



## Fertility Tracking Must Be Grounded In Evidence And Reproductive Justice

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If you have scrolled through wellness social media content lately, you may have encountered videos celebrating fertility tracking. The videos echo a common message: Fertility tracking has allowed people to reclaim their bodily autonomy and help them achieve their goals of getting pregnant, avoiding pregnancy, or monitoring aspects of their reproductive health. Sometimes referred to as “fertility awareness-based methods” (FABMs), these practices can help people identify the days during their menstrual cycle when they’re most likely to conceive if they have sex without contraception. And digital approaches to using an FABM suddenly seem to be everywhere—from our social media feeds to two FABM “digital contraceptive” apps cleared by the Food and Drug Administration to various FemTech devices and wearables that track body temperature, hormone levels, and other fertility signs. As public interest in FABMs is growing, so is the politicization of that interest—and the latter is what concerns me.