WEBSITE
Traffic for one year: Nov 10 2014 – Nov 10 2015

- 10 000 users
- 28 500 page views
- 13 000 sessions
- Viewed from 159 countries
- Desktop 78%, mobile 14%, tablet 8%

Since Jan 1st 2014 - present day
Referrals for one year: Nov 2014 – Nov 2015

From member organizations and partners, in order of n° of hits generated

- SLARP: 200
- ESPR: 172
- radiologyeducation: 213
- SPR: 115
- FAARDIT: 80
- GPR: 66
- Pediatricradiology: 176
- ISR: 44
- IDoR: 173
- AOSPR: 39
- BSPR: 16
- UCLA: 17
- SFIPP: 8
- ACR: 7
- Image Gently: 9
- RSNA: 2
- Radiopaedia: 126

927 hits (7%) from Facebook
160 hits (1%) from Twitter
Page views for one year: Nov 10 2014 – Nov 10 2015

Most viewed pages

- IDoR
- SPR live streaming
- YouTube online library portal
- Pediatric radiologists education
- Newsletter
- TB Corner
- Radiologists and trainees
- Events
- Outreach telereading/training
- Other medical professionals

Regional Societies

Founding Societies
Zoom on education pages, website

- Pediatric radiologist and trainee pages: quite popular
- Other health professionals: less traffic
- More structure & regular updates needed to improve return rate
Social media
Sanjay Prabhu and Micheal Breen
Facebook followers Jan 1 2014 – Nov 3 2015

- From c.100 countries

Regional Societies

Founding Societies
Facebook reach

Top 15 countries following Nov 11th 2015

China missing....
Facebook most popular posts – one year **Nov 2014 – Nov 2015**

**Facebook Popular posts**

**IDoR celebrations – videos/photos, the Global Wave, cases**
- Online educational cases
- Online videos for WFPI library
- IDOR pediatric imaging book: The Gentle Way
- Outreach reports
- Article: patient consultation boosts pediatric US experience
- PedsMRI app- Hospital for Sick Kids, Toronto
- Tele-reading analysis/info
- WFPI meetings
- Skeletal dysplasias ebook
- Sonoworld videos
- Journal of American Osteopathic Radiology- pediatric issue
- 3D printing talk - Sanjay Prabhu

European Diagnostic Reference Levels for Paediatric Imaging Workshop
- AFROSAFE
Twitter: **November 2015**

- 140 followers – 30+ post IDoR
- Common to have less followers on Twitter than on Facebook
- Nonetheless looking for a rise
- Now feeding through WFPI’s website home page: sets the tone
Learn pediatric radiology with the experts! For free!

WFPI education channel: CLICK HERE

Online video library

A joint WFPI-SPR initiative
Aims to provide ready access to quality pediatric radiology education to everyone involved in the care of children around the world.

Multi-setting, multi-topic, internationally steered
Zoom

- 6400 + views of 12 videos in 10 months

- Some videos (4) also directly embedded into Facebook

- Most viewed: Introduction to Pediatric Chest Radiograph: 1942 views

- Cross-regional steering committee
Future directions

- Curriculum-based video creation
- Worldwide participation
- Plan to go multilingual
- Participation from member organizations
- Committee/peer review of talks for content relevance
Education: Online cases

Access channels: Instagram, Twitter, Facebook, Figure1, website
### Education: Case of the Week (2)

<table>
<thead>
<tr>
<th>Date</th>
<th>Reach</th>
<th>Engagement</th>
<th>Likes</th>
<th>Case description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 February 14</td>
<td>1500</td>
<td>343</td>
<td>35</td>
<td>20 mth male with development pbms, brain</td>
</tr>
<tr>
<td>8 February 15</td>
<td>1200</td>
<td>356</td>
<td>33</td>
<td>Fever and lump on head</td>
</tr>
<tr>
<td>15 February 15</td>
<td>367</td>
<td>64</td>
<td>10</td>
<td>Eponymous fracture</td>
</tr>
<tr>
<td>22 February 15</td>
<td>536</td>
<td>44</td>
<td>24</td>
<td>Lung</td>
</tr>
<tr>
<td>1 March 15</td>
<td>752</td>
<td>144</td>
<td>11</td>
<td>Cheek swelling</td>
</tr>
<tr>
<td>8 March 15</td>
<td>584</td>
<td>126</td>
<td>8</td>
<td>hypogonadotrophic hypogonadism and hearing loss?</td>
</tr>
<tr>
<td>11 March 15</td>
<td>585</td>
<td>105</td>
<td>22</td>
<td>Newborn, bilious vomiting</td>
</tr>
<tr>
<td>15 March 15</td>
<td>727</td>
<td>149</td>
<td>13</td>
<td>Abdominal mass</td>
</tr>
<tr>
<td>22 March 15</td>
<td>141</td>
<td>19</td>
<td>4</td>
<td>Absent septum pellucidum</td>
</tr>
<tr>
<td>30 March 15</td>
<td>420</td>
<td>103</td>
<td>4</td>
<td>Knee pain after injury</td>
</tr>
<tr>
<td>30 March 15 cont.</td>
<td>1100</td>
<td>91</td>
<td>26</td>
<td>MRI for knee injury</td>
</tr>
<tr>
<td>6 April 2015</td>
<td>1200</td>
<td>221</td>
<td>14</td>
<td>Newborn, chest mass on prenatal US</td>
</tr>
<tr>
<td>13 April 2015</td>
<td>1100</td>
<td>212</td>
<td>20</td>
<td>10 yr old abnormal movements</td>
</tr>
<tr>
<td>21 April 2015</td>
<td>119</td>
<td>22</td>
<td>3</td>
<td>Young teenager with deletion of Chromosome 9</td>
</tr>
<tr>
<td>26 April 2015</td>
<td>2300</td>
<td>682</td>
<td>37</td>
<td>8 yr old male with history of longstanding &quot;asthma&quot;</td>
</tr>
<tr>
<td>30 April 2015</td>
<td>1300</td>
<td>212</td>
<td>30</td>
<td>3 yr old female abdominal distention and palpable...</td>
</tr>
<tr>
<td>4 May 2015</td>
<td>413</td>
<td>103</td>
<td>11</td>
<td>2 year old infant fell to hard surface</td>
</tr>
<tr>
<td>12 May 2015</td>
<td>461</td>
<td>101</td>
<td>11</td>
<td>What abnormality is seen on this young child's CXR?</td>
</tr>
<tr>
<td>18 May 2015</td>
<td>759</td>
<td>73</td>
<td>14</td>
<td>Radiographs knees 10 mth old child</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Reach</th>
<th>Engagement</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>15564</td>
<td>3170</td>
<td>330</td>
</tr>
</tbody>
</table>
Education: Collaboration with Radiopaedia for IDoR/Case of the Week

Radiopaedia is... HUGE!

RSNA: 51k
MyESR: 156k
AuntMinnie: 7.58k
What happened during the birth of this term baby?

ANSWER: http://goo.gl/UukLI7

Case courtesy of Dr Derrick Chansongpen... See More
Regional Societies

Founding Societies

Radiopaedia/WFPI, #IDOR 2015: the result

Dr Andrew Dixon
@DrAndrewDixon

Successful #IDoR2015 week on @Radiopaedia Facebook page. 2 million people reached! Thanks @WorldFederation. #FOAMrad

2,102,989
Total Reach

▲ 50.2%

Top Influencers of #IDor2015:
@radiopaedia @aetrradiologia @myesr @gehealthcare @worldfederation symplur.com/healthcare-has... via @symplur
Standard case of the week: details

• Why bother? Demand for case based learning, greater retention with case-based approaches & decreasing attention spans

• Why social media? Greater reach, ready-made distribution tools, mostly free

• Challenges and opportunities

• Future directions- case compilations, e-books, regular cases

• Link cases to educational videos

• Congress, other events – seize the opportunities
International Day of Radiology
November 8, 2015

The IDoR Poster
Regional Societies

Founding Societies

International Day of Radiology
November 8, 2015

Participating Societies

16 international societies (AOSR, CIR, EFNA, EFRS, ELF, EPF, ERS, ESR, ESTRO, ISMRM, ISHRAD, ISR, RSNA, SAFE, WFPI, WMIS)


14 Asian societies (China, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Korea, Lebanon, Malaysia, Philippines, Saudi Arabia, Sri Lanka, Vietnam)

65 European societies (national, subspecialty & allied sciences)

24 North American societies (incl. Canada & Mexico)

2 Oceanian societies (ADIA – Australian Diagnostic Imaging Association, RANZCR)

14 South American societies (Argentina, Brazil (CBR, SPR), Bolivia, Chile, Colombia, Costa Rica, Cuba, Ecuador, Panama, Peru, Uruguay, FAARDIT, SLARP)
International Day of Radiology
November 8, 2015

The Gentle Way: the Art of Paediatric Imaging
International Day of Radiology
November 8, 2015

The Gentle Way: the Art of Paediatric Imaging

(in cooperation with ESPR, SPR, WFPI, EuroSafe Imaging, Image Gently, ESTRO)

Executive Editors: Owen Arthurs, Katharine Halliday
47 Authors

The book was published as a downloadable PDF at IDOR2015.com/publications.

From October 6, when the book was published, to November 12, the webpage was visited 5,711 times
International Day of Radiology
November 8, 2015

Events & Activities worldwide:

Numerous events around the world. - notified of events in the following 42 countries:

Algeria, Argentina, Australia, Austria, Brazil, Canada, Chile, Costa Rica, Croatia, Colombia, Czech Republic, Egypt, France, Germany, India, Indonesia, Ireland, Israel, Italy, Kenya, Kuwait, Lebanon, Luxembourg, Netherlands, Nigeria, Palestine, Philippines, Portugal, Romania, Saudi Arabia, Serbia, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Tunisia, Uganda, United Kingdom, United States.

- Open Days / Symposia
- Series of Lectures / Conferences
- Workshops / Seminars
- Webinars
- Poster / video Competition
- Radiopedia
Celebrations Globally

- Alliance members, AAP
- WHO – **Tool for Radiation Risk Communication To Support Ris/Benefit Dialogue in Pediatric Imaging**
- ARDMS – Promoting Pediatric US exam
- ACR/Radiology/ESR ads, radio interviews

Internationally
- RAD AID Meeting Nov 7
- Ped Rad meeting in Uganda Nov 7,9
- Journal in South Africa

- Grass roots – proclamations, grand rounds, tech week
International Day of Radiology
November 8, 2015

Social media activities:

IDoR Facebook page May – November 2015
promotion of WFPI photo/video competitions, IDoR events, paediatric imaging book, plus sharing fans’ posts and other organisations’ activities

40 posts
11,551 likes in total
1,863 shares

Number of Fans:
November 9, 2012: 1,545
November 9, 2013: 7,924
November 9, 2014: 11,891
November 9, 2015: 14,271 (+2,380 Likes)
International Day of Radiology
November 8, 2015

Social media activities: Twitter

Massive increase in support for IDoR on Twitter
3,980 tweets using the hashtag #IDoR2015 compared to just 1,825 last year

These tweets appeared in Twitter users’ feeds 7,959,001 times
(source: Symplur.com)
Social media activities: Thunderclap Campaign

Thunderclap is a tool for amplifying a message on social media. By supporting the Thunderclap, users agreed to share the same message at the same time as everyone else on their Facebook, Twitter or Tumblr pages, giving the message much more prominence and priority on social media feeds than individual posts.

The campaign was promoted on social media platforms by all three organising societies.
Social media activities:

**IDoR Thunderclap Campaign**

- The Thunderclap message was released on November 8, 13:00 CET by 252 supporters to a combined audience of 643,294 people.

"Radiology saves children's lives! The International Day of Radiology celebrates paediatric imaging Nov 8 #IDoR2015

http://thndr.me/hIUVrB"
The Global Wave!!! http://www.sorantin.com/IDoR/
Around the world in 24 hours

- Over 70 photos submitted! Australia, Philippines, India, Kuwait, Israel, Romania, Czech Republic, Italy, Sweden, Luxembourg, Austria, Germany, Serbia, Switzerland, France, Netherlands, Spain, England, Ireland, Portugal, South Africa, Nigeria, Argentina, Costa Rica, Chile, Canada, USA.

- THANK YOU to Prof. Erich Sorantin, Mr. Alex Kolli and the team in Graz, Austria, for this fantastic idea and all the webwork.
Global Videos: www.wfpiweb.org!

Regional Societies

Founding Societies
Prizes

- The award for attending video with most likes (296 likes)
  - Prof. Erich Sorantin University Hospital Graz - Austria.
- The award for the trainee video with most likes (205 likes)
  - Ray Somcio MD, Texas Children’s Hospital, Texas,
- The award for the most liked photograph
  - Ronald Cohen from Oakland Children’s Hospital
Successful #IDoR2015 week on @Radiopaedia Facebook page. 2 million people reached! Thanks @WorldFederation. #FOAMrad

2,102,989
Total Reach

50.2%

Organic | Paid
Thank you!
TB Group

- A conglomerate of paediatric radiologists from around the world who are experts in childhood TB imaging

- Create an impact on Childhood TB diagnosis using radiology in low resource areas
Formation date: **May 18, 2013**

56th SPR meeting, San Antonio, Texas, USA

**Attendees:**
- Maria Ines Boechat (Brazil / USA; WFPI president)
- Savvas Andronikou (South Africa; TB Group Leader)
- Ron Cohen (USA; WFPI outreach to Zimbabwe and Zambia)
- Omolola Atalabi (Nigeria)
- Bernie Laya (Phillipines)
TB Group: Proposed Tasks

1. List of radiologists interested / involved in TB imaging
2. Communicate with proposed TB partners
3. Introduce to the international TB movements through communications (WHO, Gates Foundation, others, to generate financial and other support)
4. Enhanced educational activities
   Lectures, videos on TB imaging
   Link with ICRE of ISR
TB Group: Proposed Tasks

5. To initiate a ‘TB corner’ in the newsletter of the WFPI
6. Outreach reporting: select new volunteer reporting projects mainly for TB and HIV clinics
7. Promote standardized reporting of suspected cases of TB (use of reporting template)

* Most of these tasks had been accomplished
TB Group: Educational Tools

Savvas’ 7-min snippets

* Link to important TB literature

Regional Societies

Founding Societies
TB Group: Collaboration with ISR

Open access, online education module on “Imaging of Tuberculosis”. March 2014

Dr. Eric Stern, the TB Steering Committee's Chair
Regional Societies

Create educational literature and short videos for wide online circulation

Collate existing literature and learning material and host it on TB Corner

Initiate and participate in childhood TB research

Contact Us

TB GROUP HOTLINE

Foundation Societies

African Society for Paediatric Radiology
European Society of Paediatric Radiology
Latin American Society for Paediatric Radiology
AfSPE

TB Group: September 2015
Bernard F. Lay (Lead)

- Mariaem Andres (Philippines)
- Savvas Andronikou (South Africa)
- Eric Chong (Panama)
- Nathan Concepcion (Philippines)
- Rupesh Gautam (Nepal)
- Hamzaini Abdul Hamid (Malaysia)
- In-One Kim (Korea)
- Supika Kritsanepaiboone (Thailand)
- Henrique Lederman (Brazil)
- Gladys Mwango (Kenya)
- Jaishree Naidoo (South Africa)
- Bishnu Sigdel (Nepal)
- Kushaljit Singh Sodhi (India)
- Jacqueline Austine Uy (Philippines)
- Roy Vizcarra (Philippines)
- Lavinia Wesley (Panama)
TB Group: Online Articles 2015

- Short and practical review articles
- Important topics related to TB
- Authored and peer-reviewed by TB Group members
- Free and online
- Building block for a book
Regional Societies

Founding Societies

TB Group: Online Articles 2015

INAUGURAL ISSUE: SEPTEMBER 2015

IDOR ISSUE: NOVEMBER 2015
TB Group: Tele-reading 2015

- Yahoo group
- Moderators: Mariaem Andres and Austine Uy

Process:
- Moderators receives referrals and circulates the case
- Members view images and sends their opinion
- Opinions collated and summarized by moderators
- Final opinion sent to source (24 hour TAT)
TB Group: Tele-reading 2015

LAO FRIENDS HOSPITAL FOR CHILDREN

Founding Societies
TB Group: Tele-reading 2015

- Developing contacts
  - Cambodia
  - Philippines
  - South Africa
  - Latin America?

- Tele-reading is not a chore, it is education for all!
- Data collection and analysis
TB Group: Research

- Novel and high impact Imaging studies related to TB in children are few
- Low resource imaging technology
  - X-ray
  - Ultrasound (point-of-care radiology)
- Utility of MRI for subgroup of children with TB
- Protocols can be developed and initiated
- Where to obtain funding?
COMPREHENSIVE CHILDHOOD TB IMAGING PROGRAM
ON-LINE PUBLICATION ARTICLES &
COLLECT & EXISTING LITERATURE
TB HOTLINE
EXPANDED MEMBERSHIP & REACH
CHILDHOOD TB IMAGING RESEARCH
Making change at scale: WFPI strategic vision 2015-2018

Gloria Soto, Vice President
WFPI Press release, London, May 30th 2011:

“The leaders of the world’s regional pediatric imaging societies have united to establish the World Federation of Pediatric Imaging in order to address global barriers to optimal pediatric imaging care. The WFPI will promote education, best practices, appropriate imaging guidelines, and work to provide better access to vital imaging care for children worldwide.”

• The pediatric voice is not always sufficiently heard in the imaging arena,
• Strength lies in numbers (a united voice is needed)
Mission Statement (2012)

- WFPI provides an international platform for pediatric radiology organizations united to address the challenges in global pediatric imaging training and the delivery of services.
Strategic Priorities

- **Communication** and **collaboration** between pediatric imaging practitioners, via their organizations
- **Advocating** for appropriate practices and resource allocation for children (including patient safety)
- **Education**
- **Outreach** and **training** in lower resource settings
- **Research**
- **Sharing information**
Progress is tangible - both on the governance and project fronts

Translating ambitions into meaningful roll out and overcoming geographic, temporal, cultural and linguistic barriers is hard work.
However beautiful the strategy, you should occasionally look at the results.

Winston Churchill (1874-1965)
@InspiringThinkn
motivational-inspirational-world.blogspot.com
Feedback on WFPI priorities to date

- WFPI’s member organizations via Regional representatives on WFPI’s Council

- Members of the Society of Pediatric Radiology (SPR) via an internal SPR survey

  Consider WFPI’s priorities, projects and structure
  (Responses tied into WFPI’s output and strategic approach)
5 regional societies and 273 individual members of SPR provided feedback

The results provided WFPI’s leadership with guidance on member support, dissent and future strategies
Feedback on WFPI priorities to date

General conviction: creation of WFPI was “the right way to go”

- Positive feedback:
  - inclusive structural set up
  - aim of providing a united front
  - facilitating the sharing of expertise
  - raising awareness of the multiple needs of pediatric imaging
Feedback on WFPI priorities to date

Consensus:
Attracting external funding is a challenge
Feedback on WFPI priorities to date

- Consensus: Intrinsic initiatives run by member societies are important and have to be maintained
  - Avoid duplication
  - No competition
Feedback on WFPI priorities to date

Consensus: WFPI’s critical role:

- Channel for global dissemination of tools
- Sharing “lessons learnt”
- Opening networks & collaborative paths
- Providing recognition as an international body in pediatric imaging
Highest ranking priorities

- Global imaging safety

  2015: formalized partnership with **Image Gently**
  - promote efficient and effective use of resources for improved imaging healthcare for children at a global level

Consolidation and extension of partnerships with other regional initiatives is now required (AfroSafe, LatinSafe...)

Regional Societies

Founding Societies
Highest ranking priorities

- Providing affordable online education worldwide

  - **2015 - with the support of the SPR** a multi-topic, internationally steered WFPI **online video library** online was launched (WFPI website)

    - 13 videos posted to date (one in Spanish) viewed over 5000 times
    - “Introduction to Pediatric Chest Radiology” (Prof. G. Taylor, 1425 views /October 2015).

WFPI online educational offerings: Facebook, YouTube videos, Instagram, To be explored: mobile and tablet apps
Highest ranking priorities

- Advocacy
  WFPI aims to advocate for children’s imaging healthcare at every forum and meeting possible
  - UN - WHA
  - WHO/IAEA workshops
  - RAD-AID conference
  - WFUMB and ACR outreach committees
  - ISR
  - IDoR 2015
Highest ranking priorities

“Bolt on” outreach
Avoid resource duplication; engage with other organizations to leverage pre-existing resources - inject pediatric expertise

- Imaging the World in Malawi/Uganda
- RAD-AID in Laos & Ghana
- ACR educational courses in Haiti
- Partnership with CHOP/USA fellowship program in Ethiopia
- MSF/DWB Tele-reading & field manuals
- MSF/DWB possible future POC-US developments
WFPI outreach focus points

Childhood tuberculosis

Re-launch of TB Corner
- Open access literature,
- TB hotline
- Networking needed for take-up

PoC US in lower resource settings
- Log – activities
- List – names
- Link – to information
- Leverage - resources
- Literature - specific to interests
- Lubricate - communication
- Louder – presentations at congress

WFPI

Telereading

Regional Societies

- Founding Societies
Conclusions

WFPI is “the right way to go”:

- Group of professionals with great deal of expertise.
- Only organization that advocates specifically for accessible, timely and safe diagnostic imaging in children at a global level.
- It aims to create tools and generate resources that can be leveraged by multiple groups to be used where the need arises.
- It has taken time to mould but we know international organizations must continuously morph and adapt.
Conclusions

Challenges:

- Improve communication with member societies: Increase sense of belonging and representativeness
- Identify partners and leverage points
- Enhance networks with imaging organizations
- Strengthen visibility in the global arena
- **Attract sustainable external funding**
Conclusions

- The organization is relevant and impactful and has the chance to make change at scale.
WFPI is an inspirational society and has offered much support to paediatric imaging in Africa and South Africa.

Considering the significant disease burden and the large population of children living in Africa, a united front and sharing of expertise will only strengthen the drive to combat these challenges.
Thanks for your attention!