



General
Osteopathic
Council

GOsC statement on advertising claims in relation to COVID-19

It has come to our attention that some osteopaths may be claiming or implying in published material that osteopathic treatment could help to boost the immune system in patients suffering from COVID-19.

The National Council for Osteopathic Research has published a helpful [summary of the evidence](#) behind such thinking. It states: 'There is no current research evidence to indicate that osteopathic manual therapy care can specifically help in the direct treatment of COVID-19 or other types of coronavirus illness.'

The Advertising Standards Authority (ASA) issues [guidance on the conditions which osteopaths can claim to treat](#) and the [Osteopathic Practice Standards D1.2](#) requires that any advertising or promotional material, including website content, complies with the ASA guidance.

Claiming in any promotional material or online content that osteopathy has a part to play in the frontline care of patients with COVID-19, is likely to breach the ASA guidance or trading standards law. COVID-19 is a highly infectious and contagious disease, and osteopaths should adhere strictly to the guidance signposted on the GOsC website at: osteopathy.org.uk/covid-19. The Institute of Osteopathy is also providing helpful [advice and guidance](#) for osteopaths.

If we are made aware of an ASA Ruling that any osteopath has breached ASA guidelines by making false claims about osteopathy and COVID-19, this could impact upon their ability to practice and would be managed in line with our fitness to practise process.

General Osteopathic Council
26 March 2020