The public views practitioners as holding positions of special knowledge and abilities. They trust practitioners to provide accurate, balanced, and complete medical information. The Board holds its licensees responsible for the information they share with the public as healthcare practitioners, and the Board has an obligation to challenge rhetoric that threatens the health of the public.

The New Mexico Medical Board has endorsed the following opinion issued by the Federation of State Medical Boards:

"Physicians who generate and spread COVID-19 vaccine misinformation or disinformation are risking disciplinary action by state medical boards, including the suspension or revocation of their medical license. Due to their specialized knowledge and training, licensed physicians possess a high degree of public trust and therefore have a powerful platform in society, whether they recognize it or not. They also have an ethical and professional responsibility to practice medicine in the best interests of their patients and must share information that is factual, scientifically grounded and consensus driven for the betterment of public health. Spreading inaccurate COVID-19 vaccine information contradicts that responsibility threatens to further erode public trust in the medical profession and puts all patients at risk."

The New Mexico Medical Board cautions its licensees that, in your role as healthcare practitioners, you must adhere to these responsibilities in the interest of enhancing and protecting the health of the public.