

RESOLUTION 2024-A

SUBJECT: Advocating for Osteopathic Physician Representation in Media Spaces

SUBMITTED TO: Michigan Osteopathic Association House of Delegates

SUBMITTED BY: Michigan Osteopathic Association Council of Interns and Residents

REFERRED TO: Public Affairs Committee

RECOMMENDATION: Approved as Amended

ACTION TAKEN AT MOA HOD:

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1 **Whereas**, the portrayal of healthcare professionals in mainstream media significantly influences
2 public perceptions and understanding of medicine, shaping attitudes toward different medical
3 specialties and approaches to patient care; and

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5 **Whereas**, ~~doctor of~~ osteopathic medicine (DOs) represent a distinct and valuable segment of the
6 healthcare workforce, bringing a unique perspective and skillset rooted in osteopathic principles
7 and practices to the delivery of patient care; and

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9 **Whereas**, the visibility of DOs in media spaces such as television shows, movies, and online
10 platforms can help to educate the public about osteopathic medicine, dispel misconceptions, and
11 promote the integration of osteopathic principles into mainstream healthcare discourse¹; and

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13 **Whereas**, the representation of diverse voices and experiences in media is essential for fostering
14 inclusivity, promoting diversity within the medical profession, and ensuring that patients from all
15 backgrounds feel represented and understood; now, therefore be it

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17 **RESOLVED**, that the Michigan Osteopathic Association (MOA) advocate for increased
18 representation of osteopathic physicians in media spaces, including but not limited to television
19 shows, documentaries, podcasts, social media platforms, and news outlets; and, be it further

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21 **RESOLVED**, that the MOA collaborate with media and entertainment industry stakeholders,
22 professional associations, and content creators to actively seek out opportunities to feature DOs
23 in their programming and reporting, highlighting their unique perspective, expertise, and
24 contributions to healthcare to facilitate greater visibility and recognition of osteopathic
25 physicians; and, be it further

Deleted: RESOLVED, that the MOA commits to collaborating with media organizations, entertainment industry stakeholders, and professional associations to facilitate greater visibility and recognition of osteopathic physicians in media representations of the medical profession; and, be it further¹

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28 **RESOLVED**, that the MOA independently and in collaboration with the American Osteopathic
29 Association promote education for members about engagement with media opportunities,
30 including social media, and how to serve as ambassadors for osteopathic medicine, through
31 sharing their stories, insights, and expertise to educate and inspire audiences across various
32 media platforms.

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References

1. Cole, A. (2024, February 5). *Examining the coverage of DOs in the mainstream media*. The DO. Retrieved February 16, 2024, from <https://thedo.osteopathic.org/columns/examining-the-coverage-of-dos-in-the-mainstream-media/>