

From: PEREZ, Maria Del Rosario [<mailto:perezm@who.int>] **Sent:** Wednesday, July 01, 2015 8:15 AM **To:** Donald Frush, M.D.; Donald Frush, M.D. **Cc:** boyd.mike@epa.gov; Shogren, Angela (Shogren.Angela@epa.gov); Miller, Donald; Jerrold T. BUSHBERG (jtbushberg@ucdavis.edu) (jtbushberg@ucdavis.edu); Jerrold Bushberg (jerrold.bushberg@ucdmc.ucdavis.edu); MIKHAIL, Miriam; Denis D'Almada Remedios (denis.remedios@doctors.org.uk) **Subject:** IDoR2015 and launching of the tool of Radiation Risk Communication

Dear Don,

I hope you are doing well.

We did not interact after the 68th World Health Assembly during which we had the side event on IMAGING FOR SAVING KIDS- THE INSIDE STORY OF PATIENT SAFETY IN PEDIATRIC RADIOLOGY

We have prepared a short summary that will be circulated this week to all speakers. As you remember during the post-event debriefing session we discussed several possible follow-up actions including the idea of a campaign around "When imaging kids WE CARE" "

We identified 8th November 2015 as a key date to launch some action/product because it will be the International Day of Radiology (**IDoR2015**) that this year is dedicated to paediatric radiology.

It was noted that the product that we have almost ready is the **Tool for Radiation Risk Communication to Support Ris/Benefit Dialogue in Pediatric Imaging**, and we thought that this could be the first product to launch for starting the campaign. Since 8th November is a Sunday we might consider uploading this tool a few days before (during that week) but linked to advocacy about the IDoR2015

I was looking at the RSNA website <http://www.rsna.org/IDoR2015/> and I found that the IDoR2015 is highlighted there, emphasizing that in addition to RSNA, ACR and ESR this year also the Society for Pediatric Radiology (SPR), the World Federation of Pediatric Imaging (WFPI), the European Society of Pediatric Radiology (ESPR) and the Image Gently Campaign are joining this celebration.

Yesterday I had a telephone conversation with Mike Boyd and Angela Shogren and we discussed the next steps to finalize the Risk Comm Tool as follows:

- I. During July I will consolidate the final draft with all the comments/inputs received from corresponding members plus participants in the Tokyo seminar
- II. I will send the final draft to all members of the CORE GROUP at least three weeks before an electronic meeting (WebEx) to be held in August (second half, once people are back from holidays). So people will have at least three weeks to read the draft (although during Summer, we hope there will be some time to do it!)
- III. We will hold a WebEx meeting for final discussion where minor additional edits might be suggested
- IV. During September we will incorporate those minor changes and language/format editing after our WebEx Meeting and then will pass the draft to a designer to do the layout.
- V. In October we should be ready for launching in two steps: (i) To be uploaded in our websites as a pdf file just before the week of 8th November (celebrating the IDoR2015 devoted to PEDIATRIC RADIOLOGY) and (ii) To explore whether we could find some time slot this year at RSNA, linked to an Image Gently event, to present the tool and perhaps also the campaign

We think that most of the US colleagues who are members of the Core Group will be there. Denis Remedios attends RSNA quite often (not sure if this year he will be there). Unfortunately I will not be able to attend RSNA 2015 because I am hosting an European Workshop on Radiation Safety Culture in Medicine between 30th November and 2nd December, and RSNA will be held between 29th November and 4th December. But Miriam will be there so, WHO would be represented anyway. . And we know that RSNA gathers many radiologists from all over the world, so some of the corresponding contributors might be there too (e.g. Lawrence Lau, Juergen Griebel, Steve Ebdon Jackson, etc)

Do you think it might be still possible to find some time (even a short slot of 15 minutes for you or any other expert of the Core Group to present the tool? It would be a very good place and context for officially launching the tool. Although the plan is having it only in electronic format, we may ask the designer to provide the two pdf format (for the web and for printing) and print a few hundreds copies for that special event.

Please let us know your views

In a separate email I will send to you all a Doodle Poll to identify a date in the second half of August that is convenient for all to hold a WebEx meeting

MANY THANKS and best regards

Maria

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