

## Blue Promise: Coming to Terms with the Impact of Infertility

FILM DATE: 03/03/2020

GOAL: Educate the public on the overall impact of infertility

GUEST: Jana Rupnow, Fertility Counselor and Author of *Three Makes Baby*

YOUTUBE: <https://youtu.be/k69wmwppj34>

PODCAST: <https://podcasts.apple.com/us/podcast/blue-promise-coming-to-terms-with-the-impact-of-infertility/id1196048802?i=1000468944147>

Segment 1	Audio
ONE SHOT HOOK LINE	<p><b>((Shara))</b> DO YOU KNOW A COUPLE WHO IS TRYING TO CONCEIVE? PERHAPS THEY'VE BEEN PURSUING A FAMILY FOR A FEW MONTHS OR MAYBE A FEW YEARS. INFERTILITY ISN'T JUST A MEDICAL PROBLEM. IT CAN IMPACT MANY ASPECTS OF A PERSON'S LIFE. IN THIS EPISODE OF BLUE PROMISE, WE'LL BE LEARNING MORE ABOUT THIS VERY REAL STRUGGLE TO START A FAMILY.</p>
SOT	<p><b>((Pause for Show Opening))</b></p>
WIDE SHOT	<p>THANKS FOR JOINING US. I'M SHARA McCLURE, DIVISIONAL SENIOR VICE PRESIDENT OF HEALTH CARE DELIVERY AT BLUE CROSS AND BLUE SHIELD OF TEXAS. I'M HOSTING ON BEHALF OF OUR PRESIDENT, DR. DAN McCOY. TODAY, WE'RE FILMING IN FRONT OF A LIVE AUDIENCE. IT'S PART OF OUR WOMEN'S HISTORY MONTH SERIES, WHERE WE'LL BE RELEASING CONVERSATIONS WITH FEMALE GUESTS WHO ARE MAKING AN IMPACT IN HEALTH CARE. JANA RUPNOW IS JOINING US ONSTAGE. SHE'S A LICENSED PROFESSIONAL THERAPIST, A FERTILITY EXPERT AND AUTHOR OF "THREE MAKES BABY."</p>
DISCUSSION	<ul style="list-style-type: none"> <li>• People might have a mental picture of what they think infertility means, but let's take a moment to set the record straight. Define "infertility" for us.</li> <li>• How common is infertility?</li> <li>• While it may be more common than we realize, infertility is also deeply personal. Would you mind sharing your own personal story with us?</li> <li>• We tend to hear women talk a lot of infertility – but what about men? How are they impacted?</li> <li>• Infertility also takes a financial toll on a family. Not everyone's insurance is robust enough to cover it. What can you tell us about that?</li> <li>• As a licensed professional therapist, you are really in tune with the impact that these struggles have on a person's mental health. Tell us a little bit about that.</li> <li>• Having a strong support system can be especially important. Are there any support groups that you'd recommend?</li> <li>• There are probably a lot of people in our audience today who can relate to a lot today's conversation. What kind of resources would you recommend to someone who wants to know more about infertility and the journey toward starting a family?</li> </ul>
HOST CLOSES	<p><b>((Shara))</b></p>

	<p>IF YOU'RE TUNING IN BY PODCAST, THEN YOU MIGHT BE INTERESTED IN CHECKING OUT JANA'S PODCAST CALLED, "THREE MAKES BABY." YOU CAN ALSO FIND HER ON FACEBOOK, INSTAGRAM, TWITTER AND LINKED IN. YOU'LL FIND HER AS JANA RUPNOW LLC... THAT'S A WRAP FOR THIS EPISODE OF BLUE PROMISE. DON'T FORGET TO SUBSCRIBE FROM WHEREVER YOU LISTEN OR WATCH. YOU CAN ALSO LEAVE A REVIEW, WHICH WILL HELP PEOPLE LIKE YOURSELF FIND THIS CONTENT. THANKS FOR TUNING IN.</p>
WIDE SHOT	<p><b>((Music fades up))</b></p>