



Benefits/risk dialogue with patients and public

Round table discussion

Chairs: M. R. Pérez (WHO) and G. Frija (ESR)

Dialogue about benefits and risks

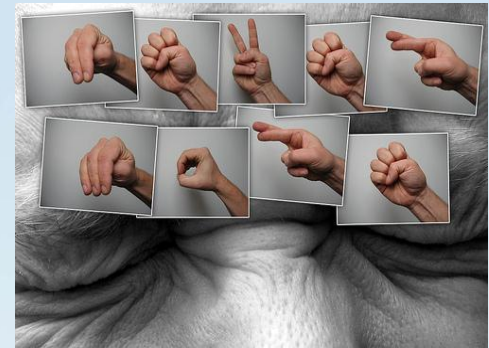
- The process of referring a patient for an imaging examination requires an effective dialogue between different stakeholders, in which **communication** of radiation benefits and risks is a major component.
- Effective communication means that the **emitter** is able to deliver the proper message and the **receptor** is able to understand it.

The issues

- Medical professionals generally have a low awareness of radiation doses and related risks.
- Communication skills are not included in the education and training of health professionals
- There is a need to involve both technical and communication experts in a concerted action to develop clear messages tailored to those specific target audiences.

Communication with the public (I)

- "Making the case for change" ...if properly managed media can help to ultimately change minds and behaviours of the public in a positive way.
- We need to communicate in an understandable way (language)
- Anticipate a communication strategy including message mapping

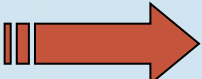




Advocacy communication: is it part of the dialogue?

- Why change is needed?, why it is needed now?, who will benefit from change?, what we want them to do?, who should do what? (role clarity)



Towards an informed decision-making process

- Information 
 - both benefits and risks
 - uncertainties are part of this process
 - capacity to make an informed decision
- Dialogue 
 - health care providers, parents, child
 - tailored according to each situation (paediatrician, family doctor, radiographer, radiologist, ...)
 - capacity to make a free decision
 - Responsibility (autonomy should not mean isolation in decision-making)
 - Tools to support this dialogue at health care settings
- Decision 
 - modality of the process according to the procedure
 - not necessarily a written document, cultural considerations
 - transparency of the process
 - assent + parents' consent, possibility to withdraw at any time

