Changing discourses and the use of humour in informing ART patients

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Text: Research indicates that couples who find themselves having to resort to using assisted reproduction technologies (ART) to start a family have relatively high dropout rates. ART recipients often encounter prejudice, insensitivity and a lack of understanding and treatment can be time-consuming, and psychologically and financially demanding. They often have difficulty communicating with one another, health practitioners and those around them (Boivin et al 2012). Lower dropout rates are linked to both partners communicating well together, being well-informed about their options, and managing their expectations (Verberg et al 2008). The information available to patients often has a narrow (medical) focus and target audience, and frequently comes packaged in an emotional, pink, flowery format with pictures of adoring mums. Men are often side-lined. Our patient organisation, Adam Czech Republic, aims to plug this gap and help patients better manage the process. Our presentation will describe the strategy we employ. Boivin J, et al (2012). Tackling Burden in HRT. Human Reproduction 27 (4): 941-950. Verberg et al. (2008). Why do couples drop-out from IVF treatment? Human Reproduction, 23(9), 2050-2055.