



ISRRT
INTERNATIONAL
SOCIETY OF
RADIOGRAPHERS
& RADIOLOGICAL
TECHNOLOGISTS

**The International Society of Radiographers and
Radiological Technologists (ISRRT) Tobacco Free Campaign**

The International Society of Radiographers and Radiological Technologists (ISRRT) Tobacco Free Campaign

Introduction

Started in the year 2003, the WHO Framework Convention on Tobacco Control (WHO FCTC) was developed in response to the globalization of the tobacco epidemic. The WHO FCTC was due to the fact that a variety of factors including trade liberalization and direct foreign investment lead to the spread of the tobacco epidemic. Additional factors including global marketing, transnational tobacco advertising, promotion and sponsorship also contributed to the increase in tobacco use.

The core demand reduction provisions in the WHO FCTC include price and tax measures to reduce the demand for tobacco, as well as non-price measures to reduce the demand for tobacco, namely:

- Protection from exposure to tobacco smoke;
- Regulation of the contents of tobacco products;
- Regulation of tobacco product disclosures;
- Packaging and labelling of tobacco products;
- Education, communication, training and public awareness;
- Tobacco advertising, promotion and sponsorship; and,
- Demand reduction measures concerning tobacco dependence and cessation.

(WHO Framework Convention on Tobacco Control is available at

https://www.who.int/fctc/text_download/en/)

Unfortunately, the world still continues to experience a tobacco epidemic. This epidemic has led to an estimated global cost of tobacco and smoking-attributable diseases of US\$1436 billion in 2012, or 1.8% of the world's entire GDP.

Purpose of The ISRRT Tobacco Free Campaign

As health care practitioners, medical imaging and radiation science professionals have a responsibility to their patients, their colleagues and themselves to both practice and promote healthy behaviors. In this regard, the ISRRT is delighted to strongly support the WHO Framework Convention on Tobacco Control (WHO FCTC) which is the first treaty negotiated by the WHO and forms a treaty that affirms the right of all people to the highest standards of health through a regulatory strategy aimed at reduction in both the demand for and supply of tobacco across the globe.

The aim of this project is to support the WHO FCTC by educating and resourcing radiography schools to reduce the impact of tobacco use amongst the medical radiation sciences profession and its practitioners. Our aim is to create a tobacco-free profession for the benefit of all.

Solution

The ISRRT initiates an international campaign “Radiography is a non- smoking profession” by raising awareness for a non-smoking profession at the international level by involvement of all ISRRT member societies participation in this event. The steps of the activities are listed below:

1. The ISRRT will have a professional designer to produce a poster for the campaign “Radiography is a non-smoking profession” for its social media distributions.
2. Social media activities such as Twitter and Facebook posts of the campaign poster will then be created
3. Invitation emails to share and participate in the campaign will be distributed to the ISRRT’s member societies and schools.
4. Some of the participations will be recorded and shared on ISRRT social media.

All steps are summarized in the following diagram.

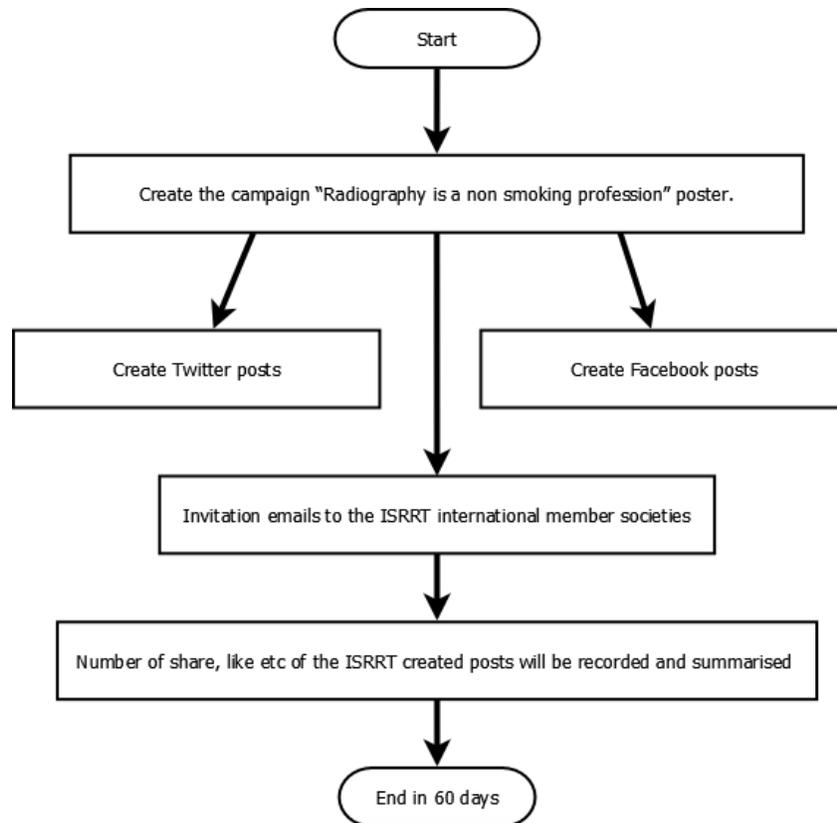


Diagram 1. Summarized steps for the campaign “Radiography is a non-smoking profession”

Costs

The cost in this “Radiography is a non-smoking profession” campaign is sponsored by the ISRRT.

Conclusion

The ISRRT continues to support the WHO Framework Convention on Tobacco Control (WHO FCTC) by initiating an international campaign “Radiography is a non-smoking profession”. The awareness raising for the non-smoking profession at the international level through its international member societies as proposed in this document.