The Image Gently Alliance

Dictionary

butterfly effect

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

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

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

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. 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.

Dr. Alexander Towbin is an Associate Professor of Radiology, the Associate Chief of the Department of Radiology in charge of Clinical Operations 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.
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 disorders 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), Radiological 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.

**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.

**AND FINALLY, NEW TO THE STEERING COMMITTEE:**

**Dr. Angela R. Davis, CAE** SPR’s new Executive Director
The Image Gently Alliance

Don Frush, MD
Chair
The Image Gently Alliance

Robin Yurchuck
Administrative Director
The Image Gently Alliance

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 new world-wide network of campaign partners, has become a recognized presence at both national and international venues.

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. 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 5: “Low-Dose CT for Lung Cancer” by Mannudeep Kalra


