



The Image Gently Alliance

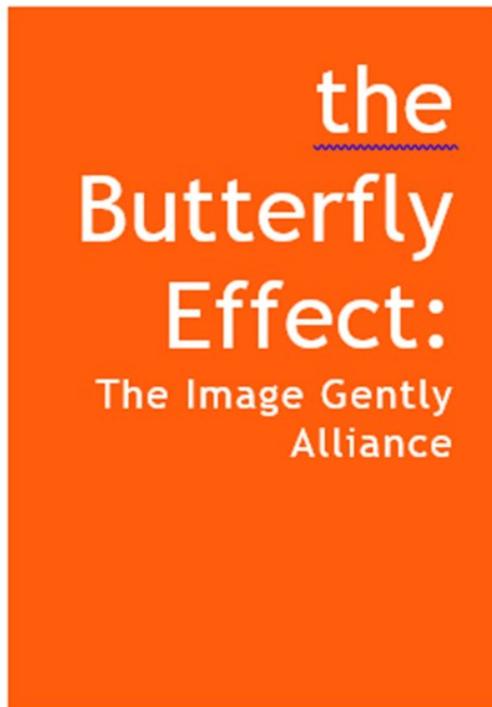
Dictionary

butterfly effect



but·ter·fly ef·fect

noun
(with reference to chaos theory) the phenomenon whereby a minute localized change in a complex system can have large effects elsewhere.



OVER A DECADE OF DIFFERENCE!

The Image Gently Alliance was conceived in 2006, launched in 2007, and in the subsequent 10+ years has led more than 9 campaigns and grown to a membership of now more than 105 professional organizations worldwide. The first organizations outside of North America to join the Image Gently Alliance were the regional pediatric radiology societies - the European Society of Paediatric Radiology, the Asian and Oceanic Society for Pediatric Radiology, and the Latin American Society of Pediatric Radiology (Sociedad Latino Americana de Radiología Pediátrica), the Royal Australian and New Zealand College of Radiologists, and

Year	Focus
February 2009	Parent outreach
August 2009	"Step Lightly": safety in pediatric interventional radiology
February 2011	"Pause and Pulse": safety in fluoroscopic imaging
November 2011	"Go With the Guidelines": safety in nuclear medicine
September 2012	"Back to Basics": safety in CR/DR
September 2014	Image Gently in dentistry
November 2016	"Think-A-Head": Image Gently in CT of minor head injuries
May 2017	"Have-A-Heart": Image Gently in cardiology

Note: CR = computed radiography; DR = digital radiography.

the national radiology and medical physics organizations of Malaysia. Our more recent national and transnational radiation campaigns for the informed use of ionizing radiation in medical imaging focus on educational and communication needs in a variety of radiology communities: Image Wisely (for adults, 2010), EuroSafe (2014), AfroSafe (2015), LatinSafe, Ja-

panSafe, Canada Safe Imaging, and ArabSafe (2016). The Image Gently Alliance collaborates with stakeholders throughout medical communities to continue to learn and spread awareness about the informed use of ionized radiation in medicine and will continue to serve in this capacity.

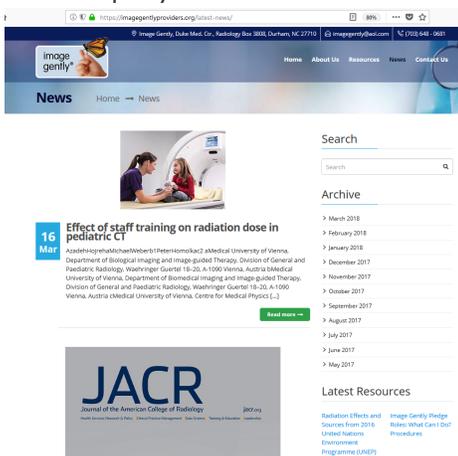
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NEW ON THE WEB!

The Image Gently Alliance is happy to announce our newly launched microsites, the first [for providers](#) and the second [for parents](#). The primary objectives of our site development effort were focused on both aesthetics and simplifying access to our content for our audiences. The new design also allows for streamlined menus, clear navigation, and a responsive layout for every type of device. Explore [the provider site](#), and tell us how

we're doing! Your feedback is important to us as we strive to develop a web resources valuable to you, your patients and your family. Please submit any questions, comments, and concerns to us at image-gently@aol.com. Thank you!



Resources



Radiation Effects and Sources from 2016 United Nations Environment Programme (UNEP)

While the scientific community has published information on radiation sources and has tended to be technical and perhaps difficult for the general public to understand, it has often confused, rather than informed, the public, meaning that the fear and consequent discussion, and perhaps the actions, are not based on the most up-to-date scientific information.

READ MORE

THE BUTTERFLY EFFECT

CAMPAIGNS: FROM HAVE-A-HEART TO FAMILY MEDICINE



We are starting our 9th campaign! Having begun with our [Scientific Position Statement on Multimodality Dose Optimization Radiation Safety in Children with Congenital and Acquired Heart Disease](#) in the *Journal of the American College of Cardiology*, our Have-A-Heart campaign

continued strong with a publication led by Cynthia Rigsby on [Radiation dose management for pediatric cardiac CT](#) in *Pediatric Radiology*.

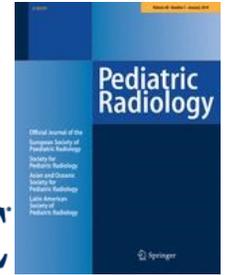
Our new campaign is a Family Medicine Campaign. Its primary goal is the enhancement of formative undergraduate medical education in pediatric diagnostic imaging ordering and the reduction of unnecessary pediatric radiation exposure through evidence-based imaging choices espoused in early

education during the Family Medicine or Pediatrics core clerkships.

We are garnering the involvement of a wide range of professional medical education organizations who are helping us to get our target message to core clerkship students.

This campaign is innovative in that it is focused on devel-

oping and delivering content for medical students and trainees at the formative rather than specializing stages of their training.



JACC
Cardiovascular Imaging

NEW TO OUR STEERING COMMITTEE:



Dr. John Boice, Jr. is professor of medicine at Vanderbilt University and President of the National Council on Radiation Protection and Measurements. He is an international authority on radiation effects and served for more than 20 years on the Main Commission of the International Commission on Radiological Protection and

the United Nations Scientific Committee on the Effects of Atomic Radiation. He is a radiation epidemiologist and currently directs the Million Person Study of Low Dose Radiation Health Effects, studies the children of cancer survivors, and serves on the Steering Committee of the Childhood Cancer Survivor Study (St. Jude's Cancer Research Hospital).



Dr. Sarah McKenney serves as a Diagnostic Medical Physicist and Associate Professor at the University of California, Davis. She is the Vice Chair of the Pediatric Imaging Subcommittee for the American Association of Physicists in Medicine and

she is a member of the Food and Drug Administration (FDA) Technical Electronic Product Radiation Safety Standards Committee (TEPRSSC). Her research interests include image quality and patient dose optimization.

ALSO INTRODUCING TO THE COMMITTEE...



Dr. R. Paul Guillerman is a Professor of Radiology at Baylor College of Medicine and Section Chief of Academic Affairs and Faculty Development in the Department of Pediatric Radiology at Texas Children's Hospital. His clinical and research interests

include pediatric chest, musculoskeletal, and tumor imaging, radiation risk-benefit assessment and communication, clinical trial management and clinical practice guideline development. He is a member of the Board of Directors for the Society for Pediatric Radiology (SPR) Research & Education Foundation and co-director of the Center for Diagnostic Imaging of the Cystic Fibrosis Foundation Therapeutic Development

Network. He has served on multiple American College of Radiology (ACR) Practice Guideline committees and as the Radiological Society of North America (RSNA) Representative for the Alliance for Radiation Safety in Pediatric Imaging.

Dr. Alexander Towbin is an Associate Professor of Radiology, the Associate Chief of the Department of Radiology in charge of Clinical Op-

erations and Radiology Informatics, and the Neil D. Johnson Chair of Radiology Informatics at Cincinnati Children's. His research interests include liver tumors, diffuse liver disease, appendicitis, inflammatory bowel disease, imaging informatics, and quality improvement.



IMAGING GENTLY @

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"Image Gently continues to be progressive in raising awareness and educating the imaging community and parents on the importance to lower radiation levels when imaging children. It is only fitting for a half-day of one of the 2018 SPR Postgraduate Course tracks to be focused on radiation dose monitoring. It is an honor to be a part of a community dedicated to the care of the pediatric patient."



~ Angela R. Davis, CAE
SPR's new Executive Director

Wednesday, May 16, 2018 from 8:00 AM-9:40 AM

General Postgraduate Course: Radiation Dose Monitoring –Watching Ourselves as We Watch Our Kids Part I

Donald P. Frush, MD, FACR, Moderator

- 8:00-8:15 a.m. **Into Oz: Follow the Yellow Brick Rad**
Donald P. Frush, MD, FACR
- 8:15-8:55 a.m. **ABCs of Dose Metrics for Dose Monitoring**
Samuel L. Brady, MD, PhD
Keith J. Strauss, MSc, FACR
- 8:55-9:25 a.m. **A Walk Through the Market**
Sarah McKenney, PhD, DABR
- 9:25-9:40 a.m. **Dose Metrics in the Patient Report: Myopic or Foresighted?**
Beverley Newman, MD, FACR
- 9:40 AM-10:10 AM **Break & Exhibits**

Wednesday, May 16, 2018 from 10:10 AM-11:50 AM

General Postgraduate Course: Radiation Dose Monitoring–Watching Ourselves as We Watch Our Kids Part II

Donald P. Frush, MD, FACR, Moderator

- 10:10-10:50 a.m. **Navigating Dose Monitoring: Panel Discussion**
Panelists: Donald P. Frush, MD, FACR; R. Paul Guillelmann, MD; Ehsan Samei, PhD, DABR, FAAPM, FSPIE;
Keith J. Strauss, MSc, FACR; Beverley Newman, MD, FACR; Samuel L. Brady, MS, PhD and Sarah McKenney, PhD, DABR
- 10:50-11:20 a.m. **Into the Mist? Future Opportunities and Challenges**
R. Paul Guillelman, MD
Ehsan Samei, PhD, DABR, FAAPM, FSPIE
- 11:20-11:50 a.m. **Concluding Statements and Audience Q&A**

NEW STEERING MEMBERS CONT'D...



Dr. Edward Y. Lee is an associate professor of radiology at Boston Children's Hospital and Harvard Medical School where he was appointed as the Chief of Thoracic Imaging Division since

2010. His research interests include the assessment and development of MDCT techniques for evaluating congenital and acquired thoracic dis-

orders in the pediatric population. He is the past President of the New England Roentgen Ray Society (NERRS) and current President of the International Society of Pediatric Thoracic Imaging (ISPTI) and the Medical Staff Organization at Boston Children's Hospital. His leadership in professional organization has included the Society for Pediatric Radiology (SPR), American Roentgen Ray Society (ARRS), Radiolog-

ical Society of North America (RSNA), and American Board of Radiology (ABR). Dr. Lee is certified by the American Board of Radiology and has a Certificate of Added Qualifications in Pediatric Radiology.

AND FINALLY, NEW TO THE STEERING COMMITTEE:



Dr. Janet Reid is an Associate Professor of Clinical Radiology at the University of Pennsylvania. Dr. Reid's prime area of interest is disruptive innovation for education. She created the Cleveland Clinic pediatric radiology educational website with more than 35,000 registrants from 75 countries worldwide. As Director of Radiology Education Research at The Children's

Hospital of Philadelphia, her team evaluates current learning strategies, identifies gaps, and develops innovative solutions housed in a multifaceted Learning Management System (LMS). Her current focus is validation of teaching solutions and development of adaptive learning. Areas of clinical interest are body MRI and oncologic imaging.



Dr. Elliot K. Fishman is Director of Diagnostic Imaging and Body CT at Johns Hopkins Hospital, where he is Professor of Radiology, Surgery, Urology and Oncology. Dr. Fishman's clinical and research interests have focused on advanced medical imaging with specific emphasis on CT and 3-Dimensional imaging. Recent emphasis has also been focused on Deep Learning in Medical Imaging as Co-PI of the Felix Project for

Early Detection of Pancreatic Cancer. Dr. Fishman's work in CT has resulted in over 1200 peer reviewed publications, and he has been the co-author of 10 textbooks.

Dr. Fishman's research team has been one of the leading groups in developing new techniques and technologies, whether in visualization or post processing

Follow us:



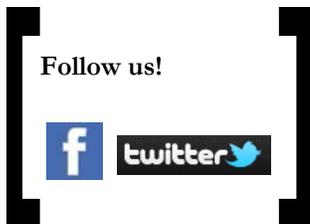
Are you hosting a special event to support the campaign? Let us know about it and you could be featured in Butterfly Effect!



The Image Gently Alliance

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One size *does not* fit all....

CONTINUED FROM PAGE 3....

or in education. Dr. Fishman has expertise in computer and web-based education, developing the website, www.ctisus.com, which currently has over 300,000 users, as well as its Facebook version which has over a million followers from over 190 countries. Dr. Fishman and his team have also developed 14 iPad programs for the Apple store.

Dr. Fishman has also won numerous honors and awards, including the Best Educator Award from RSNA in 2009, the Aunt Minnie Educator Award for 2001, 2004, 2014, 2017 and the Aunt Minnie Research Award in 2007, and the Aunt Minnie Award in 2016 and 2017 for best computer app. Dr. Fishman was inducted into the Miller-Coulson Academy at Johns Hopkins in 2015 for Clinical Excellence in Medicine. In addition, he received the Con-

sultant of the Year Award at Hopkins in 2016.

Dr. Fishman is also the co-founder of HipGraphics Inc. which has been a leader in 3D software development for the past three decades.

Alliance Steering Committee

The current Alliance Steering Committee members and the organizations they represent are:

- Donald P. Frush, MD, FACR, FAAP, Alliance Chair
- Keith Strauss, MSc, Alliance Vice Chair
- Marilyn J. Goske, MD, FAAP, Alliance Chair-Emeritus
- Kimberly E. Applegate, MD, MS, FACR, and SPR
- John Boice, Jr. Sc.D., NCRP President
- Jennifer K. Boylan, MA, SPR
- Priscilla Butler, MS, FACR, FAAPM
- Michael Callahan, MD, SPR
- Steven Don, MD, SPR
- Shawn Farley, MA, ACR
- Elliot K. Fishman, MD
- R. Paul Guillerman, MD
- Marita Hernandez-Schulman, MD, FACR, FAAP
- Edward Y. Lee, MD, MPH
- Matthew Lungren, MD, MPH
- William Mayo-Smith, MD, FACR
- Sarah McKenney, PhD, DABR
- Greg Morrison, MA, RT(R), CAE, CNMT, ASRT
- Luther Person, MD
- Anitha Potluri, BDS, DMD, MDCS, SDM
- Janet Reid, MD, FRCPC
- Alexander J. Towbin, MD
- S. Ted Treves, MD, SNM and SPR

The Image Gently Alliance is a coalition of health care organizations dedicated to providing safe, high quality pediatric imaging worldwide. The primary objective of the Alliance is to raise awareness in the imaging community of the need to adjust radiation dose when imaging children. **The ultimate goal of the Alliance is to change practice.**

The organization has developed a transformative group of campaigns to address digital radiography, fluoroscopy, interventional radiology, nuclear medicine, computed tomography, dentistry, cardiac imaging and imaging in the setting of minor head trauma.

Image Gently, the first in a now world-wide network of campaign partners, has become a recognized presence at both national and international venues.



Don Frush, MD
 Chair
 The Image Gently Alliance



Robin Yurchuck
 Administrative Director
 The Image Gently Alliance

RADIATION SENSIBILITIES

Radiation Sensibilities is a regular column in *JACR* sponsored by the leadership of the Image Gently® and Image Wisely® initiatives that rotates among selected authors selected. The goal of this column is to provide information relevant to optimizing the amount of ionizing radiation used in high-quality medical imaging for both pediatric patients and adult patients. Columns address not only techniques and tactics, but broader issues in the informed use of ionizing radiation in high-quality medical imaging consistent with the missions of Image Gently and Image Wisely. Please be sure to check out [this month's column](#) as well as past month's columns, and keep a look-out for future monthly publishings of Radiation Sensibilities. We hope you find them informative and useful.

Vol. 15, Issue 3: "[Enhancing Image Quality in the Era of Radiation Dose Reduction: Postprocessing Techniques for Body CT](#)" by Pamela Johnson and Elliot Fishman

Vol. 15, Issue 2: "[Image Gently Have-A-Heart Campaign](#)" by Kevin Hill and Don Frush

Vol 14, Issue 12: "[Reconsidering the Value of Gonadal Shielding During Abdominal/Pelvic Radiography](#)" by Keith Strauss, Eric Gingold, and Don Frush

Vol 14, Issue 11: "[Radiation Optimization in an Academic Training Program](#)" by Robert Paden, William Pavlicek, and Amy Hara

Vol. 14, Issue 7: "[Image Gently: A Decade of International Collaborations to Promote Appropriate Imaging for Children](#)" by Kimberly Applegate and Don Frush

Vol. 14, Issue 6: "[The Link Between Radiation Optimization and Quality](#)" by William Sensakovic, David Warden IV, and Laura Bancroft

Vol. 14, Issue 5: "[Low-Dose CT for Lung Cancer](#)" by Mannudeep Kalra

Vol. 14, Issue 4: "[Image Gently: Getting it Right](#)" by Don Frush and Keith Strauss

Vol. 14, Issue 3: "[Image Wisely: The Beginning, Current Status, and Future Opportunities](#)" by William Mayo-Smith and Richard Morin

Vol. 14, Issue 2: "[The Image Gently Think-A-Head Campaign: Keep Calm and Image Gently](#)" by Don Frush and Mathew Lungren

Vol. 14, Issue 1: "[An Introduction to Radiation Sensibilities](#)" by Richard Morin and Don Frush