

“The future is today.”

-Sir William Osler

Hi Everyone

I often note that if you have a technical problem, simply look around the room, locate the youngest person and they are probably the person most likely to be able to fix it. If they are under 12, you have hit the jackpot. Just yesterday I was marvelling at a toddler still in diapers and a stroller drinking from a sippy cup while playing games on a smartphone. A visual symbol for our age and I suspect what we ask regarding developmental milestones needs to be altered; from first steps to first texts....

No single aspect of human endeavour has been more impacted by advances in technology than communication. Social media provides a powerful new knowledge translation and exchange tool to impart health information. This week's Departmental Acknowledgement goes to Holly Agostino who this week participated in the very first Canadian pediatric hospital-based tweet chat. I learned about this from Pamela Toman and I reprint below what she wrote to me.

"I wanted to let you know that I have been working with Dr. Holly Agostino, who deserves a big round of applause. I contacted Holly in the fall about whether or not she would be interested in participating in the hospital's first ever tweet chat: a conversation/event on Twitter about any given topic - in our case, menstruation for teen girls and parents with daughters.

Not only did Holly accept enthusiastically, she gave up some of her valuable time to do media interviews before the event, which was yesterday from noon to 1pm.

The tweet chat went very well, and we received many messages from parents and teens and members of the media who were not only impressed that we were reaching out to teens and parents directly through this new media platform, but that a doctor would be willing to make herself available for this type of initiative despite her busy schedule.

I think Holly deserves a sincere pat of the back for being such a good sport, and so ready to offer her expertise. Her willingness to jump on board in turn helps our department better showcase how our doctors and staff are innovative and resourceful.

Because of the success of yesterday's event, we are looking forward to hosting a second tweet-chat on April 3rd from 4-5:00 p.m.

Holly was featured in both La Presse and on the Journal de Montréal's websites yesterday, as well as in 24 heures:

<http://www.lapresse.ca/vivre/sante/201302/12/01-4620800-menstruations-101-une-pediatre-parle-aux-ados-sur-twitter.php>

<http://www.journaldemontreal.com/2013/02/12/une-specialiste-repond-aux-questions-sur-twitter>

Holly should be commended for her initiative and her willingness to use novel means to reach out to youth who are often indifferent to traditional modes of communication. Feel free to contact Pamela if you would like to offer up your expertise for a tweet chat.