The current evidence base means that claims to treat symptoms and conditions that are likely to be understood to be specific to pregnant women, children or babies (e.g. colic, growing pains, morning sickness) are unsubstantiated and therefore not acceptable in marketing at the present time. Where an adequate evidence base has been established for the efficacy of osteopathy to treat particular conditions in the general population, claims that do not depart materially from those already deemed acceptable by CAP and which describe interventions consistent with osteopathic practice standards are likely to be compliant with the Code.

Training and qualifications, including in relation to children: Claims in this area are unlikely to mislead if:

• They give details of the qualifications of osteopaths, including their training in relation to specific patient populations such as children or babies

• They explain the status of osteopaths as statutorily regulated health professionals

Example claims which are likely to be acceptable:

• Osteopaths are statutorily regulated primary healthcare professionals, who work in the private healthcare and/or primary, secondary and tertiary care in NHS settings

• Undergraduate training for osteopaths includes paediatrics

• Osteopaths are qualified to work with babies and children

• Many osteopaths hold specialists post-graduate qualifications in paediatric osteopathy

• Osteopaths sometimes work with local health visitors and midwives

• Osteopaths are trained to screen for medical conditions and will tell you if you need to see another health professional such as your doctor or midwife

Claims in this area are likely to mislead if:

• They make explicit or implied treatment claims for specific conditions or symptoms which go beyond those which the ASA/CAP accept osteopathy can help with,

Example claims which are unlikely to be acceptable:

• Osteopaths often work with lactation consultations where babies are having difficulty feeding

• Osteopaths are qualified to advise and treat patients across the full breadth of primary care practice