

national infertility awareness week®



The NIAW Toolkit

National Infertility Awareness Week®, founded in 1989 by RESOLVE: The National Infertility Association is the largest public awareness campaign that addresses the public health issue of infertility.

This year's observance is April 23-29, 2023. Let's use NIAW to find our voice, talk about the issues facing this community and make sure we continue to support those most in need.

Empowering YOU and changing the conversation.

Anyone can be challenged to have a family. Infertility does not discriminate based on sex, race, religion, age, or even socioeconomic status. It's time we own the narrative and the way we talk about infertility and who it impacts.

www.infertilityawareness.org

When the community comes together and talks about National Infertility Awareness Week®, we...

1

Enhance public understanding that infertility needs and deserves attention.

2

Educate lawmakers about how infertility impacts people in their state.

3

Ensure that people trying to build a family know the guidelines for seeing a specialist.

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**When is National Infertility
Awareness Week® (NIAW)?**
April 23-29, 2023

What's the message?
#FindYourVoice
**Empowering YOU and
changing the conversation**

#NIAW2023

Find your voice.

Have you lost time at work? Have your relationships changed? Do you feel like your story is untold? Do you work with people who struggle to build a family?

If any of these questions had you nodding "yes," you have a story to share that will change people's perception about the realities of infertility.

In working with lawmakers, the media, and the general public, we've learned a thing or two about how they perceive people with infertility. It's not about the process as much as it is about the impact on your life. At the end of the day, hearing real stories helps others understand the issues that affect our ability to build a family.



Tip: Find RESOLVE #NIAW ideas on:



www.infertilityawareness.org

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How does RESOLVE promote NIAW?

**Tip: Use the hashtags
#FindYourVoice and
#NIAW2023. Follow
and tag @resolveorg
wherever you post.**

- ✓ We collaborate with professionals, businesses, patients, and others to share messages about infertility awareness with local and national audiences.
- ✓ We host the official NIAW website www.infertilityawareness.org which provides resources and tools to empower visitors to raise awareness in their community.
- ✓ We work with the media and legislators as the leading expert and the voice for the infertility community.

You are only limited by your imagination

NIAW is a movement to raise awareness about infertility and how people choose to build their families. There are many ways to raise awareness so think outside of the box!

www.infertilityawareness.org

It starts with the message... **#FindYourVoice**

This year's message is to **#FindYourVoice!** Empower yourself and others to help start the NIAW conversation.

#FindYourVoice to advocate for change at RESOLVE's Federal Advocacy Day.

#FindYourVoice to start talking about the racial disparities in fertility care.

#FindYourVoice through others who need to know they are not alone.

#FindYourVoice and share the untold stories of living childfree/childless not by choice, male infertility, and more.

#FindYourVoice by talking about how infertility and barriers to building a family impacts mental health .

#FindYourVoice to educate others on how they can support you and others with infertility.

#FindYourVoice through RESOLVE.



How can clinics and businesses be part of National Infertility Awareness Week®?

Every voice, every story, and every person struggling to build a family can make a difference, no matter how big or small it may be.

national
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#FindYourVoice



- Add the NIAW logo or use social graphics on your website or social media networks.
- Talk about your support of patients, infertility awareness, and NIAW.
- Issue a press release showcasing your support and recognition of NIAW.
- Launch an online survey or virtual event and announce the results at the end of the week.
- [#WearOrange](#) on Wednesday, April 26, and rock your **ORANGE** gear to show your support of NIAW.
- [Join RESOLVE & ASRM for Federal Advocacy Day!](#) Legislators need to hear from professionals too.
- Announce a special contest or giveaway.
- Include information in your waiting room or shipments to customers.
- Join the [NIAW 5-Day Challenge](#) starting Monday, April 24th, and ending on Friday, April 28th.
- Include NIAW information with links to RESOLVE content in your eCommunications.
- Launch a social media campaign connected with the NIAW theme. We have [downloadable images](#) for you to use! Link to: infertilityawareness.org.

#WEARORANGE

Why ORANGE for awareness?

The color orange promotes a sense of general wellness and emotional energy that should be shared, such as compassion, passion, and warmth. Orange can help a person recover from disappointments, a wounded heart, or a blow to one's pride.

Studies show that the color orange can create physical effects such as a heightened sense of activity, increased socialization, boost in aspiration, stimulated mental activity, increased oxygen supply to the brain, increased contentment, and enhanced assurance. Orange also helps aid decision making and enhances happiness, confidence, and understanding.

Since 1989, we have used the color orange to raise awareness, increase activity around an important movement, and remind our community every day that RESOLVE is there for them during disappointments while providing education that promotes wellness both physically and mentally.

#WearOrange Join the orange movement on Wednesday, April 26th, and rock your **ORANGE** gear to show your support of National Infertility Awareness Week®. It can be as simple as an orange shirt or other items like orange socks, orange lipstick, an orange ribbon, paint your nails orange, or even go big with a boa! Whatever you choose will be perfect as long as it is... you guessed it, orange.



**Every picture
tells a story.
What is yours?**



During the week of National Infertility Awareness Week®, April 24-28th, show the daily impact of infertility and the challenges people face to build a family through the lens of your camera. The NIAW 5-Day Challenge is a way to help spread awareness virtually through social media's collective voice. It's an opportunity to share your tie to this disease and how infertility has directly impacted your life, work, and relationships. Starting Monday, April 24th, and ending on Friday, April 28th, we are challenging this community to share on social media using our daily themed hashtags below and #NIAW2023.

Day 1: 4/24 #VoicesofInfertility

While each of our voices may tell a different story, they need to be heard. What do you have to say? Share your truth on your feed, in a reel or story that represents what it's like to face barriers to access treatment, live without children, adoption, surrogacy, or other family building option. Let's share our collective #VoicesofInfertility.

Day 2: 4/25 #UseYourVoice

NIAW is the perfect time to #UseYourVoice. Talk to lawmakers, participate in RESOLVE's Advocacy Day, ask for #CoverageAtWork to access family building benefits. Post a picture, tag @resolveorg, and share how you will #UseYourVoice.

Day 3: 4/26 #WearOrange

From orange socks to an awareness t-shirt, ROCK your orange to help show support and raise awareness during National Infertility Awareness Week®.

Day 4: 4/27 #VoicesofSupport

Where do you pull your support from? Who supports you? Is it a friend, a support group, or an online community? Elevate the #VoicesofSupport in your life.

Day 5: 4/28 #FindYourVoice

There are many ways to #FindYourVoice, even when sharing your own story openly may not be right for you. Share how you will #FindYourVoice after #NIAW2023 in a post, reel, TikTok or story.

www.infertilityawareness.org



How else can I get involved during NIAAW?

Register for Federal Advocacy Day

For the first time in history, RESOLVE will host federal Advocacy Day during NIAAW on Tuesday, April 25th. In partnership with ASRM, RESOLVE and our robust team of volunteer leaders will guide and train you to #UseYourVoice to advocate for legislation that impacts the family building community.

[Register and learn more about Advocacy Day!](#)



Set up a DIY Walk of Hope

Spread awareness about infertility support in your hometown. Bring people together to create awareness and support those on their family building journey.

[Learn about how to start a RESOLVE DIY Walk!](#)

Proclamation Project

A proclamation is a public or official announcement issued by a Governor, Mayor, and/or City Council member to commemorate a specific time period (day, week, or month) for the purpose of raising awareness about local efforts. (Example: National Infertility Awareness Week® designated in April). Consider requesting a local proclamation in your town or city.

[Start your proclamation submission!](#)

Wait. There's more...

Share Your Voice Through Social Media

From downloadable social media images, GIFs, Instagram filters, a TikTok #NIAWSongChallenge, and more, there are many ways to #FindYourVoice on any platform you choose. Be sure to use the official hashtags: #NIAW2023 #FindYourVoice.

[Learn about the many ways you can share online!](#)

Can you use the NIAW logos and banners?

YES! Get creative. Use our images and add your logo. If you place the logo on your website, please link the logo to www.infertilityawareness.org.

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. Explore [fundraising ideas](#) or create your own fundraiser and mobilize staff, patients, and clients.

Host an Event

Choose RESOLVE as the beneficiary of your next virtual charity event, business anniversary, professional milestone, or retirement. Contact info@resolve.org to customize your own fundraising event.



Tip: Let us know your ideas for fundraising and how you plan to recognize #NIAW2023 this year. Contact info@resolve.org