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## Building Families Alliance of Wisconsin Promotes Education and Action During National Infertility Awareness Week

**MADISON** – Madison, WI – As part of National Infertility Awareness Week (NIAW), April 23-29, the [Building Families Alliance of Wisconsin](#) will bring together patients, medical professionals, and supporters from across the state to increase awareness of and advocate for mandated insurance coverage for infertility, which affects [1 in 6](#) individuals globally and more than 172,000 people in Wisconsin.

Today, Wisconsin receives a C rating from [RESOLVE](#): The National Infertility Association. By contrast, neighboring Illinois, which offers state-mandated insurance coverage for fertility treatment, receives an A-minus. Wisconsin can change that. The current version of the [Executive Budget for 2023-2025](#) includes a provision that would require most health insurance policies issued in this state to cover the essential health care services to diagnose and treat infertility and preserve fertility when appropriate.

“For too many families the financial burden is the greatest challenge they must overcome to fulfill their dreams of parenthood. Today, fewer than one fourth of insurance plans provide some level of coverage for these services and those who require treatment are often left with medical bills well in excess of \$10,000. We must act now to ensure all Wisconsinites have the support they need to build their families,” said Dr. Bala Bhagavath, reproductive endocrinologist, Director of Generations Fertility Care, and co-chair of the Building Families Alliance of Wisconsin. “By encouraging our elected officials to keep fertility coverage in the state budget, we have an opportunity to turn the tide.”

Infertility is defined as not being able to get pregnant after one year of trying, or six months if a woman is over 35 years old. Infertility affects 1 in 6 families, and its physical, emotional, and financial toll is significant. Research shows that an infertility diagnosis results in similar levels of anxiety and depression as a diagnosis of cancer, heart disease, or HIV. Despite the prevalence and impact of this disease, coverage of infertility treatment is not required in Wisconsin.

“When I stopped taking birth control, I, like so many people, assumed I would be pregnant relatively soon. Instead, my husband and I navigated expensive, complicated, harrowing escalating fertility treatments in shock and disbelief for more than four years,” shares Kathy Waligora of Pleasant Prairie, Wisconsin. “Luckily, my Illinois based employer was required by state law to provide insurance coverage for fertility treatments. So many Wisconsin families will have to make the choice to stop pursuing their family, when effective medical treatment is available, because of the cost. No one prepares for infertility—but we can do more to make sure care is available when it is needed.”

For more information, see the NIAW event listed below or visit the Building Families Alliance website: <http://www.buildingfamilieswi.org>.

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*The Building Families Alliance Wisconsin is a volunteer-run coalition of doctors, patients, and supporters advocating for infertility awareness and fertility-friendly legislation in Wisconsin.*



## Building Families Alliance of Wisconsin National Infertility Awareness Week Activities:

In addition to its advocacy efforts, the Building Families Alliance will host a series of events during National Infertility Awareness Week (NIAW), including:

- Monday, April 24, 10am: [Building Families Alliance Virtual Press Availability](#)
- Tuesday, April 25: RESOLVE Virtual Advocacy Day: Advocacy Day is a 1 day virtual event where the family building community comes together to educate Members of Congress about issues and legislation important to our community.
- Wednesday, April 26: [Wear Orange Day](#). [#WearOrange Campaign](#) was created by [RESOLVE: The National Infertility Association](#) to promote infertility awareness.
- Wednesday, April 26th 6pm [Building Families Alliance Facebook Live Conversation](#): Tune into a valuable conversation to learn how you can get involved with the effort to pass infertility treatment and preservation coverage in Wisconsin.
- Wednesday, April 26: Women's Healthcast NIAW episode airs: Check out this powerful [podcast](#) produced by the UW-Madison Department of Obstetrics and Gynecology episode featuring Building Families Alliance leaders.
- Thursday, April 27, 11:30am: [Webinar hosted by the Hausmann Group](#) - The Reality of Infertility in the Workplace. This free webinar will focus on the impact of infertility in the workplace for companies and employees.
- Friday, April 28: Virtual Day of Action to Keep Infertility Treatment Coverage in State Budget. Governor Tony Evers has included infertility treatment and fertility preservation coverage in his proposed [State Budget](#).
- Saturday, April 29th [Walk of Hope](#) at Doepke Recreation Area in Wausau. Organized locally, the Walk of Hope brings RESOLVE's mission to life in local communities nationwide.

The graphic is a vertical orange rectangle. At the top left is the Building Families Alliance Wisconsin logo. To its right, the text "National Infertility Awareness Week 2023 Events" is written in white, with the website "www.buildingfamilieswi.org/niaw" below it. The main body of the graphic contains a list of five events, each preceded by a calendar icon with the date. The events are: 1. Monday, April 10th 6:30pm-8:pm Virtual Healthy Women Community Talk: Navigating Your Fertility Journey (4/10). 2. Tuesday, April 25th Virtual RESOLVE Advocacy Day (4/25). 3. Wednesday, April 26th 6pm Facebook Live National Infertility Awareness Week Conversation (4/26). 4. Thursday, April 27th 11:30am Hausmann Webinar The Reality of Fertility &amp; the Impact of Employee Well-being and Your Bottom Line (4/27). 5. Saturday, April 29th 1pm in Wausau Walk of Hope at Doepke Recreation Area (4/29). At the bottom right of the graphic is a QR code with the text "scan me" above it.