

Suicide search string for Infomart database:

suicide OR suicidal OR "killed himself" OR "killed herself" OR "kill himself" OR "kill herself" OR "hung himself" OR "hung herself" OR "took his life" OR "took her life" OR "take his life" OR "take her life" OR "end his own life" OR "end her own life" OR "ended his own life" OR "ended her own life" OR "end his life" OR "end her life" OR "ended his life" OR "ended her life" OR "ends his life" OR "ends her life"

Table E1. Characteristics and Quality of a Random Sample of Print and Online Articles Prior to and After the Release of Canadian Psychiatric Association Media Reporting Guidelines

	All articles n=988	Articles published in 2002-2008 n=494	Articles published in 2009-2015 n=494	χ^2
Media Item Characteristics	Count (%)	Count (%)	Count (%)	
Item Location				
Front page	88 (8.9)	72 (14.6)	16 (3.2)	39.1***
Online	270 (27.3)	71 (14.4)	199(40.3)	83.5***
Age Focus				
Youth	244 (24.7)	110 (22.3)	134(27.1)	3.1
Adult	330 (33.4)	191 (38.7)	139 (28.1)	12.3***
Older Adult	52 (5.3)	25 (5.1)	27(5.5)	0.8
Sex Focus				
Male	616 (62.3)	349 (70.6)	267(54.0)	29.0***
Female	328 (33.2)	149 (30.2)	179 (36.2)	4.1*

Suicide Focus

Ideation	199 (20.1)	92 (18.6)	107(21.7)	1.4
Attempt	198 (20.0)	109 (22.1)	89(18.0)	2.5
Death	741 (75.0)	377 (76.3)	364(73.7)	.9

Article Type

Specific person's death/suicidality	842 (85.2)	454(91.9)	388(78.5)	35.0***
Suicide research	159 (16.1)	62(12.6)	97(19.6)	9.2**
Suicide public policy	108 (10.9)	29 (5.9)	79(16.0)	26.0***
Assisted death	140 (14.2)	43 (8.7)	97(19.6)	24.3***
Individual murder-suicide	135 (13.7)	88 (17.8)	47(9.5)	14.4***
Mass murder-suicide	17 (1.7)	7 (1.4)	10(2.0)	.5
Suicide pact	17 (1.7)	8 (1.6)	9(1.8)	.1
Legal issues related to suicide	238 (24.1)	65 (13.2)	173(35.0)	64.6***

Suicide as institutional protest‡	4 (0.4)	3 (0.6)	1(0.2)	
Opinion column	108 (10.9)	38 (7.7)	70(14.2)	10.7**
Advice column‡	8 (0.8)	7 (1.4)	1(0.2)	
Suicide in fiction	64 (6.5)	36 (7.3)	28(5.7)	1.1

‡Fisher's Exact Test

*<0.05

**<0.01

***<0.001

Table E2. Characteristics and Quality of a Random Sample of Print and Online Articles Prior to and After the Release of the Mindset Guidelines

		Articles published in Dec 28 2013 – Mar 31, 2014	Articles published in May 9 2014 – Aug 10, 2014	χ^2	df	p
		n=421	n=325			
Media Item Characteristics	Count (%)	Count (%)	Count (%)			
Item Location						
Front page	45 (6.0)	17(4.0)	28(8.6)	6.78	1	.009
Online	339(45.4)	201(47.7)	138(42.5)	2.06	1	.151

Age Focus						
Youth	195(26.1)	116(27.6)	79(24.3)	1.00	1	.317
Adult	263(35.3)	161(38.2)	102(31.4)	3.78	1	.052
Elderly	47(6.3)	24(5.7)	23(7.1)	.588	1	.443
Sex Focus						
Male	375(50.3)	201(47.7)	174(53.5)	2.46	1	.116
Female	249(33.4)	153(36.3)	96(29.5)	3.82	1	.051
Suicide Focus						
Ideation	196(26.3)	100(23.8)	96(29.5)	3.17	1	.075
Attempt	148(19.8)	62(14.7)	86(26.5)	15.88	1	.000
Death	526(70.5)	308(73.2)	218(67.1)	3.26	1	.071
Article Type						
Specific person's death/suicidality	537(72.0)	308(73.2)	229(70.5)	.66	1	.416
Suicide research	153(20.5)	100(23.8)	53(16.3)	6.24	1	.013
Suicide public policy	131(17.6)	84(20.0)	47(14.5)	3.82	1	.051

Assisted death	178(23.9)	104(24.7)	74(22.8)	.378	1	.539
Individual murder-suicide	39(5.2)	12(2.9)	27(8.3)	11.03	1	.001
Mass murder-suicide	18(2.4)	6(1.4)	12(3.7)	4.00	1	.045
Suicide pact	21(2.8)	13(3.1)	8(2.5)	.26	1	.608
Legal issues related to suicide	338(45.3)	168(39.9)	170(52.3)	11.39	1	.001
Suicide as institutional protest‡	6(0.8)	2(0.5)	4(1.2)			.412
Opinion column	132(17.7)	61(14.5)	71(21.8)	6.82	1	.009
Advice column‡	4(0.5)	0(0.0)	4(1.2)			.036
Suicide in fiction	38(5.1)	16(3.8)	22(6.8)	3.34	1	0.67

‡Fisher's Exact Test

Table E3. Putatively Harmful and Protective Characteristics of a Random Sample of Print and Online

Articles Prior to and After the Release of the Mindset Guidelines

Media Item characteristic	Count (%)	Articles published in Dec 28 2013 – Mar 31, 2014	Articles published in May 9 2014 – Aug 10, 2014	χ^2	df	p
		n=421	n=325			
Putatively Harmful						
Word “suicide” in the headline	227(30.4)	145(34.4)	82(25.2)	7.35	1	.007
Suicide method (headline)	25(3.4)	17(4.0)	8(2.5)	1.41	1	.235
Suicide method (text)	317(42.5)	186(44.2)	131(40.3)	1.126	1	.289
Hanging	90(12.1)	49(11.6)	41(12.6)	.17	1	.685
Self-poisoning	75(10.1)	52(12.4)	23(7.1)	5.64	1	.018
Jumping (building)	30(4.0)	23(5.5)	7(2.2)	5.20	1	.023
Jumping (bridge)	21(2.8)	20(4.8)	1(0.3)	13.23	1	.000
Railway‡	9(1.2)	7(1.7)	2(0.6)			.312

Asphyxia by car exhaust‡	2(0.3)	2(0.5)	0(0.0)			.508
Asphyxia other than by car exhaust	22(2.9)	10(2.4)	12(3.7)	1.11	1	.292
Firearm	47(6.3)	21(5.0)	26(8.0)	2.82	1	.093
Cutting/stabbing	35(4.7)	15(3.6)	20(6.2)	2.75	1	.097
Drowning‡	8(1.1)	5(1.2)	3(0.9)			1.000
Burning/electrocution‡	7(0.9)	2(0.5)	5(1.5)			.249
“Suicide by cop”‡	3(0.4)	0(0.0)	3(0.9)			.082
Euthanasia	25(3.4)	12(2.9)	13(4.0)	.75	1	.387
Other	27(3.6)	17(4.0)	10(3.1)	.486	1	.486
Method described in detail	94(12.6)	56(13.3)	38(11.7)	.431	1	.511
Photo (deceased)	165(22.1)	97(23.0)	68(20.9)	.477	1	.490
Photo (of someone looking sad)	42(5.6)	25(5.9)	17(5.2)	.173	1	.678

Favorable characteristic (deceased)†	83(11.1)	44(10.5)	39(12.0)			
Identifies deceased as a celebrity	71(9.5)	50(11.9)	21(6.5)	6.25	1	.012
Statement that suicide is inevitable‡	9(1.2)	6(1.4)	3(0.9)			.739
Exciting reporting	34(4.6)	14(3.3)	20(6.2)	3.37	1	.066
Glorified/romanticized suicide‡	6(0.8)	2(0.5)	4(1.2)			.412
Monocausal explanation for suicide	94(12.6)	44(10.5)	50(15.4)	4.05	1	.044
Statement of approval of suicide	21(2.8)	15(3.6)	6(1.8)	1.98	1	.160
Interview with the bereaved	153(20.5)	104(24.7)	49(15.1)	10.43	1	.001

Putatively Protective

Unfavorable characteristic (deceased)†	17(2.3)	5(1.2)	12(3.7)	5.17	1	.023
Alternatives to suicide	187(25.1)	98(23.3)	89(27.4)	1.65	1	.199
Community resources	17(2.3)	11(2.6)	6(1.8)	.48	1	.487
Positive outcome of a suicidal crisis‡	9(1.2)	5(1.2)	4(1.2)			1.000
Warning signs of suicidal behavior‡	5(0.7)	1(0.2)	4(1.2)			.173
How to approach someone‡	0(0.0)	0(0.0)	0(0.0)			
Message of hope	28(3.8)	21(5.0)	7(2.2)	4.08	1	.043

† Favourable and unfavourable characteristics refer to statements in an article expressing positive or negative value judgments, respectively, about a person's character, personality or behavior

‡ Fisher's Exact Test

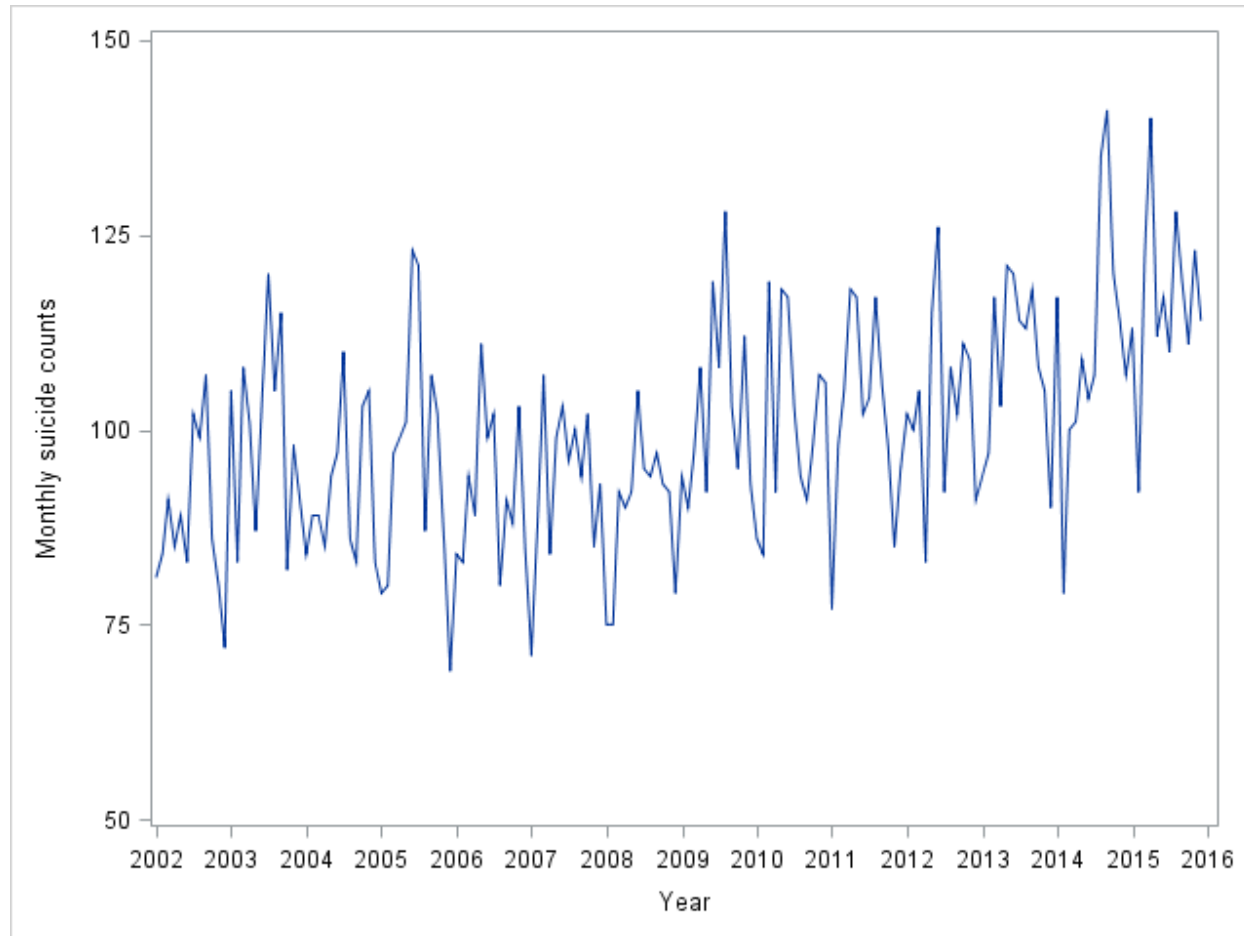


Figure E1. Monthly suicide count in Ontario 2002-2015