**The Butterfly Effect**

Volume 6, Issue 2 Summer 2016

---

**CAMPAIGN NEWS**

Image Gently Steering Committee welcomes **Matt Lungren, MD, MPH**, as he will lead the Interventional committee and be an advisor for the website and social media component.

**NEW:** Advocacy Group formed, members include Susan John, MD, Chair, Kimberly Applegate, MD, Don Frush, MD, Sarah Kaupp, Parent Advocate and Matt Lungren, MD, MPH.

The annual Alliance for Radiation Safety in Pediatric Imaging meeting will be held on **Monday, November 28, 2016 at 11:00 am – 12:00 pm CST** during the Radiological Society of North America meeting in Chicago, Illinois. Details are forthcoming.

---

**Toward Improved Fluoroscopic X-ray Equipment for Pediatric Imaging**

In 2013, Dr. Marilyn Goske, then Chair of the Image Gently Alliance, negotiated a contract between the Center for Devices and Radiological Health (CDRH) of the Food and Drug Administration (FDA) and Image Gently. A major goal of Image Gently is careful management of the radiation dose (reduced if possible) while maintaining the required quality of created images. The purpose of this specific project was the encouragement of the manufacturers of x-ray equipment to develop improvements for pediatric imaging in their future models of fluoroscopic x-ray equipment.

Keith Strauss, MSc, the Vice-Chairman of Image Gently, wrote a technical document that detailed the unique fluoroscopic imaging requirements of children to initiate the project. Using the basic information in this document as a guideline, Keith, on behalf of Image Gently worked with the Interventional Fluoroscopic Committee (members represent each major manufacturer of fluoroscopic imaging equipment worldwide) of the Medical Imaging and Technology Alliance (MITA) to develop a guideline for the equipment manufacturer’s design engineers to use during the development of new fluoroscopic x-ray machines. This guideline, Essential Questions for Consideration in the Design of Interventional X-ray Equipment Intended for Pediatric Use, was published on the MITA website, in January 2015.


For this joint effort between Image Gently and MITA in the preparation of the above document, the CDRH of the FDA elected in 2016 to give a Director’s Special Citation Award to the members of MITA and Image Gently who contributed to the project. The gentleman holding the award in the second picture is Dr. Donald Miller, Chief, Diagnostic Devices Branch Division of Mammography Quality and Radiation Programs of the CDRH. Markus Lendl on the right is one of the equipment manufacturer representatives from the MITA committee. Keith Strauss on the left led the contributions of Image Gently to the project.
**IPR 2016 Wrap-Up**

The 2016 International Pediatric Radiology Conjoint Meeting and Exhibition took place in Chicago, Illinois at the Fairmont Hotel on Sunday, May 15 through Friday, May 20, 2016. As more than 900 radiologists from across the world representing more than 50 countries gathered together the presence of the Image Gently Alliance was front and center!

On Tuesday, May 17th, the third day of the IPR meeting, a session titled *Should the ALARA Concept and the Image Gently Campaign be Terminated?* was held. This took the form of a debate between Drs. Donald Frush, Dr. Cynthia McCollough, who spoke for the continued need of the campaign and Drs. Mervyn Cohen and Mohan Doss, who spoke in support of the campaign’s termination. The hour long discussion was a popular session drawing several hundred meeting attendees. There were several comments made from the audience and the discussions continued among the audience members following the session.

As a result of the interest in this issue, Drs. Frush and Cohen will both have editorials featured in the JACR, the Journal of the American College of Radiology; voicing their conflicting views on the topic, *Should the ALARA Concept and the Image Gently Campaign be Terminated?*

**TWO Upcoming Modality-Based Campaigns**

Over the last year the Image Gently Steering committee has been developing two major campaigns; the Have-A-Heart campaign which promotes informed imaging pediatric cardiac imaging and the Think-A-Head campaign which promotes informed imaging of minor head trauma in children.

Cardiology is the focus for the Have-A-Heart campaign. This campaign is led by Kevin Hill, MD, Pediatric Cardiologist at Duke University in Durham, North Carolina. The campaign committee consists of several cardiologists, radiologists and medical physicists from across the country that include, Andrew Einstein, MD, (Columbia University Medical Center), Mark Fogel, MD, (Children’s Hospital of Philadelphia), Donald Frush, MD, (Duke University), Alexander Herbert, MD, (New York Presbyterian), Henri Justino, MD, (Texas Children’s Hospital), Sarah McKenney, PhD, (Children’s National Health System), Cynthia Rigsby, MD, (Lurie’s Children’s Hospital), Tim Slesnick, MD, (Emory University), Keith Strauss, MSc, (Cincinnati Children’s Hospital) and Jeff Zampi, MD, (University of Michigan).

“Think A-Head and Image Gently” is the motto for the head trauma imaging campaign led by Image Gently Chair, Donald Frush, MD. As the campaign message develops, several specialty groups have agreed to sponsor and/or provide support to the campaign thus far, those groups include:

- American Academy of Pediatrics
- American College of Emergency Physicians
- American Roentgen Ray Society
- American Society for Emergency Radiology
- American Society of Neuroradiology
- American Society of Radiologic Technologists
- Emergency Nurses Association
- Joint Section of Pediatric Neurosurgery
- Pediatric Trauma Society
- Radiological Society of North America
- Society for Academic Emergency Medicine

The Think-A-Head campaign will roll out in a two-part phase, the introduction in fall 2016 and the follow-up in spring 2017 as many society meetings are scheduled at these times. The Have-A-Heart campaign will roll out in spring 2017. Stay tuned as we gear up and launch these two essential initiatives.

**LatinSAFE: The Latin American Alliance for Radiation Protection for Patients**

On April 30, 2016 at the recent Jornadas Paulistas de Radiologia (JPR) meeting in Sao Paulo, Brazil the LatinSAFE Alliance was officially launched. The Alliance was developed as a result of a collaborative effort by a group of Latin American radiologists to advocate for radiation protection in patients in the region. Its origin dates back to the JPR 2015 whose central theme was "Diagnostic imaging with the right dose". During the meeting Dr. Donald Frush, Chair of the Image Gently Alliance, presented the objectives and strategies of the Image Gently campaign.

The mission of this new alliance is to promote, through education, the safe practice of diagnostic imaging in Latin America and to continue to enhance the awareness among radiologists, technicians and other professionals involved in radiology. The Alliance is led
LatinSafe (www.latinsafe.org) now integrates a global network of partnerships that advocate for patient’s safety in diagnostic imaging, including Image Gently, Image Wisely, EuroSafe Imaging, Canada Safe Imaging, Japan Safe Imaging and AFROSAFE among others, all of whom share the goal of ensuring that radiation protection of patients is considered a priority in the practice of radiology.

Congratulations, LatinSAFE on this huge accomplishment!

 Booth Volunteers Raise Your Hands

Do you have a passion to improve safe and effective imaging care for children across the globe? Will you be attending the upcoming Radiological Society of North America (RSNA) annual meeting? If you answered yes, join us at the Alliance for Radiation Safety in Pediatric Imaging booth. If you are interested in becoming a booth volunteer, contact Shaniece Rigans, Administrative Director, at srigans@acr.org for more information.

 Call for Articles

We are calling for articles that cover pediatric radiology and radiation safety. If you have an article that you would like shared with the Image Gently community, click here. Submissions are required on the first of every month.

Submit an article

Upcoming Meetings

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Association of Physicists in Medicine Annual Meeting</td>
<td>July 31 – August 4, 2016</td>
<td>Walter E. Reed Convention Center • Washington, DC</td>
</tr>
<tr>
<td>The Society for Pediatric Radiology 2016 SPR Pediatric Ultrasound Course</td>
<td>November 4 – 6, 2016</td>
<td>Nemours Children’s Hospital • Orlando, Florida</td>
</tr>
<tr>
<td>Radiological Society of North America Scientific Assembly and Annual Meeting</td>
<td>November 27 – December 2, 2016</td>
<td>McCormick Place • Chicago, Illinois</td>
</tr>
</tbody>
</table>

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.

Follow us on Facebook and Twitter – Image Gently
Contact: imagegently@aol.com - www.imagegently.org
Image Gently Office - 1891 Preston White Drive - Reston, VA 20191