

IMAGE GENTLY® — BRAZIL AND BEYOND

2018 saw a considerable increased presence and partnership with Radiology professionals in South America, particularly in Brazil. Much of this effort was promoted by Dr. Dolores Bustelo, a pediatric radiologist in Paraná, Brazil. Dr. Bustelo worked with dedicated organizations and individuals who have been involved with the mission of Image Gently®.

Brazil has

- 208,917,661 inhabitants
- 65 million Children and Adolescents (Brazilian Pediatric Society information)
- 450,000 active medical doctors working (Federal Council of Medicine information)
- 35,000 Pediatricians (Brazilian Pediatric Society information).

The Image Gently® Campaign was launched in Brazil on October 12th, 2018, that is an emblematic date in Brazil because it is the National Children Day.

The Image Gently® Campaign was launched locally by the Brazilian Pediatric Society and has the support of many important medical societies:

- Brazilian College of Radiology - CBR
- Brazilian Council of Medicine - CFM
- Brazilian Medical Association AMB
- Brazilian Society of Orthopedics and Traumatology - SBOT
- Latin Safe
- Latin-American Pediatric Radiology Society - SLARP
- Inter-American College of Radiology - CIR
- World Federation Pediatric Imaging - WFPI

All of the entities supporting the mission of Image Gently® in Brazil will advertise the campaign through their mailings, sending the newsletters that have been prepared by the Brazilian Pediatric Society. Relevant information on radiation use in medical imaging, including radiation protection, can be promoted beyond pediatric and radiology specialties. This signifies that it is possible to reach all the medical doctors in Brazil, beyond pediatricians and radiologists. There are few pediatric radiologists in Brazil and despite the many pediatricians, much of pediatric care is delivered by adult medical doctors.

The Image Gently® Campaign of the Brazilian Pediatric Society started planning in 2016 by the Image Gently® Alliance member, the Pediatric Society of Paraná – SPP; Paraná is a state



Where the partnership between Image Gently and the Pediatrics started: The Pediatric Society of Paraná - SPP. Dr. Dolores Bustelo and Dr. Kerstin Taniguchi, President of the SPP.

“We at the Inter-American College of Radiology (CIR) are very grateful for your invitation and honored to collaborate in this important alliance, which has among its objectives the promotion of informed use of medical radiation for children. There is no doubt that Image Gently® Alliance's goals are in tune with CIR's mission and certainly this agreement between our organizations brings the opportunity to empower efforts in this direction.”

~ Henrique Carrete Jr.
President, InterAmerican College of Radiology



The Brazilian Congress of Radiology L to R: Dr. Alair Sarmet, Dr. Manoel Rocha, Dr. Luciana Rodrigues Souza, Dr. Aldemir Humberto Soares, and Dr. Dolores Bustelo

Physics Society with the Image Gently Alliance

Plans for the Image Gently® future in Latin-American:

- The 100 Million Children Project: to take the partnership between Radiologists and Pediatricians to many countries in Latin America, beyond Brazil. Finally, the Inter-American College of Radiology (CIR) has joined the Alliance.

By: Dolores Bustelo, MD

CIR Members

COUNTRY	ACRONYM	ASSOCIATION
ARGENTINA	FAARDIT	ARGENTINE FEDERATION OF RADIATION ASSOCIATIONS DIAGNOSIS BY IMAGES AND RADIANT THERAPY
BELIZE	ARB	ASSOCIATION RADIOLOGISTS OF BELIZE
BOLIVIA	SBR	BOLIVIAN SOCIETY OF RADIOLOGY
BRAZIL	CBR	BRAZILIAN SCHOOL OF RADIOLOGY AND DIAGNOSIS BY IMAGE
GLEN	GAR	CANADIAN ASSOCIATION OF RADIOLOGISTS
CHILE	SOCHRADI	CHILEAN SOCIETY OF RADIOLOGY
COLOMBIA	ACR	COLOMBIAN ASSOCIATION OF RADIOLOGY
COSTA RICA	ACRIM	COSTARRICAN ASSOCIATION OF RADIOLOGY AND MEDICAL IMAGES
CUBA	SCR	CUBAN SOCIETY OF IMAGENOLGY
EQUADOR	FESR	EQUADORIAN FEDERATION OF RADIOLOGY SOCIETIES
THE SAVIOR	ASRUID	SALVADORAN ASSOCIATION OF RADIOLOGY ULTRASONOGRAPHY AND DIAGNOSTIC IMAGES
SPAIN	SERA.M.	SPANISH SOCIETY OF MEDICAL RADIOLOGY
GUATEMALA	ACDRG	CIVIL ASSOCIATION OF DIAGNOSIS BY IMAGES AND RADIANT THERAPY OF GUATEMALA
HONDURAS	AHRI	HONDUREAN ASSOCIATION OF RADIOLOGY AND IMAGE
MEXICO	FMRI	MEXICAN FEDERATION OF RADIOLOGY AND IMAGE
NICARAGUA	ANRI	NICARAGUAN ASSOCIATION OF RADIOLOGY AND IMAGES
PANAMA	SPRI	PANAMENSA SOCIEDAD DE RADIOLOGIA Y IMAGENES
PARAGUAY	SPR	SOCIEDAD PARAGUAYA DE RADIOLOGIA
PERU	SOCPR	PERUVIAN SOCIETY OF RADIOLOGY
PORTUGAL	SPRMN	PORTUGUESE SOCIETY OF RADIOLOGY AND NUCLEAR MEDICINE
PUERTO RICO	SOCRAD-ACR	RADIOLOGICAL SOCIETY OF PUERTO RICO- AMERICAN COLLEGE OF RADIOLOGY
DOMINICAN REPUBLIC	SDR	DOMINICAN SOCIETY OF RADIOLOGY
URUGUAY	SRIU	SOCIETY OF RADIOLOGY AND IMAGENOLGY OF URUGUAY
USES	RSNA	RADIOLOGICAL SOCIETY OF NORTH AMERICA
VENEZUELA	SOVERADI	VENEZUELAN SOCIETY OF RADIOLOGY

located in the south of Brazil. Subsequently, this project was presented to the Brazilian Pediatric Society, becoming an Alliance member in 2017. One year later, in 2018, the Image Gently® Campaign has been



Image Gently advertisements in publications by the Brazilian College of Radiology and the Brazilian Pediatric Society, respectively.

launched and supported by the organization of all the medical doctors in Brazil, the CFM.

This commitment by all these Medical Societies is very important for the success of Image Gently® Campaign.

Plans for the Image Gently® future in Brazil:

- to take the Image Gently Campaign for the Brazilian Ministry of Medicine
- partner the Brazilian