alongside an expectation from funding bodies to go beyond publication within academic journals has generated interest in alternative methods of science communication.

Our aim is to share and describe our experience of using a variety of creative communication tools, reflect on their use in different situations, enhance learning and generate discussion within the research community.

Methods Over the last 4 years, we have explored a number of creative communication tools (illustration, podcasts, blogs, briefing papers, board games and social media shareable content) to share our research with the diverse range of people who could benefit from the findings and extend dissemination beyond traditional academic mechanisms.

Central to our approach is the co-production of a communication plan with potential evidence users which facilitates i) the identification of key messages for different audiences, ii) discussion of appropriate tools to communicate the key messages and iii) exploration of avenues to share them. We aim to involve evidence users in the production of tools where appropriate and to produce a variety of outputs for each research project cognisant of the many ways in which individuals choose to engage with information.

Results Our experience has allowed us to develop an understanding of the pros and cons of a wide range of creative communication tools. For example, board games can be a fun way of learning, may flatten power hierarchies between researchers and research users and enable the sharing of large amounts of complex information in a thought provoking way but they are time and resource intensive both to produce and to engage with. Conversely, social media shareable content can be quick and easy to produce and to engage with but limited in the depth and complexity of shareable information. This method also requires careful consideration of the social media use and habits of the target audience.

Based on this experience, we have developed a simple infographic to guide future decision making.

Conclusion It is widely acknowledged that most stakeholders do not have time to invest in reading large and complex documents; creative communication tools can be a useful mechanism to improve accessibility to key messages. Furthermore, our experience has highlighted a range of additional benefits of embedding these techniques within our project management processes e.g. opening up two-way conversation with end-users of research to discuss the implications of findings.

P55 RACIAL DISCRIMINATION PREDICTS BODY WEIGHT GAIN IN BLACK INDIVIDUALS IN FOUR YEARS FOLLOW-UP OF THE ELSA-BRASIL COHORT

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Background Obesity is a worldwide public health problem, and large disparities between racial groups have been reported. The North American literature suggests that racial discrimination can accelerate the increase in body weight throughout

life. As racism in Brazil has different and specific facets, our study aims to describe the racial difference in body weight and BMI (kg/m²) gain in four-years follow-up and to investigate whether racial discrimination changes these trajectories among Black and Brown individuals.

Methods The present study compares body weight and BMI changes between the 1st (2008–2010) and the 2nd visits (2012–2014) of 13,133 participants of the Brazilian Longitudinal Study of Adult Health (ELSA-Brasil) according to race/skin color. In order to investigate whether racial discrimination predicts greater weight and BMI gain in Blacks and Browns (N=5,983), we used mixed-regression models. Information on racial discrimination, assessed by the modified version of the Lifetime Major Events Scale, and on sociodemographic, behavioral, and depressive episode factors were obtained at the 1st visit.

Results Mean age of participants was 52 years, 54% were female, 54% self-declared as White, 29% as Brown and 17% as Black. The median follow-up time was 3.9 years. During the study period Whites, Blacks and Browns gained an average 1.2 kg, 1.2 kg, and 1.4 kg, respectively, corresponding to an average increase in BMI of 0.60, 0.56 and 0.65 kg/m², respectively (p>0.05). Racial was reported by 6.3% of Brown and 32.1% of Black participants. The weight gain was greater among Black (2.1 kg *versus* 1.0 kg, p<0.001) and Brown individuals (1.9 kg *versus* 1.1 kg, p=0.02) who reported racial discrimination as compared to those who did not report. Mixed-effects regression models demonstrated that Blacks who reported racial discrimination had greater weight and BMI increases than those who did not report, even after adjustment by potential confounders (age, sex, education and income). These results remained statistically significant even after adjusting for mediating variables of the association between discrimination and weight/BMI gain (smoking, physical activity, alcohol consumption and depressive episode). In Browns, racial discrimination was not an independent predictor of weight gain and BMI over time.

Conclusion Weight and BMI gains were observed among all race/skin color groups examined, with no statistical differences between them. The results indicate that Black individuals who reported racial discrimination had greater weight and BMI increases in the study period than those who did not, reinforcing the importance of public policies against racial discrimination to reduce racial disparities in health.

P56 PROMOTING HEALTHY INFANT FEEDING TO PREVENT CHILDHOOD OBESITY: PROCESS EVALUATION OF THE CHOOSING HEALTHY EATING FOR INFANT HEALTH (CHERISH) INTERVENTION

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Background The CHERISH Choosing Healthy Eating for Infant Health intervention is a brief intervention to be delivered during routine vaccination visits, to improve healthy infant feeding behaviours among parents to help reduce the risk of childhood obesity. An accompanying implementation strategy