



SOS Infertilitatea
Association

Regaining the Funding for the Romanian National In Vitro Fertilization Program

2024 Campaign: *These Children Want to Be Born* | **2025 Campaign:** *Austerity Passes, Children Remain*

SOS Infertilitatea Association (campaign created *in-house*, entirely on a volunteer basis, without an agency), with the support of the **Declic** community.



Categories: 11. Public Affairs & Advocacy & Lobby | 12. Non-Governmental Organizations. Civil Society | 20. Budget – Creativity +



Theme / Opportunity

One in five couples of reproductive age faces infertility – recognized as a disease by the WHO, yet still socially stigmatized and inconsistently addressed at the political level in Romania. Since 2008, the [SOS Infertilitatea Association](#) has been supporting families who wish to have children, through projects related to **medically assisted reproduction** and **adoption**.

The **National In Vitro Fertilization (IVF) Program**, through which the state offers financial support to infertile couples, has represented a crucial measure to ensure access to treatment. The program was suspended for two consecutive years due to **lack of funding**. This decision directly affected thousands of Romanian young families, in a country facing a [deep demographic crisis](#), with no coherent public policy and no legal framework in the field of medically assisted human reproduction.

SOS Infertilitatea Association, supported by the [Declic](#) community, was forced by circumstances to launch two consecutive advocacy campaigns, in 2024 and 2025, which successfully pushed the Romanian Governments to restore twice the IVF Program funding at the end of each year after it had been stopped earlier that year.

Research

In 2024, the SOS Infertilitatea Association commissioned sociologist [Bogdan Bucur \(SNSPA\)](#) to conduct [a study on the “return on investment” for the state in financing IVF](#). The research demonstrated that the public investment of €3,000 in partially funding an IVF procedure is [repaid 26 times over through taxes and contributions](#) paid by the IVF-conceived child once they become an adult taxpayer. The study was presented at a [press conference](#) and received [wide media coverage](#).

The campaign was built on solid **research and documentation**: Profound knowledge of the legislative and budgetary framework | Consultation with doctors, embryologists, sociologists, and health economists | Collection of patient testimonials within the SOS Infertilitatea community | Study of European models through Fertility Europe, the umbrella organization in which SOS Infertilitatea has been a member since 2010 | Monitoring of public discourse and government attitudes toward natality and (in)fertility.

This research allowed the creation of a campaign that combined **emotion and rational arguments**, supported by medical, social, and economic data.

Planning

Objectives:

1. Regain public funding for the National IVF Program.
2. Keep infertility on the political agenda.
3. Raise public awareness and humanize the issue of infertility.
4. Strengthen patient solidarity and promote active online community involvement.

Target audiences: Government of Romania (Prime Minister, Ministers of Finance, Labour and Family, Health, European Investment and Projects) | Members of Parliament and political leaders | Mass media | Patients and the general public.



Key messages: *These children want to be born! | The chance to life cannot wait! | Reallocate funds today for the children of tomorrow! | IVF is an investment, not an expense! | Austerity passes, children remain.*

Communication channels: Facebook [page](#) and [group](#) of SOS Infertilitatea (48,000 members, over 20,000 daily readers), and other social media platforms of the Association ([YouTube](#), [Instagram](#), [TikTok](#), [LinkedIn](#)) | Declic platform ([website](#), [Facebook](#), [YouTube](#), [Instagram](#), [TikTok](#)) | Press releases, interviews, and [national media coverage](#) | Digital campaign ([live sessions](#) and [video testimonials](#)) | Civic [protest](#) in Victory Square (Piața Victoriei), in front of the Government's building | International [support](#) (Fertility Europe and 12 other European NGOs).

Institutional collaboration: Official meetings held by SOS Infertilitatea and Declic with Government representatives: meeting with State Secretary [Carmen Orban](#), Health Advisor to the Prime Minister (2024); meeting with [Florin Manole](#), Minister of Labour and Family (2025); meeting with State Secretary [Ioana Ene-Dogioiu](#), Government Spokesperson (2025).

Implementation

2024 Campaign:

- **December 2023:** Identification of budget blockage.
- **January – April 2024:** Meetings with [IVF stakeholders](#) (doctors, embryologists, pharma), thousands of messages from patients to political decision-makers, massive media coverage, and a public appeal to Prime Minister Marcel Ciolacu.
- **May 2024:** The Government announced **€30 million** allocated to the IVF Program from the national reserve fund. The Program reopened, and in **September 2024** the **first pregnancy under the 2024 Program** was officially announced.

2025 Campaign:

- **January – June:** Following the dissolution of the Ministry of Family, the IVF Program was transferred to the Ministry of Labour and Family, requiring full reauthorization (government decision, methodological norms, acquisition of a digital management of documents platform).
- **July:** Announcement of IVF Program suspension due to budgetary austerity measures.
- **July – September:** Mobilization of the SOS Infertilitatea patient community and Declic – thousands of messages from patients, European support, massive media coverage, political meetings and a protest in Victory Square.
- **30 September:** Prime Minister Ilie Bolojan's Government [approved the reinstatement of IVF funding](#) in the national budget revision.
- **October:** Resumption of the IVF Program under the Ministry of Labour and Family is underway.

Challenges: Budget austerity, government changes, dissolution of the Ministry of Family, maintaining a balanced tone, and managing long-term mobilization of patients.



Evaluation

Advocacy results:

- **€50,000,000 public funds** regained for patients as financial support through the IVF Program (€30 million in 2024 from the Government's Reserve Fund and €20 million in 2025 via budget revision).
- **Support for over 16,600 couples and single women** (10,000 procedures in 2024 and 6,666 procedures in 2025 – ongoing).
- **Thousands of children conceived through IVF** who would not have existed otherwise (ongoing).

Medium- and long-term impact: Realistic premises for European funding of the IVF Program starting in 2026. Infertility and demography have become consistent **public policy topics**.

Creativity

The campaign combined **personal emotion** with **strategic argumentation**: video testimonies of patients, authentic visuals without filters or actors, direct messages from parents and patients, dual-impact emotional and civic slogans, synchronized use of online petitions, thousands of heartfelt messages sent by patients directly to politicians' inboxes, extensive media appearances, public demonstrations in Victory Square, and direct meetings with policymakers. A narrative that transformed **individual despair into collective action** — a case study in **patient empowerment**, merging **digital activism and street advocacy** in a complex socio-political context.

Innovation

Unique **civic-digital partnership**: SOS Infertilitatea Association + Declic | **Hybrid strategy**: institutional advocacy + public pressure + international support | **Replicable campaign** model for other social and medical causes | **Patients became active agents of change (patient empowerment)** | With no major budgets but with passion, determination, and creativity, SOS Infertilitatea and Declic proved that authentic advocacy can influence major public policies.

Next step: Louise Brown, world's first IVF baby, will [advocate](#) in Bucharest in November 2025.

Essence of the Campaigns: a double victory for patients, solidarity, and intelligent civic communication.

Because *these children want to be born*. And because *austerity passes, but children remain*.