

Abstracts

#vulvarcancerawareness, and #vulvacancerawareness. The top two posts were then classified and analysed by theme using the Instagram algorithm. If posts received comments, a word cloud was generated to identify the most commonly used words.

Results We identified a total of 20756 posts relating to the above-mentioned hashtags. The top two posts received 11 and 23 likes, respectively, and a total of 3 comments. The central theme of the posts was sharing the patient's journey through treatment and general education on vulvar cancer. There were not enough posts to generate a word cloud.

Abstract #185 Table 1 Classification of the Top Two Instagram Posts for #vulvarcancer, #vulvacancer, #vulvacancerawareness and #vulvarcancerawareness:

Instagram Rank	Post classification	No. Likes	No. Comments
1	Post related to a patient's journey who is in hospital due to vulvar cancer. Patient is happy to receive a private room.	11	2
2	A post by a maternity hospital raising awareness of the 5 types of gynecological cancer	23	1

Conclusion Considering that Instagram has over one billion active users per month, the number of posts and the interaction and content are disappointingly low. In an era of digitalisation, powerful platforms such as Instagram provide enormous potential and a vast outreach to raise awareness and build communities for women with vulvar cancer. Although there is a growing trend to use Instagram for this purpose, this should form an integral part in the patient's journey.

Disclosures None

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INSTAGRAM ANALYSIS OF DISCUSSIONS AND TRENDS IN VAGINAL CANCER: INSIGHTS FROM A EUROPEAN NETWORK OF YOUNG GYNAECOLOGIC ONCOLOGISTS (ENYGO) STUDY

¹Sara Nasser*, ²Wasim Ahmed, ^{3,4,5}Esra Bilir, ⁶Fabio Martinelli, ⁷Raffaella Ergasti, ⁷Nicolò Bizzari, ⁸Joanna Kacperczyk-Bartnik, ⁹Martina Aida Angeles, ¹⁰Aleksandra Natalia Strojna, ¹¹Zoia Razumova, ¹²Charalampos Theofanakis, ^{13,14}Gilberto Morgan, ¹⁵Ane Gerda Eriksson. ¹Department of Gynecology and Tumor Surgery, Charite Comprehensive Cancer Center, Berlin, Germany; ²Stirling University Management School, Stirling, UK; ³Department of Obstetrics and Gynaecology, Die Klinik in Preetz, Preetz, Germany; ⁴Department of Gynecologic Oncology, Koc University School of Medicine, Istanbul, Turkey; ⁵Department of Global Health, Koc University Graduate School of Health Sciences, Istanbul, Turkey; ⁶Department of Gynecologic Oncology, Fondazione IRCCS Istituto Nazionale dei Tumori di Milano, Milan, Italy; ⁷UOC Ginecologia Oncologica, Dipartimento per la salute della Donna e del Bambino e della Salute Pubblica, Policlinico Agostino Gemelli IRCCS, Rome, Italy; ⁸II Department of Obstetrics and Gynaecology, Medical University of Warsaw, Warsaw, Poland; ⁹Gynecologic Oncology Unit, Vall d'Hebron Barcelona Hospital Campus, Barcelona, Spain; ¹⁰Department of Gynecology and Gynecologic Oncology, Evangelische Kliniken Essen Mitte, Essen, Germany; ¹¹Department of Women's and Children's Health, Karolinska Institutet, Stockholm, Sweden; ¹²Division of Gynaecological Oncology, 1st Department of Obstetrics and Gynaecology, Alexandra Hospital, National and Kapodistrian University of Athens, Athens, Greece; ¹³Department of Medical Oncology, Skåne University Hospital, Lund, Sweden; ¹⁴OncoAlert Network, Lund, Sweden; ¹⁵Department of Gynecologic Oncology, Division of Cancer Medicine, Oslo University Hospital, Norwegian Radium Hospital, Oslo, Norway

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Introduction/Background Instagram is a powerful platform to raise awareness of various health issues. In recent years, this

has been observed for gynaecological cancer awareness topics. Due to its visual nature and large outreach potential, Instagram provides a platform for educational exchange, health promotion, and building communities. Nevertheless, evidence of its use and its impact in raising awareness for vaginal cancer is still lacking. We aimed to identify the use of Instagram to raise awareness for vaginal cancer and the volume and type of posts that are used in relation to this relevant albeit rare gynaecological cancer.

Methodology We identified the volume of posts related to specific hashtags by using the Instagram search feature. We retrieved results from the following hashtags from October 2010 to May 5th, 2023: #vaginacancer and #vaginacancerawareness. We recorded and described the number of posts. Using the Instagram algorithm, we examined the top two posts related to the hashtags described. These were then thematically analysed to identify content. If a post received replies, these were analysed using a word cloud to identify the keywords being used.

Results We identified 11,832 and 293 posts on Instagram relating to #vaginacancer and #vaginacancerawareness, respectively. The main theme of the posts was eliminating stigma and embarrassment and promoting donations for raising awareness (table 1).

Abstract #186 Table 1 Classification of Top Two Instagram Posts for #vaginacancer and #vaginacancerawareness

Instagram Rank	Post classification	No. Likes	No. Comments
1	Post raising awareness of vaginal cancer among others and to not perceive them as being embarrassing.	32	3
2	Post noting that a company will donate 10% profits of their product to the Eve appeal which is a charity for the prevention of the 5 gynecological cancers.	38	3

Conclusion Instagram is reported to have over one billion active users each month. It is increasingly used to raise health awareness, and there is an increasing trend within gynaecological cancers. Women are using Instagram to share their experiences and build communities. However, considering the enormous outreach this platform provides, its use relating to vaginal cancer remains suboptimal. As social media platforms also gain attention for gynaecologic cancer awareness, it is important that the medical community is aware of this and becomes active in sharing relevant, evidence-based information and updates.

Disclosures None

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TREATING VULVAR AND VAGINAL CANCER WITH CONCOMITANT RADIOCHEMOTHERAPY AND SUBSEQUENT BRACHYTHERAPY: CASE SERIES

Rosario Ching-López, Pilar Vargas, María Carbonell*, Ana María Lara. Hospital Universitario Virgen De Las Nieves, Granada, Spain

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Introduction/Background Primary tumors of the vulva and vagina are very rare and represent only a small percentage of all gynecological tumors. In both cases, the first consultation is usually late, which usually implies diagnoses in advanced stages that limit the surgical approach.