

## European Federation of Societies for Ultrasound in Medicine and Biology



### EUROSON 2023 Riga, Latvia: The Public Event – an activity to continue

During EUROSON 2023 in Riga the congress president initiated a one-day public event to inform the layman and interested (“non-medical”) students from Riga about the benefits and applications of ultrasound. The organizing team used different social media channels for announcing this event held at the Latvian University Campus.

Although this outreach event was held at a different venue to the congress, many colleagues of our ultrasound community came and gave talks and ran hands-on activities demonstrating the wide and varied applications of ultrasound such as: ultrasound history, safety aspects of ultrasound, basic imaging techniques including demonstrations showing general abdominal images and the use of musculoskeletal ultrasound imaging in sports medicine. These talks and demonstrations were presented in an engaging way and combined with interactive quizzes.

In total, half a day of information was presented both in English and the local language to the interested audience of a wide range of ages.



Carmel Moran (safety committee) during the hands-on session of ECMUS showing the handling of ultrasound probes on phantoms (© ECMUS)

Young people were keen to come up to the stage and to scan for their first time with mobile ultrasound systems and prepared phantoms which the demonstrators had brought with them. For all sessions, a large group attended the different sessions.

As presenters and demonstrators, we had a lot of fun talking to the participants about our fascination with ultrasound and answering their detailed questions.

We believe we should continue this public event in upcoming EUROSON congresses to present and inform the public about our profession and the benefits of medical ultrasound exams.

There is enthusiasm and interest on both sides.

Christian Kollmann  
Chair ECMUS