

Appendix 4 (as supplied by the authors): Sensitivity Analysis of Early (2011-2012) vs. Late (2013-2014) Articles

(a) Harmful Effect Analysis

Multivariate logistic regression of characteristics of media articles in major publications in the Toronto media market (2011-2014) predicting increased suicide deaths versus no change/decreased suicide deaths before and after article publication according to the years 2011-2012 and 2013-2014 (values from the global analysis that remain significant are bolded).

Media Item characteristic	2011-2012		2013-2014	
	OR	95% CI	OR	95% CI
Statement that suicide is inevitable	1.52	.45-5.13	2.12	1.04-4.31
Asphyxia other than by car exhaust	1.73	1.22-2.46	1.65	1.19-2.29
Jumping (building)	.83	.51-1.34	2.47	1.71-3.57
Suicide pact	1.05	.61-1.83	2.18	1.32-3.61
Suicide method (headline)	1.02	.84-1.23	1.57	1.08-2.28
Firearm	1.49	1.18-1.87	1.03	.80-1.32
Identifies deceased as a celebrity	1.59	1.25-2.03	1.11	.89-1.39
Elderly	1.59	1.16-2.17	1.03	.80-1.34
Suicide public policy	.73	.58-.92	.84	.70-1.00

Specific person's death/suicidality	.56	.45-.67	.98	.81-1.17
Cutting/stabbing	.60	.39-.93	.77	.50-1.18

Note: OR = odds ratio; CI = confidence interval

(b) Protective Effect Analysis

Multivariate logistic regression of characteristics of media articles in major publications in the Toronto media market (2011-2014) predicting decreased suicide deaths versus no change/increased suicide deaths before and after article publication according to the years 2011-2012 and 2013-2014 (values from the global analysis that remain significant are bolded).*

Media Item characteristic	2011-2012		2013-2014	
	OR	95% CI	OR	95% CI
Unfavourable characteristic	.56	.25-1.25	.52	.31-.86
Railway	.55	.33-.92	.75	.42-1.35
Cutting/stabbing	.60	.39-.91	.70	.46-1.05
Individual murder-suicide	.61	.46-.81	.78	.58-1.04
Specific person's death/suicidality	.63	.50-.80	.86	.71-1.05
Suicide public policy	.72	.57-.91	.89	.73-1.07
Youth	1.03	.85-1.24	.78	.66-.92
Number of articles*	1.004	1.003-1.006	1.002	1.000-1.004
Legal issues related to suicide	1.15	.96-1.38	1.17	.99-1.37

Firearm	1.51	1.20-1.90	1.05	.82-1.34
Elderly	1.56	1.10-2.20	1.14	.86-1.52
Identifies deceased as a celebrity	1.75	1.33-2.30	1.11	.88-1.40
Suicide pact	1.66	.92-3.01	1.68	.98-2.87
Jumping (building)	1.22	.76-1.98	2.13	1.45-3.14
Asphyxia other than by car exhaust	1.80	1.24-2.60	2.01	1.43-2.83

Note: OR = odds ratio; CI = confidence interval; *Number of articles refers to a count of the number of articles published between day -14 and day 0).