Rationale
Occupational radiation protection (RP) is a crucial issue for diagnostic and interventional radiologists (IRs), which does not always receive the attention it may merit from the scientific community – in particular at radiological congresses.

The CIRSE Radiation Protection Subcommittee was mandated, in the spirit of the EuroSafe campaign, to address this lack of impact and rethink how such content should be communicated in a congress environment. The Subcommittee identified three key properties that radiation protection campaigns should fulfill if they are to maximise their impact in the medical congress environment: they must be visible and engaging for delegates, they must offer tangible information and services, and they must be inclusive in terms of industry partnership.

Taking action. The principle described above was successfully applied to a radiation-induced cataract awareness campaign that CIRSE had begun in 2013, which, with the support of industry co-sponsorship, was expanded into a fully-fledged interactive occupational radiation protection campaign the following year. The Radiation Protection Pavilion.

This campaign described below is offered as a case study of how radiation protection content can be effectively communicated in the medical congress environment. The campaign directly addresses three EuroSafe Call for Action:

- Need for more scientific proof.
- Need for better awareness.
- Ownership and awareness of the RP.

Collaborative. The Pavilion was realised in collaboration with select industry partners. The companies co-sponsored the project by purchasing booth space, dedicated to radiation protection technology, in close proximity to the information and examination areas. This approach had the benefit of maintaining both sustainable financing of the project and the scientific autonomy of the society in terms of the information material on display, while at the same time opening a dialogue between physicians and vendors about state-of-the-art protective methods. The Pavilion thus constituted a real meeting point for congress delegates and industry representatives, as well as radiation protection and dose management experts.

Lessons learned
Matching a growing demand for information. The strong interest in the eye-checks and the information material showed that the campaign met a real demand in the IR community and that the need for (well-presented) information on radiation protection and dose management at radiological congresses has been underestimated in the past.

Know your rights and obligations. Awareness of the new European Directive on radiation protection and the occupational dose limits it introduces remains low and needs to be addressed more strongly before the set transposition date of 2017.

A real eye-catcher. Enthusiastic feedback from congress delegates and industry representatives confirmed that the Radiation Protection Pavilion succeeded in achieving high visibility and offered a much-needed platform to this crucial topic. The engaging design of the Pavilion – its specially designed artwork and installations – were perceived as particularly attractive and a key factor in drawing attention to the Pavilion and ultimately raising awareness of occupational radiation hazards.

Service-oriented. The key feature of the Radiation Protection Pavilion was the complimentary lens opacity screening (see Fig. 7) which was offered, greatly raising awareness of the issue and drawing substantial traffic and attention to the area. Almost a hundred CIRSE Members made use of the offer, and demand was so high that almost as many had to be turned away.

Highly visible. Prominently located in the exhibition hall, the Radiation Protection Pavilion covered a total area of 240 m² and consisted of three main elements – the examination area, the scientific info area and the technical info area – each offering a distinct service to members (see Fig. 3). Observed visitor flow and delegates’ interest in the project by far exceeded expectations, reflecting the demand for such initiatives in the IR community.

Engaging. Striking artwork was especially designed for the project, and customised information shelves were 3D-printed (see Fig. 4 and 5) for each of the three topics in the Scientific Info Area: Risk & Prevention, Practical Tips, and CIRSE & European Partnerships. The shelves had key information and graphics directly printed on them and also housed take-home posters, flyers and customised abstract books tailored to the RP requirements of interventional radiologists, which were also immediately accessible on the Pavilion website via QR-codes. Over the course of four days, over 350 information posters and 400 abstract books and publications were collected by congress delegates.

Lessons learned
- Matching a growing demand for information.
- Knowing your rights and obligations.
- A real eye-catcher.
- Service-oriented.