

Avoid ('Don't's)	Instead ('Do's)
<p>1. Avoid use of NSSI-related images and details within text, especially of NSSI wounds and methods/tools.</p> <p>Examples (to avoid)</p> <p>Images (including artwork) of:</p> <ul style="list-style-type: none"> wounds (even if blurred) methods/tools used individuals in despair <p>Text-based descriptions:</p> <ul style="list-style-type: none"> 'cutting' 'razor blades' 'self-mutilation' <p>2. Avoid highlights and stories that talk only of struggle and avoid describing NSSI as the only solution.</p> <p>Examples (to avoid)</p> <ul style="list-style-type: none"> 'They continue to struggle with NSSI and emotional battles daily.' 'They could not cope without NSSI.' 'NSSI was the only thing that could help them feel relief.' <p>3. Avoid communicating misinformation about NSSI.</p> <p>Examples (to avoid)</p> <ul style="list-style-type: none"> Engaging in NSSI as a way to get attention or to manipulate others Everyone who engages in NSSI also thinks about suicide Only girls do it Cutting is the only method of NSSI <p>4. Avoid exaggerated descriptions of NSSI prevalence and sensational, stigmatising headlines that include NSSI (especially method).</p> <p>Examples (to avoid)</p> <p>Sensational headlines and methods:</p> <ul style="list-style-type: none"> '[Name of person/celebrity] on why they were driven to cut themselves' 'Self-mutilation skyrocketing among youth' <p>Sensational descriptions of rates:</p> <ul style="list-style-type: none"> 'epidemic' 'skyrocketing' 'epic proportions' 'frighteningly high' <p>5. Avoid terms that conflate person and behaviour. Conflation can be stigmatising to those with lived NSSI experience.</p> <p>Examples (to avoid)</p> <ul style="list-style-type: none"> 'self-injurers' 'cutters' 'self-harmers' <p>6. Avoid allowing (or consider not allowing) unmonitored open commenting on stories published online.</p>	<p>1. Do use images that are neutral or symbolise hope or mental health recovery. Refer to NSSI using general, non-sensational terms instead of detailed descriptions.</p> <p>Examples (to use)</p> <p>Images that are:</p> <ul style="list-style-type: none"> neutral symbolic (e.g. orange awareness ribbon, butterfly, semicolon, flower) linked to helplines (local and national) infographics <p>Terms and definitions of NSSI:</p> <ul style="list-style-type: none"> 'non-suicidal self-injury' 'NSSI' 'self-injury' 'non-suicidal self-injury is the intentional, self-inflicted damage of body tissue done without suicidal intent and not socially accepted' <p>2. Do highlight efforts to seek treatment (mental, emotional and physical), stories of NSSI recovery and healthy coping strategies as alternatives to NSSI. Always include resources for those seeking support and help.</p> <p>Examples (to use)</p> <p>Healthy coping and treatment:</p> <ul style="list-style-type: none"> 'Individuals may benefit from counselling services, positive family communications and other healthy ways to express their emotions, including journaling and exercise.' 'Clinicians and researchers remind us that there are always alternatives to NSSI.' <p>Resources for support and help:</p> <ul style="list-style-type: none"> Self-Injury Outreach & Support (SIOS): http://sioutreach.org Self-injury & Recovery Resources (SIRR): http://www.selfinjury.bctr.cornell.edu S.A.F.E. ALTERNATIVES: https://selfinjury.com <p>3. Do communicate peer-reviewed research and empirically supported information, including distinguishing NSSI from suicide.</p> <p>Examples (to use)</p> <ul style="list-style-type: none"> Empirically based, reliable resource pages such as those found at the ISSS website (https://itriples.org) 'NSSI is most often used to cope with life's demands, while suicide is prompted by at least some intent to end life.' <p>4. Do present information neutrally by including actual rates of NSSI as reported in published research or cited by reputable organisations, reporting from a public health perspective and using non-sensational language.</p> <p>Examples (to use)</p> <p>Non-sensational, intriguing headlines:</p> <ul style="list-style-type: none"> '[Name of person/celebrity] shares personal struggle and how they overcame' 'What can help your child recover from non-suicidal self-injury?' 'Hope for those who engage in non-suicidal self-injury' <p>Non-sensational descriptions of rates:</p> <ul style="list-style-type: none"> 'remain high' 'rise' <p>5. Do use terms and phrases that separate the person from the behaviour.</p> <p>Examples (to use)</p> <ul style="list-style-type: none"> 'Those who self-injure' 'Those with lived self-injury experience' 'An individual who self-injured (self-injures)' 'Individuals who engage in NSSI' <p>6. Do ensure responsible moderation of comment sections on stories published online to allow for open conversation about NSSI while removing stigmatising and triggering comments towards those with lived self-injury experience.</p> <p>Examples of comments to remove</p> <ul style="list-style-type: none"> 'Just kill yourself' 'They're all attention-seeking' 'It's the parents' fault'

A print-friendly version of this table can be found in the supplementary material.