**IRIS: Dartmouth-Hitchcock’s Commitment to Imaging Safety**

At Dartmouth-Hitchcock Medical Center, embracing the goals of the national Image Gently campaign provided the impetus for Image Right / Image Safe—a new, permanent initiative designed to serve its community in an advisory and educational role on all aspects of medical imaging safety.

In early 2011, a group of DHMC imaging technologists, physicians and nurses from the Radiology Department began regular meetings to address radiation safety concerns. One of its first efforts was to provide Image Gently materials throughout the department, and to ask staff to consider signing the IG pledge. The response was strong: within weeks 100% of the radiologic technologist and IR nursing staff had signed the IG pledge as well as the tandem campaign pledge for Image Wisely. The department now asks every new technologist and IR nurse to become familiar with the Image Gently and Image Wisely campaigns and to commit to its principles by signing the pledge.

Reorganized as Image Right / Image Safe (“IRIS” for short), the group has expanded its original focus on pediatric patients to a more general imaging safety initiative that includes practice improvement, support for referring physicians, and public education.

According to its mission statement, IRIS will promote patient safety in medical imaging by initiating, supporting and coordinating activities designed to reduce radiation dose while maintaining appropriate standards of imaging quality; ensure that referring clinicians have all necessary resources and incentives to make appropriate decisions in the ordering of imaging procedures; and raise public awareness of the uses, benefits, limitations, and risks of medical imaging.

**Association of Collegiate Educators in Radiologic Technology**

Thank you to the Alliance Member Organization the Association of Collegiate Educators in Radiologic Technology (ACERT), who distributed Image Gently® materials at their 37th Annual Conference. According to Chad Hensley M.Ed. R.T. (R) (MR), ACERT Chairman, “They were a huge hit and I feel we were able to get the word out to educators and students about Image Gently®.” Approximately 570 people attended the meeting and were very receptive and interested in the Image Gently® campaign.
AAOMR joins the Image Gently campaign

The American Academy of Oral and Maxillofacial Radiology (AAOMR) is a professional association committed to ethical, evidence-based, high-quality, oral-and-maxillofacial, diagnostic procedures. Goals of the American Academy of Oral and Maxillofacial Radiology are to promote and advance the art and science of radiology in dentistry, and to provide a forum for communication for its members, the healthcare community, and the public.

In February of 2011, the American Academy of Oral and Maxillofacial Radiology joined the Alliance for Radiation Safety in Pediatric Imaging, whose goal is “To change practice by increasing awareness of the opportunities to promote radiation protection in the imaging of children.” Radiographs are important diagnostic aids for maintaining and improving the oral health of infants, children, and adolescents; however dental imaging techniques that utilize ionizing radiation should be used only when there are reasonable expectations that the diagnostic findings will benefit patient care. The need for radiographs should be determined only after reviewing the patients’ medical and dental histories and completing clinical examinations.

Radiation safety in children is a top priority for the American Academy of Oral and Maxillofacial Radiology, which is delighted to participate in the Image Gently Campaign and emphasize the importance of appropriate selection of dental-images for children. Recently published newspaper articles about cone-beam computed tomography (CBCT, which is a relatively new, 3-dimensional, dental-imaging technique) and other dental radiographic techniques have increased public concern with dental imaging and especially cone-beam computed tomography. Although cone-beam computed tomography can provide additional diagnostic information compared with other commonly used dental imaging techniques (dental x-rays, bitewings, panoramic images, cephalometric images) it also exposes patients to higher radiation doses. Whenever ionizing radiation is used to obtain dental images, the ALARA principle must be followed—ALARA is an acronym that stands for as low as reasonably achievable. In other words, the diagnostic benefit of exposing a patient to ionizing radiation must outweigh the risk of using ionizing radiation. With this

New RPOP Feed on the Website

As of March 12, the Image Gently homepage features an automatic update function from the International Atomic Energy Agency (IAEA) Radiation Protection of Patients (RPOP) page. Articles and noteworthy information added to the RPOP site will be instantly updated to the Image Gently homepage in the bottom right hand corner. The Image Gently homepage also has an automatic update from Image Wisely with any news that they add to their site.

Please visit the Image Gently homepage often to follow new developments in radiation protection.
in mind, members of the American Academy of Oral and Maxillofacial Radiology prepared an article on the use of dental radiographic images for children. This article is available on the Image Gently website. The American Academy of Oral and Maxillofacial Radiology is committed to working closely with The Alliance for Radiation Safety in Pediatric Imaging.

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Image Gently Nuclear Medicine Campaign in Malaysia

In March of 2012, the College of Radiology Academy of Medicine in Malaysia included the “Go with the Guidelines” advertisement and poster in their Annual Scientific Meeting programme book. The conference was well attended by about 500 people including trade exhibitors.

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.