cases compared to control group was 2.56 (95% CI, 1.85 to 3.42, *P*-value < 0.001) whilst the odds-ratio of suicidal ideation amongst uncontrolled appetite/overeating cases compared to control group was 2.19 (95% CI, 1.75 to 2.74, *P*-value < 0.001). Results remained significant after adjusting for anxiety and depression symptoms.

Conclusion   Focus on high risk groups such as DE seems important in taking suicide preventive measures.

Disclosure of interest   The authors have not supplied their declaration of competing interest.

http://dx.doi.org/10.1016/j.eurpsy.2017.01.278

O057

Are social networks useful to challenge stigma attached to mental disorders? Findings from the time to change social marketing campaign 2009–2014

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Introduction   The new channels of communication as social media (e.g. Facebook and Twitter) and the social marketing campaign (i.e. campaign focused on enabling, encouraging and supporting behavioural changes among target audiences) can represent useful strategies to challenge stigma attached to mental disorders.

Objectives   To evaluate the efficacy of the social marketing campaign of the time to change (SMC-TTC) anti-stigma programme on the target population in England during 2009–2014.

Aims   To assess the impact of the SMC-TTC anti-stigma programme in terms of:
– use of the social media channels;
– levels of awareness of the SMC-TTC;
– changes in knowledge, attitude, and behaviour related to mental disorders.

Methods   Participants completed the mental health knowledge schedule (MAKS), the community attitudes toward mental illness (CAMI) and the reported and intended behaviour scale (RIBS), together with an ad-hoc schedule on socio-demographic characteristics.

Results   In total, 10526 people were interviewed, it was found a growing usage of the SMC-TTC media channels and of the level of awareness of the campaign (*P* < 0.001). Being aware of the SMC-TTC was found to be associated with higher score at MAKS (OR = .95, CI = .68 to 1.21; *P* < .001), at "tolerance and support" CAMI subscale (OR = .12, CI = .09 to .16; *P* < .001) and RIBS (OR = .71, CI = .51 to .92; *P* < .001), controlling for confounders.

Discussion   In the general population, SMC-TTC has been found to be effective in improving attitudes and behaviours towards people with mental disorders.

Conclusions   Considering these promising results obtained in England, social media can represent the possible way forward for challenging stigma. The future on-going evaluation of the SMC-TTC may further shed light on the essential role of social media in reducing of stigma and discrimination.

Disclosure of interest   The authors have not supplied their declaration of competing interest.

http://dx.doi.org/10.1016/j.eurpsy.2017.01.279

O058

A cross-correlation analysis of the cyclicity of Italian suicide rates and online suicide-related search volumes

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Introduction   People seeking information and news regarding suicide are likely to use the Internet. There is contrasting evidence about the relationship between the cyclicity of suicide-related search volumes and national suicide-rates in different countries.

Objectives   The objectives were to investigate first the cyclicity of Italian suicides and online suicide-related searches carried out by the Italian population in the same time frame (2008–2012) and analyze the correlation between the two cyclicities.

Aims   The study aimed to gain further insights on suicide-related internet use and its relationships to completed suicides.

Methods   Italian mortality database provided monthly national data concerning suicides (2008–2012). Google trends provided data of online monthly search-volumes of the term "suicide"; "commit suicide"; "how to commit suicide" in Google search (2008–2014).

Results   Seasonal AR model suits the trend of Italian suicides with a periodic 1-year cycle. No specific cyclicity for Google search volumes for "how to commit suicide" and "to commit suicide" was found (ARIMA [0,1,1] and ARIMA [1,0,1] respectively). Google search time series for "suicide" performed with ARIMA (1,1,1) and the cross correlation analysis showed that it lags national suicides of three months ($\rho = 0.482$, *P*-value < 0.001).

Conclusions   Online searches for suicide-related terms in Italy are more linked to factors other than suicidality such as personal interest and bereavement. To our knowledge, no previous study reported a lag of three months between online searches for "suicide" and national suicides. This may shed further light on the grieving process being of help in organizing effective supportive strategies for the survivors.

Disclosure of interest   The authors have not supplied their declaration of competing interest.

http://dx.doi.org/10.1016/j.eurpsy.2017.01.280

O059

The impact of mental factor as an indicator of the population state of health

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In the framework of biopsychosocial model of health and pathology that is nowadays widely recognized in the different fields of modern medicine the mind, building the core of personality and the brain as the central regulatory organ play an essential role in the interdisciplinary approach to somatic illnesses. It is a common knowledge that comorbid anxiety and depression disorders can influence the course of various somatic illnesses and worsen their prognosis. We