



## **Europe's radiologists put patient safety first and launch Call for Action on radiation protection**

Monday, October 13, 2014 (ESR) – The European Society of Radiology's EuroSafe Imaging campaign has issued a Europe-wide [Call for Action](#) in support of the World Health Organisation (WHO) and International Atomic Energy Agency's (IAEA) [Bonn Call for Action](#) launched in 2012. The EuroSafe Imaging Call for Action is made up of 12 points, which include promoting appropriateness in imaging, keeping radiation doses within diagnostic reference levels, using the as low as reasonably achievable (ALARA) principle, encouraging the use of up-to-date equipment, empowering patients and joining forces with other stakeholders.

Work has already begun on implementing many of these points, as the ESR is currently working on introducing a clinical decision support system and is developing templates for internal clinical audit. It also provides important e-learning resources which cover topics in radiation protection, as well as special educational sessions. In terms of empowering patients, the ESR has founded the Patient Advisory Group for Medical Imaging, which is chaired by the head of the European Patients' Forum, Nicola Bedlington.

The EuroSafe Imaging campaign was launched by the ESR in response to the ever-growing number of radiological exams being carried out each year. With an increasing number of exams comes higher overall radiation exposure in absolute terms, so it is vital to keep doses as low as possible and to ensure the most appropriate radiological exam is used in each and every case.

"This initiative is necessary, but also is very timely, because we are now facing, worldwide, a challenge to deal with the potential risks of radiation in healthcare without compromising the benefits, and this is the reason why I think it is very appropriate that this initiative is taken by the professionals; the radiologists," said Doctor Maria Del Rosario Perez from the WHO.

The Call for Action is the latest step taken by the ESR as part of EuroSafe Imaging. It is aimed at ensuring that medical imaging in Europe remains safe and continues to offer its invaluable benefits to patients. To do this, the campaign needs the support of radiologists, radiographers and any medical professional involved in medical imaging throughout Europe. By implementing the 12 points in the EuroSafe Imaging Call for Action, they can help make Europe the safest place for patients to have a radiological exam.

All stakeholders in medical imaging are affected by this Call for Action as EuroSafe Imaging reflects the ESR's inclusive and objective approach to improving radiation safety.

"We believe that this holistic approach is an important step towards joining forces for patient safety in Europe. And we believe too that the use of up-to-date equipment is of utmost importance for improving the safety of x-ray examinations. The ESR urges the European Commission to develop a European plan for the improvement of x-ray equipment, including CT across Europe," said Guy Frija, founder of EuroSafe Imaging, chair of the EuroSafe Imaging Steering Committee and ESR past president.

Individuals and organisations are encouraged to show their commitment to the EuroSafe Imaging cause can do so by visiting its website and becoming a [Friend of EuroSafe Imaging](#).

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### **About EuroSafe Imaging**

EuroSafe Imaging is the European Society of Radiology's latest campaign to promote quality and safety in medical imaging. The mission of EuroSafe Imaging is to support and strengthen medical radiation protection across Europe following a holistic, inclusive approach. Watch [this video](#) to learn more about EuroSafe Imaging.

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### **About the ESR**

Founded in 2005, the European Society of Radiology is an apolitical, non-profit organisation dedicated to strengthening and unifying European radiology. With more than 62,000 members across the globe, it has grown to become the largest radiological society in the world and hosts one of the biggest and most innovative scientific meetings in Europe, the European Congress of Radiology (ECR), in Vienna each year.

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