

be rude, even if only they are only blunt ($P=0.006$). We found no differences in empathy between first year and last year MS.

Conclusions In our sample of Italian students, we have not found MS to be more or less empathetic than other university students, but there are some peculiar differences in empathy that make them better suited to the chosen course of study. Moreover, we found no differences between the different years of medical school.

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EV1032

Owning the brand of psychiatry

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In Australia and New Zealand, conversations around mental health are playing out in the public space with increasing frequency. Mental health promotion campaigns and organizations are embraced by mainstream and other forms of media, and supported by government. Whilst public knowledge of mental illness is increasing, the profile of psychiatrists as leaders and medical experts in mental illness is a more difficult brand to sell. With a somewhat tarnished history behind us, the modern evidence-based practice of psychiatry is not always at the forefront of public impression. Furthermore, in Australia, more than half of the population (56%) is unaware that psychiatrists have undertaken medical training as a doctor. This presentation will outline Royal Australian and New Zealand college of psychiatrists (RANZCP) action to improve community information about psychiatry, psychiatrists and treatment experiences.

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EV1033

Prejudice towards people with mental illness

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This paper reports the results of a medical research that measured prejudice and attitudes towards mentally ill people and towards the mental illness. Three groups of respondents were studied: medical students, psychology students and the general population. Medical students and psychology students represented a population that is educated in regards to mental illness, and the general population was not trained so much about mental illness. The hypothesis was that the respondents who have been working with mentally ill people and had lots of knowledge about mental illnesses were the persons with less prejudice towards people with mental illness. The main objective of research was to examine the differences in prejudice and attitudes between respondents who had experience and knowledge related to mental illness and people with mental illness compared to those without such knowledge and experience. Testing was conducted using an anonymous online survey consisting of thirteen questions. The research confirmed the hypothesis and it could be an incentive for education aimed at specific groups.

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EV1034

The importance of early detection of child neurodevelopment in primary care in Colombia

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Introduction The systematic assessment of child development for the first 30 months of age is essential in the monitoring of health outcomes; this requires to have a structured protocol to systematically observe the milestones that have to be achieved at each stage of child development, and prevent deficiencies related to risk factors, reduce and prevent special needs arising from a deficit of the neurodevelopment.

Objective Describe the results of the evaluation of early detection of neurodevelopment problems in subjects from 0–30 months of age who assist to child developmental centers in municipalities located in the Colombian Caribbean region; the main need for intervention was characterized with different neurodevelopment problems.

Methods A cross-sectional study was developed. Childs from 0–30 months of age who attended to the child development centers were tested. Exclusion criteria were not stipulated. The ASQ-3 and a demographic survey (Graffar's survey) were administered, in order to correlate the social level and the overall results.

Results The study included 750 boy/girl. The maturational development for each age group was determined, an analysis of each neurodevelopment area was conducted and the results were correlated with the demographic survey.

Conclusions High levels of suspicion of possible neurodevelopment problems and the referral to diagnostic evaluation were observed for access to appropriate treatments. Early detection is highlighted as a tool in primary care that optimizes health sector resources and act in the appropriate periods of plasticity of child development.

Disclosure of interest The authors have not supplied their declaration of competing interest.

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EV1035

Psychiatric treatment-associated stigmatization as viewed through eyes of rural health clinic patients

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Introduction Having a mental disease is frequently a stigmatizing experience for patients. We know little about urban inhabitants who travel to rural health clinics to receive mental treatment.

Objectives Recruit and interview urban-based psychiatric patients who, to avoid stigmatization; travel to rural community clinics with the intention of receiving treatment.

Methods Study included participants ($n=32$) who exchanged treatment in government subsidized city clinics for rural community centers. Qualitative interviews lasting thirty minutes were recorded and transcribed for content analysis. MAXQDA, version 12, was used to annotate transcripts with topic specific nodes, followed by cluster theme and trend analysis.

Results Trend analysis yielded three areas of concern for subsidized urban psychiatry: cost/insurance, lack of staff professionalism, and family-driven ostracism. Seven respondents cited cost as the main factor, influencing the choice of rural-based care over city clinic. Patients with stable income, but without insurance ($n=14$), felt unwelcome in city clinics as their ability to pay