



# National Infertility Awareness Week®

April 22-28, 2018

NIAW Tool Kit for  
Family Building Professionals

[www.infertilityawareness.org](http://www.infertilityawareness.org)

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## **Top 5 Reasons to Recognize National Infertility Awareness Week® April 22-28, 2018**

**Five:** Your practice/business will stand out as a leader in the movement.

**Four:** RESOLVE works to raise awareness through mainstream media outlets—take advantage of this boost in attention and increase interest in your business!

**Three:** If you let RESOLVE know by April 12, 2018 of your NIAW activities, we will feature your event on the official website at [www.infertilityawareness.org](http://www.infertilityawareness.org).

**Two:** Your patients/clients will thank you for supporting them!

**One:** 75 % of RESOLVE community members surveyed said they are more likely to choose a family building professional who supports RESOLVE's efforts.

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**Tip: Find RESOLVE on Facebook, Twitter,  
Instagram & Pinterest for #NIAW ideas!**

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Hosting an event or are you interested in sponsoring this nationwide movement and reach millions with your commitment? Contact [info@resolve.org](mailto:info@resolve.org), subject line "NIAW Sponsor".

[www.infertilityawareness.org](http://www.infertilityawareness.org)

## National Infertility Awareness Week® Frequently Asked Questions

**When is National Infertility Awareness Week® (NIAW)?**

April 22-28, 2018

**Is there a theme for NIAW?**

**Yes. Always!**



This year, RESOLVE: The National Infertility Association wants to change the conversation around infertility with the “#FlipTheScript” campaign! When it comes to issues around infertility and family building, let’s help the public, media, insurers, healthcare professionals and lawmakers understand:

- The scope of the problem and who is struggling to build a family.
- There are many barriers for millions of people who struggle to build a family. These barriers include: lack of insurance coverage, out-of-pocket costs, faith and religion, sexual orientation, and state and federal laws.
- The impact of infertility is far reaching – it impacts family, friends, co-workers, and employers.

How will you #FlipTheScript? Check out ways others are changing the conversation about infertility!

[www.infertilityawareness.org](http://www.infertilityawareness.org)

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Tip: Create your own #FliptheScript messages or use ours! Simply cut and paste!

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Change the conversation infertility and #FliptheScript

Anybody can be challenged to have a family. There's still a struggle. Help us #FliptheScript this year during National Infertility Awareness Week.

Did you know infertility impacts 1 in 8 families in the U.S. today? It's time to #FliptheScript on infertility to help others realize the far-reaching effects and consequences of turning a blind eye to a *medical diagnosis*.

Did you know that most people struggling with infertility receive no coverage from their health insurance? This inhibits many people being able to move forward to treatment to resolve their infertility. Let's #FliptheScript to educate others and change their perceptions.

Let's #FliptheScript for employers that do not include infertility treatment in their health plans. Many do not know or realize the impact of infertility on a family if they've never been through it nor do they realize the limited access to appropriate coverage and care.

Did you know infertility is a medical diagnosis? Cancer, injury, or simple genetics may be a factor in a family's inability to conceive. Don't just assume that others know the facts. Let's #FliptheScript to show the scope and magnitude of this very real disease!

Laws and policies can impact access to many family building options. Let's #FliptheScript on those that put up roadblocks up to families everywhere and stop the anti-family legislation in place today.

There are many ways to resolve infertility if we simply #FliptheScript. Learn more at [resolve.org](http://resolve.org).

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Tip: Use the hashtag #FliptheScript and #NIAW. Make sure you follow and tag RESOLVE wherever you post.

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[www.infertilityawareness.org](http://www.infertilityawareness.org)

## How does RESOLVE promote NIAW?

- We collaborate with professionals, businesses, patients and others to share messages about infertility awareness with local and national audiences.
- We host official NIAW web site [www.infertilityawareness.org](http://www.infertilityawareness.org) that provides resources and tools to empower visitors to raise awareness in their own community.
- We work with the media as the leading expert and the voice for the infertility community.

## How can you recognize NIAW?

You are only limited by your imagination – NIAW is a movement to raise awareness about the disease of infertility, so anything that achieves that goal should be pursued.

- Place the NIAW logo on your website. Talk about your support of patients, infertility awareness, and NIAW. Link to [www.infertilityawareness.org](http://www.infertilityawareness.org)
- Issue a press release showcasing your support and recognition of NIAW.
- Host a patient outreach initiative, such as a Webinar, in-house educational program, open house, etc.
- Launch an online survey and announce the results at the end of the week.
- Announce a special contest or giveaway.
- Include NIAW information with links to RESOLVE content in your eCommunications.
- Include information in your waiting room or shipments to customers.
- Launch a social media campaign connected with the NIAW theme.

## Can you use the NIAW logos and banners?

Yes! Please use the NIAW \*.jpeg files sent to you by RESOLVE. If you place the logo on your website, please link the logo to [www.infertilityawareness.org](http://www.infertilityawareness.org)

Visit [www.infertilityawareness.org](http://www.infertilityawareness.org) to download all RESOLVE approved images.

[www.infertilityawareness.org](http://www.infertilityawareness.org)

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Tip: Get creative! Use our images and add your logo!  
Just be sure to link [www.infertilityawareness.org](http://www.infertilityawareness.org).

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## **FUNdraise for the Cause**

Join the creative, passionate people who want to raise awareness about infertility, create community around a cause, and raise funds for RESOLVE. We have developed many easy ways for you to support RESOLVE. Check out the options below or create your own fundraiser and mobilize staff, patients and clients.

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Tip: Let us know your ideas for fundraising and how you plan to #FliptheScript!  
Contact [info@resolve.org](mailto:info@resolve.org) or call us @ 703.506.7672

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### **Get Creative**

Choose RESOLVE as the beneficiary of your next charity event, business anniversary, professional milestone, or retirement. Contact [info@resolve.org](mailto:info@resolve.org) or 703.556.7172 to customize your own fundraising event.

### **DIY Walk of Hope**

Make a difference in your hometown. Bring people together to create awareness and support those on their family building journey. Learn more by choosing the “Start a Walk in Your Area” at [www.resolve.org/walkofhope](http://www.resolve.org/walkofhope)

[www.infertilityawareness.org](http://www.infertilityawareness.org)

## Events and Patient Appreciation

Each year during National Infertility Awareness Week® (NIAW), businesses recognize the occasion in a number of ways. Recognizing NIAW shows your community that you care about people with infertility. It also raises awareness about this disease and how it impacts your local area. Make sure you share with us what you're doing by sending an email (with photos) to [info@resolve.org](mailto:info@resolve.org).

To help you plan:

- Host an **open house** during NIAW, where your staff is available to talk about your business/practice and provide educational materials.
- Host an **educational seminar** related to treatment, complementary care or emotional issues related to infertility.
- Each morning during NIAW, **have something special** out for your clients/patients, with a “In honor of National Infertility Awareness Week®” sign and information about RESOLVE in your waiting room.
- Hold a drawing for a **free or discounted professional service** (treatment cycle, adoption consultation, complementary treatment, etc.) during the week.
- Hold a **healthy mind/healthy body event** for your patients, which can include yoga instruction, or a mental health professional to answer patient questions.
- Give your patients a **free pass** to a local yoga studio in recognition of NIAW.
- **Change your “on hold” message.** Does your business/practice have a recorded message when a patient is on hold? Update it to include the dates of NIAW, how you are supporting NIAW, and to contact RESOLVE at [info@resolve.org](mailto:info@resolve.org) for more information.
- **Hold daily “giveaways”** in honor of NIAW—including meditation CDs, journals, books related to the infertility journey, spa treatments, etc. Work with other businesses in your area.
- **Include messages** about NIAW in your print, online and radio advertising and on the homepage of your website that week.
- **Work with local media** and showcase your experts. Start planning your media activities about 4-6 weeks prior to NIAW.
- **Incorporate #FliptheScript and #NIAW** in your social media messages.

[www.infertilityawareness.org](http://www.infertilityawareness.org)