consumption have been developed for middle-aged men. These were mainly delivered in healthcare settings. Disadvantaged young men seldom attend healthcare. A tailored brief intervention delivered by text message provides a low cost method for accessing this hard to reach group.

Methods Focus groups were conducted with disadvantaged young men to explore the social context of drinking and opportunities for intervention. Empirical evidence and social cognition theories were used to develop a series of text messages and images to reduce binge drinking. These were tested in three further focus groups, including one with female partners of binge drinkers.

Results The focus groups identified cost and personal experience of alcohol harms as opportunities for intervention. Humour was identified as a useful lever for behaviour change. The focus groups also provided useful quotes for text messages. A series of 37 text messages and images were developed within the framework of the Stages of Change model. They incorporated the principles of motivational interviewing and used components of successful behaviour change strategies. To promote interaction, several messages requested a response.

Conclusion This study has shown it is possible to encapsulate the theoretical approaches and the major components of brief interventions in a series of text messages. Focus groups highlighted levers for change and aided the selection of acceptable messages. This approach could be used with other social groups and other adverse health behaviours.

P2-54 DIET AND RISK OF DIVERTICULAR DISEASE IN THE EUROPEAN PROSPECTIVE INVESTIGATION INTO CANCER AND NUTRITION (EPIC)-OXFORD COHORT, A PROSPECTIVE STUDY OF BRITISH VEGETARIANS AND NON-VEGETARIANS

doi:10.1136/jech.2011.142976h.89


Introduction Vegetarians and those consuming a high fibre diet are thought to have a lower risk of diverticular disease but there is little evidence from prospective studies to substantiate these associations. The objective was to examine the associations between vegetarianism and dietary fibre intake with the risk of diverticular disease in the EPIC-Oxford study.

Methods This analysis of the EPIC-Oxford cohort included 47,033 men and women living in England or Scotland of whom 15,459 (33%) were vegetarians. Diverticular disease cases were identified through linkage with hospital records. The RR of diverticular disease by vegetarian status and quintiles of dietary fibre intake was estimated using multivariate Cox proportional hazards regression models.

Results After an average follow-up of 11.6 years, there were 312 incident cases of diverticular disease. Vegetarians had a 30% lower risk (RR=0.70; 95% CI 0.56 to 0.87; $P_{\text{heterogeneity}}=0.001$) of developing diverticular disease compared with non-vegetarians. There was also an inverse association with fibre intake; participants in the highest quintile (>25 g/day) of dietary fibre intake had a 41% lower risk (RR=0.59; 95% CI 0.46 to 0.78; $P_{\text{trend}}<0.001$) compared to those in the lowest quintile (<14 g/day). After mutual adjustment, both a vegetarian diet ($P_{\text{heterogeneity}}=0.015$) and a higher intake of fibre ($P_{\text{trend}}=0.001$) were significantly associated with a lower risk of diverticular disease.

Conclusion Consuming a vegetarian diet and a high intake of dietary fibre were both associated with a lower risk of diverticular disease.