3 social media sites. We analysed the brand presence and page content on each site and assessed the use and effectiveness of age restrictions.

**Results** Facebook was the most-used social media site, with an average reach across the observation period ranging from 39% in males aged 6–14 to 91% among females aged 15–24. The average impressions per month varied between 697 million and 2,717 million. YouTube had a similar average reach (41–81%) while Twitter had a considerably lower usage in the age groups studied. All 5 of the alcohol brands studied maintained a brand website, facebook page and twitter page, while 3 of the 5 also hosted a YouTube channel. Features such as the ‘like’ button on Facebook and the use of competitions and games enable spread of brand engagement through the network.

Age restrictions to alcohol brand content varied across the sites. Facebook users under the age of 18 years were not able to access ‘official’ alcohol brand pages, although most user-generated content and some brand-generated applications were still accessible. By contrast, YouTube and Twitter did not maintain age-restriction with users of all ages able to view and interact with brand content.

**Conclusion** Social media sites are heavily used by children and young adults. Their exposure through these sites to alcohol marketing warrants intervention.

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**PS31 THE JOINT EFFECT OF UNEMPLOYMENT AND CYNICAL HOSTILITY ON ALL CAUSE MORTALITY**

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**Background** Unemployment as well as hostility has been associated with mortality and morbidity. Hostility and socioeconomic position, including unemployment is highly associated. One of the hypothetical models on the relation between hostility, health and life context, states that hostility moderates the relationship between health problems and stressful conditions in the environment, such as unemployment. The aim of this study is to analyze the joint effect of labor market exclusion and hostility on all cause mortality.

**Methods** This study is based on The Danish Longitudinal Study on work, Unemployment and Health, a survey carried out in the Spring 2000 among a random sample of 40 and 50 year old men and women and an oversampled group of previously unemployed individuals. The survey included self-reported measures on employment, education, age and hostility, measured by the eight-item Cynical Distrust Scale. The exposure variable was: 1) employed-not hostile; 2) employed - hostile; 3) unemployed- not hostile and 4) unemployed - hostile. Outcome was defined as all-cause mortality. We used Cox’s proportional hazard regression model, with age as the underlying time scale and with entry time January 1st 2000. All individuals who reported not working due to illness at the time of the survey were excluded in the analyses. The joint effect of unemployment and hostility was assessed as departure from multiplicativity.

**Results** Employed men and women who were hostile did not have an increased mortality risk. Unemployed men had an increased risk of mortality even when they were not hostile HR=2.30 (95% CI, 1.27–4.16) and the joint effect of unemployment and hostility was higher than what would have been expected from their separate effects, HR=2.57 (95% CI, 1.50–4.42). Unemployed women did not have a significantly increased mortality risk if they were not hostile HR=1.35 (95% CI, 0.73–2.50), however, the joint effect of unemployment and hostility was higher than what would have been expected from their separate effects, HR=2.23 (95% CI, 1.17–4.24).

**Conclusion** The joint effect of unemployment and hostility is a novel finding, indicating that the health damaging consequences of unemployment are accentuated by hostility.