



BENEFIT – RISK : DIALOGUE WITH PATIENTS AND PUBLIC

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IMPACT OF THE *IMAGE GENTLY*
CAMPAIGN IN THE COMMUNITY
SETTING : A SURVEY OF UNITED
STATES PRACTICE LEADERS NOT
BASED IN CHILDREN'S CENTERS

D. FRUSH



- The Alliance for Radiation Safety in Pediatric Imaging is an awareness / education organization using marketing to affect change across radiology practices.

- Modification to lower dose protocols for CT
- One third of respondents made use of translations.
- These campaigns have potentially substantially impacted modality practice patterns.
- May be more applicable to global audiences, such as translations.

DIFFICULTIES

- (1) Diagnostic test vs therapeutic procedure
- (2) No threshold
- (3) Constant improvements in dose reduction up to 70% for CT !!!