

Introduction

ESR EuroSafe Imaging was launched at the European Congress of Radiology (ECR) 2014 as an umbrella campaign to lead the European Society of Radiology's (ESR) radiation protection and quality & safety initiatives.

Its mission is to support and strengthen medical radiation protection across Europe following a holistic, inclusive approach.

EuroSafe Imaging is collaborating with radiological subspecialty societies and related disciplines, international organisations as well as patients and industry. The campaign is led by a multi-stakeholder steering committee.



International collaboration

Partly taking EuroSafe Imaging as a role model, a number of campaigns have been launched in recent years.

Together with the US campaigns Image Gently and Image Wisely, a new global alliance was established at RSNA in December 2016: the International Society of Radiology Quality and Safety Alliance (ISRQSA).



EuroSafe Imaging Call for Action

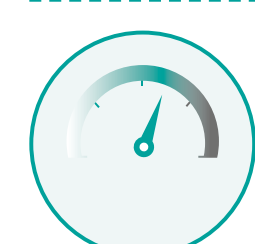
In September 2014, EuroSafe Imaging translated its mission into concrete projects by launching the EuroSafe Imaging Call for Action, focusing on justification, optimisation, education, research and professional and international collaboration.



Action 1: Develop a Clinical Decision Support system for imaging referral guidelines in Europe



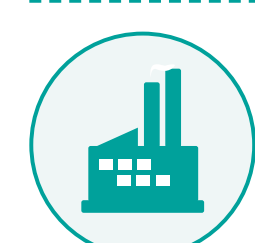
Action 2: Develop and promote a clinical audit tool for imaging



Action 3: Implement measures to maintain radiation doses within diagnostic reference levels (DRLs)



Action 4: Promote the use of up-to-date equipment and provide guidance on how to further reduce doses



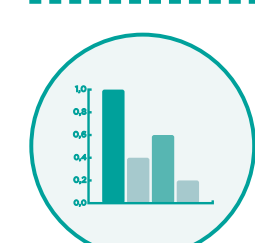
Action 5: Establish a dialogue with industry regarding improvement of radiological equipment



Action 6: Organise radiation protection training courses and develop e-learning material



Action 7: Collaborate with research platforms and other medical professions



Action 8: Develop data collection project and educational project on guidelines



Action 9: Develop criteria for imaging procedures that use ionising radiation



Action 10: Improve communication with health professionals



Action 11: Improve information for and communication with patients



Action 12: Engage with other stakeholders and collaborate with related initiatives and regulatory authorities

Focus on clinical practice

Establishing a clinically-driven approach to radiation protection is one of EuroSafe Imaging's overriding objectives, prioritising the clinical practice perspective in its activities to make sure that regulatory measures are implemented to optimise the quality of daily practice and patient outcomes. This approach focuses on the four steps of clinically oriented radiation protection:

- **Justification**
- **Clinically guided protocols**
- **Clinically evaluated image quality**
- **Disease/symptoms-oriented (local) DRLs**

Activities

- EuroSafe Imaging was involved in the European Commission tender projects PiDRL (European Diagnostic Reference Levels for Paediatric Imaging) and BSS Transposition in the medical sector (Evaluation of national actions regarding the transposition of Council Directive 2013/59/Euratom's requirements), and is now supporting the new project EUCLID (European Study on Clinical Diagnostic Reference Levels for X-ray Medical Imaging) under the ESR's lead. In addition, EuroSafe Imaging contributes to and supports the European Alliance for Medical Radiation Protection Research (EURAMED) as well as the Horizon 2020 MEDIRAD project on implications of medical low dose radiation exposure.
- EuroSafe Imaging supports the development of the ESR Audit Tool as well as the ESR iGuide (Clinical Decision Support tool).
- EuroSafe Imaging offers different education and training opportunities, in particular webinars, short educational material called Tips & Tricks and e-learning modules.
- EuroSafe Imaging has been invited to several WHO and IAEA technical meetings to present its views. Moreover, EuroSafe Imaging was represented at over 50 conferences worldwide in 2017.
- EuroSafe Imaging Stars was launched in 2016, creating a voluntary network of imaging departments committed to best practice in radiation protection. 56 departments have been accepted as Stars so far (status: November 2017).
- EuroSafe Imaging has an increasing number of Friends, with currently over 51,300 registered individuals and more than 70 organisations.