A heartfelt "Thank you" to the American College of Radiology on the creation of Public Service Announcements designed to support the Image Gently campaign. In the wake of the Japanese nuclear disaster that followed the tsunami there has been a lot of focus on radiation safety. These ads will help parents to find accurate information and resources by directing them to the Image Gently website.

Coming soon to a TV near you!

Public Service Announcements from the ACR

Volume 1, Issue 1, June 15, 2011

To watch the PSA, click here: www.imagegently.org

There is a great deal of work that goes on behind the scenes to create the educational materials and information presented on the Image Gently website. Work is ongoing with the FDA, the International Atomic Energy Agency (IAEA), the World Health Organization (WHO), and the Medical Imaging & Technology Alliance (MITA) to disseminate information and change protocols.

There are over 20 scientific articles that have been written by the Image Gently Steering committee that have been published in journals since 2008.

Visit the Image Gently website for resources on Radiation Exposure Questions. We have links to several international websites that are extremely helpful with this delicate subject.

Newsletter Spotlight

In May, the AAPM Task group 204 released a document that now provides an estimate of patient dose within 10-20 percent for body CT by patient body habitus. Thank you to Dr. John Boone, Keith Strauss, MSc, and the AAPM committee for this amazing work. The Quality Improvement Registry in CT Scans for Children, a research consortium of six leading children's hospitals presented their work at the International Pediatric Radiology Society in London at the IPR 2011 conference using this new dose estimate. It will be wonderful to provide a reference for their review.

Click here or on the image to view the full report.

The Image Gently Pause and Pulse campaign was released on February 14, 2011. Please click here or on the image to be linked to downloadable logo, Powerpoint presentation, and safety checklist for Fluoroscopy procedures.

To remove your name from our mailing list, please click here.

Questions or comments? E-mail us at imagegently@aol.com or call 513-803-1599.

Are you hosting a special event to support the campaign? Let us know about it and you could be featured in Butterfly Effect!

Broome Community College Broome Community College Radiologic Technology Class of 2012 in Binghamton, NY decided to support Image Gently and raise money for their graduation. They requested (and were granted) permission to have rubber bracelets created for their activity.

Educational Opportunity - AAPM

2011 AAPM CT Dose Summit: Interdisciplinary Program on Scan Parameter Optimization for Imaging Physicians, Technologists and Physicists October 7-8, 2011 Denver, CO

Click here to view the registration site.

*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 is making a large change in worldwide pediatric radiology practice.