

Conclusions Alcohol is a major contributor to injury related mortality in the West of Ireland, particularly among young people, with young men especially vulnerable. It is evident that injury fatalities resulting from asphyxiation are commonly associated with alcohol, where the level of alcohol detected varies across types of injury fatality.

Suicide prevention

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561 KEEP HIM HERE: A PROVINCIAL SUICIDE PREVENTION AWARENESS CAMPAIGN

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Background Communities across Alberta recognise World Suicide Prevention Day (WSPD) with a variety of awareness and prevention activities. However, Alberta lacks a coordinated provincial approach to promote both WSPD and suicide prevention. The Injury Prevention Centre and the Alberta Suicide Prevention Network have developed a suicide prevention campaign that was implemented for its second year in 2015.

Problem In 2010, Alberta data shows that 75% of suicide deaths were men. Of these, 68% were between the ages of 30–69 years. Men are among the least likely to seek help when struggling with mental health issues and often have limited support networks. Coupled together with the negative societal perceptions about mental health and suicide, the campaign focused on the social networks of middle age men (significant others, families, friends). Key messages for the campaign are: know the signs, start the conversation and reach out. Along with the key messages, a tagline meant to emphasise the role every individual can play to support and help a man who is struggling was developed – “Keep Him Here.” A series of themed printed posters and post cards, coffee sleeves, a website, infographic and a video PSA were developed.

Results For the 2015 campaign, 58 community partners requested resources (81% increase compared to 2014) and used them at pop-up coffee booths, gas stations, suicide awareness walks, restaurants, businesses, resource fairs, and interagency meetings to raise awareness and create opportunities to start conversations about suicide. The provincial launch connected with 412 commuters on their way to work.

Conclusions The Keep Him Here campaign, coordinated by IPC, has provided a mechanism to initiate a fledgling coordinated provincial effort to highlight suicide prevention and awareness to Albertans. By providing high quality, free resources and supports to partners who were able to creatively disseminate suicide prevention messages to engage communities.

562 ASSOCIATIONS OF SLEEP DISTURBANCE, DEPRESSION, PROBLEMATIC INTERNET USE WITH SUICIDE IDEATION IN YOUNG ADOLESCENTS: A FOLLOW-UP SURVEY

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Background Suicide is a leading cause of death among adolescents. A number of studies indicate that sleep quality, mental health status and excessive Internet use are associated with suicide risk in this population, but less Longitudinal study is known to explore the associations of sleep disturbance, depression and problematic Internet use with subsequent suicide ideation among school adolescents in China. The aim of this study was to examine the associations between suicidal ideation and sleep disturbance, depression and problematic Internet use.

Methods 1700 individuals which covered the school-aged adolescents from southeastern Chinese areas with self-administered questionnaires were screened in 2012, and a follow-up survey was conducted in June 2015. Information was collected on socio-demographics and suicide ideation, planning and attempts in the past year, sleep quality, mental health status and problematic Internet use were separately assessed with PSQI, CESD-10 and IAT. Multivariate logistic regression analyses, controlling for confounding factors, were conducted to explore the associations of sleep quality, depression, problematic Internet use with suicide ideation.

Results Among the participants, 15.5% of adolescents had the suicide ideation in past year. After controlling for baseline suicide and other confounding factors, adolescents with sleep disturbance in 2012 had a higher tendency to subsequent suicide ideation in 2015 compared with those who had no sleep disturbance (OR: 5.11; 95% CI: 2.46–10.64). Suicidal ideation was highly associated with psychiatric disorders such as depression (OR: 3.57; 95% CI: 1.45–8.22), problematic Internet use also significantly predicted suicide ideation in 2015 (OR: 2.62; 95% CI: 1.26–5.45).

Conclusions Preventing and mitigating adolescents' sleep disturbance, depression and controlling Internet use reasonably have the potentials to reduce suicide occurrence. Among adolescents already exposed to adversities, effective psychological intervening services which may be against future suicide behaviours, should be formulated according to the different needs of each individual. We also suggest that more consideration from parents and teachers should be given to young adolescents to support their sleep quality and good mental health status to reduce the potential risk factors of increased suicide rates.

563 MORTALITY TREND BY SUICIDE IN MEXICO, 1979–2012

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Background Suicide at any age is a Public Health problem. The last 50 years, the frequency of this problem has increased worldwide, especially among adolescents. In 2005, WHO developed a list of suicide mortality rate from 101 countries, among which Mexico has the 79th position (4.0/100,000). The objective of this study was to analyse the mortality trend by suicide in Mexico from 1979 to 2012.

Methods This study was conducted from national databases of 1979–2012, from which analysed only the codes E950 to E959 and X60 to X84 of the 9th and 10th International Classification of Diseases. From these codes, the variables analysed were age, sex, year of register and place of residence. In the statistical analysis, we calculated mortality rates and standardised mortality rates. The standardised mortality rate was estimated from the