Image Gently® recently released its eighth modality based campaign; on November 2nd the Think A-Head campaign was launched. The Image Gently Alliance partnered with other related healthcare organizations to develop a campaign to help providers appropriately obtain and perform computed tomography (CT) scans in children with minor head injuries. The campaign provides tools and resources to:

- Help providers ensure ordering patterns comply with latest evidence-based medical guidelines
- Help providers explain to parents/caregivers why an imaging scan is (or is not) necessary
- Help parents ask questions to better inform decision making if their child is prescribed a head CT scan
- Help imaging professionals use appropriate exam radiation dose

**Physicians** – If kids hurt their heads, help families make informed decisions:

- Know when an imaging test is (and is not) necessary
- Explain why a head CT scan is (or is not) the right choice
- Discuss possible alternative exams
- Discuss the benefits as well as the risks of the CT scan

**Parents** – Be your child’s advocate: Ask these questions if your child is prescribed a head CT scan:

- How will this exam improve my child’s care?
- What are the benefits and risks of having this test?
- What will my child experience before, during and after the exam?
- Are there alternative tests that don’t use radiation (such as brain MRI)?
- Will the radiation dose in this exam be “child sized”?

**Imaging Providers** – When performing imaging CT exams:

- Optimize, or “child-size,” the amount of radiation used
- Do not over-scan:
  - Scan only when necessary
  - Scan only the indicated region
  - Scan once; multiphase scanning (pre-and post-contrast, delayed exams) is rarely helpful
- Be a team player:
  - Involve medical physicists to review pediatric CT techniques
  - Involve technologists to optimize scanning

The Image Gently Alliance [website](http://imagegently.org) contains the latest research and educational materials to aid radiologists, radiologic technologists, medical physicists, and other imaging stakeholders in determining the appropriate radiation techniques to be used in the imaging of children and how the radiation received from these exams may affect pediatric patients over time. Health care providers are urged to visit the Image Gently site and pledge to do their part to image gently. Since the launch of the campaign, there have been over 2,000 new pledgers.

Let’s all work together to take care of children who hurt their heads!

Phase II of the Think A-Head campaign will launch later this year, head CT protocols and algorithms will be the focus.
Have-A-Heart Campaign – The Wait is Almost Over

Last year was busy for Image Gently! In addition to the Think A-Head campaign, a cardiology campaign is also under development. “Kids with heart disease need special care” is the message for this campaign. The campaign committee, which is made of cardiologists, pediatric radiologists and other healthcare professionals, developed three major points that imagers should follow to ensure radiation safety, those points are:

- When appropriate, choose heart ultrasound, MRI or another exam that does not use x-rays
- Child-size CT, flouro, and nuclear medicine exams
- And, during catheterization:
  - lower the frame rate
  - manage dose settings
  - increase the field of view of the image receptor (reduce electronic magnification)
  - collimate (reduce the size of the x-ray field)

In addition to the three points, the committee has begun to write several manuscripts to accompany the campaign. The manuscripts will be submitted to related journals such as the Pediatric Radiology journal and the Journal of the American College of Cardiology (JACC). More details to come….

RSNA 2016

Image Gently hosted a booth which attracted students, radiologists, technologists and other medical professionals. For 2016, the newly released Think A-Head campaign was the primary focus at the booth. We had Think A-Head posters, Image Gently buttons and other helpful giveaways.

On Monday, November 28, 2016 the annual Alliance for Radiation Safety in Pediatric Imaging meeting was held. The meeting began by Dr. Donald Frush, Image Gently Chair, officially announcing the name change of the Alliance to the Image Gently Alliance. The meeting continued with updates from Keith Strauss, Image Gently Vice-Chair, Professor Guy Friya, EuroSafe Chair, Dr. William Mayo-Smith, Image Wisely Co-Chair, and Dr. Fred Fahey, who briefed the nearly 75 attendees on the Pediatric Nuclear Medicine Working Group.

As the meeting concluded the recipient of the 2016 Butterfly Award was announced. In recognition of his leadership in the Image Gently in Dental Imaging Campaign, Alan Lurie, DDS, PhD, was the recipient. Dr. Lurie was unable to accept the award in person but it was joyfully received as you can see pictured.

NEW: Parent Microsite Developed

Have you visited the new Image Gently parent’s site? A microsite was developed by the Image Gently leadership to provide resources and educational materials to parents. The site also features a listings of the steering committee, pediatric imaging articles, current news and much more. The new website www.imagegentlyparents.org launched on November 1st and already has over 1,000 hits. We encourage you to spread the word to parents about the new site.
The Image Gently Steering Committee welcomes Sarah McKenney, PhD and Alex Towbin, MD.

Sarah McKenney, PhD  
Medical Physicist at Children’s National Hospital  
Washington, DC, USA

Alex Towbin, MD  
Radiologist at Cincinnati Children’s Hospital  
Cincinnati, Ohio, USA

Thank you to the recent Image Gently Donors

Dorothy Bulas, MD  
Washington, DC, USA

Shaheen Hussaini, MD  
Austin, Texas, USA

UPCOMING MEETINGS

The Society for Pediatric Radiology  
SPR 2017 Annual Meeting and Categorical Course  
May 16 -20, 2017  
The Westin Bayshore • Vancouver, British Columbia, Canada

American College of Radiology  
Annual Meeting  
May 21-25, 2017  
Marriott Wardman Park Hotel • Washington, DC

To have your meeting featured on the Image Gently meetings page, please send a request to imagegently@aol.org.

* 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 newsletter, "Butterfly Effect" offers information to continuously update your practice to improve radiation protection for children. What began as a small initiative has grown to have an enormous impact, thanks to YOU and the work of the Alliance organizations.

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