Introduction
Taking into consideration the results of a broad opinion survey on the radiation protection culture prevailing in Greece, implemented through the AVRA project, Greek Atomic Energy Commission (EEAE), the national regulatory competent authority for radiation safety, designed and implemented an information campaign to raise awareness and inform both the public and the professionals in radiation protection issues.

Areas of Focus
The campaign focused on:
- ionizing and non-ionizing radiation
- medical exposure during pregnancy
- dangers arising from ionizing radiation
- orphan radioactive sources
- radon
- optical radiation applications in cosmetic industry
- the use of laser pointers
- UV radiation and its effects

A main character, a young girl named AVRA after the project that funded this activity, appears through all the material to create brand awareness and an undivided identity to the campaign.

Content consists of videos, infographics and leaflets

Videos
5 videos on ionizing and non-ionizing radiation, exposure during pregnancy, dangers arising from ionizing radiation, orphan sources and radon.

Infographics
5 infographics on ionizing and non-ionizing radiation, exposure during pregnancy, the right use of laser pointers, the use of UV radiation and radon.

Leaflets
5 leaflets on ionizing and non-ionizing radiation, optical radiation applications in cosmetic industry, orphan sources and radon.

Dissemination

EEAE Website
The campaign is published on EEAE’s website, available for everyone to access the full content created.

Social media
The content created is shared either through the website or directly on all social platforms EEAE uses: Facebook, Instagram, Twitter, YouTube and LinkedIn.

Thessaloniki International Fair 2021
The campaign was presented during Thessaloniki’s 85th International Fair, where Greek and international audience was informed about all main radiation issues. Videos played in loop on a video wall in EEAE’s booth and leaflets where handed out. EEAE’s members where there to answer any questions on these subjects.

KPI’s
The campaign’s goal was to raise awareness on ionizing and non-ionizing radiation issues. Based on this fact the key performance indicators we measured where:
- Impressions ~ 50K
- Website Traffic ~ +20%
- Social Media Engagement ~ 6.5K
- Earned media - Multiple articles & interviews

Future plans
EEAE intends for the campaign to reach an even broader audience. In our future plans is to:
- Distribute the material to schools
- Broadcast videos on educational television
- Re-share content on social media
- and/or create a paid campaign

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