



 **Planned Parenthood**<sup>®</sup>  
of Northern New England

**2007** **ANNUAL  
REPORT**

Be Healthy Be Strong Be Informed Be Careful Be Safe  
Be Kind Be Heard Be Educated Be Responsible Be Yourself  
Be Inspired Be Generous Be Courageous Be Inspirational  
Be Sure Be Trusted Be Good Be Bold Be Political Be Daring  
Be Certain Be Vaccinated Be Happy Be Resolved Be Fearless  
Be Powerful Be Caring Be Aware Be Proud Be Yourself  
Be Ready Be Involved Be Passionate Be Challenged  
Be Prepared Be Smart Be Unafraid Be Honest  
Be Audacious Be Stalwart Be Spunky Be Intrepid  
Be Thoughtful Be Intelligent Be Gutsy Be Connected

**Be one of us...**

**because health care should be for all of us!**

# A letter from PPNNE's President/CEO

Reflecting on all that transpired during 2007,

**We are grateful** — for the steadfast generosity and commitment of our volunteers and supporters who have held and nourished Planned Parenthood of Northern New England (PPNNE) through the triumphs and challenges of another year.

**We are inspired** — by the 250 part- and full-time staff who bring such courage, wisdom, and creativity to their evermore complex work environments.

**We are determined** — that PPNNE will respond to meet the changing reproductive health and education needs of constituents, stretching and leading as health care coverage declines and we prepare for a watershed moment in the American political landscape.

**We are listening** — to the concerns, needs, and aspirations of young people as we embark on our next strategic planning process in 2008/2009. Through focus groups and community forums, we will identify the most effective ways to reach, serve, and inspire our young constituents, and we'll share our discoveries with stakeholders across Maine, New Hampshire, and Vermont.

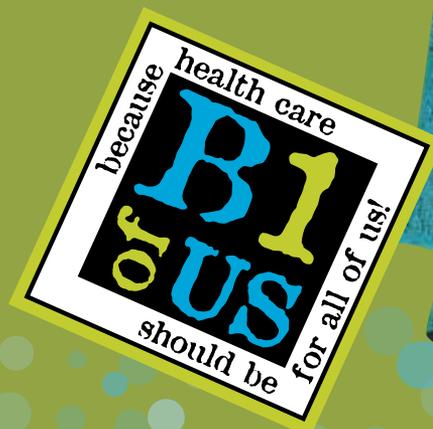
**We are realistic and focused** — about the key role we play in the health care system as well as the necessity to look out ahead and build in course corrections as a new generation faces new challenges related to fertility and health care access.

**We are both a social justice movement and a premier provider** of reproductive and sexual health care and education — determined to carry our core values forward in ways that are fresh and responsive to changes in our cultural ecology.

**We invite you** to be one among thousands of northern New Englanders who count on PPNNE for health care and education; be one who speaks out for resources and rights; be one who understands and respects her or his own body and imparts that same information to a new generation; be one of us, as we seek solutions to our nation's health care crisis; be one of us because health care and sexuality education are basic human rights;  
**be one of us...because health care  
should be for all of us.**

*Nancy*

Nancy Mosher  
President/CEO



## Be Healthy Be Respectful Be Informed Be Safe Be Tested Be Immunized

In 26 health centers across Vermont, New Hampshire, and southern Maine, PPNNE affirms dignity, privacy, affordable health care access, and full and factual sexual health education and resources. Every patient. Every day.

Improved technology and treatment protocols have eliminated unnecessary follow-up visits, emergency contraception is available without a prescription (for those 18 and over), and important health information can be accessed on the Web 24/7. These are positive trends, but they impact our visit numbers and sometimes, our revenue. We've responded by looking to the future with research and development around new models of health care and online services that are creative, self-sustaining, and allow our patients to access care in the way they want (often with their clothes on). We're working to better understand the needs and beliefs of a new generation of patients and consumers. And we've joined the Facebook community, organized virtual rallies of support, and launched online scheduling and bill payment options.

### Facing both political and financial challenges, PPNNE focused on innovation during 2007:

- migrating to Planned Parenthood Online (the national Planned Parenthood portal at [www.plannedparenthood.org/ppnne](http://www.plannedparenthood.org/ppnne)), providing our constituents with a wealth of health resources along with the local content our patients, donors, and advocates have come to expect.
- increasing access while improving overall systems by expanding our call center, allowing patients to schedule an appointment any time during regular business hours, even if the site they wish to visit is not open that day. Additionally, because of highly trained call center staff, abortion care patients now receive even more timely and personalized care.
- responding to the challenges employers face with skyrocketing insurance costs by creating VIP and Healthy Savings packages of discounted PPNNE services.
- providing convenient, clothes-on care for pregnancy tests, birth control, and STI testing and treatment in three rural Vermont communities with PP Express.
- expanding services to include transgender-friendly gynecological care, including hormone management, at Vermont Women's Choice in Burlington (VT).
- delivering prescription birth control by mail to more than 6,200 women in our Easy Scripts Plan (ESP), saving time and gas while also eliminating worries over filling prescriptions on time or interrupting their use (and thus efficacy).
- redesigning our services for adolescents to support the development of specific skills and assets that help guard against risky behavior and poor health outcomes. We're now using the American Academy of Pediatrics' assessment guidelines to help lay the groundwork for positive and lifelong prevention routines.

When the needs of our patients and communities change, we change. We establish new priorities. When technology emerges, we embrace it. During 2007, we focused on balancing competing trends — access to increasingly sophisticated and high-quality technology to care for and communicate with our patients as well as growing disparities in our health care system that are putting alarming and unsustainable pressure on families across our region. Our commitment is to affordable, high-quality reproductive health care for all who need it, and throughout the year, we worked every day to reflect and fulfill that mission.

### IN 2007, PPNNE PATIENTS RECEIVED:

582,576 FREE CONDOMS; 217,968 CYCLES OF BIRTH CONTROL PILLS, PATCHES, RINGS, OR INJECTIONS; 3,531 MEDICATION AND SURGICAL ABORTIONS; 15,782 CYCLES OF EMERGENCY CONTRACEPTION; 60,425 STI TESTS (INCLUDING HIV); 20,556 PAP TESTS; 13,603 PREGNANCY TESTS; AND 2,252 GARDASIL® HPV VACCINES.



# Be Organized Be Political Be Involved Be Heard

As national concern grows over privacy, the economy, and access to quality, affordable health care, our mission and our movement have become more vital than ever. Throughout 2007, Planned Parenthood was a voice: for women's health, for young adults needing education and information, for parents seeking resources and guidance, and to our elected officials crafting or combating legislation.

Nationally, Planned Parenthood challenged regulations imposing unnecessary barriers to abortion care as well as onerous reporting requirements that undermined our commitment to prevention and quality health care.

We helped shine the light on unacceptable, anti-choice appointments to lead Title X (our nation's family planning program) and under-the-radar attacks on contraception and family planning funding and programming. We demanded accountability for the \$1.5 billion failed social experiment of federally funded abstinence-only-until-marriage programs.

We lobbied to restore affordable birth control to university health clinics and hundreds of safety-net providers. And, like so many in the medical and legal communities, we sounded the alarm when the newly constituted U.S. Supreme Court upheld a federal abortion ban (*Gonzales v. Carhart*) in a decision described by dissenting justices as "flying in the face of 30 years of Supreme Court precedent making clear that restrictions on abortion must include an exception for women's health...for the first time since *Roe*, the Court blesses a prohibition with no exception safeguarding a woman's health."

All this, coupled with policy initiatives in our three state legislatures, provided myriad opportunities to organize and mobilize both old friends and a new generation of supporters. During 2007, PPNNE's Activist Network of 22,000 women, men, and teens across our service area was instrumental in grassroots lobbying, leading the charge to:

- help defeat a last-ditch effort by Vermont anti-choice hardliners to attach parental notification legislation to a non-related bill;
- address abortion access inequities in Maine with a move to provide MaineCare funding for abortion care (defeated in the midst of general fund budget shortfalls) and turn back opposition efforts to criminalize any sexual activity under the age of 16;
- celebrate our success and thank legislators when, after more than five years of legislative and legal battles (including the U.S. Supreme Court case *Ayotte v. PPNNE*), New Hampshire become the first state to repeal a law requiring teenage girls to notify their parents before having an abortion.

**I strongly believe parents should be involved in these decisions, providing important support and guidance. Unfortunately that is not possible in every case. The Supreme Court found this law unconstitutional because it fails to protect the health and safety of all women, which is why I am signing its repeal. I deeply believe that as a state we must continue to work to reduce the need for abortions and to achieve greater parental involvement in these important decisions, in a manner consistent with our constitution.**

— N.H. Gov. John Lynch





## Be Green Be Responsible

The name Planned Parenthood is synonymous with **progressive**. From the beginning, we refused to accept a world where women had no control over their reproduction, and thus, their lives. We've focused on prevention and fought for birth control access. We've ensured health care for women, by women, and provided and protected access to safe abortion care. We've been a respectful refuge for women and men of every age and income. And we've always considered health care and health education a basic human right.

It's only natural that PPNNE is continuing to lead, now focusing on healthy families and healthy pregnancies with new coalitions addressing the impact of environmental contaminants on reproductive health. Our health centers are now stocked with environmentally friendly Seventh Generation® products and we've lobbied our states for bans on endocrine-disrupting chemicals in toys and household products. We're part of Green Choices, a coalition of nationally-recognized environmental health leaders and Planned Parenthood affiliates reviewing research, creating health education materials, and looking towards policy initiatives focused on reproductive health and the environment. And we've created a PPNNE Green Team to review opportunities for state-based policy initiatives, evaluate patient-education opportunities related to chemicals and toxins in our family planning and pre-conception resources, and finally, to evaluate our own energy usage, recycling, printing, cleaning products, and more.

We know that a new generation of health care consumers not only wants environmentally friendly services from us, they expect it. **PPNNGreen** We're on it.

## Be Determined Be Connected Be Proactive Be Counted

Good public policy is a form of primary prevention — and conversely — we know all too well that politically motivated, misguided policy has a devastating impact on our ability to meet the needs of our patients and communities. That's why the PPNNE Action Fund, a separately incorporated, nonpartisan information and advocacy organization, is committed to strategic electoral work.

Since the appointment of two conservative justices to the U.S. Supreme Court, a reversal of *Roe* has never been more possible. If the protections granted in *Roe* are stripped away, abortion access will be left to individual states to decide. The success of our mission and the health of our patients is, therefore, increasingly dependent upon strong pro-family planning, pro-choice representation in each of our state legislatures.

Last fall, PPNNE's public policy team was on hand when, for the first time ever, several leading presidential candidates, including Senators Clinton and Obama, spoke about their commitment to women's health and rights at a PPFA Public Affairs Retreat and Roundtable in Washington, DC. That event marked the start of our focus on the November '08 elections when we will engage our impressive (and growing) activist base to send a clear and resounding message to candidates: private, personal decisions about health and childbearing need to be made by women in consult with their families and physicians, not their legislators.

Political Action Committees (PACs) within PPNNE's Action Fund endorse and support specific local and state candidates who will endorse further our mission of health care and education.

During 2007, PPNNE's Action Fund focused on revenue-generating events in the run-up to the critical presidential elections. In New Hampshire, Margaret Sanger Award winner and former Governor Jeanne Shaheen, along with former Governor Walter Peterson, headlined a PAC fundraising event with state Congressional Representatives Paul Hodes and Carol Shea-Porter.



# Be Visible Be Connected Be Proud

In the spring of 2007, we showcased our health care, education, and public policy initiatives with a highly successful and visible community outreach “extravaganza” in Keene (NH).

Activities included a march and rally on International Women’s Day, an open house for politicians and donors at our health center, a clergy breakfast and health provider luncheon, campus film events, and finally, a fundraiser and reading with author and longtime friend, John Irving. We met our goal of “turning up the volume” in a key community, raising both money and awareness and creating a template for future cross departmental and community collaborations.



## JUST SAY KNOW

In 2007, several evaluations of abstinence-only-until-marriage programs (which have received more than \$1.5 billion in federal funding) concluded what we have long believed: Abstinence-only programs that withhold basic health information do not work. These programs do not impact teen behavior and participation in the program means teens are more likely to engage in unprotected sex than teens who do not participate. Who’s being irresponsible here?

New recommendations from the American College of Obstetricians and Gynecologists suggest that teenage girls have an initial reproductive health visit between the ages of 13 and 15 as a means of developing a trusted relationship with a medical provider before they need to seek care for a specific health issue. In addition, the availability of the Gardasil® vaccine that helps protect against cervical cancer — ideally administered to girls in early adolescence — has helped create new and earlier opportunities for family conversations about sexual health and relationships.

# 2007 PATIENTS & PATIENT VISITS

Patients Visits

## Maine

Biddeford	1,438	2,441
Portland	7,702	12,048
Sanford	1,688	2,802
Topsham	1,734	2,677
<b>TOTALS</b>	<b>12,562</b>	<b>19,968</b>

## New Hampshire

Claremont	1,254	1,964
Derry	2,904	4,462
Exeter	1,573	2,334
Keene	2,999	5,264
Manchester	5,356	8,186
Portsmouth	1,498	2,069
West Lebanon	2,818	4,116
<b>TOTALS</b>	<b>18,402</b>	<b>28,395</b>

## Vermont

Barre	2,637	3,902
Bennington	768	1,216
Brattleboro	2,110	3,602
Burlington	5,063	6,940
Hyde Park	904	1,514
Middlebury	884	1,326
Newport	837	1,446
PP Express	49	61
Rutland	2,724	4,038
Springfield	735	1,220
St. Albans	1,365	2,134
St. Johnsbury	1,046	1,662
Waterbury	682	984
Williston	1,617	2,343
VT Women's Choice	3,521	5,936
<b>TOTALS</b>	<b>24,942</b>	<b>38,324</b>

**PPNNE TOTALS 55,906 86,687**

# Be Informed Be Smart Be Safe Be Careful Be Responsible Be Respectful

Knowledge is power: the power to make responsible, healthy decisions and create respectful relationships; the power to lift up families and communities; the power to raise healthy young people, encourage planned and healthy pregnancies, and create a better, healthier world.

PPNNE's Education and Training staff reached out to 21,781 parents, youth-serving professionals, and students during 2007, with 7 professional training events, 65 professional consultations, 1,144 community and parent programs, and 280 teen outreach events.

Our training team's expertise related to sexual health and vulnerable populations is nationally recognized. During 2007, we launched a sexuality education curriculum for people with developmental disabilities and offered a groundbreaking peer educator training in New Hampshire for young adults with developmental disabilities.

Teen advisory councils in each state keep our Education and Training team connected to community trends and concerns, and our Burlington (VT) teen mentoring program pairs young people with trusted, trained college students for conversation, information, and support.

From our three-day, intensive Summer Sexuality Institute and Sexual Attitude Reassessment workshops to community collaborations hosting Parent Expos in South Burlington (VT) and Manchester (NH), more parents and more professionals than ever before reached out to PPNNE for the most current sexual health education and training resources. Free parent nights in Portsmouth (NH) and Portland (ME) and free online parent workshops provided facts, resources, and reassurance for grateful adults eager for help in guiding young people through the physical changes and emotional minefield from adolescence to adulthood.



REAL LIFE.

REAL TALK.®

"It's okay. You can say it!"

For the past several years, PPNNE has focused on a seemingly simple strategic priority — breaking down the silence between adults and teens in relation to sexuality and health. Every day we see firsthand how our society's peculiar aversion to honest talk about sex, coupled with our hyper-sexualized media and popular culture, leads to tragic consequences for our young people.

Last spring, after two years of planning, research, and coalition building, Portland (ME) was the first of three national test sites to officially launch Real Life. Real Talk.® (RLRT). By design, RLRT is focused on increasing open, honest, and balanced talk about sexual health. The emphasis is on meeting the needs of parents who, in initial focus groups and surveys, were hungry for resources, scared about the influences their children face, and often immobilized by their uncertainty about how to proceed.

Throughout 2007, RLRT included an unprecedented amount of media attention that created a community-wide buzz about the core concept of RLRT: "more talk is good, and there is help." From a Portland City Council Resolution proclaiming March as Real Life. Real Talk.® Month to the sold-out world premiere of *When Turtles Make Love: Real Talk Between Parents and Teens*, from Grand Rounds at Maine Medical Center to a host of Sex Ed for Parents programs across the city, RLRT events and the companion website (RealLifeRealTalk.org) created opportunities to link parents with resources and showcased our broad-based coalition of 30 community organizations and professionals.

We believe that the lofty, long-term goals of RLRT — helping teens avoid sexually transmitted infections and unintended pregnancy — will be reached by creating opportunities within our community for healthier dialogue among adults and teens.

Sexuality is a scary topic for parents and teens. We want to provide safe places for parents to talk about the issues among themselves and with their teens. Real Life. Real Talk.® has made that possible.

— Susan Steele  
Portland Education Partnership



REAL LIFE. REAL TALK. IS GREAT FOR MY COMMUNITY BECAUSE Teens need us to "get" them.

# Be Giving Be Inspired Be Thoughtful Be Inspirational

PPNNE stands up and stands out, embracing a bold mission that is both compassionate and courageous. Our commitment to universal access to health care and information drives our service to uninsured, underinsured, young, and at-risk populations for whom we are a critical safety-net provider. In 2007, fifty-five percent of our patients earned less than \$15,315 per year (150 percent of the individual federal poverty level). We responded by providing **\$11.2 million in discounted and free care**, only 15 percent of which was reimbursed by state and federal funds. The financial commitment of **5,711 donors** ensured quality, compassionate care for all.

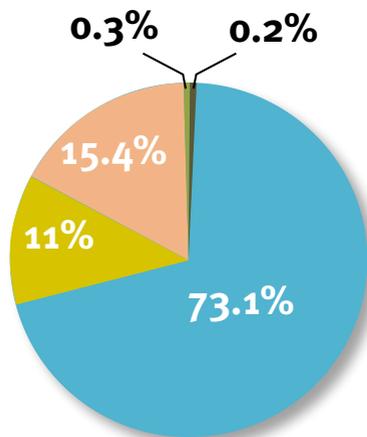
Many supporters were asked to stretch their annual giving to meet this greater-than-ever need driving our larger-than-ever fundraising goal. The response was both gracious and generous, and thus was launched our new **Sanger Society** of donors making annual gifts of \$1,000 or more.

During 2007, we realized a 12 percent increase in our Annual Fund and Real Life. Real Talk.® revenue over last year, welcomed 912 new donors, and increased our total number of donors, generating **\$2.3 million** of support for our health care and education services across the region. In addition, new gifts and interest income brought PPNNE's endowment to **\$6.9 million** by year's end.



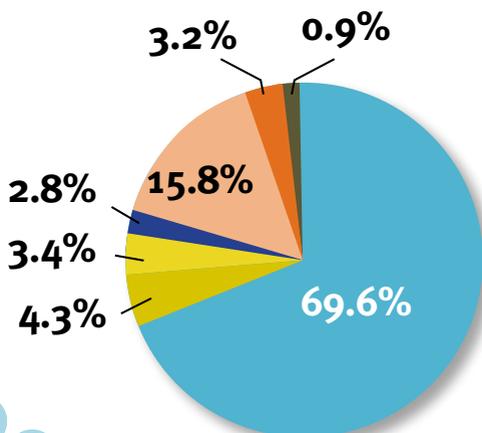
**It pleases us to know that our gifts will help PPNNE stretch its resources by building an endowment to weather the tough times and fulfill its mission.**

— Jay & Betty Calkins



#### OPERATING REVENUE

- Net patient service revenue
- Contributions
- Federal, state, and local grants
- Tuition and fees
- Other income



#### OPERATING EXPENSES

- Direct patient services
- Education and training
- Public policy
- Marketing and communications
- General and administrative
- Fundraising
- PPFA program support

PPNNE offers financial support for follow-up to abnormal Pap tests through our Cancer Screening Access Fund. In 2007, this fund distributed \$16,280 to 86 women who could not otherwise afford the cost of this lifesaving care.

Working with our present and past leaders, including his wife and former PPNNE President/CEO, Allie Stickney, David Wagner helped establish a fund in his name to further the involvement of young people in PPNNE's work. At year's end, gifts to the David Wagner Fund totaled \$28,000.

Our Laura Fund provided \$86,000 to 470 women needing financial support to act on their decision to end a pregnancy. To meet this need, 90 donors contributed nearly \$45,000 to the Laura Fund in 2007.

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