life, and optimise patients' outcomes and clinical shared decision-making is a priority. Patient Reported Outcome Measures (PROMs) are used in healthcare to understand the impact of symptoms on people's quality of life. Electronic capture of PROM data (e-PROMs) are an efficient way of collecting PROM data and can minimise patients' burden.

Aim This study aims to establish the impact of trauma on patients' quality of life and to explore views on using e-PROMs to support clinical care and research.

Methods In-depth semi-structured one-to-one interviews were conducted with (i) TBI survivors and family members/carers; (ii) healthcare professionals/researchers working in trauma related clinical areas; and (iii) members from third sector organisations who support trauma patients and their families/carers.

Results Preliminary results from 19 participants show using PROMs contributed to focus clinical consultations on issues deemed important to patients, including memory loss, anxiety, and lack of concentration. E-PROMs were considered flexible and timesaving and a valuable way of evaluating ongoing symptoms and their impact on quality of life when consulting with clinicians. Patients' mental health, type of injury, physical impairments, and changes in personality were considered as key features for inclusion in e-PROMs. Over and under-reporting, lack of insight, cognitive and communication problems and lack of internet access, (especially among older patients), were considered barriers to using e-PROMs. Suggested features to facilitate use, included: easy to use, short length, conciseness, and lay language easily understood by trauma patients.

Conclusion The electronic capture of PROMs was found to be an acceptable way of reporting patients' symptoms. Particular attention should be paid to the inclusion of specific measures in future e-PROMs system, such as patients' ongoing mental health.

P30 #CRISISTEAMFAIL: TWITTER ANALYSIS TO ENRICH UNDERSTANDINGS OF MENTAL HEALTH CRISIS SERVICES

Natasha Chilman, Nicola Morant, Bryn Lloyd-Evans, Jane Wackett, Sonia Johnson. University College London, London, UK

10.1136/bmjopen-2019-QHRN.64

Background Analysis of Twitter data is a relatively new and developing form of qualitative health research. It allows access to how issues and experiences are socially shared and constructed amongst communities of health service users and providers, in ways that traditional or individual-based qualitative methods may not. In the UK, Crisis Resolution Teams aim to provide intensive home-based support to adults in mental health crisis. However, there are known problems with user satisfaction, and wide variations in implementation.

Aim To explore how Crisis Resolution Teams were discussed on Twitter and compare this with data collected via interviews and focus groups in a related study.¹

Methods Twitter's advanced search function was used to retrieve relevant Tweets on Crisis Resolution Teams (2010–2018). A form of thematic analysis was conducted on 500 relevant randomly selected Twitter posts. Principles of refutational synthesis were applied to compare themes with those identified in interviews and focus groups.

Results The most popular 'hashtag' search term was '#Crisis-TeamFail'. Negative comments about Crisis Resolution Teams were found in 40.8% of Tweets, principally relating to access and quality of care. There were some overlaps between themes identified in both datasets, including the importance of rapid access to care and planned discharges. However, views expressed on Twitter were generally more critical than those obtained via face-to-face methods. This may be because people post about experiences with mental health services as they happen, and because Twitter communities include individuals who are less engaged with services.

Conclusion By looking at stakeholder views expressed on social media alongside traditional qualitative methods, researchers can capture a wider spectrum of opinions than with one method alone. Twitter can be a valuable resource for future health research which could feed into improving user engagement and collaboration in service design and improvement.

REFERENCE

1. Morant N, Lloyd-Evans B, Lamb D, *et al.* Crisis resolution and home treatment: stakeholders' views on critical ingredients and implementation in England. *BMC Psychiatry* 2017;**17**(1):254.

P31 FROM FIGHTING THE SCOURGE TO EVERYDAY MANAGEMENT OF CANCER RISK: A FOUCAULDIAN ARCHAEOLOGICAL STUDY

CF Brooks. University of Southampton, Southampton, UK

10.1136/bmjopen-2019-QHRN.65

Background Studies of publicly available cancer information (CI) focus upon the provision of CI at specific times in history¹⁻² or more recently patient preferences and use of electronic resources.³ As such, there is little research exploring the changing representation of cancer through early to electronic forms of CI.

Aims The aim of this paper is to present theoretical, methodological and epistemological insights from a qualitative study using Foucault's archaeological approach⁴ combined with the theoretical lens of medicalization⁵ to investigate the changing representation of cancer through CI (1934–2010), and consider their implications to current understandings of CI.

Methods Adopting a purposive sampling approach, archival and electronic CI were collected from a variety of sources, including the Wellcome Library, British Library, National Archives, GP surgeries and cancer charity websites.

Results Analytical findings reveal five thematic shifts, showing how increasing responsibility for the management of cancer risk and promotion of health has been placed upon the 'imagined reader'⁶ of CI:

- the emergence of cancer as a scourge involving the combined efforts of medical professionals and the public to 'fight' (1934–1947).
- the moral pursuit of life saving (1948–1959).
- smoking, lung cancer and engaging in risky behaviours (1960–1978).
- individualism and the emergence of a regulatory consumer (1979–1999).
- everyday management of cancer risk and promotion of health (2000–2010).