



**FIGHT FOR
FAMILIES**
WITH  resolve

**Defending IVF in a
post-Roe America**



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.

RESOLVE exists to provide:

- Access to Care
- Advocacy for Coverage
- Access to Support & Community
- Access to Education
- Awareness of All Family Building Options

Our History with Defending IVF

- **For fifty years**, RESOLVE has been fighting for the right of people to build their family.
- From 2008-2022, RESOLVE tracked and defeated more than 100 state Personhood bills or ballot initiatives that impacted IVF.
- Since Roe v. Wade was overturned in 2022, 40 bills that impacted IVF have been tracked and defeated by RESOLVE's efforts.



Current Climate

Without the federal protection of *Roe v. Wade*, access to IVF is at risk.

- Had a state succeeded in enacting a Personhood law, *Roe* would have required it be overturned. Such protection is lost under *Dobbs*.
- States can now pass abortion restrictions, declare when life begins, and declare a frozen embryo a child. This sets limits on how IVF is practiced.
- **This is not a drill:** well-funded, national political groups are mobilizing *right now* to challenge the legality of IVF and define how IVF should be practiced.

The Washington Post

Overturn of Roe could make IVF more complicated, costly

The New York Times

The Surrogacy Industry Braces for a Post-Roe World

MIT Technology Review

Embryos could count as people too in our post-Roe world

The Opposition: Their messaging is “pro-life” IVF

- Heritage Foundation, Susan B. Anthony, U.S. Conference of Catholic Bishops - and more - are mobilizing to regulate IVF at the state and federal level. Calling for “pro-life” or “ethical” IVF.
- These regulations will prevent people from getting the standard of care they deserve, will raise costs and risks for patients, result in poorer pregnancy outcomes, and ultimately reduce the availability of care.
- Some groups want to outlaw IVF altogether through Personhood legislation.

POLITICO

HEALTH CARE

Republicans are rushing to defend IVF. The anti-abortion movement hopes to change their minds.

The groups are not advocating banning IVF but want new restrictions that would significantly curtail access to the procedure.

The Washington Post

Republicans want to stay away from the IVF issue. Abortion foes won't let them.

 **THE DAILY SIGNAL**

EXCLUSIVE: Conservative Organizations Issue Recommendations on Regulating IVF



**The Time
to Act is
NOW**

RESOLVE's Goal: Protect IVF

Our Strategy: Using patient stories and our community to prevent and stop anti-IVF legislation.

- Legislative and Grassroots Organizing
- Public Relations and Media



Legislative and Grassroots Organizing

State Legislation

Focus on 16 states with legislative environments that are prone to anti-family legislation

- Community organizing will focus on educating and motivating thousands to raise their voices and reach local lawmakers to prevent/stop anti-IVF legislation
- Create and disseminate data driven collateral and issue documents for legislators

Federal Legislation

- Pass federal legislation that protects access to IVF
- Legislator education, grassroots and grasstops outreach, including Federal Advocacy Day
- Implement voter education campaign prior to November election



Public Relations and Media

- Robust proactive media outreach to secure stories that tell our side of the debate and debunk inaccurate and dangerous messages from others
- Responding to breaking news with statements for thought leadership and influence
- Media training and interviews with patients and impacted individuals
- Host press conferences and develop issue briefs
- Op-eds and letters-to-the-editor featuring doctor, patient, and advocate voices



RESOLVE's Superpowers: Our stories, our history, *and you*

There is nothing more powerful than the stories from our community.

- For 50 years, RESOLVE has been a beacon of hope for millions who struggle to build a family.
- No one else can play this role but RESOLVE.
- 85% of adults surveyed support increased access to fertility treatments. The people are on our side.
- Our supporters, **people like you**, believe in our mission and understand our impact.



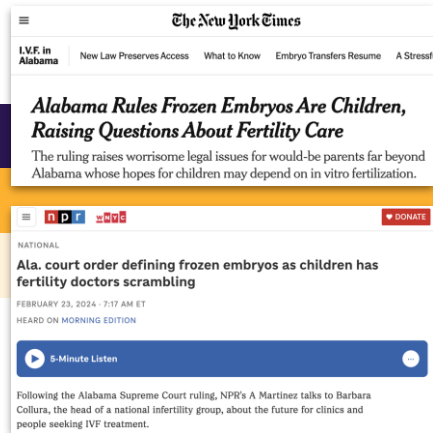


Case Study: Alabama

Alabama Supreme Court Ruling

When the Alabama Supreme Court ruling was announced in February 2024, our team activated a vast network of volunteers who sent 34,504 letters to their legislators, and saturated the media with stories from RESOLVE leaders, Alabama women who have undergone IVF, and fertility doctors who found their practices paralyzed. We quickly became the go-to resource for top reporters across the country covering IVF access. The effort resulted in wall to wall earned media coverage worth over \$200 million:

- 240+ unique media stories
- 6,300+ media hits
- Five op-eds



Alabama Supreme Court Ruling

Twelve days after the ruling, RESOLVE hosted a media event and legislative advocacy day with local partners in Montgomery, AL, attended by more than 200 people – and covered by every major national media outlet, landing on the homepages of the [New York Times](#) and [CNN](#).

The advocacy during and after the event ultimately led to the passage of stop-gap legislation that resumed IVF treatments across the state of Alabama. While this is not a permanent solution to the threat that IVF faces in Alabama, it is a start.



Alabama Supreme Court Ruling

In light of RESOLVE's quick and impactful advocacy work, the White House invited RESOLVE's CEO to a meeting to discuss the future of IVF with other key leaders, and Rep. Gerry Connolly (D-VA) invited her as his guest to the State of the Union on March 7, 2024.

In March, a RESOLVE patient advocate from Alabama testified at a Senate Judiciary Committee hearing on reproductive rights.

As of today, we still hear regularly from the media's top editors, reporters and bookers, who look to RESOLVE to keep them informed on the state-of-play for IVF access across the country.



Readout: In Wake of Alabama Supreme Court Ruling That Has Halted Access to IVF, White House Hosts Convening with Advocacy Groups to Discuss Importance of Work to Protect Access to Fertility Services

