



IAEA Free Webinar



## Strategies for Communicating Radiation Risk for Medical Imaging in Children

Date: **15 December 2016, 3 pm CET** ([check time in your country](#))  
Presenter: **Prof. Donald Frush**, Chair of the Alliance for Radiation Safety in Pediatric Imaging (the Image Gently Alliance)  
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**Organized jointly with the Alliance for Radiation Safety in Pediatric Imaging (the Image Gently Alliance)**

The use of ionizing radiation diagnostic imaging procedures for children has rapidly increased globally over recent decades. This is especially true for CT, and across all ages. Despite the fact that the clinical value of imaging involving the use of radiation for pediatric healthcare is unquestioned, this is often diluted when juxtaposed with children's relative increased susceptibility to radiation, including the potential for cancer from low-level exposures, and parental and public perceptions of radiation. Individual radiation risks are uncertain, and if they exist at all are at most quite small. Nevertheless, radiation protection in paediatric imaging is a public health issue due to the large population exposed. There is also manifest public awareness and concern with radiation in general, and this includes that used in medical imaging. This concern is often fuelled by unbalanced information in the lay press as well as through medical media. Moreover, there is still a great deal of misunderstanding about radiation use in medical imaging (i.e., what modalities use ionizing radiation), as well as what is known about risk. Therefore, informed radiation risk communication has a key role to inform the appropriate risk-benefit dialogue in healthcare settings. The content as well as delivery are important in this regard. It is critical to understand both needs and expectations of those you are communicating with (e.g., parents) as well as the influences of the landscapes for these populations. Messages should be crafted to address anticipated concerns (e.g., message mapping) in understandable fashion, remembering key elements of being informed, sensitive and engaged. Healthcare providers requesting and/or performing radiological imaging procedures in children have a shared responsibility to communicate radiation risks to patients, parents and other caregivers.

## Learning objectives

1. Understand need for conversations about radiation and risk
2. Recognize challenges with communicating risk
3. Learn strategies for effective communication

## Presenter



Donald P. Frush, MD, FACR FAAP is the John Strohbehm Professor of Radiology, Professor of Pediatrics, vice chair for safety and quality, faculty member of the Medical Physics Graduate Program, and Medical Director of the Duke Medical Radiation Center. Dr. Frush's research interests are predominantly focused on paediatric body CT, including technology assessment, techniques for paediatric MDCT examinations, assessment of image quality, and CT radiation dosimetry, dose reduction and radiation risk communication. International affiliations include the WHO and IAEA. Dr. Frush is currently a board member of the SPR as well as the National Council of Radiation Protection and Measurements (NCRP), Chair of the Image Gently Alliance, Trustee of the ABR, and a fellow of Society of Computed Body Tomography and Magnetic Resonance.