



## **CIAW Challenge**

### **In Support of Canadian Infertility Awareness Week (CIAW) 2014**

We challenge you to break the silence on infertility and educate your fellow Canadians about this disease! Below is a list of actions you can take to raise awareness about infertility; there is truly something for everybody. We challenge you to commit to doing one or more of the following:

1. Visit a local doctor's office and drop off IAAC pamphlets and/ or support group information
2. Share your infertility story (with someone in your life, via a short video, our website or social media pages)
3. Send a letter to your local government representative in support of IVF Funding (3-minute challenge on our website)
4. Donate your Facebook status or Twitter updates to the CIAW by posting "*CIAW May 24-31 – Find out how you can participate: [www.iaac.ca](http://www.iaac.ca)*"
5. Dedicate a blog post to the issue of infertility (need ideas? call us!)
6. If you are an entrepreneur who runs your own business, consider making a donation to IAAC based on a small percentage of your profits during the month of May.
7. Organize a CIAW event in your area or volunteer to help at an event (we need volunteers for Kickoff on May 25<sup>th</sup>; or check our website to find out what's happening near you!)
8. Produce a short video about infertility and let us share it in our awareness campaigns (2 to 3 minutes is all it takes). For inspiration, have a look at this short video that was produced by the Ottawa support group last year - <https://www.youtube.com/watch?v=1indTeICCOE#t=11>
9. Sign up to become a member of IAAC's team of volunteers who help us throughout the year.
10. Tell three people you know about IAAC, CIAW, or explain the need for access to fertility treatments
11. Share this challenge with a friend!