



**WENTON + resolve**  
THE NATIONAL INFERTILITY ASSOCIATION

## Fight For Families Toolkit

2023

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## Overview

Dear RESOLVE advocate,

We are in an unprecedented time in which the future of reproductive rights and access to IVF is uncertain. With legislation proposed across the country that may threaten family building options, it is critical that we remain vigilant to ensure that IVF remains accessible and legal.

This toolkit contains easy-to-use resources that will empower you to join *Fight For Families* — no matter where you are in the country — to share your story, engage your networks and demand that your elected officials make it easier, not harder, for families to have babies and fulfill their dreams.

RESOLVE is proud to partner with you in this all-important fight for families. Thank you for your commitment to protecting access to IVF and please let us know if you need any additional assistance from our team.

In solidarity,

Barbara Collura

President/CEO

RESOLVE: The National Infertility Association

## Messaging and Talking Points

### About Fight For Families

*Organizing key messages in a value, problem, solution and action framework helps to build an argument, explain the position you wish people to take and invites their engagement.*

**Value:** Everyone should feel safe and supported in their pursuit of building their family.

**Problem:** Proposed (recent/existing/etc.) laws/legislation restricting reproductive health care are a (new and) serious threat/danger to people trying to have a baby.

**Solution:** Our elected officials must ensure that state and federal laws surrounding pregnancy protect the safety and security of people trying to have a baby.

**Action:** Tell your elected officials they can support your dream for a healthy pregnancy and baby by passing laws that protect your wellbeing/the wellbeing of people who struggle to get pregnant — and vote down those that don't.

- We need allies who make family building possible.
- We need our legislators on the side of families.
- Let's remove the obstacles. Let's help create healthy families.

### Supporting Messages and Sound Bites

#### About pregnancy and family building:

- For millions of Americans, a baby is their most precious and longed-for dream.
- Access to care means access to building a family.
- For too many, there are challenges on the journey to parenthood — challenges that can be enormously difficult, painful and isolating to navigate.
- This is why we need elected officials to make it easier — not harder — for people to have their baby and fulfill their dream.

**What families need from lawmakers in this moment:**

- It's important that the full range of health care options are available to protect those who are (actively) trying to build their family.
- The legal confusion created by these proposed/recently-passed laws surrounding reproductive health care are creating/have created despair among those [of us] who dream of a healthy pregnancy and baby.
- The best decisions to protect [my/someone's] health and future fertility options are decisions made between [me/an individual] and [my/their] doctor/health care provider.
- And lawmakers who want to protect family building have committed to protecting all medical options for those trying to have a healthy baby.
  - They are our allies in making parenthood possible.

**Closing Messages:**

- It is heartbreaking to face obstacles when you long for a healthy pregnancy and baby.
- And right now, these dangerous threats to medical care will make it even harder for those who deeply want to build their family.
- We can't allow these dangerous threats to medical care to make it more difficult for us to bring our babies home — we need lawmakers to put families first.
- Help us defend our dreams, our health and our hopes to complete our families.

**How to Describe the Campaign**

*Fight For Families* is a public education and storytelling campaign led by RESOLVE, the nation's leading organization dedicated to family building. For millions of Americans, a baby is their most precious and longed-for dream. Concerned by laws that threaten to limit the safe and effective medical options of people trying to achieve a healthy pregnancy, *Fight For Families* will help raise the voices of hopeful parents to their elected leaders.

## Social Media Posts

### Twitter

(1/3) For millions of Americans, a baby is their most precious and longed-for dream. But in the face of abortion bans and fetal personhood laws, thousands of people may lose access to IVF.

(2/3) If we don't act now, laws intending to ban abortion could criminalize IVF treatment or make it less effective and more expensive — preventing thousands of people from starting a family. [Link to recent article]

(3/3) Legislators have the power to protect IVF, and we need them to act now. Join @resolveorg's #FightForFamilies campaign to learn more about the threats to IVF and to make sure legislators hear our voices loud and clear. [Landing page link]

### Instagram

For millions of Americans, a baby is their most precious and longed-for dream. But in the face of abortion bans and fetal personhood laws, thousands of people may lose access to IVF.

If we don't act now, laws intending to ban abortion could criminalize IVF treatment or make it less effective and more expensive — preventing thousands of people from starting a family.

Legislators have the power to protect IVF, and we need to make sure they hear our voices loud and clear. Join @resolveorg's #FightForFamilies campaign at the link in our bio to learn more about the threats to IVF.

### Facebook

For millions of Americans, a baby is their most precious and longed-for dream. But in the face of abortion bans and fetal personhood laws, thousands of people may lose access to IVF.

If we don't act now, laws intending to ban abortion bans and fetal personhood laws could criminalize IVF treatment and/or make it less effective and more expensive — preventing thousands of people from starting a family.

Legislators have the power to protect IVF, and we need to make sure legislators hear our voices loud and clear. Join @resolveorg's #FightForFamilies campaign to learn more about the threats to IVF: [Landing page link]

### Federal Legislative Information

According to the Centers for Disease Control and Prevention (CDC), one in four women of reproductive age have difficulty getting pregnant or carrying a pregnancy to term. This does not include the many LGBTQ+ couples and those that choose to parent without a partner who may need in vitro fertilization (IVF) to start and grow families. Since 1981, those hoping to become parents from across the country have used IVF, and to date, more than a million infants have been born because of the availability of this medical procedure. About two percent of all infants born in the United States each year are born thanks to IVF technology; the CDC has noted that the use of IVF specifically has more than doubled over the past decade.

The choice to build a family is a fundamental right for all Americans, but to ensure that those rights remain protected, regardless of a person's zip code, Senators Tammy Duckworth (D-IL) and Patty Murray (D-WA) and Congresswoman Susan Wild (D-PA-07) have introduced the **Right to Build Families Act of 2022**. This bill would:

- Prohibit limiting any individual from seeking or receiving IVF;
- Ban regulation of an individual's right to retain their reproductive genetic materials, including gametes;
- Rule out restricting healthcare providers from performing IVF or providing information related to IVF;
- Allow the U.S. Attorney General to pursue civil action regarding violation of the legislation; and
- Create a private right of action.

To support this effort, please use the messaging above to share the importance of protecting IVF and the care people need to have a baby and build their family. You can also reach out to your state legislator [here](#).

## FAQs

- **What is Fight For Families?**

Fight for Families is a strategic communications campaign that aims to amplify RESOLVE's advocacy work with a goal of keeping IVF available and legal in all 50 states. Through the news media and social media, this campaign will share the stories of the millions of people who need IVF to build their family and who desire a healthy pregnancy.

- **What is in vitro fertilization (IVF)?**

In-vitro fertilization (IVF) describes a technique where a female's eggs and male's sperm are combined in a special laboratory in order to create an embryo(s). Depending on the diagnosis and age of the woman, an embryo or embryos are transferred to the woman's uterus through her cervix to enhance the chances of pregnancy.

- **How is access to IVF being impacted by the overturning of *Roe v. Wade*?**

As of today, IVF is open and accessible in all 50 states and Washington, DC. With *Roe v. Wade* no longer law and now in the hands of state lawmakers, in the future, some new legislation intended to restrict or ban abortion may include language that is unclear or specifically targets in-vitro embryos, including:

- The ability to do testing on embryos, such as genetic testing
- The ability to freeze embryos
- The ability to move frozen embryos across state lines
- Embryo disposition
- Unintended consequences of harm coming to an embryo
- Miscarriages, and care rendered to the patient
- Ectopic pregnancies, and care rendered to the patient
- Conferring Personhood rights on an in-vitro embryo

If these types of bills are introduced, RESOLVE will fight them.

- **What are fetal/embryo personhood laws and how will they impact access to IVF?**

For more than a decade, states around the country (as well as the federal government) have attempted to pass laws declaring that human life, or

“personhood,” begins as soon as sperm fertilizes an egg. These so-called personhood bills could make common fertility treatments like IVF illegal.

- **What is RESOLVE’s stance on fetal/embryo personhood laws?**

RESOLVE opposes personhood bills and any attempt to restrict access to IVF or embryos created through IVF.

- **What if I have embryos or eggs stored right now — are they safe?**

Many people who do IVF have embryos that are cryopreserved (in frozen storage) for future attempts at pregnancy. There are currently no changes in state or federal laws that impact the storage of embryos or what people choose to do with their embryos. However, we must remain vigilant as we anticipate that state or federal legislators may try and regulate embryos in the future, which could mean that people would not have complete control over what happens with their embryos.

- **I’m still worried about my frozen embryos. Is there anything I can do right now to protect them?**

Get active and reach out to your state legislators and share your concerns. Follow RESOLVE’s advocacy information for your state by joining RAN (RESOLVE Advocacy Network). We will notify you if legislation is pending in your state that regulates embryos. By getting to know your state legislators now and telling them your concerns, it will be easier to contact them when legislation is introduced that you care about.

- **Following the overturn of *Roe*, will IVF become more expensive?**

At this time there are no changes in state or federal laws that negatively impact access to IVF, therefore, we have not experienced an increase in the cost of an IVF cycle. However, if legislation passes that regulates embryos, it could make the process of doing an IVF cycle more complicated and may take longer to achieve a pregnancy. There are many ways that embryos could be regulated; for example, if legislation prohibits the cryopreservation of embryos, then each embryo created would need to be transferred, even if that embryo is not deemed to be the best embryo. As a result, someone may need to do multiple embryo transfers to achieve a pregnancy. This is just one example of how embryo regulation could negatively affect an IVF cycle and potentially increase the cost.

- **How can I take action to protect access to IVF?**

Join the Fight for Families. Make sure you're connected with [our campaign](#) and on our social media channels to receive the most up to date information on legislation in your state and ways you can take action.

- **Has fetal/embryo personhood legislation ever been introduced in the past and what is RESOLVE's experience in fighting against this type of legislation?**

Since 2008, RESOLVE has tracked more than a hundred state bills that have been introduced at the state and federal level that RESOLVE deems to be "Personhood" legislation, or legislation that confers full human rights to a fertilized egg. RESOLVE has vigorously fought these bills, activating thousands of advocates across the country. Our efforts have been successful as no Personhood bills have passed. RESOLVE has a long and deep history in this area of advocacy.

- **Have any states banned access to IVF?**

No. Right now IVF is available and legal in all 50 states and Washington DC.

- **My state seems OK for now; can I advocate in other states that have threatening legislation that might impact access to IVF?**

The most effective advocates are people who are registered to vote and are constituents of the legislators in the state with the bad legislation. However, for people who don't live in that state but want to get involved, you can share RESOLVE's advocacy information with your friends and family and on your social media outlets, in the event that people in the impacted state see or hear about your concerns. Public awareness and education is critically important, and everyone can play a role in sharing their concerns and factual information from trusted sources such as RESOLVE.

## Op-eds

### About Op-eds

#### What is an op-ed?

- An **op-ed is a column** written by someone other than an employee of the news organization **that expresses the strong, informed and focused opinion of the writer** on a current and relevant issue. An op-ed is an original piece about a timely topic that has not been published anywhere else.
- Writing powerful op-eds is an ideal opportunity to frame messages and directly address audiences, while **merging opinion with factual information**.
- Most publications have specific guidelines, such as maximum word count, that should be referenced prior to submission. Op-eds are **exclusive** to the publication.

#### Characteristics of an op-ed

- Typically between 500 – 800 words.
- Has a clearly defined message and point of view
- Incorporates the strong voice of a credible writer

#### Basics of writing an op-ed

- Focus on an issue that affects a target audience and demonstrates the writer's expertise on the issue.
- Identify a specific problem.
- Have a clearly defined position and point of view.
- Defend the opinion by providing evidence.
- Propose a practical solution.

#### Tips for writing a compelling op-ed

- Hook the reader with an **anecdote** or **relevant news story**, as well as a **clear but catchy** headline.
- Be direct in the first sentence and first paragraph.
  - **Be clear and bold in expressing an opinion.**
  - Consider this: If you could print only one sentence, how would you persuade your readers?
- Tell a story that advocates a position **supported by facts and research**.
- Have a clearly defined **topic** as your focus and a **theme** that is the overarching idea of the op-ed.

- Capture the reader’s attention and make a compelling argument.
- Make the point of view different from what is already in the discourse on this topic.
- Be clear and **don’t use jargon**. Remember that newspapers are geared toward general audiences and technical or field-specific terminology may interrupt your reader’s attention.

### Op-ed structure

- **Opening:** Grab the reader’s attention with an introduction to what you will be talking about. News hooks can make your opening timely and relevant.
- **Thesis:** State your argument directly.
- **Argument:** The core of an op-ed generally has three main points, each with supporting evidence and a conclusion.
- **“To Be Sure” Paragraph:** Acknowledge shortcomings in the argument and address potential counterarguments.
- **Conclusion:** Circle back to the opening.
- **Byline:** Include a name, title and a brief (two-to-three sentence) bio about the op-ed author.

## Op-ed Template

*Below please find a sample outline for those interested in writing an op-ed for a local or national publication calling on lawmakers to protect their right to build a family.*

**Start with an anecdote:** Consider opening the op-ed with a personal story (with names omitted if needed for privacy) of a local person or couple who have dreamed of starting a family, have been emotionally devastated by infertility and have turned to IVF or other reproductive technologies to achieve their dearest hope.

**State the problem:** Like [name], everyone should feel safe and supported in their pursuit of building a family. However, [proposed/recent/existing/etc.] laws restricting reproductive health care are a [new and] serious threat/danger to people trying to have a baby.

[Name the law and its repercussions]

The legal confusion created by these [proposed/recently-passed] laws surrounding reproductive health care are [creating/have created despair] for those of us who have turned to science to fulfill the dream of a healthy baby, and have created fear that these important medical interventions will be criminalized.

**Lay out the argument:** For too many, there are challenges on the journey to parenthood — challenges that can be enormously difficult, painful and isolating to navigate. For many would-be parents, [fertility treatment] is [their/our] last best hope to conceive, carry through a pregnancy and deliver a healthy, deeply wanted child. Healthcare that supports family building cannot be criminalized.

**State why this is important:** With [proposed/recent/potential] laws endangering family building, we need [insert name/elected officials] to make it easier — not harder — for people to have their baby and fulfill their dream. Laws aimed at restricting safe abortion care access may inadvertently or perhaps deliberately threaten those in pursuit of wanted pregnancies, too. Our elected representatives must ensure that laws surrounding pregnancy protect the safety and security of people trying to have a baby. The full range of health care options must remain available to protect those who are trying to build their family.

The best decisions to protect [my/someone's] health and future fertility options are decisions made between [me/an individual] and [my/their] doctor or health care provider. And lawmakers who want to protect family building have committed to protecting all medical options for those trying to have a healthy baby. They are our allies in making parenthood possible.

**Call to action:** Tell [insert names of legislators] they can support your dream for a healthy pregnancy and baby by passing laws that protect your wellbeing/the wellbeing of family builders — and vote down those that don't.

- We need allies who make family building possible.
- We need legislators on the side of families.
- Let's remove the obstacles. Let's help create healthy families.

**Closing:** It is heartbreaking to face obstacles when you long for a healthy baby. And right now, these dangerous threats to medical care will make it harder or impossible for those [like the people in the opening] who deeply want to build their family. We can't allow legislation restricting medical care to make it more difficult for us to bring our babies home — we need lawmakers to put families first. Help us defend our dreams, our health and our hopes to complete our families.

## Letter to the Editor (LTE)

### About LTEs

#### What is an LTE?

- An LTE is a response to a recent news article, within seven days, that introduces information relevant to the story.
- Most publications have specific guidelines for submitting LTEs that should be referenced prior to submission.

#### Characteristics of an LTE

- Typically between 150 - 200 words
- A response to a recent news article
- A strong voice from a credible writer

#### Tips for writing a compelling LTE

- Keep it **one** subject
- Be **clear and concise**. Keeping it brief reduces the chance the publication will cut content.
- Make **references** to the newspaper and the article
- Offer a **thoughtful response and point of view** that challenges the article, supports the argument in the article with additional evidence and insight or uses the article to posit another strong opinion
- **Include** contact information. Some newspapers will only print a letter to the editor after verifying the author. Newspapers will not share personal information
- Make the LTE **exclusive** to the publication

#### LTE structure

- **Opening:** Grab the reader's attention with an introduction to what you will be talking about with a connection to a recent news article
- **Thesis:** State contradictory or supporting information in response to the current article.
- **Argument:** Explain why the new information that is being presented in the LTE is relevant to readers
- **Conclusion:** Circle back to the thesis to reaffirm it
- **Byline:** Name, title and brief (two-to-three sentences) bio about the LTE author and any affiliations

## LTE Template

*Below please find a sample outline for advocates interested in responding to a recent news article using an LTE.*

To The Editor:

Everyone should feel safe and supported in their pursuit of building a family. However, [proposed/recent/existing/etc.] laws restricting reproductive health care are a [new and] serious threat/danger to people trying to have a baby with fertility treatments.

[Name recent article] shows the legal confusion created by these [proposed/recently-passed] laws surrounding reproductive health care. The uncertainty surrounding the future of fertility treatments is [creating/have created despair] for those of us who have turned to science to fulfill the dream of a healthy baby. [Alternatively: Laws aimed at restricting safe abortion care access threaten those in pursuit of wanted pregnancies, too].

For many would-be parents, [fertility treatment] is [their/our] last best hope to conceive, carry through a pregnancy and deliver a healthy, deeply wanted child. Healthcare that supports family building cannot be criminalized.

We need [insert name/elected officials] to make it easier — not harder — for people to have their baby and fulfill their dream. Any legislation relating to pregnancy must protect the safety and security of people trying to have a baby.

The best decisions to protect [my/someone's] health and future fertility options are decisions made between [me/an individual] and [my/their] doctor or health care provider. Help us defend our dreams, our health and our hopes to complete our families.

[Insert name of signer]

[Insert location]

## RESOLVE One-Pager



### About RESOLVE

RESOLVE: The National Infertility Association, established in 1974, is dedicated to ensuring that all people challenged in their family building journey reach resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act. The organization advocates on the [state and national level](#) for health care coverage for infertility, medical research, adoption benefits and access to all family building options. RESOLVE hosts the only federal [Advocacy Day](#) in Washington, D.C. for the family building community and has been at the forefront of fighting state legislation that would harm access to any family building option.

We believe that all people challenged in their family building journey should reach their resolution by being empowered by knowledge, supported by community, united by advocacy and inspired to act.

### About Fight For Families

*Fight For Families* is a public education and storytelling campaign led by RESOLVE, the nation's leading organization dedicated to family building. For millions of Americans, a baby is their most precious and longed-for dream. Concerned by laws that threaten to limit the safe and effective medical options of people trying to achieve a healthy pregnancy, *Fight For Families* will help raise the voices of hopeful parents to their elected leaders.

### Fast Facts:

- **762,590** reach out to RESOLVE each month for information and support
- **4,000+** have joined the RESOLVE Advocacy Network
- **28 million+** have new/expanded insurance coverage for infertility/fertility preservation. (Since 2019)

For more information on RESOLVE or the ongoing Fight For Families campaign, please contact [advocacy@resolve.org](mailto:advocacy@resolve.org).