

Preliminary harm-identification rules (Stage 1: Identification and Development of Preliminary Harm-Identification Rules)

1. General Content

- 1.1. The content depicts individuals with visible ribcages, collarbones, or other bones emphasised to suggest underweight bodies.
- 1.2. The content uses language such as "super skinny", "model thin", "bare bones" and "thigh gap goals".
- 1.3. The content promotes or encourages participation in "body size-related challenges". [e.g. "A4 waist challenge", "hip bone comparison"]
- 1.4. The content suggests an ideal shape to aspire to.
- 1.5. The content uses eating disorder-specific terminology, slang or the mutation of these terms into language that promotes harm rather than support.
- 1.6. The content encourages to eat less or exercise excessively.
- 1.7. The content promotes restrictive eating behaviour.
- 1.8. The content promotes very low-calorie diets (500 calories per day) or extreme fasting (fasting for more than a certain number of hours).
- 1.9. The content encourages weight loss-focused habits.
- 1.10. The content implies weight loss as a virtue or goal to achieve happiness, self-worth, confidence or social success.
- 1.11. The content prompts users to ask for dieting tips or suggesting that it is acceptable to pursue extreme weight loss.
- 1.12. The content treats eating disorders as casual or unimportant issues.
- 1.13. The content frames eating disorders as trendy lifestyle choices.
- 1.14. The content perpetuates myth that eating disorders affect only certain demographics or body types.
- 1.15. The content displays eating disorders as minor problems or can be easily controlled.
- 1.16. The content involves large quantity of food consumption that may normalise or encourage binge eating behaviours.
- 1.17. The content frames binge eating episodes as fun or entertaining without context on potential health risks.

1.18. The content frames larger body types negatively, associating them with laziness, lack of control or unattractiveness.

1.19. The content implies thinness is superior or essential for worthiness often paired with derogatory references to body fat.

2. Drugs, supplements and surgeries

2.1. The content names or references regulated weight-loss drugs, supplements or pills with claims of effectiveness.

2.2. The content names or references unregulated weight-loss drugs, supplements or pills with claims of effectiveness.

2.3. The content promotes easy or quick weight loss through drugs or supplements.

2.4. The content mentions performance-enhancing drugs, steroids or similar substances in connection with achieving specific physical or appearance goals effectively.

2.5. The content presents cosmetic surgeries as desirable solutions for enhancing beauty or confidence.

2.6. The content implies that a person's natural appearance is inadequate and would be improved by changing features.

2.7. The content promotes weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries or treatments that will lead to improved self-worth or social success.

2.8. The content presents testimonials or endorsements connected to weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries with emotional well-being or social desirability.

2.9. The content presents testimonials or endorsements connected to weight loss methods and drugs, performance enhancement drugs, or cosmetic surgeries without mention of healthcare professionals or medical needs.

2.10. The content suggests that taking drugs or surgeries can produce significant physical changes without the need for exercise, healthy eating or medical oversight.

2.11. The content encourages pursuing surgery and weight loss or performance-enhancing drugs without medical advice or consideration of risks.

2.12. The content downplays the serious health risks of body-modifying practices, including extreme diets, intense exercise regimens, or the use of weight loss and performance-enhancing drugs, potentially encouraging unsafe behaviours.

3. Beauty products

3.1. The content promotes beauty products with known or potential health risks (e.g. skin-lightening creams with bleaching agents, and chemical peels).

3.2. The content implies that people should use these products to achieve beauty standards.

3.3. The content directly references to common insecurities or flaws framing them as "fixable" issues.

4. Filters and edited images

4.1. The content is noticeably edited to enhance physical features unrealistically.

4.2. The content promotes edited images as attainable without indicating digital manipulation.

5. Food and nutrition

5.1. The content shares diet plans or nutritional guidance without mentioning professional credentials.

5.2. The content suggests that nutritional advice is suitable for all viewers without personalisation or expertise.

5.3. The content suggests the amount consumed is ideal or beneficial for health without mentioning professional credentials.

5.4. The content includes the caloric content of specific foods or meals consumed.

5.5. The content includes caloric breakdowns or labels on meals in a way that emphasises calorie control as the primary focus.

5.6. The content includes the exact portion sizes, serving counts or specific amounts for all meals in a day.

5.7. The content depicts the creator's entire daily food intake.

5.8. The content encourages restraint or self-control in eating as a pathway to health or beauty.

6. Exercise

6.1. The content focuses on appearance-related outcomes rather than health or wellness.

6.2. The content focuses on exercise routines that are promoted as a way to fix or improve specific body parts to meet certain beauty standards.

6.3. The content suggests high-frequency, high-intensity or long-duration workouts as an ideal or necessary practice.

6.4. The content depicts lengthy or highly intense workouts as typical or desirable, especially framed as essential for visible results.

6.5. The content highlights the number of calories burned immediately after exercising.

6.6. The content frames exercise as a way to "balance out" or "work off" food consumption.

6.7. The content associates exercise routines with specific meals or foods to imply a need to counteract intake.

7. Body measurements and comparisons

7.1. The content includes visual standing on a scale with visible numbers or specific body weights.

7.2. The content highlights a specific body weight, especially in a way that implies personal or social validation.

7.3. The content shows tape measurements around body parts or alternative measuring methods using household items.

7.4. The content shows checking or assessing body parts for fat or leanness.

7.5. The content frames body fat as a visible concern that should be monitored or evaluated.

7.6. The content shows visual features side-by-side or sequential progress visual content particularly highlighting body transformations.

7.7. The content emphasises visual changes in body size, shape or muscle definition.

7.8. The content contains languages that promote competition, challenges or achievements that could trigger comparison.

7.9. The content implies viewers should match or exceed certain physical results fostering a competitive spirit.

7.10. The content introduces challenges or formats that track or compare progress with others.

7.11. The content suggests that certain changes are accomplishments or goals to aspire to.

8. Eating disorders recovery

8.1. The content for eating disorder recovery depicts hospital rooms, medical equipment or related settings.

8.2. The content for eating disorder recovery discusses medical interventions or specific medical treatments in a way that could glamorise or normalise hospitalisation for eating disorders.

8.3. The content for eating disorder recovery describes or compares symptoms between individuals or experiences, potentially creating a sense of competition.

8.4. The content for eating disorder recovery showcases eating or losing weight behaviours that may trigger imitation or reinforce the severity of symptoms.

8.5. The content for eating disorder recovery mentions specific numerical values tied to weight, calorie intake, portion sizes or exercise metrics.