



Solution 2: Kamloops IVF Awareness & Navigation Campaign

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Context of the Problem

1.19

Births per Woman

BC's fertility rate – lowest ever recorded (BC Stats, 2023)

22,376

Residents Without PCP

Almost 20% of Kamloops lacks family doctor access

1 in 6

Face Infertility

Canadians experiencing fertility challenges nationally (Whitehead, 2024)

27%

Understand Success Rates

Patients who grasp their actual IVF chances (McMahon et al., 2024)

37%

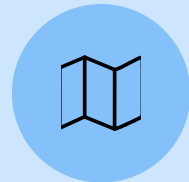
Cite Geography as Barrier

Thompson-Okanagan respondents didn't pursue IVF due to cost and geography (Quelch, 2025)

Without a family doctor, many can't get the referral needed to start IVF. Rural women travel hours for care.

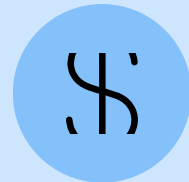
Website Solution

A Kamloops-Specific Fertility Navigator



IVF Journey Navigator

Step-by-step guide from referral to follow-up



Financial Hub

BC's up to \$19,000 funded IVF program explained, travel cost



Referral Gateway

Direct link to Olive Fertility's virtual referral



Community Events & IVF News

Local education sessions and support circles



Support Corner

Resources for partners and families, testimonials



Why Education Matters



Knowledge

Online education increases understanding and confidence (Daniluk & Koert, 2015)



Empowerment

Structured IVF education reduces stress and improves satisfaction (Mohamed et al., 2024)



Access

Clear, timely, region-specific information helps navigate wait-times and funding



Equity

A centralized, transparent system can help address patient frustration (Jones et al., 2022)

 **Critical Context:** BC's public IVF program launched in 2025 but clinics hit capacity within weeks (Global News, 2025)

Information Gaps & Patient Voices

“Web-based approaches increase fertility knowledge and support informed family planning decisions.”
– Daniluk & Koert (2015)

The Reality Gap

Most patients over-estimated success rates and felt unprepared for costs and travel (McMahon, 2024; Greco, 2025)

- Plain-language FAQs
- Cost calculators
- Clear IVF process mapping
- Realistic expectations



Equity & Accessibility

Digital tools must be inclusive. Our plan ensures no one is left behind.



Cultural Safety

Co-creating content with
Indigenous Elders



Language Access

Translations in multiple
languages



Print Distribution

Brochures through clinics and
libraries for low connectivity areas



Telehealth Integration

Virtual referrals for patients
without primary care providers

[Jones et al. \(2022\)](#): Patients value fairness and transparency in funding distribution, our campaign makes information accessible to all income and geographic groups.

Community Integration & Emotional Support

Community Events Calendar

- Educational workshops
- Peer support circles
- Expert Q&A sessions
- Partner inclusion events

Personal Testimonials

- Lived experience
- Relatable
- Support



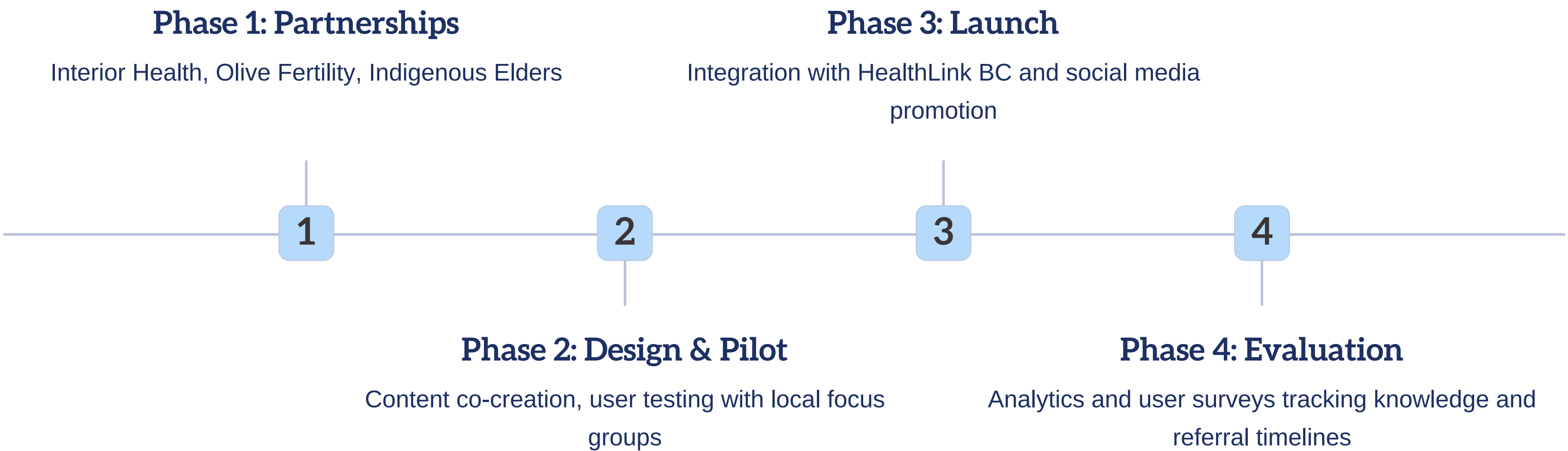
Whole-Family Approach

Fertility care affects entire families. Our platform includes dedicated resources for:

- Partners and spouses
- Friends and family members
- Emotional support strategies
- Communication tools

Addresses major gap in patient-centred care (McMahon et al., 2024)

Implementation Roadmap



Start-up Investment

\$25,000 – \$30,000
Builds on existing information

Impact Potential

Low cost, high impact
Scalable across BC regions

Challenges & Mitigation

Challenge	Response
Digital access	Print materials and library access points
Content accuracy	Quarterly reviews with clinical partners
Clinic capacity	Transparent wait-time information
Language barriers	Multi-language translations and cultural adaptation
Awareness reach	Multiple platform distribution strategy

Public Awareness Drives Policy Change

1

Ontario Expansion

Public pressure over two-year waitlists led to **\$1.5 million funding expansion** (Delaurier, 2025). Rural stories amplified - call for regional solutions (Grecco, 2025)

2

Americans Plan to Slash IVF Costs

Trade deal to decrease cost of IVF by 42-79% (Casiano, 2025)
AmericansforIVF.org

3

National Strategy Call

Fertility Matters Canada (2024) advocated for national awareness campaigns and increase in access and support for fertility care

4

Calls for Legal Right to Paid leave for IVF

63% of employees undergoing IVF are taking sick leave to undergo treatment (Roberts, 2025)

Our initiative amplifies Kamloops voices to build support for future provincial and national policy expansion.



Knowledge → Connection → Voice



B.C. faces calls to expand first-ever publicly-funded IVF program

The program was announced last year, and will pay up to \$19,000 for one round of IVF for patients covered under B.C.'s Medical Services Plan.

 Global News /

With fertility at a record low, awareness isn't just education, it's **action**. By making invisible barriers visible, we build a more equitable fertility-care system for Kamloops and beyond.

<https://globalnews.ca/news/11315475/bc-expand-ivf-progam-appeal/>

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