



PPCO Making Strides with Our Hispanic Outreach Initiative

FALL 2006

Planned Parenthood of Central Ohio

PPCO Community Partnerships Produce Results!



PPCO staff and volunteers at the
2006 Latino Fest

Reaching out to the Latino Community

The need for high-quality healthcare and education services for the Latino community is a growing concern in central Ohio. To better serve our Hispanic clientele, PPCO began a Spanish Outreach Initiative in late 2004. Working in partnership with community and grass-roots organizations, PPCO has expanded healthcare, education, and outreach services for Latino residents. Thanks to financial support from the Columbus Foundation and the Schloss Family Foundation, PPCO has made strong efforts to provide culturally relevant services and education materials.

According to the most recent US Census Report, Hispanics make up 11% of the US population, with annual increases expected. The 2004 census revealed that 3.1% of the population of Franklin County identified as "Hispanic". As with other high growth areas of the nation, this percentage is expected to increase in the future. Latino residents experience disproportionately high rates of pregnancy and sexually transmitted infection due to disparities in income, health insurance coverage, and access to reproductive health care and education services. In Ohio, Latino women between the ages of 15 and 19 experience nearly double the rate of pregnancy of non-Latino white women the same age. Latino youth have significantly higher rates of sexually transmitted infections, including HIV. The need for PPCO's preventative and educational services within this community is great.

PPCO identified four target areas to improve access and quality of care: 1) interpretation services; 2) outreach within the Latino community; 3) education, prevention and program materials; and 4) culturally competent services. Progress has been made in each category. PPCO employs a bi-lingual clinician and several bi-lingual healthcare clinic and education staff members. Additional interpretation services are provided when necessary from an outside provider; patients receiving these services gave high marks for quality in a 2006 satisfaction survey.

Outreach to the Latino Community has been met with great success. PPCO has partnered with the Latino Empowerment Outreach Network on various projects, and regularly attends networking meetings. For the past three years, PPCO has sponsored a booth at Columbus' popular Latino Festival. Staff and volunteers distributed over 5,000 brochures and Facts of Lifeline cards at the 2006 festival. Additional education messages have been broadcast on Spanish language radio. Public service announcements on topics ranging from reproductive healthcare, pregnancy and disease prevention, to relationship topics and information on PPCO, have informed audiences on the wide range of services we provide.

Generous funding from the Columbus Foundation and the Schloss Family Foundation have enabled the translation of important PPCO materials, including agency brochures, healthcare patient instructions, prevention information, and promotional materials. Additionally, Spanish language menu options have been added to both PPCO's main contact line, and also to the the Facts of LifeLine message system, which provides over 130 topics on sexual and reproductive health.

Finally, all incoming staff receive cultural sensitivity training in an ongoing effort to provide the highest quality of care for all of our patients. If you would like to become a partner in this important initiative, we need help to offset translation expenses, which totaled over \$24,000 in 2005. Contact the Development office at 358-8730 for more information, or write "Spanish Initiative" in the memo line of your check and submit in the provided envelope.

Message From the Executive Director

At Planned Parenthood, we believe all individuals should have access to the information and resources they need to make healthy, responsible decisions. In order to meet the changing and growing client needs, PPCO must respond to health care trends and technological advances, while making our services affordable and accessible to all. As you'll read in this issue, PPCO has been making great strides to better serve specific populations, amidst rising costs of existing and new contraceptive methods and emerging prevention techniques, such as the HPV vaccine.



In Ohio, Planned Parenthoods are working together adapt to the changing climate of health care. Most recently, due to dramatic government funding cuts and escalating medical costs, the Planned Parenthood of Southeast Ohio (PPSEO) Board voted to become a wholly-owned subsidiary of PPCO effective July 1, 2006. Working together, PPCO & PPSEO are able to maintain critically needed

access to healthcare in southeast Ohio. Similarly, in August, five northern Ohio Planned Parenthood affiliates announced they will be joining forces in 2007 to create one organization called Planned Parenthood of Northeast Ohio. The new organization expects to serve 25 percent more clients within five years as it moves into previously underserved geographic areas while, identifying new regional funding sources and continuing to streamline operations.

All of these efforts will serve to strengthen Planned Parenthood's core services in Ohio. We will continue to provide family planning and reproductive health services, sexuality education and public policy advocacy for all individuals, regardless of their ability to pay.

As a Planned Parenthood supporter, your commitment to the health and well-being of central Ohio is clear. Your generosity makes our work possible and has made a real difference in the lives of thousands. Please be sure to note our new Electronic Funds Transfer option (automatic withdrawals from checking, savings or credit card), a convenient way to make monthly donations, of any amount, to PPCO. Even a gift as low as \$10 a month will help a woman in need.

We thank you for your continued investment in our work!

Lisa D. Parks

FDA Approves HPV Vaccine

In June, the U.S. Food and Drug Administration (FDA) approved the first ever vaccine against two types of human papilloma virus (HPV) known cause approximately 70 percent of cervical cancer cases. The HPV vaccine represents a major breakthrough in women's health and the prevention of cervical cancer.

Worldwide, cervical cancer is the second leading cause of cancer deaths among women. Each year approximately 10,000 cases of cervical cancer are diagnosed in the United States, and 4,000 American women die from the disease.

The vaccine, called Gardasil, guards against cancer and genital warts caused by the human papillomavirus, the most common sexually transmitted disease.

Following the FDA's decision, a federal vaccine advisory panel recommended that all girls and women ages 11 to 26 receive the vaccine. Since HPV is a sexually transmitted disease, women need to be vaccinated before they become sexually active. Women already exposed to the virus will not benefit from the vaccine.

The vaccine will be available starting in the fall and will require three shots over a six-month period. At \$360 for the full suite, the vaccine will be among the most expensive ever made. The advisory panel's recommendation could prompt the federal government to spend as much as \$2 billion on a program to buy the vaccine for the nation's poorest girls, ages 11 to 18.

Planned Parenthood is working with the manufacturer to determine how the vaccine can best be provided. Our clinics will be active in educating the public about the benefits of the HPV vaccine and will advocate for programs that ensure the vaccine's availability, regardless of an individual's ability to pay.

It is with great sadness that we mark the death of Ann W. Richards. Ann was a visionary and inspiring woman whose legacy will continue for generations to come through the leadership of her daughter, our national president, Cecile.

Cost of Contraception Sky Rockets

Due to patent expirations, the cost of birth control pills recently increased from five to ten times the patent rates, in some cases jumping from \$2 to \$20 for a monthly supply. The announcement signaled a nation-wide trend in rising contraceptive costs. Oral contraception has been the preferred means of birth control for most American women since its introduction in the 1960's. As contraceptive technology improves however, more women are drawn to new longer-acting methods. Newcomers to the market, such as "the patch" and the "ring," offer extremely low failure rates and do not require daily application, yet are significantly more expensive for clinics to provide. The expanded cost will have the greatest impact on the working poor, women without insurance, the underinsured, and the clinics who serve them.

Last year PPCO provided over \$2.1 million dollars in free or discounted reproductive services to over 11,760 patients at our six clinics. The need for these services is always great, and is expected to grow as health care costs continue to escalate.

PPCO strives to find new and innovative funding opportunities to ensure continued care for central Ohio's most vulnerable populations. In response to the publicity over increased pill costs, two generous donations were made, totaling over \$2,500. Per our donor's requests, we have recently introduced a monthly deduction program, allowing donors to designate a specific amount to be withdrawn from a checking account or charged to a credit card. Please call the Development office at 358-8730 for more details on how to participate in this convenient new program!

Vox Celebrates 5 Years

Vox: Voices for Planned Parenthood at The Ohio State University will be celebrating 5 years as a student organization this fall! Newly elected officers, Erin Cummin (President) and Sara Sansom (Vice President) are planning an eventful year. The group is planning extensive outreach to OSU dorms, and is collaborating with another student group, the Public Relations Student Society of America, to increase awareness of PPCO's campus-area clinic. Officers tabled at the Student Involvement Fair, recruiting new members and showcasing the group's accomplishments to date! To find out how to get involved with OSU Vox, please contact voxosu@gmail.com. To start a chapter at your school, please contact advocacy@ppcoh.org.

Brand New

If you've visited www.plannedparenthoodcentralohio.org recently, you may have noticed something different—changes in color, format and navigability. The fresh look is a result of a new branding initiative, recently undertaken by PPCO in conjunction with the national office. The branding initiative will provide a strong, recognizable and consistent presence, leveraging our existing work and producing greater results from our communications. The national office introduced the initiative this way: "Planned Parenthood is a multifaceted, multilayered, international organization of diverse perspectives, experiences, and stories. The branding goal is to create one holistic approach so that all of the components work together in concert to support and complement one another." Starting in 2007, all PPCO print and electronic materials will have a new look and feel, while retaining the same, vital content. We are not changing or "rebranding" Planned Parenthood. Rather, we seek to understand, clarify and articulate our current brand, which is powerful, passionate and true!

Emergency Contraception-Victory!

In August the FDA approved over-the-counter sales (OTC) of Emergency Contraception (EC), ending a years-long battle to secure access to this safe and effective means of backup birth control. While the OTC decision was good news, the FDA's limitations on sales were not: only women aged 18 and over will be able to purchase EC without a prescription. PPFA President, Cecile Richards noted that "while we're glad to know the FDA finally ended its foot-dragging on this issue, Planned Parenthood is troubled by the scientifically baseless restriction imposed on teenagers. The U.S. has one of the highest rates of teen pregnancy in the western world—anything that makes it harder for teenagers to avoid unintended pregnancy is bad medicine and bad public policy."

EC lowers the risk of pregnancy when taken within 120 hours of unprotected intercourse, but is most effective when administered sooner rather than later, making timely access critically important. Experts estimate that wide access to EC could prevent up to 1.5 million unintended pregnancies—and 800,000 abortions—each year in the United States.

Planned Parenthood is a leader in promoting and providing EC. For clients 18 and older, walk-in access will take place six days a week as soon as the manufacturer permits, expected to begin in December 2006. Minors requesting EC will continue to require a prescription.

Activists Converge at the State House

On May 10th over 250 pro-choice activists gathered at the State House to participate in the Putting Prevention First Lobby Day. This incredible event brought advocates from all over the state, and saw the introduction of the Prevention First Act, legislation mandating support for comprehensive sexuality education, contraceptive equity, and access to family planning services. To sign the petition supporting this ground-breaking piece of legislation, please visit: www.ppao.org



Rallying on the State House Steps

Green Envelope Alert

It's that time of year again! The Annual Campaign kicks off October 4th and this year we're reflecting on 74 years of service! Please be on the lookout for your green envelope, an opportunity to invest in the important work we do. Throughout the years our mission has never changed: every child a wanted child. Your support is critical to making that possible. Thanks in advance!

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Confused about your PP?

- **Planned Parenthood of Central Ohio** (PPCO) is your local affiliate. When you make a contribution to PPCO, your dollars stay in central Ohio to provide health care services, education and advocacy in your community. That's us!
- **Planned Parenthood Affiliates of Ohio** (PPAO) is the political arm for all 10 Planned Parenthood affiliates in Ohio. PPAO advocates for public policy changes that will enhance and protect reproductive rights, and builds support among our elected officials in Ohio. Donations to PPAO are used for electoral and lobbying efforts.
- **Planned Parenthood Federation of America** (PPFA) is the national organization. Gifts to PPFA are used to support national advocacy efforts, international services, and technical assistance for all 121 Planned Parenthood affiliates. However, your gift to PPFA does not support local services.

Health Center Locations

Columbus

3255 East Main Street
18 East 17th Avenue
1511 West Broad Street

Delaware

152 West Central Avenue

Circleville

133 Lewis Avenue

 **Planned Parenthood®**
of Central Ohio, Inc.

206 East State Street
Columbus, Ohio 43215
614-224-2235
Appointments 1-800-230-PLAN
Facts of LifeLine 614-222-3613
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