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**Clinic Sofia Encourages Women and Men to “Start Asking” during National Infertility Awareness Week, April 24-30**

*Local clinic provides support with fertility issues and treatments.*

MINNEAPOLIS (April 18, 2016) — “Start Asking” is the theme of National Infertility Awareness Week 2016 and for good reason – some couples are simply uncomfortable asking for help when it comes to infertility, and the National Infertility Awareness Association also wants more people to ask their employers for fertility-related insurance coverage. [Clinic Sofia](#), a local OBGYN clinic known for empowering women to be advocates for their own health, provides an open door and encourages women to ask any questions and share any concerns they have when trying to get pregnant.

“Infertility can definitely be challenging to talk about, yet any dialogue on health and wellness can help us dig deeper and look at what may be going on,” said Dr. Donna Block, founder of Clinic Sofia in Edina and Maple Grove. “At Clinic Sofia, we have successfully worked with many women trying to conceive and are happy to discuss the best tests and options for those struggling with infertility.”

National Infertility Awareness Week began in 1989 as a way to raise awareness about the challenges of infertility and to foster a greater focus on reproductive health. In 2010, National Infertility Awareness Week became a federally recognized health observance by the Department of Health and Human Services. This year, health professionals, individuals, families and businesses will come together to “start asking” during the designated week of April 24-30.

According to the National Center for Health Statistics, 6.7 million U.S. women ages 15-44 have difficulty conceiving or carrying a baby to term, and 1.5 million married women are unable to get pregnant after at least 12 months of unprotected sex with their partner. Nearly 7.5 million women have used infertility services.

(more)

“Many different factors can influence fertility, so it’s really important to raise awareness about the topic, create a forum for open discussion, and encourage women to share their stories and advocate for each other,” Dr. Block added.

### **What You Need to Know about Infertility:**

- 1) **Infertility is not just a women’s issue.** Men can have issues with sperm concentration, motility and shape, and other medical issues can also contribute to male infertility. “Infertility affects both sexes and that’s just one of the reasons to ‘start asking’ if you’re struggling to become pregnant,” Dr. Block said.
- 2) **You have more options than ever today.** Advances in reproductive technology as well as more accurate diagnosis of issues that can affect fertility (including endometriosis, uterine fibroids, thyroid disease and polycystic ovary syndrome, among others) have contributed to more women of all ages being able to have children.
- 3) **A variety of factors influence fertility.** While age can be a contributor to infertility, so can smoking, excess weight, being underweight, alcohol use and stress that’s severe enough to impact a woman’s period. A physician can help you take a careful look at all of the issues surrounding infertility.

In addition, Dr. Block urges women to:

- **Talk to your doctor before you try to get pregnant.** “We can take a look at anything and everything that’s going on in your life, with your health and with your body to best prepare you to take that next step,” she added.
- **Talk to your doctor again if you’ve been trying to conceive for a year.** After a year, it makes sense to take a closer look at anything that might be impacting fertility from both the male and female side.
- **Remind yourself what you love about your life right now.** “When you are focused on getting pregnant, it can be all-consuming and sometimes overwhelming. It’s nice to stop every once in a while and remind yourself what you have already,” Dr. Block said.

### **About Clinic Sofia**

Clinic Sofia, a leading OB-GYN clinic with locations in Edina and Maple Grove, provides full-circle healthcare for women. The clinic’s name is inspired by the Greek goddess Sophia, who is a symbol of women’s wisdom, life stages, fertility, monthly cycles and nurturing. Staffed completely by women, Clinic Sofia uses the intuitive arts of observation, listening and communication in addition to the medical expertise in the areas of obstetrics and gynecology to meet the complete health needs of women. For more information, please visit [www.clinicsofia.com](http://www.clinicsofia.com)

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