

Image Gently vs. Image Wisely

A.E.I.R.S. Clinical Instructor's
Workshop
Atlanta, Georgia
February 24, 2012

"There is no doubt that medical imaging saves lives, but children are particularly susceptible to the potential adverse effect of radiation, so fluoroscopic procedures should be used wisely and with dose optimization in accordance with ALARA"

Marta Hernanz-Schulman, Chair of the
Fluoroscopy campaign for Image Gently

Objectives

- What is the history of "Image Gently" and "Image Wisely"?
- What is the radiographers role in this campaign?
- What is the difference between "Image Gently" and "Image Wisely"?
- How can problems be avoided?

History of "Image Gently"

- 2008
- Mad River Community Hospital in Arcata, California
- Jacoby Roth
- Alliance for Radiation Safety in Pediatric Imaging

"Image Gently" initiatives

- Major Initiatives
 - CT
 - Parent initiative
 - Step lightly (Interventional Radiology)
 - Pause and Pulse (Fluoroscopic Radiology)
 - Go with the Guidelines (Nuclear Medicine), launched 11/15/11



Image Gently Pledge



Radiographer's Role

- Patient and Family Education
- Go with the Guidelines
 - initiated 11/15/11
- Pause and Pulse
 - Won AuntMinnie.com "Most Effective Philanthropy Program or Campaign" at RSNA 2011
 - initiated 2/14/11

Educational Information

- Parent education brochures on website
 - Contrast enemas in children
 - Voiding Cystourethrogram (VCUG)
 - Upper G.I. and Small Bowel Follow Through

Image Wisely

- November 2011 marked the 1st anniversary
- For adults
- Cedars-Sinai Hospital in California



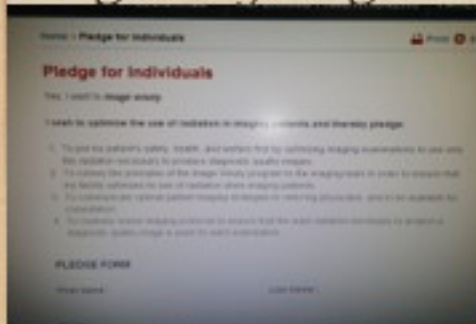
Image Wisely Parameters

- Calculated doses in current CT scanners are based upon data from the 32cm phantom
- Average adult size is approximately 29cm
- Dose underestimation in adults approximately 30%
- Dose underestimate in children

Four New Pledges

- For Image Wisely
- Announced on 11/29/11 (via social media)
 - For Imaging professionals
 - Referring Practitioners
 - Facilities
 - Associations

Image Wisely Pledge



Prevention of Problems

- F.D.A. issued alert
- A.C.R. accreditation for CT
 - 4,000 facilities accredited for CT nationwide

Website information

- As of December 2011, 11,063 medical professionals have pledged to "Image Wisely"
- As of December 2011, "Image Gently":
 - 12,783 medical professionals have taken "the pledge"
 - CT protocol has been downloaded over 26,000 times

The Future of Image Gently

- November 15, 2011: Nuclear Medicine Campaign, "Go With The Guidelines"
- Working on protocols for:
 - CR/DR in children
 - Digital Radiography Safety Checklist (on website)
 - Fluoroscopy in children

Teaching the Doctors....

- October, 2011 issue of *Academic Radiology*
- Medical residents participated in a one-hour session on the potential effects of radiation exposure from CT
- 36 surveys sent out
 - 21 returned
 - 19 stated no change in ordering pattern
 - 33% reported increase in use of other modalities

In the news...

- On November 18, 2011 the American Medical Association, House of Delegates adopted policy statements at the 2011 Interim meeting in New Orleans, Louisiana
- These policies support the intent of the Consistency, Accuracy, Responsibility and Excellence (CARE) in medical imaging and radiation therapy bill and specifically mention "Image Gently" and "Image Wisely"

Social Media: Facebook



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Social Media: Facebook



Resources

- www.aert.org
- www.austinim.com
- www.aicrnews.com
- www.istms.com
- www.digitajournal.com
- www.parkland.org
- www.ert.org
- www.facebook.com
- www.dispatch.com
- www.imageunity.org



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