

Agreement levels - Steering Committee Round 2 (Stage 1: Identification and Development of Preliminary Harm-Identification Rules)

[Rules highlighted in red did not reach consensus]

Consensus was defined as $\geq 75\%$ agreement (i.e. 3/4 members selecting "Strongly Agree" or "Agree")

#Rule	Category	Rules	Agreement, % (n/N)	Round 1 Steering Committee Status	Status
1.3	General content	The content promotes or encourages participation in "body size-related challenges" [e.g. "A4 waist challenge", "hip bone comparison"].	100% (4/4)	Agreement reached	Modification preferred
1.3	General content	The content promotes or encourages participation in viral or social media "body size-related challenges" that normalises comparison [e.g. "A4 waist challenge", "hip bone comparison"].	100% (4/4)	Agreement reached	Agreement reached
1.4	General content	The content suggests an ideal shape to aspire to.	50% (2/4)	Agreement not reached	Modification preferred
1.4 Modified	General content	The content suggests a specific body shape to aspire to (e.g. thin waist, curvy bum, six-pack abs or thigh gaps).	75% (3/4)		Agreement reached
1.6	General content	The content encourages to eat less or exercise excessively.	75% (3/4)	Agreement reached	Modification preferred
1.6 Modified	General content	The content promotes very low-calorie diets (less than 1000 calories per day) or extreme fasting (fasting for more than a certain number of hours)	100% (4/4)		Agreement reached
1.9	General content	The content encourages weight loss-focused habits.	25% (1/4)	Agreement not reached	Modification preferred
1.9 Modified	General content	The content encourages weight loss-focused habits through disordered eating or disordered exercise behaviours.	100% (4/4)		Agreement reached
1.11	General content	The content prompts users to ask for dieting tips or suggesting that it is acceptable to pursue extreme weight loss.	25% (1/4)	Agreement not reached	Modification preferred
1.11 Modified	General content	The content suggests that it is acceptable to pursue extreme weight	100% (4/4)		Agreement reached

		loss through disordered eating or exercise behaviours.			
1.16	General content	The content involves large quantity of food consumption that may normalise or encourage binge eating behaviours.	25% (1/4)	Agreement not reached	Modification preferred
1.16 Modified	General content	The content involves the consumption of large quantities of food that may normalise disordered eating behaviours.	75% (3/4)		Agreement reached
1.18	General content	The content frames larger body types negatively, associating them with laziness, lack of control or unattractiveness.	50% (2/4)	Agreement not reached	Modification preferred
1.18 Modified	General content	The content associates larger bodies with negative traits such as laziness, lack of control and unattractiveness.	75% (3/4)		Agreement reached
2.2	Drugs, supplements and surgeries	The content names or references unregulated weight-loss drugs, supplements or pills with claims of effectiveness.	75% (3/4)	Agreement reached	Modification preferred
2.2 Modified	Drugs, supplements and surgeries	The content contains product-selling or advertising companies promoting unregulated weight-loss drugs, supplements or pills with claims of effectiveness.	100% (4/4)		Agreement reached
2.9	Drugs, supplements and surgeries	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.	50% (2/4)	Agreement reached	Modification preferred
2.9 Modified	Drugs, supplements and surgeries	The content features testimonials or endorsements promoting specific weight loss pills, fad diets, performance-enhancing drugs, or cosmetic surgery procedures, without any mention of consultation with licensed healthcare professionals or medically verified needs.	75% (3/4)		Agreement reached
2.10	Drugs, supplements and surgeries	The content suggests that taking drugs or surgeries can produce significant physical changes without the need for exercise, healthy eating or medical oversight.	50% (2/4)	Agreement reached	Modification preferred

2.10 Modified	Drugs, supplements and surgeries	The content implies that drugs or surgeries alone can create drastic physical changes, dismissing the importance of exercise, balanced nutrition, or proper medical supervision, which can encourage unsafe practices.	75% (3/4)	Agreement reached	Agreement reached
2.12	Drugs, supplements and surgeries	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.	75% (3/4)	Agreement reached	Modification preferred
Modified 2.12	Drugs, supplements and surgeries	The content minimises, denies or dismisses 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.	75% (3/4)	Agreement reached	Agreement reached
2.13	Drugs, supplements and surgeries	The content contains product-selling or advertising company promoting unapproved weight-loss drugs, supplements or pills by Australian government (Slimina weight loss capsules, ultimate and herbal weight loss capsules, Li Da weight loss capsules) with claims of effectiveness.	50% (2/4)	New	Agreement not reached
2.14	Drugs, supplements and surgeries	The content promotes easy or quick muscle gain through illegal anabolic steroids.	100% (4/4)	New	Agreement reached
3.3	Beauty products	The content directly references to common insecurities or flaws framing them as "fixable" issues.	50% (2/4)	Agreement not reached	Modification not preferred (Agreement not reached)
3.3 Modified	Beauty products	The content references body fat as a problem that can be fixed through surgeries or treatments.	50% (2/4)		Agreement not reached
4.1	Filters and edited images	The content is noticeably edited to enhance physical features unrealistically.	50% (2/4)	Agreement not reached	Modification preferred

4.1 Modified	Filters and edited images	The content is noticeably edited to enhance physical features unrealistically to meet beauty or body standards.	75% (3/4)		Agreement reached
4.3	Filters and edited images	The advertising content is noticeably edited to enhance physical features unrealistically to meet the beauty of body standards.	75% (3/4)	New	Agreement reached
5.6	Food and nutrition	The content includes the exact portion sizes, serving counts or specific amounts for all meals in a day.	25% (1/4)	Agreement reached	Agreement not reached
5.6 Modified	Food and nutrition	The content includes very low portion sizes, serving counts or specific amounts that would account for less than 1000 calories per day.	100% (4/4)		Agreement reached
6.1	Exercise	The content focuses on appearance-related outcomes rather than health or wellness.	50% (2/4)	Agreement not reached	Agreement not reached
6.1 Modified	Exercise	The content emphasises exercise solely for achieving appearance-related goals, such as weight loss, muscle definition, or a "perfect" body shape, rather than promoting health benefits like improved strength, endurance, or overall wellness.	75% (3/4)		Agreement reached
6.3	Exercise	The content suggests high-frequency, high-intensity or long-duration workouts as an ideal or necessary practice.	25% (1/4)	Agreement reached	Modification preferred
6.3 Modified	Exercise	The content suggests high-frequency, high-intensity or long-duration workouts as ideal or necessary for maintaining a certain physique for someone who is not an athlete.	75% (3/4)		Agreement reached
6.6	Exercise	The content frames exercise as a way to "balance out" or "work off" food consumption.	50% (2/4)	Agreement reached	Modification preferred
6.6 Modified	Exercise	The content promotes a disordered concept of exercise by framing it solely as a way to "balance out" or "work off" food consumption, reinforcing harmful relationships with food and physical activity.	75% (3/4)		Agreement reached
7.2	Body measurements	The content highlights a specific body weight, especially in a way that implies personal or social validation.	25% (1/4)	Agreement not reached	Modification preferred

	and comparisons				
7.2 Modified	Body measurements and comparisons	The content promotes achieving or maintaining a specific body weight as a measure of personal value, social validation, or beauty, in a way that may reinforce disordered eating behaviours or contribute to the development of eating disorders.	75% (3/4)		Agreement reached
7.5	Body measurements and comparisons	The content frames body fat as a visible concern that should be monitored or evaluated.	75% (3/4)	Agreement reached	Modification preferred
7.5 Modified	Body measurements and comparisons	The content frames body fat and/or lack of muscularity as a visible concern that should be monitored or evaluated.	75% (3/4)		Agreement reached
7.8	Body measurements and comparisons	The content contains languages that promote competition, challenges or achievements that could trigger comparison.	50% (2/4)	Agreement reached	Modification preferred
7.8 Modified	Body measurements and comparisons	The content encourages participation in appearance-based competitions focused on achieving specific body measurements or physical traits.	75% (3/4)		Agreement reached
7.12	Body measurements and comparisons	The content depicts individuals standing on scales with visible weight numbers, accompanied by imagery of extreme thinness, and includes language or hashtags promoting disordered eating behaviours.	100% (4/4)	New	Agreement reached
			Total comments		41