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.

**Check out our new look!**

Image Gently’s website has a brand new look. Our goal was to incorporate many new features to make the site more user-friendly and accessible! Thanks to Coreen Bell, the Alliance’s administrative director for all her work and Dr. Michael Callahan for his guidance and edits.

Check out two new features: the Search button and Google translations. We are excited to have these new options to help increase awareness for radiation safety in pediatric radiology.

Visit our website to check it out: [www.imagegently.org](http://www.imagegently.org)

**Go With the Guidelines Campaign**

"Go with the Guidelines," the Image Gently Nuclear Medicine campaign will be released on Tuesday, November 15, 2011. The campaign is highlighting the North American Consensus Guidelines for Administered Radiopharmaceutical Activities in Children and Adolescents. A poster containing the recommended dosage for radiopharmaceuticals has been created for distribution and will be available online during the campaign roll out and at the RSNA booth. Ask if your department is using the new WEIGHT-BASED guidelines to lower radiation dose and standardize care for children undergoing nuclear medicine tests.
Planning to attend RSNA2011? Stop by to see us at Booth #104 in the Lakeside Center. We will be there to answer any questions that you may have.

For our Alliance Member organizations, we will be hosting our Annual Alliance Meeting on Monday, November 28 at 11:00 AM CST. Location will be forwarded to you at a later date. **We need volunteers for the booth during exhibit hours.** Contact Coreen.Bell@cchmc.org to sign up!

We look forward to seeing you there!

**Image Gently Booth at RSNA 2011**

**Please consider volunteering!**

**Image Gently represented at the IAEA General Conference**

Dr. Marilyn Goske, Chair of the Alliance for Radiation Safety in Pediatric Imaging was a speaker at a special conference for radiation protection officers at the 55th IAEA General Conference in Vienna, Austria. The IAEA is an Alliance Partner with Image Gently. Dr. Goske commented: “The IAEA has been very pro-active in working toward radiation protection for children around the globe. The conference was well-attended and there was much discussion as how better to raise awareness for this issue.”

**Dr. Marilyn Goske, Dr. Madan Rehani, and Dr. Jessica Sidika, Kenyatta National Hospital Chief Medical Specialist in Radiology at the International Atomic Energy Agency International Conference Center in Vienna, Austria.**
Available Now on the website:

Arabic    Amharic    Bulgarian
Mandarin, Simplified, and Traditional Chinese
French    German    Greek
Hebrew    Japanese    Korean
Polish    Portuguese    Spanish
Thai    Turkish    Dutch (Coming soon!)

Did you know?

Did you know that the Image Gently website has translations available? Each translation was produced by a team of medical professionals and their associates to provide access to our brochures world-wide in native languages.

If you are fluent in languages other than those seen here, please contact us to volunteer for a translation team!

Check out our app!

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.