



AMERICAN ASSOCIATION *of* PHYSICISTS IN MEDICINE

Advancing the Science, Education & Professional Practice of Medical Physics

A photograph of a medical physicist sitting at a workstation with multiple computer monitors displaying X-ray images. The physicist's hands are visible, one on a mouse and the other near a keyboard. The scene is dimly lit, with the primary light source being the monitors.

Engaging with the community to promote professional medical physics

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ENGAGING WITH THE COMMUNITY TO PROMOTE PROFESSIONAL MEDICAL PHYSICS

Objectives

- 1). To review the community outreach that AAPM is promoting and why it is needed
- 2). To solicit engagement of ORVC-AAPM members in their local communities and describe the AAPM resources available to them



PUBLIC EDUCATION COMMITTEE (PEC)

- Responsible to present and promote to the public the role and practice of medical physicists as part of a patient's healthcare team, as applied clinical researchers, and as teachers and professionals in the medical device industry.
- Public education and understanding of the medical physicist's role is essential to building public support and recognition for the medical physics profession.



WHY EDUCATE THE PUBLIC PART OF ROLES OF MEDICAL PHYSICISTS?

- Essentially all individuals in the Western world will be exposed to medical radiation in their lifetime; womb to final care. The roles and practice of medical physicists therefore has relevance to the whole population of the USA and to their healthcare experience.
- Interfacing with the public as an educator is an important role that carries lots of benefits.
 - Raise general awareness of our discipline as champions of quality and safety
 - Reduce fears of radiation exposure for patients and their families, help them make the right choice
 - Stimulate interest of students to STEM, provide career choice
- Political support for legislation and protection in times of economic downturn and healthcare budget cuts
- Most of all it is FUN to take pride our profession and let everyone know about the important job we do!



WHAT AAPM HAS DONE TO CONNECT WITH PUBLIC

Public Position Statements, Comments on Issues of Public Interest, Press Releases

<http://www.aapm.org/org/positionstatements.asp>

- CT dose
- Airport scanner dose
- Response to NYT articles
- ...



Improving Health
Through Medical Physics

My AAPM

AAPM

Public & Media

Media Contact

Public Position
Statements

Past Press Releases

Mammography

International

Medical Physicist

Members

Students

Meetings

Education

PUBLIC & MEDIA

Public Position Statements

- Use of Bismuth Shielding for the Purpose of Dose Reduction in CT Scanning
- Radiation Risks from Medical Imaging Procedures
- Definition of A Qualified Medical Physicist
- Position Paper on Licensure for Medical Physicists
- Policy on CT Whole Body Screening
- Dose Management in Diagnostic Radiology
- Scope of Practice of Medical Physics (ACMP & AAPM)
- The Role of Medical Physicists in Providing Quality Medical Care

Comments on Issues of Public Interest

- AAPM Response to Lancet Article by Pearce et al - CT scans are an important diagnostic appropriately [06/08/2012]
- AAPM Response to Use of Lead Aprons in Mammography [04/14/2011]
- AAPM Responds to the NY Times Article: "X-Rays and Unshielded Infants" [03/03/2011]



WHAT IS AAPM DOING TO INTERFACE WITH THE PUBLIC AND STUDENTS?

General:

- 1) What are sources of radiation exposure to the public?
- 2) What are the units of radiation and how is radiation measured and monitored?
- 3) How does radiation affect us?
- 4) What are the acceptable limits to radiation exposure by a person?
- 5) Is radiation exposure very risky?
- 6) What happens if a person receives a very large radiation dose accidentally?
- 7) How do we protect ourselves from unwanted radiation exposure and accidents?
- 8) How do I recognize if something is radioactive?

Medical Imaging:

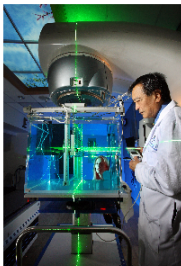
- 1) I am going to undergo imaging tests, what should I ask and tell the doctor?

Is radiation exposure very risky for patients?

- Radiation use in medicine is made safe by measuring and controlling it
- Medical Physicists ensure that the risk from radiation is kept low for patients
- Medical procedures using radiation are optimized to have small risk and large benefit



I



I tell the doctor?

A New Public Education Website

safety

d students

- Scientific Innovations
- “Ask the Expert” (with AIP)
- Frequently asked questions
- Speakers bureau
- Patient information
- About us
- Information for first responders



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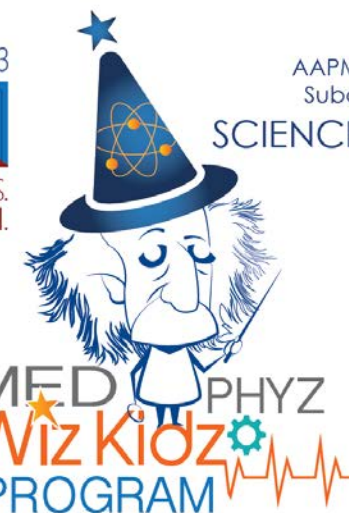
Outreach

- MedPhys Wiz Kids
- SUFP and DREAM
- International Medical Physics Day events
- Volunteer speaker directory

AAPM 2017 JUL 30–AUG 3



CONNECTING OUR PATHWAYS.
UNIFYING OUR PROFESSION.



1st Annual
AAPM Women's Professional
Subcommittee-Sponsored
SCIENCE OUTREACH EVENT



AMERICAN ASSOCIATION of PHYSICISTS IN MEDICINE

Advancing the Science, Education & Professional Practice of Medical Physics

INTERNATIONAL DAY OF MEDICAL PHYSICS

Better Medical Physics
CANCER
Better Cancer Care in Radiation Oncology

HEAVY IONS
PROTONS
ELECTRONS
PHOTONS

HEAVY IONS
TREATMENT PLANNING
RADIATION MONITORING
THERAPY VERIFICATION

RADIATION THERAPY
TELETHERAPY
BRACHYTHERAPY
INTRACAVITARY

International Day of Medical Physics
November 7, 2017

Like us on Facebook

International Organization for Medical Physics

@IntDayofMedPhys

Chien Shiung Wu
Rosalyn Yalow
Maria Mayer
Harriet Brooks
Inene Joliet Curie

Medical
X-rays
Quality
Treatment
Radiology
Protection

Radiation
Physics
Research
Safety
Diagnostic

150th Birthday of Marie Skłodowska-Curie
<http://www.iomp.org/IOMP-W/>

Medical Physics: Providing a Holistic Approach to Women Patients and Women Staff Safety in Radiation Medicine

7 November 2017
International Day of Medical Physics

IOMP

International Day of Medical Physics
November 7, 2017

Looking Into the Body - Advancement in Imaging through Medical Physics

IOMP
International Organization for Medical Physics

Like us on Facebook

@IntDayofMedPhys



WHAT CAN YOU AND YOUR CHAPTER DO TO ENGAGE THE PUBLIC?

Participate and Volunteer



Contact me: qchen@uky.edu

- Enroll as a volunteer speaker
- Educate locally at schools and community organizations
- Educate the emergency first responders (police/fire/ambulance)
- Organize annual public events for international medphys day
- Raise awareness of the role of medical physicist at your institution
- Elect a student for MedPhys Slam
- Recruit other volunteers
- Think and do!