Conclusions Through enabling examination of the changing relations between the representation of cancer and the social, economic and political contexts within which they are embedded, Foucault's archaeological approach provides an innovative and valuable tool to understand contemporary conceptualisations of cancer, responsibility and risk as well as different forms of CI.

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P32 USING SOCIAL MEDIA AS A RECRUITMENT STRATEGY TO RECRUIT PATIENTS, GPs AND PHARMACISTS

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Background Social media platforms occupy an increasingly significant role in providing learning and support for people to share healthcare experiences,¹ yet little is known about their potential as participant recruitment avenues into health research.²

Aim To develop understanding of the role of social media as a recruitment tool, this paper presents conceptual and methodological insights, as well as early findings from a study using social media alongside traditional recruitment pathways,¹ to explore patient, General Practitioner and Pharmacist experiences of the local implementation of a national led digital technology. **Methods** Using a combined recruitment strategy comprising of social media and traditional recruitment pathways, patients, General Practitioners and Pharmacists are being recruited into a mixed method study, involving online surveys and telephone interviews, to explore their experiences of the local implementation of a national led digital technology.

Results Key insights include:

- Methodological design, development and implementation of a social media recruitment tool
- Barriers and enablers of using social media in comparison to traditional recruitment pathways
- Complexities of context: using a recruitment tool with an international reach to recruit locally
- Early exploratory findings and relationship to recruitment strategy
- Engagement and participation of different social media users: patients, General Practitioners and Pharmacists
- Implications for future research using social media as a recruitment tool.

Conclusions Key insights can contribute towards learning about the use of social media as a recruitment tool in health research involving digital technologies and consideration of complex interrelated methodological, contextual, relational, ethical and participation issues.

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P33 LIFE CYCLE OF HOMELESS: THE ROLE OF INTERPERSONAL RELATIONSHIPS TO HEALTH PRACTICES FOR DRUG USE

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Background To underlie new practices towards health promotion and well-being for homeless people and drug users, it is necessary to broaden the focus to interpersonal relationships throughout their life cycle. The Community Treatment is an innovative approach, as it proposes a change in perspective. Few studies have highlighted the process of human development and interpersonal relationships as a resource for new health practices.

Objectives To understand how interpersonal relationships and substance use are modified throughout the life cycle of homeless people in urban regions of São Paulo.

Methods This study followed a qualitative methodology and took place in the biggest city of Brazil, São Paulo, in 2017/2018. Three approaches were used: participant observation, formal interviews with key informants (n=19) and homeless adults substance users (n=14) using the timeline technique, with a total sample of 33 participants. All interviews were audiotaped and observations were registered in field diaries. The audio files were full transcribed and submitted to content analysis. All procedures were aligned to COREQ (Consolidated Criteria for Reporting Qualitative Research) and SRQR (Standards for Reporting Qualitative Research) guidelines.

Results Findings of the timeline technique and observational study show that the life cycle of homeless people and substance users are marked by several family bonds broken in two moments: childhood and adolescence. Living in the streets and drug use are connected with these broken ties. Themes related to LGBTT experiences appeared with considerable frequency and are also connected to these ruptures.

Conclusions Triangulation of data indicate that it is necessary to consider these broken bonds when creating new interventions for homeless drug users. The Community Treatment is an approach that considers all vulnerabilities found in the life cycle of this populations.

P34 PARTICIPATORY RESEARCH METHODS IN EVIDENCE BASED LOCAL EMPOWERMENT FOR THE IMPROVEMENT OF ROMA HEALTH

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In Hungary – as in other European countries – Roma experience significantly worse health outcomes than the general population. Limited access to health care services does not fully explain this gap in the Roma health status. Social and environmental determinants such as bad housing condition, limited