interventions provided in the workplace aiming to improve mental health, presenteeism and absenteeism of employees.

Methods: We searched several databases for RCTs published from 2000 onwards. Data were extracted into a standardised data extraction form. The quality of the included studies was assessed using the Cochrane Risk of Bias tool. Due to the heterogeneity of outcome measures, narrative synthesis was used to summarise the findings.

Results: Seven RCTs (eight publications) were included that evaluated tailored digital interventions versus waiting list control or usual care to improve physical and mental health outcomes and work productivity.

The results are promising to the advantage of tailored digital interventions regarding presenteeism, sleep, stress levels, and physical symptoms related to somatisation.

There is less evidence for addressing depression, anxiety, and absenteeism in the general working population, but they significantly reduced depression and anxiety in employees with higher levels of psychological distress.

Conclusions: Tailored digital interventions seem more effective in employees with higher levels of distress, presenteeism or absenteeism than in the general working population. However, so far, there are not many studies in this domain. Given the promising results, tailoring of digital interventions based upon employee input should be a focus in future research.

Disclosure of Interest: None Declared

EPV0481

Youth Responses to Social Media Influencers Discussing Mental Health Online

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Introduction: Social media "influencers" are popular online users with large audience bases they are paid to advertise products or services to. Influencers have enormous reach and sway with young people, combining the relatability of peers and the prestige of celebrities. Many researchers have investigated the role of influencers in marketing to youth, and there is a growing interest in public health. However, despite young people's interest and poor outcomes in mental health, very little research has examined the role of influencers in this field. While a very small number of ethnographic observations about influencers discussing mental health have generated some initial insights on the topic, they contain neither the breadth nor depth to consider the potential impacts of these influencers on young people. To understand the phenomenon of influencers discussing mental health, we need a broad description of what is occurring, how the parties involved feel about it, and what possible effects it may be having on young people.

Objectives: The aim of this research was therefore to explore the role of social media influencers in young people's knowledge, perspectives and behaviours relating to mental health.

Methods: Researchers conducted digital interviews (text, phone or video-chat) with 21 young people (aged 16-24) and 7 local influencers (18 years plus). Influencers had over 5,000 followers,

engaged in sponsored content within 6 months and posted at least once a week. Young people had an interest in mental health and followed at least one of the described influencer accounts.

Results: The preliminary findings reveal four key tensions in how participants view the role of influencers in discussing mental health online. Firstly, participants felt it was important for influencers to be neither overly negative or overly positive in representing mental health, by remaining realistic yet recovery-focused. Second, it was suggested influencers should treat the topic of mental health with appropriate reverence, by taking it seriously but still presenting it in a friendly, youth accessible way. Thirdly, participants suggested influencers should consider how often and openly they discuss mental health, finding a balance between repression and over-expression. Finally, participants valued hearing from both personal and professional perspectives on mental health, and suggested the ideal influencer would share both personal experience and scientific evidence.

Conclusions: This exploratory research is the first step in investigating the possible use of social media influencers in mental health promotion and may be of interest to service providers and health promotion agencies considering this marketing strategy. The research also offers recommendations for popular social media users currently engaging in discussions of mental health online for how to discuss mental health in a way that is most likely to be positively received by young people.

Disclosure of Interest: None Declared

EPV0482

Predicting adherence in routine internet based cognitive behavioural therapy for depression: Retrospective cohort study

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Introduction: On average, thirty percent of patients in internet based treatments do not complete the treatment program. The majority of studies predicting adherence have focused on baseline variables. While some consistent predictors have emerged (e.g. gender, education), they are insufficient for guiding clinicians in identifying patients at risk for dropout. More precise predictors are needed. More recently, studies on prediction have started to explore process variables such as early response to treatment or program usage.

Objectives: To investigate:

i) How much variance in adherence is explained by baseline symptoms and sociodemographic variables?
ii) Can we improve the model by including early response and program usage as predictors?
iii) What is the predictive accuracy of the most parsimonious regression model?

Methods: Data will be extracted from the Danish 'Internetpsychiatry' clinic, which delivers guided internet based cognitive