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Writing a Country Report for Use in Radiology Outreach Initiatives

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Radiology outreach brings sustainable medical imaging services to resource-poor communities. The World Health Organization (WHO) estimates that approximately two-thirds of the world population — 4 billion people — lack access to adequate, appropriate, reliable, and safe diagnostic and interventional radiology services.¹ Increased awareness of this “imaging gap” between the developed and developing world has encouraged radiology professionals to take action through outreach initiatives. However, poor preparation and planning often result in wasted resources and feelings of disappointment. Thus, drafting a well-researched country report can be an important first step for any group interested in developing a meaningful and sustainable outreach project.

A country report is a multifaceted review of a partnered facility’s country that is designed to support sustainable project development and encourage long-term collaboration. A “partnered facility” is a health care facility in the developing world that has aligned with a radiology outreach project team to improve the facility’s radiology services. To avoid a paternalistic approach, include the facility and its project-related personnel as full partners in the project. Their help, input, and point of view are critical to project success. Even for small local programs, understanding the country as a whole and how nationwide issues affect the local partner can be important. Although there is no set format for a country report, this article presents the approach used by RAD-AID International, a nonprofit organization that specializes in organizing and leading successful radiology outreach initiatives (see **Figure**).

The information contained in a radiology-specific country report can serve multiple purposes:



Figure. Leigh Giles-Brown, MPA, RDMS, RVT, a sonographer awarded the RAD-AID ASRT Technologist Fellow opportunity, traveled to Port-au-Prince, Haiti, in December 2012. She points out the kidney boundaries so physicians at Hospital Bernard Mevs can perform a proper length measurement of the organs.

- A screening tool – allows project team members to assess whether the request for support within a potential partnered country fits the established mission of the outreach group. For example, a project group focused on women’s health issues might want to understand the epidemiology, screening, and treatment of breast cancer at a national level before committing to a specific local breast imaging-related project.
- A method to identify possible hurdles – helps a group to detect political, cultural, resource, and regulatory issues present at a national level that may affect the project.

Writing & Research

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- **Insight for volunteers** – offers potentially important information about a country’s history, culture, politics, and customs. For example, in some regions tucking an exchanged business card in a shirt pocket or writing on the back of a business card could result in a poor first impression.
- **An expression of commitment** – an informative, detailed country report demonstrates seriousness and due diligence that can build confidence and rapport with partners and funders.

Components of a Country Report

A comprehensive country report is most effective when broken into 3 major sections: a general country profile, a focused review of national health care, and a detailed

report on the country’s available radiology resources and services. Each section has recommended subsections to help ensure the necessary details are captured (see **Table**).

General Country Profile

The general country profile provides the project team members with background knowledge of the country under consideration. Draft this section assuming the reader has no exposure to the country. RAD-AID breaks the country profile into 5 subsections:

- Geography and population.
- History and culture.
- Government and legal system.
- Economy and employment.
- Physical and technological infrastructure.

Table

Country Report Components	Recommended Resources
General Country Profile	
Geography and population	World Bank ⁴ ; World Factbook ³
History and culture	World Bank ⁴ ; World Factbook ³
Government and legal system	World Bank ⁴ ; World Factbook ³
Economy and employment	World Bank ⁴ ; World Factbook ³
Physical and technological infrastructure	
• Communications	International Telecommunication Union ⁵
• Electricity	International Energy Agency ⁶ ; World Bank
• Transportation	World Bank
National Health Care Sector	
National health care profile	WHO ⁷ ; UNICEF ⁸
National health care structure	
• Structure and policy	Health department/ministry of health; WHO; United Nations
• Health service coverage	WHO
• Health care expenditures	WHO
• Health workforce and infrastructure	WHO
National Radiology Profile	
• Radiology workforce	Health department/ministry of health; professional societies
• Training and professional representation	Health department/ministry of health; professional societies
• Equipment inventory and distribution	Health department/ministry of health; professional societies
• Regulation and policy	WHO ⁹

Abbreviations: UNICEF, United Nations Children’s Fund; WHO, World Health Organization.

Geography and Population

The geography and population section should include an image of the country's national flag and a map of the country that identifies its major cities and neighboring nations. You also should include a brief description of the climate, seasonal cycles, notable geographic landmarks (eg, mountain ranges and bodies of water), and geographic area (sq km). In addition, include a table containing population data, such as total population and world rank, annual population growth rate and world rank, percent of total population in rural areas, and stratified population age distribution. You also may include the United Nations human development index score, which is a useful composite statistic of life expectancy, education, and income indices used to rank countries.

History and Culture

The second section of the general country profile should briefly summarize the history and cultural and religious practices of the ethnic groups residing within the country. This could include information about colonial and postcolonial history, involvement in armed conflicts, or natural disasters that changed the country. It might be helpful to provide the historical data in a timeline format to depict the chronological order of the events. In addition, when discussing cultural and religious practices, you should address customs influencing business etiquette and health delivery. Provide details related to the primary languages and dialects spoken, as well as the level of comprehension and use of the English language within the country.

Government and Legal System

Include a description of the current system of government (eg, democracy, monarchy, or military rule), including brief descriptions of the executive, judicial, and legislative branches. The World Bank publishes 6 worldwide governance indicators for 215 economies:

- Individual voice and accountability.
- Political stability and absence of violence.
- Government effectiveness.
- Regulatory quality.
- Rule of law.
- Control of corruption.

These indicators are available free on the Internet and can be compared within the country report to individual and aggregate indicators of peer nations, world

regions, and different levels of economic development. Depending on the types of projects a group plans to undertake, including information about the country's tort and litigation system also could be useful. If the project group plans to provide direct medical care to patients in another country, then this topic can be crucial. For radiology, this issue can arise when planning an outreach project involving teleradiology services.

Economy and Employment

The subsection about the economy and employment includes details about the major industries within the country, sources and amounts of international aid, as well as statistics, including gross national income and world rank, gross national income per capita and world rank, unemployment rate, and annual inflation rate. The gross national income is the sum of the incomes of residents of an economy in a given period, and this number per capita can be used to classify the country as low income, lower middle income, upper middle income, and high income based on World Bank criteria. The first 3 categories include the nations of the developing world. The high-income countries comprise the developed world.

Also consider including the World Bank "ease of doing business" index. This metric is a composite of ranks, including ease of starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting investors, paying taxes, trading across borders, enforcing contracts, and resolving insolvency. You may want to separately report all or specific individual ranks in the country report, depending on the goals and objectives of your project.

Physical and Technological Infrastructure

The final section of the general country profile deals with the country's physical infrastructure, including communications technology, electricity, and transportation. Include information about the use of and access to communication methods (eg, cellular, Web-based, and postal mail) within the country to help identify the best methods for maintaining communication with local project partners. You also should include information related to the availability and consumption of power sources, particularly the frequency of load-shedding (also known as rolling blackouts), power-sharing strategies, and the effect on power reliability.

Finally, report transportation statistics such as total road density, percent of paved roads, and the number of passenger cars in use. This infrastructure-related data can prove critical in predicting challenges volunteers might encounter.

National Health Care Sector Review

Next, the report narrows its focus to an examination of the health care sector. The national health care review is divided into 2 distinct sections: the national health profile and a description of the national health care structure.

National Health Care Profile

The national health profile reports the greatest threats to public health, such as mortality and prevalent infectious diseases, cancers, and other acute and chronic illnesses. The national health profile involves collecting and sharing data that indicate the overall health of a country (eg, rates of mortality for the overall population, infants, and mothers). Because mortality rates alone do not give a complete picture, provide age-standardized disability-adjusted life year rates to serve as a summary measure indicating the burden of disease. This way, the causes of death that have little related disability (eg, drowning or measles) can be compared to diseases that do not cause death but do cause disability (eg, cataract causing blindness).

In addition, note data related to the rates of diseases and conditions causing the greatest mortality and morbidity. This includes rates of infectious and parasitic diseases, maternal and perinatal issues, nutritional deficiencies, malignant neoplasms, cardiovascular conditions, and trauma. Include statistics regarding health trends such as increases or decreases in the health and disease conditions of greatest concern over the past few decades. Try to explain any recognized trends in the data, such as implementation or discontinuation of public health campaigns or disease-screening programs. National health statistics serve as benchmarks for the overall effectiveness of the current health care system.

National Health Care Structure

The second part of this section examines:

- Health system structure and policy.
- Health service coverage across the population.
- Health care expenditure.
- Health workforce and infrastructure.

Health system structure and policy discussion includes details about the number of health care facilities within the country, their general distribution, and classifications of the health care facility types, such as academic centers, large urban medical centers, midsized regional tertiary care clinics, or small rural or remote clinics. A brief explanation of the patient referral process among the facility types could prove useful for project planning and might best be presented as a hierarchical diagram of the levels of care. In addition, the report should contain data regarding percentage of care as provided by various health care provider types (ie, government, privately owned, and nonprofit organizations). You also might include general information regarding the level of quality and affordability of care, as well as payment schemes provided or accepted by each health care provider type. Be sure to note information about government programs implemented to increase availability, affordability, efficiency, or overall access to care.

Because medical imaging is not likely useful if the diagnosed pathologies cannot be treated, include information about health service coverage while keeping the outreach project goals in mind. For instance, before implementing a chest screening program for tuberculosis, it would be prudent to first analyze and evaluate the nationwide rates of smear-positive tuberculosis case detection and treatment to ensure that implementing a screening program is the best use of resources. The WHO collects and shares this data online for use by researchers.

When discussing the country's health care expenditures, note per capita costs, expenditure as a percentage of the gross domestic product, and out-of-pocket expenses on privately provided care. Also share available information about how the public component of the health care system is financed. Such information is important when recommending business models that will allow a partner imaging facility to maintain financial solvency and provide sustainable imaging services.

Finally, a description of the general health care workforce should be provided. The WHO provides data on the number of hospital beds, nurses and midwives, physicians, and pharmaceutical personnel for most countries. A discussion about similar numbers for radiology-specific staff should follow in the last section of the country report.

National Radiology Profile

The final section of the country report — and of greatest interest to a radiology outreach project team — analyzes available medical imaging services within the partnered country. It is here that a focused view of the current state of the national radiology infrastructure can be assessed, leading to the initial steps in project approval and planning. The national radiology profile can be broken into 4 categories of focus:

- Radiology workforce.
- Training and professional representation.
- Equipment inventory and distribution.
- Regulation and policy.

Radiology Workforce

A comprehensive review of the radiology workforce involves sharing details about the number and relative distribution of individuals functioning within the roles of radiologists and technologists, radiation oncologists, radiation therapists, radiology-specific nursing staff, physicists, radiation safety officers, radiology educators, and imaging device engineers. The primary question that should guide the data collection process is whether there are enough medical imaging specialists to meet the needs of the partnered country appropriately.

Training and Professional Representation

In regards to the level of training of those practicing as medical imaging professionals, document information about the academic programs available, including number, geographic location, and general program requirements. Sources of radiology-specific education could range from doctoral degree programs to an annual educational seminar, with both sides of the spectrum warranting mention within the report. Note information related to any radiology-related professional societies, if present, including membership size, details about recurring annual scientific or administrative meetings, and primary organizational contacts.

Equipment Inventory and Distribution

Use a table to illustrate an inventory of available imaging equipment and its distribution within the country, followed by subsections dedicated to specific imaging

modalities available within the country. Each modality-specific subsection should highlight the current level of equipment technology in use (eg, single-slice vs multislice computed tomography; film-screen vs digital radiography systems). Include information about the most common type and frequency of exams performed within each modality, if available. It also is important to include a subsection dedicated to image archiving, highlighting the extent to which picture archiving communication systems and teleradiology services are used. When possible, mention differentiation between imaging technology available within the private sector compared with the public sector. Furthermore, note details about local manufacturers of radiology-related devices or supplies (eg, contrast media and catheters), if present.

Radiology Regulation and Policy

Finally, make an effort to outline radiology-related regulation and policies in place. You should identify the presence of a national authority responsible for implementing and enforcing regulation of medical devices. If a government body is present, does it specifically regulate medical imaging equipment? Furthermore, is there a national medical device or health technology policy, and if so, how does it affect radiology services across the country? Perhaps all medical device procurement is carried out at the national level. Do national guidelines or recommendations address the procurement or receipt of medical device donations? If so, where can they be found? Use a similar line of questioning when searching for other potential documents of importance related to the oversight and regulation (or lack thereof) of radiation protection for patients and personnel, licensure and certification of medical imaging professionals, and other related materials. A working knowledge of such regulations as they pertain to medical imaging will prevent wasting the outreach project team's time, money, and energy.

Concluding the Report

Conclude the country report with a brief synopsis of current government-funded or international humanitarian involvement focused on building the country's radiology infrastructure. Doing so provides the outreach team an opportunity to establish relationships with other organizations interested in partnering on common goals.

Data Collection

The process of data collection is perhaps the most challenging aspect of drafting a country report. Writing a country report requires a comprehensive literature review that uses investigational strategies to uncover useful documents and reports that might not be readily available on the Internet. Although the process requires searching Web-based databases, it also requires searching peer-reviewed publications and government reports, as well as contacting country-specific governmental and nonprofit organizations. Adhering to an evidence-based approach is critical to ensure the information within the final country report is reliable. Keep in mind that information garnered from any source might be fragmented, contradictory, unreliable, ambiguous, deceptive, or wrong. Cross-reference the data when you have any doubts about its accuracy.

Online Resources

You can gain many leads by searching the Internet for relevant articles, books, news reports, and videos. Most people who work in radiology are familiar with the U.S. National Library of Medicine PubMed database of biomedical scholarly articles and online books (www.pubmed.gov). PubMed can be searched using a combination of Boolean operators (*and, or, not*) and Medical Subject Headings (MeSH). MeSH terms are part of a controlled, hierarchical vocabulary the National Library of Medicine uses to index and catalog the 22 million citations and abstracts in the PubMed database. Simply using the MeSH heading “radiology” along with the country of interest can identify some intriguing articles, though not always related to medical imaging specifically within underserved communities.

Another PubMed search strategy is to run a search with the MeSH heading “radiology outreach.” Conducting this search strategy in August 2013 resulted in 161 articles. Alternatively, RAD-AID uses a customized search strategy combining keywords and MeSH terms to maintain its own bibliography of more than 1000 peer-reviewed publications of relevance to imaging in developing countries (<http://goo.gl/Gb7WAq>).²

JSTOR (www.jstor.org) is another useful online resource, with a digital database of more than 1500 searchable academic journals, books, and primary

sources. In addition to including medicine and allied health titles, JSTOR catalogs titles in the arts, business, economics, history, humanities, law, science, mathematics, and social sciences. Searching JSTOR can yield useful results for the sections of the country report beyond the biomedical focus of PubMed.

Web search engines such as Google (www.google.com) are also important sources of general information, news, and videos. However, be sure to confirm findings for accuracy and vet sources for reliability. Web searches can be customized and saved with periodic e-mail or RSS feed updates generated as new results are found. Similar features are available for PubMed and JSTOR.

Organizational Reports and Databases

Despite the surprisingly large number of available articles related to imaging in developing countries, additional sources will almost certainly be required to provide the country-specific data required to draft a comprehensive country report. For this reason, you must become familiar with the reports and Web-based data sets published by national and international organizations that measure and analyze economic, educational, and health-related indicators of human development. Although most people are familiar with the role and function of centralized national government organizations, many have less exposure to intergovernmental organizations and their international membership, scope, and presence. Intergovernmental organizations are an important aspect of public international law, and they also are a great resource for collecting and analyzing data for use in making informed international policy decisions. More importantly, an intergovernmental organization is accountable to the governments it serves and often holds the data it collects and distributes to a higher level of integrity.

Reliable data is needed to set baselines, develop goals and targets, monitor progress, and evaluate the effect of established service programs. For this reason, several intergovernmental organizations have taken proactive efforts to increase public access to datasets related to indicators of human development. Broader access to such data allows policymakers and advocacy groups to make better-informed decisions, accurately measure improvements, and subsequently offer valuable tools for supporting research by journalists, members

of academia, and others, which helps to broaden the understanding of global issues. Working closely with representatives stationed in respective regions, inter-governmental organizations are guided by professional standards in the collection, compilation, and dissemination of data to ensure all data users can have confidence in the data produced. However, much of the data comes from the statistical systems of member countries, and the quality of global data depends heavily on how well these national systems perform. Often, intergovernmental organizations work to help developing countries improve the capacity, efficiency, and effectiveness of their national statistical systems.

Organizations to Know

Central Intelligence Agency

The Central Intelligence Agency maintains The World Factbook, a tremendous resource for compiling the general country profile section of the country report.³ The Factbook was created as an annual summary and update to the encyclopedic National Intelligence Survey studies and is now available online (<https://www.cia.gov/library/publications/the-world-factbook/>). The Factbook provides information about the history, people, government, economy, geography, communications, transportation, military, and transnational issues for 267 world entities. The site includes flags of the world as well as maps of the major world regions, world oceans, and standard time zones.

The World Bank

The World Bank (www.worldbank.org), which serves as a source of financial and technical assistance to developing countries around the world, is perhaps the best resource for drafting the economic subsection of the general country profile. Although not a bank in the ordinary sense, the World Bank offers a unique partnership to reduce poverty and support development. It is composed of 2 institutions managed by 188 member countries, namely the International Bank for Reconstruction and Development and the International Development Association. The International Bank for Reconstruction and Development aims to reduce poverty in middle-income and creditworthy poorer countries, while the International Development Association focuses on the world's poorest countries. At the World Bank, the

Development Data Group coordinates statistical work and maintains macro, financial, and sector databases.⁴

International Telecommunication Union and International Energy Agency

Two organizations are especially helpful resources for data about national infrastructure. The International Telecommunication Union (www.itu.int) publishes an index based on internationally agreed upon indicators to compare information and communication technologies' performance within and across countries.⁵

The International Energy Agency (www.iea.org) is an autonomous organization that works to ensure reliable, affordable, and clean energy. One of the International Energy Agency's main areas of focus is energy security, and data regarding energy infrastructure can be found within its published reports and database.⁶

World Health Organization

Another important intergovernmental organization is the WHO (www.who.int), which is the directing and coordinating authority for health within the United Nations system. The WHO is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries, and monitoring and assessing health trends.

First published in 1995, the WHO's World Health Report combines an assessment of global health, including statistics relating to all countries, with a focus on a specific trending health care subject. The report provides countries, donor agencies, international organizations, and others with information to help them make policy and funding decisions.

In addition to the annual World Health Report, the WHO publishes World Health Statistics, which compiles annual health-related data for its 194 member states and summarizes the progress made toward achieving the health-related targets established by the United Nations. A recent addition to this report highlights the topic of reducing the gaps between the world's most advantaged and least advantaged countries and current trends in official development assistance for health.

The reports are available at no cost on the WHO website.⁷ The WHO databank provides other potentially useful data such as antiretroviral coverage among

HIV-infected people, percentage of births attended by skilled personnel, and rate of antenatal health care.

United Nations Children's Fund

The United Nations Children's Fund (UNICEF) provides long-term community-level humanitarian and developmental assistance to children and mothers in developing regions (www.unicef.org). Most of UNICEF's work is in the field, with staff in more than 190 countries and territories carrying out the organization's mission through programs developed with host governments. UNICEF annually publishes economic and social statistics about the countries and territories of the world — with particular reference to children's well-being — in the State of the World's Children report, which includes tables combining statistics for all countries. Furthermore, UNICEF helps countries collect data through Multiple Indicator Cluster Surveys, an international household survey program.⁸ Since the mid-1990s, the surveys have enabled many countries to produce statistically sound and internationally comparable estimates for a range of health-related indicators.

Professional Societies and Local Contacts

For the highly specific data items, particularly those needed for analyzing available medical imaging services, it may be helpful to contact local health departments, ministries of health, other ministries (eg, finance, culture, and transportation), and national professional societies with a radiology focus. You can locate many departments and ministries with a brief Internet search; an extensive list also can be found on the WHO European Region website.⁹ Many department and ministry websites have useful country-specific health reports and open-access databases available for review. However, a brief e-mail or phone call to explain the intended use of the collected information might help uncover radiology-specific data that could otherwise be difficult to locate.

The same is true of professional societies. For example, the International Society of Radiology (www.isradiology.org) and the International Society of Radiographers & Radiological Technologists (www.isrrt.org) have comprehensive listings of member organizations from countries around the world, along with their respective websites and contact information. Not only is reaching out for local support a great strategy for

discovering data-rich documents, but it also could prove useful later in the outreach project when local support is needed to deliver enhanced imaging services.

The information found on international websites often is not in English. However, free Internet translator resources are available (<http://translate.google.com> or www.babelfish.com). The Chrome Web browser (Google Inc, Mountain View, California) has a built-in feature that automatically offers to translate Web pages that are not in English.

Conducting an On-site Assessment

Even after conducting the research required to write a country report, to understand fully the needs, strengths, and limitations of a partnered facility, you must perform an on-site assessment. RAD-AID developed an analytical framework called Radiology-Readiness that you can use to collect data for such an assessment. The Radiology-Readiness assessment picks up where the country report leaves off by helping you collect data relevant to a specific facility or group of facilities, including physical infrastructure, technical infrastructure, human resources, clinical resources, financial resources, radiology infrastructure, local political and cultural issues, and local disease epidemiology. The country report can help focus your assessment by identifying key topics that must be addressed at the local level. For example, if the country report states that there is no national regulatory body for radiation safety, the on-site assessor might want to spend extra time learning about the methods used at the partnered facility to protect workers and patients from radiation exposure.

The details of performing an assessment are beyond the scope of this article. However, a detailed explanation of the Radiology-Readiness approach has been published elsewhere and can also be found at www.rad-aid.org.¹⁰⁻¹³

When completed, you can merge the country report and Radiology-Readiness assessment and submit the combined document for peer-reviewed publication. (Be aware that decision makers at the assessed facility must grant permission to release the information before components of the Radiology-Readiness assessment can be published.) Including decision makers and others from the partnered facility as co-authors can further build the relationship from which future collaborative projects may develop. In addition, a published country report and Radiology-Readiness assessment can be used by others

interested in developing outreach projects in similar parts of the world.

Summary

Writing a country report for use in radiology outreach initiatives is a critical first step for any project team dedicated to providing sustainable support of human and financial resources. Preparation is the key to outreach project success, and a well-drafted report, especially if published, can serve the needs of various individuals and groups through the completion of the project.

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See the RAD-AID country report for Ethiopia in the online version of this article.

For information regarding outreach initiatives in the radiologic sciences, visit www.asrt.foundation.org
> Get Involved > Community Outreach.