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.

Image Gently represented at AEIRS Annual Meeting

Submitted by Tracy Herrmann, M.Ed., RT(R), AEIRS Liaison to The Alliance for Radiation Safety in Pediatric Imaging—The Association of Educators in Imaging and Radiologic Sciences (AEIRS) held its annual meeting on July 10-12, 2013 in Salt Lake City, Utah. The work of Image Gently was discussed and promoted by the AEIRS Board and over 140 meeting attendees and conference partners. AEIRS members made plans to advance the Image Gently campaign through the distribution of 100’s of Image Gently buttons and Back to Basics pencils to be shared with their faculty, students and clinical staff. The AEIRS board committed to continued support of the campaign and also made plans to promote and share additional educational resources regarding the radiation safety of children with its membership. AEIRS strongly supports the campaign goal of changing "practice by increasing awareness of the opportunities to promote radiation protection in the imaging of children." Kevin Powers, AEIRS member and ASRT Director of Education in conjunction with the Alliance and pediatric imaging experts, has developed educational materials in digital radiography and digital fluoroscopy to help improve technologist knowledge of and practice in the radiation protection of children.

ACR Staff Member and Image Gently Steering Committee Member Priscilla "Penny" Butler, MS, FACR was the recipient of the 2013 John C. Villforth Lecture Award. The Conference of Radiation Control and Program Directors (CRCPD) presented her with the award for her presentation focusing on the Mammography Quality Standards Act, Image Wisely®, and Image Gently®. To view slides from her presentation, visit [http://www.crcpd.org/Awards/Villforth/05-20-2013_0850-Butler.pdf](http://www.crcpd.org/Awards/Villforth/05-20-2013_0850-Butler.pdf)

We would like to thank Penny for her continued support of the initiatives of Image Gently that help to protect children from unnecessary radiation exposure.
Image Gently in Italy

Submitted by Fabio Paolicchi - In 2012 Italian Radiographers joined the Alliance for Radiation Safety in Pediatric Imaging and during their National Congress held in April 2013 hosted a booth dedicated to Image Gently, where printed material about the campaign was distributed to over 1500 participants coming from every part of Italy. A round table specifically focused on pediatric imaging was also organized by a group of senior technologists with scientific and clinical experience radiation protection and CT technology.

The great interest of Italian Radiographers in the issue of pediatric imaging is also demonstrated by the success of another meeting held in October 2013 in Pisa, Tuscany, entitled “Image Gently: children sized radiology” where epidemiological, biological and technical topics related to pediatric imaging were tackled from both a theoretical and a practical standpoint.

The work is ongoing! The next project is to complete the translation into Italian language of the educational material published on the Image Gently website which has been started in 2013. The aim is to increase awareness on radiation risk in pediatric imaging among all radiological staff.

For more information: fabio.paolicchi@yahoo.it (contact person for radiation protection in the Italian Federation of Radiographers).

Taking it to the state level – Dana D. Schmitz, M.Ed. R.T. (R)

Dana D. Schmitz, M.Ed. R.T. (R) desire is to “influence so many lives through education. She was the recipient of the Matthew J. Keily Memorial Award at this year’s Iowa Society of Radiologic Technology Annual State Meeting. Mrs. Schmitz gave a presentation to the meeting attendees that highlighted the initiatives of the Image Gently and Image Wisely campaigns, presented examples of applying radiation protection strategies during medical examinations, and encouraged them to all “Take the pledge” upon returning to their place of employment.

According to Dana her lecture was a HUGE success and the participants appreciated learning what materials are available to them. Thank you Dana for sharing all that Image Gently has to offer! We appreciate your support and dedication!

Plan to attend The Image Gently ALARA CT Summit

The 2014 Image Gently ALARA meeting will be held in Orlando, Florida. The meeting is presented by ACR, SPR, ASRT, AAP, and Image Gently and is endorsed by the AAPM. The meeting will take place February 21 - 22, 2014 at the Hyatt Regency Orlando International Airport. Click HERE to view the program and to REGISTER TODAY!