

CHECKLIST TO BE EXPLORED

B2-Inf seeks to answer **two questions**:

- (1) How do young people perceive and think about Assisted Reproduction Technology (ART)?
- (2) How can ART clinics better align their research, services, and information with the views, concerns and expectations of citizens?

In the **first stage** of B2-Inf is planned to **collect data about perceptions and awareness of ART in young populations and about the information offered by clinics** to their clients. In the **second stage**, this data will be **analysed from sociocultural, legal and gender perspectives** in order to detect misalignments and other weak points and to determine ways of improving the information offered by clinics.

Aiming to collect the best information related to B2-Inf objectives, and to the consequent's analysis, B2-Inf team agreed **the themes and issues to be explored** in the qualitative interviews and in the clinic's webpage exploration.

This document summarizes the result of the group work done before, during and after the Work Shop 1 of the B2-Inf project designing the checklist of the **themes, issues and characteristics** to be explored.

ISSUES TO BE EXPLORED IN THE CLINIC'S WEBPAGES (texts)

ISSUES	DEFINITION/JUSTIFICATION	QUESTION
Infertility	Definition and causes of infertility.	<ul style="list-style-type: none"> - Is there a definition of infertility? - Is there epidemiological information about fertility (e.g. prevalence of infertility in Europe) - Is there a list of infertility causes? - Is there an explanation of infertility causes? - Are there infertility factors linked to particular profiles (e.g. difficulties to have a child due to medical problems, due to social / marital situation, due to age, due to psychological issue, etc.)? - Is there any reference to the socio-cultural aspects of infertility and ART?
Parenthood	Definition of parenthood.	<ul style="list-style-type: none"> - Is there a definition/representation of parenthood? - Is there a distinction between motherhood and fatherhood? - Are alternatives to parenthood different to medical treatments (e.g. adoption) showed in the website?
Techniques offered	Detailed description of the techniques offered.	<ul style="list-style-type: none"> - Which techniques and care are offered in the clinic? - How are the techniques described/explained? - Is there information about success rates? Is this information linked to each technique?

		<ul style="list-style-type: none"> - Is there information about risks? Is this information linked to each technique? - Apart from these techniques, do the clinic offer other care/services (e.g. psychological support, financial support)?
Access & target population	Detailed description of the access conditions to the techniques.	<ul style="list-style-type: none"> - Who can access to the clinic services (e.g. female/male couple, LGTB people, singles, etc.)? - What kind of families are mentioned on the website? - Is there a different section for different genders or family models? - Which are the requirements to get access to each technique (age rank; previous medical diagnoses, family model, etc.)?
Human resources	Detailed description of the human resources of the clinics.	<ul style="list-style-type: none"> - Is the clinical staff named and described (including not medical, e.g. social workers)?
Clinical facilities	Detailed description of the clinical facilities of the clinics.	<ul style="list-style-type: none"> - Are the clinical facilities named and described?
Legal issues	Detailed description of the legal/ethical issues of the clinics.	<ul style="list-style-type: none"> - Is there some information about the legal implications of each technique (e.g. information sheet, information consent forms, etc.)? - Is there any information about law restrictions available? - Is the clinic holder of any certification & accreditation? - Is there some information about the ethical implications of each technique? - Is there any reference to the international recommendations? - Is there any reference to the law (excluding law on data protection)/ national guidelines/etc.?

		<ul style="list-style-type: none"> - Is there any reference to human rights convention?
Advertising	Detailed description of the advertising including in the website.	<ul style="list-style-type: none"> - Is there any information about the advertising policy? - Are there banners/photographs/videos highlighting data or content? - Are there statements that generate trust (e.g. "we can provide a solution to all your sterility problems, 9 out of 10 couples who consult us achieve the objective, etc...)? - Is there exclusionary advertising (e.g. "The best medical team at your disposal. We offer the best results and guarantees"?) - Is there testimonial advertising (e.g. a celebrity or an influencer who tells about his or her experience with the clinic?)
Economic aspects	Detailed description of the cost of the services offered.	<ul style="list-style-type: none"> - Is there explicit price information? - Are there any financial services/products to cover the costs of the treatments?
Experiences and knowledge	Detailed description of experiences of patients, clients, future parents, etc. or educational information	<ul style="list-style-type: none"> - Are there some personal experiences of patients, clients, etc showed in the website? - Is there any "IVF vocabulary/expressions" section? - Is there a FAQ section?
Internationality	Detailed description of the internationality orientation of the clinic.	<ul style="list-style-type: none"> - Is the clinic's website only in their native language? - What other languages does the clinic accommodate? - Does the clinic help foreign travellers with any travel arrangements; transportation; place to stay, etc.?

In addition we would like to explore the possibility of analysing the **IMAGES/PICTURES** included in the webpages.

CHARACTERISTIC	DEFINITION/JUSTIFICATION	CATEGORIES
People	Who appears in the images/pictures?	Family model: a) Single woman; b) Single man; c) Couple male/female; d) Couple female/female e) baby f) family g) woman holding a newborn h) man holding a newborn Race: a)Caucasian; b) Black c) Asian d) Indian e) Hispanic d) Others Religious elements: a) Yes b) No Pregnancy: a) None; b) pregnancy belly; c) pregnant woman Children: a) New born; b) Young children; c) Teenager; d) Other Celebrity or an influencer: a) Yes b) No
Emotion	Which emotions convey the images/pictures?	a) None; b) Happiness; c) Hope d) Frustration e) Sadness
Techniques	Does the ART appear in the pictures?	a) Yes; b) None (If yes, which one?)
Video	Does the clinic provide any video presentation?	a) Yes; b) No (If Yes: a) Couple's IVF journey; b) Couple's experience with the clinic; c) Clinic's interior/exterior); d) Team members presentations



Timeframe of the therapy	How long will it take to get the “outcome”?	a) Pictograms; b) Timeline; c) Video; d) Simple description; d) Contact & “description” of communication
Logo descriptions	Does the logo reflect (in)fertility?	a) Sperm b) Oocyte c) Embryo c) Baby in womb d) Pregnant women e) Baby f) Family g) Sperm+oocyte