ESR EuroSafe Imaging - Experts & Partners

Collaboration with other radiation protection alliances

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Alliance for Radiation Safety in Pediatric Imaging – Image Gently Alliance

The Alliance for Radiation Safety in Pediatric Imaging – the Image Gently Alliance – is a coalition of healthcare organisations dedicated to providing safe, high quality paediatric imaging worldwide.

The Image Gently Alliance began as a committee within the Society for Pediatric Radiology (SPR) in late 2006. In 2007, the SPR leadership reached out to its sister societies representing the key members of the imaging team: the American College of Radiology (ACR), American Society of Radiologic Technologists (ASRT) and American Association of Physicists in Medicine (AAPM). At this time, these organisations developed the first social marketing campaign in radiology, the Image Gently campaign.

The primary objective of the Alliance is to raise awareness in the imaging community of the need to adjust radiation doses to appropriate levels when imaging children for justified exams. The ultimate goal of the Alliance is to change practice and achieve the highest quality and safety when imaging children. The Alliance’s strategy is straightforward – providing information and free educational materials on radiation protection for children to every member of the care team.

The Alliance chose as its first campaign to focus on computed tomography (CT) scans. The dramatic increase in the number of paediatric CT scans worldwide in the past 20 years and the expanding application, rapid evolution and increasing complexity of CT technology and equipment clearly justified this initial Alliance effort. The campaign has grown to include fluoroscopy, interventional radiology, nuclear medicine, digital radiography and, most recently, imaging in dentistry.

Image Gently has been endorsed by a growing number of professional medical and dental organisations around the world and currently has over 85 members. The Alliance also works collaboratively with companies that manufacture equipment used in radiology through the Medical Imaging Technology Alliance (MITA).