

## RESOLUTION 2024-A

SUBJECT: Advocating for Osteopathic Physician Representation in Media

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: Adopted as Written

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

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

**Whereas**, the visibility of DOs in media such as television shows, movies, and online platforms can help to educate the public about osteopathic medicine, dispel misconceptions, and promote the integration of osteopathic principles into mainstream healthcare discourse<sup>1</sup>; and

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

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

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

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