Dictionary.com defines the butterfly effect as “a cumulatively large effect that a very small natural force may produce over a period of time.”

Image Gently’s quarterly newsletter, Butterfly Effect, brings you up to date information to continuously change and update your practice to improve radiation protection for children. What began as a small initiative has grown thanks to the work of the Alliance organizations.

**Time is running out on Early Bird Registration!**

The Image Gently ALARA CT Summit: How to Use New CT Technologies for Children to be held February 21 and 22, 2014 in Orlando Florida. This program with leading experts on medical imaging quality, radiation protection, and risk analysis will be highlighting:

- Practical information to set up CT techniques for use with pediatric patients at your hospital
- A better understanding of current and future technologies, such as iterative reconstruction and tube current modulation
- A forward look at potential state regulations and requirements on patient dose tracking
- Dose monitoring—what to monitor and how to record
- Useful strategies for quality improvement
- Communicating with parents and the public to better market your practice
- Up-to-date information about the use of clinical decision support for your practice
- Risk assessment from ionizing radiation for pediatric CT patients

The program is targeted to any medical imaging professional involved with the safe and effective care of pediatric patients undergoing CT scans. The Early Bird registration deadline for this meeting is **January 21, 2014**. **Hurry and click here to REGISTER today!** Visit the Society for Pediatric Radiology website for meeting information.

**RSNA2013 Alliance Meetings…moving forward**

The Image Gently Annual Alliance meeting was held at the RSNA2013 meeting in Chicago on December 1. There were several presentations given regarding the new Image Gently Fluoroscopy Modules that were completed and added to the website in October. Image Gently continues to work with the US FDA and the Medical Imaging & Technology Alliance (MITA). Several meetings were held with MITA to continue collaborative efforts in hardware configuration and end user education material development.

Image Gently continues to advocate for radiation safety for pediatric patients by participating in events on Capitol Hill, working on committees with the American College of Radiology to establish dose index registry diagnostic reference levels, initiating and participating in patient surveys and medical professional education, and responding to the media regarding radiation protection for children.

2014 will see the beginning of a new Dental initiative. Look for a new campaign later in the year with more in depth materials!

We wish you a safe and prosperous 2014 and continue to welcome your ideas and input as Image Gently continues to grow. Thank you for your support!
Image Gently promoted at the SKGPM 55th Annual Symposium

Image Gently was promoted by Soni C. Chawla, MD at the Southern California Permanente Medical Group (SCPMG) 55th Annual symposium on Nov 1, 2013 at Long Beach, CA.  

The topic of her presentation was “Acute Abdomen from Infancy to Adolescence - What is your Imaging Choice?” Since her talk was equipped with the Audience Response system (ARS), she began her talk with Question # 1: Do you know of “Image Gently”/IG Campaign? Not to her surprise over 70% attendees did not know or were not sure of Image Gently. Hence, this talk was well received and the pediatricians from Kaiser Medical group had an opportunity to learn about Image Gently and were requested to pledge as well. Interestingly, her talk was following a short break in the afternoon sessions, so she decided to decorate the podium as well as her badge with the monarch butterfly cut-outs to reflect the Image Gently logo. In addition, with help of Drs. M. Ines Boechat and Coreen Bell an Image Gently themed goody bag containing the Image Gently button and pencils were distributed to all attendees. According to the meeting organizers Drs. Peng and Wong, there were 288 attendees, the highest number in the past 10 years.

Dr. Chawla is an Assistant Professor in the Department of Radiology at Olive View, UCLA Medical Center, David Geffen School of Medicine at UCLA.

We have a new look! New and improved Image Gently website

On January 1, 2014, Image Gently went live with the new website. The American College of Radiology and Society for Pediatric Radiology supports this valuable resource for the Alliance and provided the new web design! We are starting the new year with a fresh new look. All of the content from the old website has been transferred over and restructured for ease of use.

Our website continues to utilize a Search function, but if there is something you are looking for and you can’t find it please do not hesitate to Contact us!

Coreen Bell is the 2013 Butterfly Award Recipient

Each year, the Alliance for Radiation Safety in Pediatric Imaging awards one individual the Butterfly Award for their outstanding dedication to the cause of radiologic protection for pediatric patients around the world. Coreen Bell has been the Administrative Director of the Alliance for the past four years and has excelled in all aspects of her job. Her passion for pediatric safety and radiation protection is unwavering. There is no task to big or too small that Coreen will not take on if it helps the campaign and its mission. This earned Coreen several nominations from members of the Alliance Steering Committee.

Coreen’s passion for the cause of child safety in medical imaging, her enthusiasm and creativity in her work, and her professionalism all made her the outstanding nominee for this prestigious award. Congratulations Coreen and thank you!