

Planned Parenthood achieves LEED certification



We are thrilled to have been awarded the nationally recognized LEED (Leadership in Energy and Environmental Design) certification for our new Gompertz Family Regional Headquarters in Sarasota. Building an environmentally-friendly building was a goal set by our Board of Directors to help us better realize the Planned Parenthood Promise: Creating hope for humanity, the freedom to dream, to make choices, and to live in peace with our planet.

Creating a healthy environment for clients, staff and volunteers included many components that contributed to the achievement of our “green” facility, assuring that our new headquarters was environmentally responsible and a healthy place to work and visit, including:

Energy consumption:

- We have one of the largest arrays of solar panels on a private structure in Sarasota County providing electricity for our building
- Design elements including strategic use of glass and skylights decrease the draw of energy for lighting workspaces

Water efficiency:

- We were a pioneer in the City of Sarasota in reducing the potable water demand through the specification of high efficiency fixtures and use of reclaimed water for toilets
- We have incorporated drought-resistant plantings and water-wise irrigation in our landscaping

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The Guttmacher Institute recently reported that nearly half of the women they surveyed wanted to delay pregnancy or limit the number of children they have because of today's poor economy. Nearly one in four women reported delaying a gynecological or contraceptive visit because of financial concerns. Many women reported difficulty in paying for contraception, sometimes resulting in foregoing contraception altogether.

Locally, too, we are hearing from our patients that they are coming to our clinics for care because of our low fees. Other women are deciding to terminate pregnancies because they simply cannot afford a child in these uncertain financial times.

These are difficult times – and in more ways than we'd like. Last month, in an unconscionable action, and without public comment or vetting, the Florida Legislature glibly passed legislation that would force a woman to have – and pay for – an ultrasound before an abortion, even if her doctor advises it is not medically necessary.

Once again, Florida's legislative leaders are out of touch with real life – and with the needs of women and families.

The mandatory ultrasound bill also contained an amendment that would bar employers who receive tax credits from offering health insurance that covers abortion services, thus depriving Florida women of health care that they currently have. Another huge setback for women.

But there were three State Senators from our service area who stepped forward as our heroes by speaking out and voting against these measures. They were Mike Bennett of Manatee County, Nancy Detert of Sarasota County, and Dennis Jones of Pinellas County. They deserve our applause.

[When *Choice Notes* went to press, Gov. Crist had not yet taken action on HB 1143.]

On the bright side of things, Planned Parenthood hails the new Health Care Reform package passed in Washington, D.C.. Despite unacceptable restrictions on private insurance coverage for abortion, the health care reform bill represents the greatest single legislative advance for women's and men's health since Medicare and Medicaid were signed into law nearly 45 years ago. The new law will dramatically increase access to basic preventative reproductive health care and provide millions more women with family planning, including contraception. The bill will also ensure that millions of women with modest incomes benefit from free or low-cost screenings for cervical and breast cancer, and that women, men and teens will have better access to testing and treatment for sexually transmitted diseases and infections.

Despite these difficult times – and despite the Florida Legislature – there are some good things happening these days. We just celebrated the 50th anniversary of "The Pill," a small item that brought a momentous change to the ability of women and families to plan family size and timing. In Manatee County, we hail public officials who have recognized that teen pregnancy is a serious issue and are working to promote comprehensive sex education programs in the community. And thanks to your ongoing generosity and support, we have continued to serve an increased number of clients this spring and will end our fiscal year on June 30 with a balanced budget.

Enjoy your summer.

A handwritten signature in cursive script, reading "Barbara A. Zdravecky".

Barbara A. Zdravecky, President/CEO

■ **Thoughtful use of materials and resources:**

- Use of recycled materials in flooring surfaces (for example, the carpeting tiles are made of recycled and recyclable materials), as well as office furniture composed of recycled materials, meant a reduction in the use of a landfill through our construction process

■ **Indoor environmental quality:**

- The facility is designed to have exceptional indoor air quality by exceeding governmental standards for outside air treatment and by reducing or eliminating known sources of pollutants – paints, solvents, glues, adhesives, and carpeting – through careful material selection, along with a smoke-free campus

■ **Sustainable sites:**

- Using undeveloped land precluded the need to teardown and discard building materials
- The location of our new facility makes it accessible for those using alternative means of transportation, including buses, bicycles, walking and low-emission vehicles.

The Board, staff and volunteers are most proud of the fact that our LEED Certified, client-friendly, beautiful building is a welcoming, clean and healthy environment for our patients and community members who access our services and visit our education and administrative offices. We welcome our supporters and advocates to visit and celebrate this achievement.

2010 LEGISLATIVE WRAP-UP

Florida Legislative Session Ends with Flurry of Anti-Abortion Bills

The Florida Legislature, by a sizeable margin, passed HB 1143, the bill which restricts women's access to reproductive health care by including substantive policy-changing language restricting access to abortion, despite never being vetted through a single committee, nor being allowed for public comment. Requiring that every woman seeking an abortion have an ultrasound interferes with private health care decisions and the doctor-patient relationship.

The bill also restricts private health insurers that receive tax credits from offering abortion coverage, much like the federal Stupak amendment tried to do.

The vote was not even close: HB 1143 passed the House by a vote of 76-44, and the Senate by a vote of 23-16.

Immediately after the vote, Planned Parenthood urged Governor Crist to veto the bill, advising him that "this legislation firmly places the government in between doctors and their patients, and results in women losing health care coverage that they currently have today." On May 13, PPSWCF organized protests in St. Petersburg and Sarasota to

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Advocates participate in rallies

More than 60 protesters rallied in front of Gov. Crist's St. Petersburg residence (pictured) and more than 70 Sarasotans lined US 41 in downtown Sarasota on May 13 to protest HB 1143, the "ultrasound bill." These demonstrations were organized by PPSWCF and received wide coverage in the regional media.

encourage community members to contact Gov. Crist and voice their opposition to HB 1143.

The Legislature's action makes it clear that members of the Legislature are willing to undermine women in support of legislation that will result in more women receiving less health care. It's time for the Florida Legislature to stop playing politics with health care and start paying attention to the needs of women and families in this state.

Some good news: Planned Parenthood was able to defeat two anti-choice bills: one was the so-called "fetal homicide bill" which would have elevated the status of a fetus at any stage of development to that of an adult human being. The bill would have created penalties if, in the course of committing homicide, a pregnancy is terminated, resulting in fetal demise. This bill passed in the Senate, but was never considered by the full house.

The other bill was an amendment to the **Parental Notice of Abortion Act**, which would have made it more difficult for a young woman to get a judicial waiver from the requirement to notify a parent before obtaining an abortion. This bill died in committee in both chambers of the Legislature.

And some more bad news: Both of the bills that Planned Parenthood had re-introduced this year were not even heard in committee and, thus, did not move at all. The **Healthy Teens Act** would have required public schools in Florida to teach a comprehensive sex education curriculum. And the **Prevention First Act** would have broadened access to birth control in Florida.

But Planned Parenthood will be back next year with these two bills, determined to work for their passage until they become Florida law and women and families have the information and resources

Maybe next year: Seven State Senators, including Nancy Detert, Arthenia Joyner and Dennis Jones, tried to amend HB 1143 at the last minute with the requirement that an insurer would have to cover birth control if they also covered Viagra, Cialis or any other drug for erectile dysfunction. The amendment was not allowed, but maybe next year . . .

Affiliate begins research program

In May, our newly-created research program began its first study, titled “Self Administration of Subcutaneous Depo Medroxyprogesterone Acetate: A Pilot Observational Study of Feasibility and Acceptability.” The Pfizer-funded study, developed by Planned Parenthood’s Medical Director, Dr. Suzie Prabhakaran, investigates a new, possibly more convenient method for administering contraceptive injections.

Patients in the study, like many patients who give themselves injections of medications such as insulin and blood thinners, will be able to give themselves contraceptive injections at home instead of coming to the clinic every 12 weeks. The objective of the study is to assess patient interest in and ability to self-administer contraceptive injections.

Dr. Prabhakaran says, “We hope this innovation in contraceptive delivery will improve access to contraception for our patients.”

While Planned Parenthood of Southwest and Central Florida (PPSWCF) has been a site for research studies in the past, the Depo study is the first that was fully designed and implemented by PPSWCF staff. This would not have been possible without the Board’s investment in our first full-time Medical Director, Dr. Prabhakaran, who recently completed a research fellowship, and our first research coordinator, Ashley Sweet.

PPSWCF has a large patient population that includes groups of people who are underrepresented in research. “Having a research division further elevates the level of medical services at Planned Parenthood, by allowing our patients access to innovative medicines and practices and helping us contribute to improving reproductive health for all women and men,” says Dr. Prabhakaran. “Additionally, research funding can provide a new revenue stream to support all of our work.”

As our program develops, we anticipate more PPSWCF-originated research studies. We will also be participating

in trials conducted by the national Planned Parenthood Clinical Trials Network, which includes a group of Planned Parenthood affiliates with research divisions. An upcoming trial that we will take part in through the Network will investigate the effectiveness of an intervention to increase use of long-acting contraceptives, such as the intrauterine device and the contraceptive implant (Implanon) after abortion. Additionally, we hope that having the infrastructure to support research will allow us to create partnerships and further our relationships with local research facilities, colleges and universities.



Dr. Suzie Prabhakaran (left) and Ashley Sweet

Sarasota-Manatee Alumni Board gathers

Sixteen former Board members and their families gathered in April to tour the new Gompertz Family Regional Headquarters and Walt Cannon Health Center, receive an update from current Board member (and former SOURCE Theatre member) Renee Richardson Kling and CEO Barbara Zdravecky, and share stories from their time served on the local Planned Parenthood Board. This group, and donors like them, helped create a vital asset and safety net for southwest Florida community members. Their passion for comprehensive sex education and access to low-cost family planning services was unmistakable.



(Standing, from l-r) Renee Richardson Kling, David Winkler, Sharon Winkler, Barbra Vanek, Sue Renfrew, Elinor Woodward, Sidney Holec, Norma Kwenski, Julie Smith, Ruth Gorton and Weta Cannon; (seated, back row) Lois Prentice, Anita Holec, Cindy Malkin and Pattie Lanier; (seated, front row) Sherry Kerber and Eve Kommel

Past or current Board members from other Planned Parenthoods are invited to get in touch with Jan Chester, VP/COO, at 941.365.3913, ext. 1113 with the goal of a “meet-up” in the spring of 2011.

Legacy planning *for* family planning

Pattie Lanier was born in Connecticut and raised in Massachusetts at a time when family planning – let alone abortion – was not discussed out loud. It was illegal. But, thanks to intelligent parents, it was talked about at home.

Pattie's mother was a Planned Parenthood volunteer for years – Pattie can't remember a time when her mother was not involved with Planned Parenthood in some capacity. "I can still picture my mother, with my brother on one hip, holding me by the hand, talking with some woman about family planning."

One reason for her family's dedication to Planned Parenthood was the fact that her grandmother had had six children in 8½ years. During those years, she suffered two nervous breakdowns, causing her to be away from the family for months at a time.

Pattie attended Bryn Mawr College and lived in Philadelphia until 1968, when she, her husband and two children moved to Sarasota. Pattie got a job with a publishing company, working as writer and editor for nearly 20 years. Pattie became a Board member for our Planned Parenthood affiliate in 1987 and served for six years.

Pattie always talked with her son and daughter about responsibility, family planning and the importance of women having choices. "I want women to have choices in all areas of life – career choices, health choices, and whether or not to have children. Planned Parenthood gives women and teens the information they need to construct their own lives."

As a result of her passion for family planning and reproductive choice, Pattie has decided to put PPSWCF in her will. "While I'm not able to give a lot now, I feel strongly about having this opportunity to one day give back in a bigger way. It bothers me that I'm not able to buy tickets to the big dinners. But now I know that one day I'll be able to make a contribution that matters.

"After I spoke to my attorney and made plans for Planned Parenthood, I really felt good about it," she continued. "And my kids are extremely supportive of what I've planned. For others thinking about a decision like this, I would just say – it makes you feel so good knowing you're leaving something for a cause you truly believe in."

To join Pattie Lanier as a member of the Margaret Sanger Legacy Society, to let us know of your special commitment to family planning or to ask questions about planned giving options, please call Jan Chester, Vice President/COO, at 941.365.3913, ext. 1113.



Pattie Lanier

GYT a BHS

(Big Huge Success)



Health center staffers (from l-r) Melissa Papania, Wili Nazario and Jamie Louche prepare for a busy GYT day

On April 27, our affiliate participated in the nationwide **GYT: Get Yourself Tested** campaign by offering free STD testing for Chlamydia, gonorrhea and HIV. We saw a total of 194 GYT patients on April 27, more than quadrupling last year's total of 45. Of those patients, 122 were brand new clients. Clinic staff rose to the challenge at all health centers; in Sarasota additional assistance came from volunteers, education and administrative staff.

Our affiliate spent several weeks raising awareness of the importance of getting tested and of our free testing day. We got the word out through posters, flyers and push cards in the clinics; educator and public affairs outreach (including participation by two college VOX – Voices for Choice – chapters); press releases, letters to the editor, op-eds and story pitches to newspapers and radio stations in all counties; and the use of social media through Facebook and MySpace.

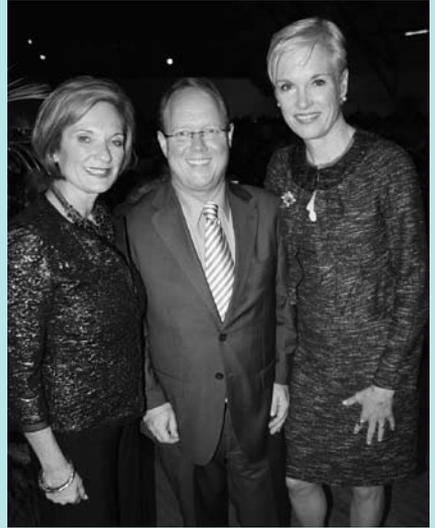
GYT is a partnership of MTV, the Kaiser Family Foundation, the U.S. Centers for Disease Control and Prevention (CDC) and PPFA. It was created in response to the staggering rate of sexually-transmitted diseases (STDs) among young people in the U.S. – one in two sexually active young people will get a sexually transmitted disease by age 25 – and to kick off National STD Awareness month.

THE
PLANNED PARENTHOOD
FEDERATION OF AMERICA **PROMISE**

The Promise: Creating hope for humanity, the freedom to dream, to make choices, and to live in peace with our planet.

44TH ANNUAL DINNER CELEBRATION NETS MORE THAN \$140,000

On February 23, more than 500 guests came together at the Sarasota Municipal Auditorium for our 44th Annual Dinner Celebration, co-chaired by Sally Yanowitz and Michael Shelton. Attendees bid furiously on silent auction items, enjoyed delicious Cornish game hen and cocktails, and were entertained by guest speaker Carol Leifer. Florida State Rep. Keith Fitzgerald was honored for his commitment to comprehensive sex education and greater access to reproductive health care; SOURCE Theater participants Matt Nations and Beau Williams were presented with Planned Parenthood's Youth Courage Award; Planned Parenthood Federation of America President Cecile Richards gave an update on health care reform; and our local Planned Parenthood President/CEO Barbara Zdravecky provided an inspirational update on our Planned Parenthood affiliate.



(From l-r) PPSWCF CEO Barbara Zdravecky, Rep. Keith Fitzgerald and PPFA President Cecile Richards



Event co-chairs Michael Shelton and Sally Yanowitz with guest speaker Carol Leifer (center)

Hillsborough County

Our Tampa Health Center, located in a condo office building in Temple Terrace, is bursting at the seams, handling the largest patient load of our seven health centers. We have been providing services from two wholly-owned condo units and recently found ourselves with the exciting opportunity to secure an adjacent third condo, which we have purchased! We are currently working with a space planner to evaluate and develop the best use of space, which will allow us to expand our services to serve more clients, including those seeking surgical/in-clinic abortion services (we currently provide only medical abortions/abortion by pill in that health center). We are starting a small capital campaign to allow us to fully renovate and purchase new furniture and equipment, and welcome supporters help us realize the level and array of services needed by our patients in Hillsborough County.

Lee County

Our Fort Myers health center began offering surgical abortions last October, augmenting the provision of medical abortions (abortion by pill) which had been offered in Lee County for several years. We are pleased that we can now provide this additional choice for our patients. Overall, the Fort Myers health center is doing a phenomenal job in attracting and maintaining new patients. They experienced a 15 percent increase in patient visits from the first quarter of 2009 to the first quarter of 2010 – going from 3,452 patient visits to 4,059.



Manatee County SOURCE event co-chairs (from l-r)
Amanda Edge, Teresa Rawe and Stephany Ricketts

Pinellas County

Pinellas County Sexual Health Educator Tami Shadduck recently spent a month in the Philippines as a Group Study Exchange member of the Rotary organization. Her 12-hour days were divided between Rotary presentations, cultural experiences and vocational visits. Her visit was unintentionally timely and meaningful: Congressman Edcel Lagman (whom she had the opportunity to meet) had recently introduced the Reproductive Health Bill, which was causing heated debate in that conservative county.

Tami had the honor of visiting several agencies funded by Planned Parenthood International. One of those, Likhaan, provides prevention programs and reproductive care in the most marginal of communities. They also (quietly)

provide post-abortion care. Even though abortion is illegal, some 500,000 desperate women take abortion into their own hands every year and often end up with a partial termination and/or infection. Because low-income women can't afford private hospitals, they are often left with no choice but to go to Catholic public hospitals, which are not post-abortion care sensitive. Likhaan offers compassionate post-abortion care, education, and birth control. It was one of the few places where she actually found a healthy stock of birth control pills, the Depo-Provera shot, and STD medicines. It made her very proud to be a Planned Parenthood employee.

Manatee County

On May 5, more than 100 guests gathered at Renaissance on 9th to enjoy a wine and beer reception, dinner and a performance of "Freshman Year" by the award-winning SOURCE Teen Theatre troupe. We held this event to bring greater attention to the issue of teen pregnancy and the need for comprehensive sex education in Manatee County. Earlier in the afternoon, the SOURCE performed "Freshman Year" for approximately 80 teens enrolled in programs served by Planned Parenthood in Manatee County. A spirited talk-back followed the show.

Polk County

Planned Parenthood is thrilled to have been awarded a contract with Heartland for Children, the agency that provides foster care support and programming for Polk, Highlands and Hardee Counties. Planned Parenthood will work with foster families and participants to provide messages about abstinence, delaying sexual activity, pregnancy and disease prevention information, birth control, dating negotiations, and dealing with peer pressure, as well as helping parents (foster and biological) and teens discuss sensitive issues.

Sarasota County

More than 50 supporters gathered at our downtown Sarasota headquarters recently to enjoy wine and cheese, and see a performance of “Freshman Year” by Planned Parenthood’s award-winning SOURCE Theatre troupe in the Esther Mertz Theatre. On the guest list were SOURCE supporters and High Tea at High Noon event sponsors, whose generosity supports Planned Parenthood’s prevention education efforts.



(From l-r)
Margarete van
Antwerpen, High
Tea at High Noon
founder Cornelia
Matson and Susan
Brainerd

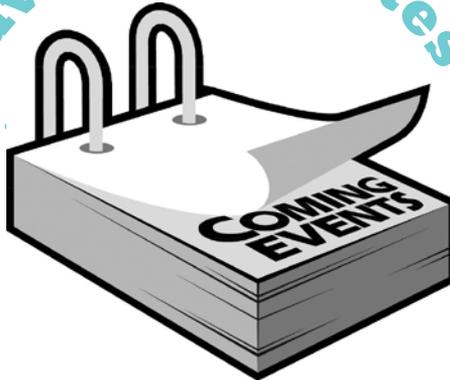
Impact

Special thanks to the following organizations and foundations:

Heartland for Children, the foster care program in Polk, Highlands and Hardee Counties, for its support of our medical services and education programs.

The William Stamps Farish Fund for its support of our Hillsborough County medical services and education programs.

Save these Dates



2010-2011 Special Events

- **Tuesday, Oct. 19, 2010** Manatee Choice Affair Luncheon
- **Saturday, Oct. 30, 2010** Safe Sex: Halloween Bash
- **Sunday, Nov. 14, 2010** Cove Café (Lee County)
- **Thursday, Nov. 18, 2010** High Tea at High Noon
- **Tuesday, Jan. 25, 2011** Lee Choice Affair Luncheon
- **Wednesday, Jan. 26, 2011** Pinellas Choice Affair Luncheon
- **Thursday, Jan. 27, 2011** Hillsborough Choice Affair Luncheon
- **Mon., Feb. 28 or Tues., Mar. 1** 45th Annual Dinner Celebration

Cocktail Party Conversation

Imagine you're attending a garden party with your very best friends. The air is full of camaraderie and good cheer. But the conversation turns serious for a moment when your best friend, Gail, starts talking about how the new health care reform package is so disappointing because it contains that clause limiting insurance coverage for abortion. You step in because you know about the good stuff:

“**A**ctually, Gail, the new law offers big advances for women’s reproductive health, such as preventive care to women on Medicaid and free or low-cost preventive cancer screenings for millions of women. This is new! For others it provides affordable private health insurance that women can now use to pay for reproductive health care at their local community centers, including Planned Parenthood health centers. This is new, too, Gail! And get this: the new law stops insurers from charging women more than they charge men for private health insurance plans – AND it forbids insurers from denying health insurance to women based on ‘pre-existing’ conditions, such as pregnancy. This is huge, Gail! I am certainly disappointed about the limits being imposed on abortion coverage but I assure you that Planned Parenthood is hard at work with the Administration and Congress to fix this provision.”



Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida, Inc. is to ensure the right of all individuals to manage their sexual and reproductive health by providing direct services, education, and advocacy.

Planned Parenthood® of Southwest and Central Florida

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Health Center Locations

Fort Myers Center

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Manatee Center

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Sarasota Walt Cannon Center

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