



WORLD
RADIOTHERAPY
AWARENESS
DAY 7 SEPT

WORLD RADIOTHERAPY AWARENESS DAY 2025

EVENT SUGGESTIONS

Context: 7th September is the first-ever World Radiotherapy Awareness Day (WRAD). As part of the Toolkit, these event ideas are designed for local radiotherapy teams to celebrate and engage wider communities.

Department Coffee Break

What: Host a coffee or tea break in your radiotherapy department and invite colleagues from across the hospital. Encourage everyone to bring a favourite snack to share. Add a 'Radiotherapy Fact' card to each table or treat.

Toolkit Provides: Generic posters, empty belly posters, bunting, fact cards, and an invitation template.

Pop-Up WRAD Stand / Story Wall

What: Set up an eye-catching WRAD stand in your hospital lobby or waiting area. Include:

- A "What is Radiotherapy?" info board
- A "Radiotherapy Changed My Life" story wall (with patient or staff quotes)
- An "Ask a Radiotherapy Question" box for anonymous questions

Toolkit Provides: Generic posters

Wear Orange Day

What: Encourage staff to wear something orange—to spark curiosity and conversation. You could hold a "Best Orange Outfit" mini contest or group photo challenge.

Toolkit Provides: Generic posters



WORLD
RADIOTHERAPY
AWARENESS
DAY 7 SEPT

Virtual Networking and WRAD Awareness

What: Collaborate with existing professional networks, working groups, communities or your hospital to raise awareness of radiotherapy through virtual and in-person meetings.

- **Present at Existing Meetings:** Reach out to request a short WRAD presentation slot at regular meetings or webinars.
- **Host Joint Webinars or Panel**
- **Offer Guest Speakers:** Provide expert speakers from your department to join external webinars or podcasts during the WRAD week.
- **Promote Through Network Channels:** Share WRAD materials, social media graphics through newsletters, groups, LinkedIn communities, and internal communications.

Toolkit Provides: Slide deck templates (title, key facts, call-to-action), suggested topics, WRAD-branded Zoom/Teams background.

WRAD Social Media Takeover

- Dedicate your social media channels to World Radiotherapy Awareness Day. Whether you focus on the day itself or build momentum in the week before or after, use your socials to spotlight the people, progress, and impact of radiotherapy. Share stories from patients, insights from professionals, and key facts about access and innovation. Make your platforms a hub for awareness, education, and advocacy on WRAD.

Link with Existing Work/ Publications

- Use World Radiotherapy Awareness Day to spotlight the research that drives progress. Whether it's launching a new report or revisiting a key publication, WRAD is the perfect opportunity to highlight findings, share data, and start conversations around access, innovation, and impact in radiotherapy.