



Family First: The Case for Proactive Family Building Support

New survey finds nearly 90% of respondents report receiving fertility related information from the internet, social media, friends or family based on a study conducted by Frame Fertility. This and other findings highlight the growing need for evidence-based technology paired with fertility and family building coaching to address this information gap.



Summary

Frame Fertility, an evidence-based family building and health coaching platform that helps members take a proactive approach as they look to grow their families, surveyed 500 respondents aged 18-44 to gauge their understanding of family planning and need for support.

This study uncovered that over 93% of people interested in building their family want to be proactive, but are hindered by the lack of evidence-backed information available to make that happen. This lack of quality of information is taxing on their mental and physical health. The concerning statistics showed that a majority of people are getting fertility and family planning information from sources that are confusing at best and harmful at worst, which points to a problem that is in dire need of a solution.

This whitepaper aims to provide updated, data-driven insights into the state of the issues, emotions, and factors currently affecting family planning in the United States.



85%

see building a family as the most important thing they will do in their lifetime

The desire to start a family is one that weighs heavily on many Americans, and the majority feel the choice to have children is one of the most important decisions that they will ever make – ranking significantly higher than even their career aspirations.

When it comes to family building options:

- Adoption is the second most common method people have considered for building and/or expanding a family.
- Only 34% percent of people would even consider using fertility treatments like egg freezing or IVF, and those numbers are lower in some areas of the country.



Nearly

90%

of people lack access to reliable, evidence-based information to help them build their family

Without access to trusted information people are turning to social media, friends and family rather than healthcare professionals for advice when making decisions about building their family. As a result, many are experiencing mental and physical health risks, large expenses, much of which could be avoided. And, the lack of reliable, available data has prevented many people from actively pursuing their journey toward family building.



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currently experience anxiety
about building or expanding their
family

For many, there's an immense amount of anxiety around building or expanding a family. 82% of respondents report being extremely anxious about the prospect of building a family. The majority of respondents reported being fearful of not being able to have children. This concern even trumped worries about not progressing in their careers. Gen Z respondents, in particular, are concerned about family building, with over 45% reporting anxiety around being able to have children and successfully plan for a family.

Much of this anxiety is caused by addressable challenges. Nearly 40% of Frame survey respondents are most concerned about their own health as it relates to being able to have children, and more than one in four respondents worry about their partner's health.

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have expedited building their
family due to the overturning of
Roe v. Wade

Right now, the family building landscape is undergoing a seismic shift as current trends further complicate the picture of adding a child to your family. About half of survey respondents indicated that the recent overturning of Roe v. Wade impacted their family planning process in some way, with more than one in four people (28%) reporting that the legal decision has expedited their decision to start a family.

In addition to potential legal hurdles, fertility treatment is very often not an option for families. Only 34% percent of people would even consider using fertility treatments like egg freezing or IVF. And with price tags in the tens of thousands of dollars, it is financially out of reach for many Americans.

When it comes to accessing basic care there are even greater challenges. More than 2.2 million women of childbearing age live in maternity care deserts. Because of lack of access to quality care, women living in these areas are more likely to have asthma & hypertension, as well as be at higher risk for pregnancy-related complications or severe maternal morbidity.¹

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of people planning to build or
expand their family within the next
12 months want to do what they
can now to improve the odds of a
successful family building process

Technology can be a valuable asset in providing family building support and coaching. People intending to build their family want to be proactive and are hungry for more hands-on, holistic support. Over 91% of survey respondents who are a year or more out from starting a family shared that they know there are steps they can take today to improve their chances of success.

However, people need a place to turn to for additional support:

- Underrepresented populations, including 61% of Black respondents, reported they would be interested in working with a family building coach.
- Those aged 18-24 are the most likely to want access to a digital service with coaching, as nearly 65% responded positively to the concept.
- One in five people (21%) said their top concern is access to high-quality medical care for family planning.

Where to go from here

It is clear that there is a need for a more dedicated and proactive approach to addressing the state of fertility and family planning. Solutions like Frame Fertility are critical in providing comprehensive, research-based, and personalized support to guide individuals and couples along this journey. Equitable access to a digitally-enabled platform with health coaching is the key to early risk prevention, informed family building, reduced reproductive anxiety, and ultimately lower healthcare costs.

Organizations that serve populations looking for this support, including insurance companies, employers, and healthcare practices, have an opportunity to augment their existing benefits and services with solutions that can provide increased support. Each audience can benefit from a partner like Frame, both in support of their population and their staff.



Insurance companies can reduce their patients' preventable fertility-related health complications, and potentially avoid unnecessary fertility treatment.



Employers can affect their employees mental wellbeing, including feelings of stress, anxiety and burnout related to family building.



Healthcare providers can spend more time on patient care and offer a specialized resource to those looking for additional support around family building.

One thing is for certain, we cannot continue down our current path. We need to do more to support this significant chapter in people's lives and look for options beyond just fertility treatment that provide proactive, evidence-based resources to fill the void in quality information required by this important population.

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Survey Methodology

The survey cited throughout this whitepaper was conducted on behalf of Frame Fertility via Pollfish on October 28, 2022. Respondents came from a sample of 500 males and females, ages 18-44, throughout the United States.

Sources: 1. [March of Dimes](#)

