

**Communications Office**

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**FOR IMMEDIATE RELEASE**

**Health Unit Youth Staff Design Winning iPhone Applications in Provincial Contest**

**Tuesday, August 17, 2010, Peterborough**

The Peterborough County-City Health Unit is proud to announce that two staff members from its youth engagement team placed second and third in a province-wide contest to create health-related iPhone applications.

Health Unit Peer Leaders Rachelia Giardino and Alex Stinson came in second and third respectively for their submissions to the “iPhone App Contest” of the Ontario Lung Association’s Youth Advocacy Training Institute. The goal of the contest was to encourage youth across the province to design an application that would engage Ontario youth in advocating for healthier communities.

“We’re very proud of Rachelia and Alex for this achievement as it reflects their creative approach to addressing the unique health concerns of youth,” said Dr. Rosana Pellizzari, Medical Officer of Health. “Using social media in this way can be very effective as studies show that when youth are meaningfully involved in activities and connected to others in healthy ways, they are less likely to take part in negative risky behaviours.”

Ms. Giardino’s idea for an iPhone app involved using keywords from one’s Facebook status to track and chart an individual’s physical, mental and sexual health and provide recommendations. Keywords can trigger messages that include useful health tips, community health resources and locations of nearby clinics or pharmacies, based on the user’s postal code.

The iPhone app concept developed by Mr. Stinson was a trivia-based iPod game similar to “Who wants to be a millionaire?”. The questions would feature health facts that are extremely useful in everyday situations, and once answered the game will explain why the correct response was the healthiest choice.

Both Ms. Giardino and Mr. Stinson will receive gift packages for their winning submissions.

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**For further information, please contact:**  
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