

INVITO STAMPA
Virtual Media Event



**Fertility Awareness in 2021:
Educating the Younger Generations**

Martedì, 4 maggio 2021

Ore 10:00 - 12:30

Link disponibile a breve

Oltre 25 milioni di persone in Europa soffrono di **infertilità**, tuttavia persiste una **scarsa consapevolezza** sui fattori che incidono sul **declino della fertilità** femminile e maschile.

Obiettivo della tavola rotonda, che riunirà istituzioni, esperti e associazioni a livello internazionale, è richiamare l'attenzione sul tema della **tutela della fertilità**, e condividere strategie comuni per inserire la fertilità nei **programmi scolastici** sulla **salute riproduttiva**

Interverranno

Satu Rautakallio-Hokkanen | Presidente Fertility Europe

Frances Fitzgerald | Membro del Parlamento europeo

Enrico Papaleo | Responsabile del Centro Scienze della Natalità,
Unità di Ginecologia e Ostetricia, IRCCS Ospedale San Raffaele di Milano

Søren Ziebe | Responsabile Centro di Fertilità, Università di Copenaghen

Patrizia Ricciardone | Associazione Amica Cicogna

Modererà l'incontro: **Sarah Jarvis**, medico e giornalista scientifica della BBC

RSVP

Ufficio stampa Value Relations

Angela Del Giudice

392 6858392 - a.delgiudice@vrelations.it

Chiara Farroni

331 4997375 - c.farroni@vrelations.it

SPONSORED BY



GEDEON RICHTER

Agenda | Fertility Awareness in 2021: Educating the Younger Generations

| <i>Session</i> | <i>Timings</i> |
|---|-------------------|
| Welcome and Introductions <ul style="list-style-type: none">• Introduction by event facilitator• Introduction by attendees• Introduction by Fertility Europe• Review of meeting objectives | 15 minutes |
| The current landscape of fertility and fertility decline in Europe <ul style="list-style-type: none">• What do the statistics tell us?<ul style="list-style-type: none">• Highest fertility rates in Europe still below 'replenishment level' but why?!• Can we trust the numbers?• Why do we have an ageing population in Europe?<ul style="list-style-type: none">• Increasing median age of having children and lower fertility rates. What can we do?• Impact of environmental awareness on fertility• How the discussion on fertility has changed over time with the introduction of contraceptives<ul style="list-style-type: none">• Evolving the narrative of contraception to reflect the ever growing fertility gap | 20 minutes |
| Group discussion 1: How can we better inform and educate both women and men on fertility and fertility decline? <ul style="list-style-type: none">• Current knowledge of fertility education in schools, disparity across Europe and the impact of policy<ul style="list-style-type: none">• What our children are being taught on the topic of fertility• Can we learn from our European neighbours? (inc. examples of differing policies/curriculums in other European countries)• Existing educational policies; will the next generation be better informed about their fertility? | 20 minutes |
| Group discussion 2: Fertility in the media – what do we know? <ul style="list-style-type: none">• Where does fertility rank in the health sphere?<ul style="list-style-type: none">• How can we increase the share of voice?• How is the topic currently reported on?<ul style="list-style-type: none">• The rise of reporting female fertility and the evolving narrative. How has it changed?• Who is our audience?<ul style="list-style-type: none">• Are we reaching the right people via our media?• How is fertility health discussed on social media and who is the target audience?• What resources are needed to improve awareness?• How can the media support this? | 20 minutes |
| Summary, Next steps | 15 minutes |
| Q&A | 1 hour |

SPONSORED BY

