



American Medical Women's Association
The Vision and Voice of Women in Medicine since 1915

Infertility Awareness Week – Op-Ed Campaign

- Submit to newspapers and ask to be published the last week of April during Infertility Awareness Week
- Word count varies: Typical is 750-800 but some limit to 600. Check the paper that you are submitting to. Most only allow you to submit to one paper, but if they don't specify, you can also submit elsewhere.

1. Title – Suggest an attention grabber title but know that the paper may change it.

2. Introduction / Lead

Format / Prompts: Opening hook. Why should the reader care about this issue? Why are you writing about this now? One paragraph.

Key points:

- Prevalence: Use the latest stats about prevalence and compare with the general population.
- The peak years of medical training coincide with the peak years of fertility.
- This is a problem for women in medicine who are now an entering majority in medical school.
- You might quote your state fertility score and check if there is a state mandate (self-insured companies are exempt from the mandate).
 - [Infertility Coverage by State](#)
 - [State Fertility Scorecard](#)

3. Main Point Paragraphs

Format / Prompt: One thought/idea/point per section – supported by evidence – and related back to the premise. Each section has a beginning and end. Look for a logical flow of points. Propose recommendations / solutions to the issue in question.

Key points:

- Infertility is contributing to stress and burnout among women physicians.
 - Need to raise awareness to prevent infertility. Knowledge is power. Have the conversations early.
- If there is no mandate within the state, advocate for state level change.
 - In states with mandated infertility insurance, the care of patients with infertility may be better because the rate of multiple births is lower than in states without coverage. Couples with insurance coverage are free to make more appropriate decisions with their physicians based on medical necessity rather than financial considerations which often result in multiple births and a high rate of complications during and

after pregnancy. (NEJM, “Insurance Coverage and Outcomes of In Vitro Fertilization,” August 2002).

- In these states, relative costs did not increase: The cost of infertility services as a percent of the total health premiums went down after the 1987 Massachusetts mandate. (Study by Griffin and Panak, Fertility & Sterility, 1998).
- Include recent facts and figures.
- Infertility coverage benefits many groups.
 - [63% of LGBTQ+ millennials are considering having children](#) and may need assisted reproductive technology to have a family.
- Not all employers routinely provide fertility benefits – check with HR
 - Ask employers to provide benefit. Make the argument that it enhances employee recruitment and retention. Asking will benefit all employees.
 - Studies show that insurance doesn’t necessarily cost employers more
 - Companies are starting to pay attention to fertility benefits – this is the time to act.
 - Check out the latest stats and articles to quote from the AMWA-RESOLVE Coverage-at-Work toolkit.

4. Conclusion

Format / Prompt: Can be short. Echo of the introduction. Cast forward into the future. A deeper reflection. What is the next step?

Key points:

- Let’s change the system so that women physicians don’t have to choose between their career and having a family.
- We need your collective voices to help advocate on our behalf.

5. Biography

Format / Prompt: Bio (2 lines) and photo (headshot). Max – two authors.

6. Let AMWA know if you have submitted an op-ed so that we can track our efforts!

General Guidelines:

- Embrace hyperlinks
- Use plain language.
- Ensure a strong, clear voice.
- Avoid academic or medical jargon
- Short paragraphs and short sentences are better
- Don’t be afraid of the first person. Use anecdotes.
- Put up signposts – i.e. Why is this important? Phrase that and then answer the question. Ex. What does this mean?
- Read it out loud. Ask others to read and edit.
- Share on social media after publishing