BUTTERFLY EFFECT

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.

NEW CR and DR PQI project available

In the summer of 2010, the FDA awarded Image Gently a contract to create CR-DR educational materials. Under the leadership of Dr. Susan John, Chair of Radiology, at The University of Texas Medical School at Houston and working with educational experts at the American Society of Radiologic Technologists, the resulting Image Gently Digital Radiography Safety Checklist outlines the critical steps a technologist takes before, during and after a digital radiograph is obtained. Modeled after checklists used by pilots in the airline industry and the World Health Organization’s surgery safety checklist, this checklist was created by radiologic technologists, medical physicists and pediatric radiologists.

The CR-DR Safety Checklist is available for free download from the image gently website and can be displayed in your exam or control room. We also offer a manual for Implementation of the Checklist, and a reporting tool that can be used as a practice quality improvement (PQI) project. Click here to access the CR/DR page or go to http://www.pedrad.org/associations/5364/ig/index.cfm?page=765. See an image of the checklist below.

![Digital Radiography Safety Checklist](image)
IAEA and Image Gently using social media

Dr. Madan Rehani and the IAEA hosted a question and answer session at the IAEA General conference in Vienna in September of 2011. Dr. Rehani and Dr. Goske were both recorded answering questions from parents and the public on topics regarding medical radiation protection in medical imaging.

To access the video, click here, or use the following link:

Pause and Pulse #1

Congratulations to Dr. Marta Hernanz-Schulman and the Pause and Pulse initiative work group for being awarded the Aunt Minnie Minnie’s Award for being the #1 Most Effective Philanthropy Program or Campaign for 2011. The award was presented to the Image Gently campaign leadership at the RSNA2011 meeting.

Image Gently at RSNA2011

The 2011 RSNA Image Gently booth was a huge success. This year’s booth featured new signage high-lighting four modality-based campaign initiatives: Nuclear Medicine, Fluoroscopy, Interventional, and CT. Items distributed at the booth included: Image Gently buttons, “We Pledge to Image Gently” bracelets, Nuclear Medicine consensus guideline posters, Step Lightly and Pause and Pulse stickers. Visitors were reminded to go to the website to Pledge and were also informed of the translated resources available on the website! Thanks to all who volunteered to staff the booth; we appreciate your efforts.
Dr. David Schauer was chosen as the 2011 Butterfly Award recipient for his strong support of the Image Gently campaign. Dr. Schauer is pictured here with sons (l to r) - Zachary, Adam and Luke.

2011 Butterfly Award presented to Dr. David Schauer

Dr. Schauer received his doctor of science (Sc.D.) degree from Johns Hopkins University and he’s a diplomate of the American Board of Health Physics.

From 1984 to 2004, Dr. Schauer served in various scientific and leadership positions as an officer in the U.S. Navy. One of the highlights of his career was serving on the faculty of the Radiology and Radiological Sciences Department at the Uniformed Services University of the Health Sciences. It was during this assignment that his commitment to ensuring justified and optimized uses of medical imaging began.

In 2004, he was appointed executive director of the congressionally chartered National Council on Radiation Protection and Measurements (NCRP). During his time at NCRP the Council has published 25 full reports, 3 commentaries, 1 statement and 7 annual meeting proceedings.

Dr. Schauer is an adjunct associate professor at Georgetown University and a member of numerous professional organizations including the American Society of Association Executives, the American College of Radiology, American Association of Physicists in Medicine and the Health Physics Society. He is also a Health Physics Program Evaluator for the Accreditation Board on Engineering and Technology (ABET).

AAOMR Supports Image Gently at their Annual Meeting

In December 2011, the American Academy or Oral Maxillofacial Radiology held its 62nd Annual session in Chicago. With permission from Image gently, the Academy had t-shirts printed with a combined logo representing the AAOMR and Image Gently. We thank them for their commitment to promoting radiation protection in pediatric imaging.

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!

To remove your name from our mailing list, or for questions or comments, please email us at imagegently@aol.com or call 513-803-1599.