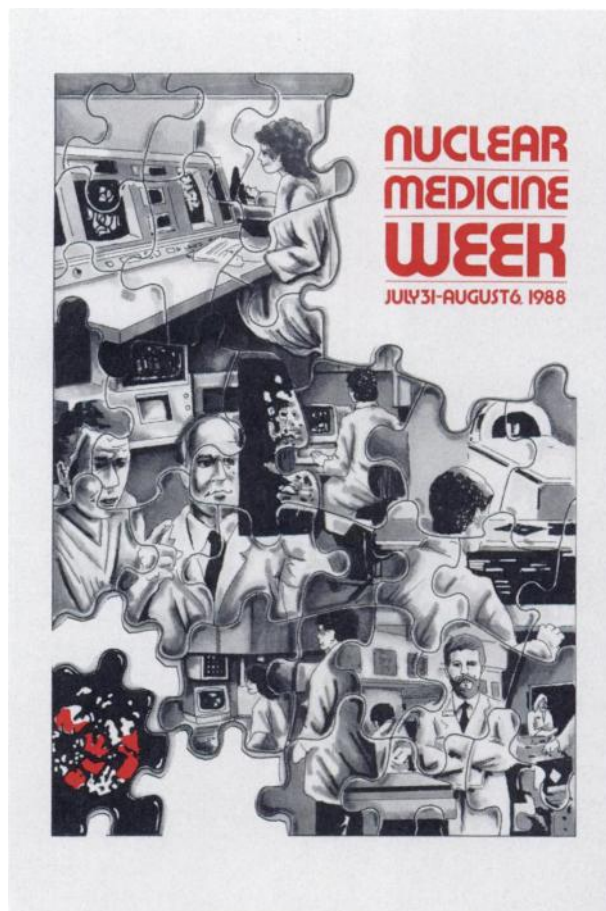
## FOR NUCLEAR MEDICINE WEEK 1988, PARTICIPANTS



Last year the technologists and physicians in the greater Houston, Texas, area decided to do something a little different to mark Nuclear Medicine Week, the annual celebration inaugurated by the Society of Nuclear Medicine (SNM) Technologist Section in 1986. Terri Boyce, CNMT, supervisor of nuclear cardiology at the Methodist Hospital in Houston, arranged for about 20 companies to sponsor Houston Society of Nuclear Medicine (HSNM) members as passengers on the Colonel, a replica of a 19th-century stern-wheeler paddleboat, for an evening tour of Galveston Bay. After tracing the history of nuclear medicine, Martin Nusynowitz, MD, professor and director of nuclear medicine at the University of Texas Medical Branch in Galveston, joined HSNM members and their guests for dinner and dancing to a jazz band. Tickets were free, but there was a catch: only members of HSNM, a subgroup of the Southwestern Chapter, were eligible. Ms. Boyce signed up 40 new members.

For the third consecutive year, professionals in nuclear medicine will be celebrating Nuclear Medicine Week, July 31 to August 6, 1988, with open houses, poster displays, parties, speeches and contests. Many of them will be thinking up new ways to commemorate the week, which coincides with the first transport of a radioisotope for medical use on August 2, 1946, by Oak Ridge National Laboratory in Tennessee. On that date, the lab shipped a carbon-14 compound to the Barnard Free Skin and Cancer Hospital in St. Louis, Missouri.

While originally a United States (US) promotion, in 1987 Nuclear Medicine Week set aside the word "National" and went abroad. "We are very happy to learn National Nuclear Medicine Week became a US law and that it would transform into a global celebration in 1987," wrote Xiao Yan

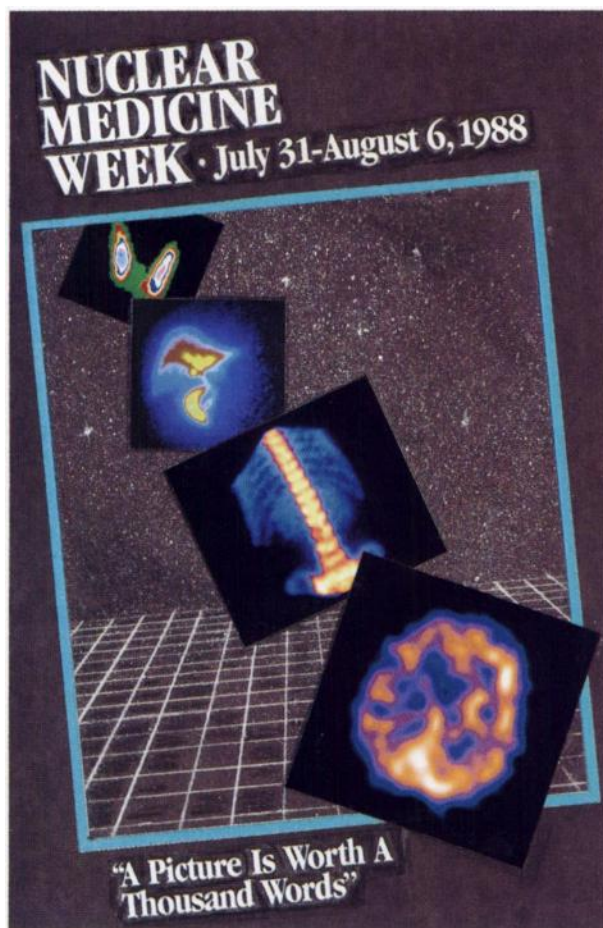


*Two posters will be used to promote Nuclear Medicine Week. Using Art Hall's puzzle idea, Stephen Hetzel, a freelance illustrative designer in Mineola, New York, created this poster, seen in mock-up form here. "Each department helps fill in the missing pieces in the nuclear medicine puzzle," Mr. Hetzel said.*

Ling of the Department of Nuclear Medicine, Third Teaching Hospital, Norman Bethune University of Medicine Science, Jilin Province in the People's Republic of China. "It gave us great support and inspired our daily work. In Nuclear Medicine Week, we offer our great congratulations, sincere respects and hearty thanks to your high-mindedness and the Society of Nuclear Medicine. We heartily hope that the information about nuclear medicine would be exchanged with each other from now on."

Elsewhere, the Sociedad Medicina Nuclear de Puerto Rico arranged for the Governor of Puerto Rico, Rafael Hernández Colón, to issue a proclamation, and a special supplement on nuclear medicine was published in *El Mundo*, a leading newspaper on the island. Physicians and technologists participated in radio and television programs, and open

## DESIGN CREATIVE NEW METHODS OF CELEBRATING



*This mock-up, created by Ellie Nigretto, one of the art directors for the SNM, suggests scientific progress in the field. "I interpreted Art Hall's ideas onto paper," Ms. Nigretto said. "I thought of the vastness of the cosmos and the endless possibilities of nuclear medicine."*

houses were held throughout Puerto Rico.

In the US, responses to a questionnaire from the Society's Central Office about Nuclear Medicine Week 1987 revealed many novel ideas. Those who visited a "Friday Morning Eye-Opener" continental breakfast at Fairmont General Hospital in Fairmont, West Virginia, were eligible for a drawing to win one of four restaurant gift certificates. Physicians, administrators and board members received printed invitations to the event, which featured a video made in-house of nuclear medicine procedures. "Everybody was just delighted. I was tickled to death," said Sandra Wells, CNMT, who organized the breakfast.

At the Eisenhower Army Medical Center in Fort Gordon, Georgia, the commanding general proclaimed the week Military Nuclear Medicine Week, and an in-house

article about the hospital's observance was reprinted by the National Military Medical Newspaper. Sergeant James A. Green, RT, the chief technologist, said that his presentation to various departments resulted in a dramatic increase in appropriate referrals. "People have a better idea of who we are and what we do down here," he said. Increasing the frequency and quality of referrals is one of the goals of Nuclear Medicine Week.

This year at the Danville VA Medical Center in Danville, Illinois, head technologist Rita Parnaruskis, CNMT, is hoping to experiment with a new approach, perhaps moving her department's display material to a local shopping mall to better reach the general public.

Many technologists reported receiving local television, radio and newspaper coverage last year, and some obtained city or state proclamations of Nuclear Medicine Week. Materials to help in the celebration, including this year's posters, buttons, and informational packets, are available from the SNM Central Office in New York City. Many respondents also obtained materials and financial support from the sales representatives of companies that supply equipment and pharmaceuticals. In 1987 sponsors included ADAC Laboratories, Capintec, Inc., GE Medical Systems Group, Mallinckrodt, Inc., Siemens Medical Systems, Inc., Squibb Diagnostics, Syncor International Corp., and Toshiba, Inc.

Again this year, GE Medical Systems, Milwaukee, Wisconsin, is sponsoring its Media Stars awards, which are prizes for the departments that do the best job of increasing the visibility of nuclear medicine. Pat Boyle, product manager for nuclear medicine, noted that the program has been expanded in 1988, with \$1,000 being awarded to three winning nuclear medicine departments in the US, plus a \$250 honorarium for the three key people who organize these events. The application process has also been simplified. Last year the nuclear medicine departments at Scripps Memorial Hospital in La Jolla, California, and the A.I. du Pont Institute, Wilmington, Delaware, tied for first prize and each received \$1,250.

While most respondents to the questionnaire said last year's observance was a success, a few had trouble obtaining the participation of their administrations and staff. Art Hall, CNMT, chairman of the Nuclear Medicine Week Task Force, concedes that capturing the attention of the busy hospital community can be difficult. He recommends a creative approach and enthusiasm as strategies for generating interest: "You have to make the thing intriguing and different."

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