

# PPWNNM connection

Fall 2012

## War on Women's Health in Michigan

The war on women has hit home and hit hard. All summer PPWNNM and other advocacy groups across the state have been working and rallying in Lansing to ensure that dangerous new regulations severely restricting women's access to critical health care do not become law in Michigan. The bill in question, House Bill 5711 (HB 5711), includes:

**Targeted Regulation of Abortion Providers (TRAP):** Requires health centers to operate and be regulated as outpatient surgical centers even if they only administer a medical abortion pill. This creates unnecessary and burdensome requirements for health centers when Michigan is already faced with a critical shortage of providers, reproductive health services are already among the safest forms of care in the U.S., and health centers that specialize in reproductive care are already among the state's most rigorously regulated.

**Fetal Remains:** A fetus at 10 weeks gestation or over would be required to be disposed of through burial, cremation, or interment. Fetal remains are already highly regulated in Michigan and abortion providers are required to adhere to strict guidelines. This bill adds undue burdens to health providers and could potentially lead to emotionally difficult and intrusive decisions for women experiencing first-trimester miscarriages. It would be the strictest law of its kind in the nation.

**Telemedicine Ban:** Prohibits the use of telemedicine to provide women with medication abortion services. Telemedicine has been proven safe and effective, and can be critical to the health of those living in rural areas where access to physicians is limited.

**20 Week Ban:** Bans abortions at 20 weeks with no exceptions for the health of the mother, rape, incest, or fetal anomalies — which are often first discovered after this time.

Outrageously, legislative leaders have stood in the way of women's health supporters at every turn: from banning citizen and expert testimony in House committee and 10,000 petition signatures on the House floor, to censuring female House representatives for using the medical term "vagina" in testimony! That censure prompted a Capitol steps performance of the *Vagina Monologues* by female state lawmakers, attended by several thousand people! **Please join us for our next rally in Lansing on September 20. Call our public affairs department at (616) 774-7005 or e-mail [publicaffairs@ppwnm.org](mailto:publicaffairs@ppwnm.org) for details.**

*Vagina Monologues performed by members of the Michigan House on the Capitol steps June 18*



Women's rights advocates and activists rally and lobby in Lansing eight times over the summer

## Our MISSION:

To promote and ensure sexual health, responsibility, and justice.

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## Stay Informed Stay in Touch

You don't have to wait for the *PPWNNM Connection* to stay informed. Just subscribe to our RSS feed so you can receive updates about what's being posted on our website, [ppwnm.org](http://ppwnm.org). Or, like us on [Facebook](#) or follow us on [Twitter](#) for up-to-the-minute messages.



## Big Changes to Better Serve Our Clients!



PPWNM launches its new computerized patient medical records system in August 2012! This new system will improve quality, efficiency, and access to health care at our eight health centers.

**Quality:** With computerized records, patient health information is secure, protected, and as always, confidential. Our new system enables us to provide clients with better coordinated care, allowing us to

more easily track and monitor what care patients need, and when.

**Efficiency:** PPWNM patients can look forward to less paperwork, fewer forms to fill out, fast check-ins and check-outs, speedier lab results, and even shorter appointment times.

**Access:** Having electronic access to patient medical records means we are better able to coordinate care with our patients' other health providers, their pay sources and pharmacies. This keeps everyone working on the same page to ensure that patients are receiving the best and most appropriate care possible.

**In the Short Term:** As employees learn and get comfortable with the new Greenway electronic records system during the remainder of 2012, clients may experience longer check-ins and check-outs or short-term changes in our hours, and will be asked to repeat their health histories while their clinician enters the information into our computer system.

**In the Long Run:** PPWNM clients can look forward to faster, safer, more convenient service and better communication among all of their health providers.

PPWNM started this process with a vendor selection committee last fall. The five-year full implementation plan is projected to cost nearly \$700,000 with a return on investment during that time estimated at \$1.7 million from rebates, increased collections, and reduced workload.



## ACA = New Health Care Benefits for Women

PPWNM and its clients scored a victory in health care when the Patient Protection and Affordable Care Act (ACA) was upheld by the U.S. Supreme Court on June 28. The decision meant that benefits which had begun in September 2010 under the ACA would continue. Those include health coverage for young adults up to age 26 on their parents' insurance plans, and no co-pays for mammograms and Pap tests for the insured.

Since then, more benefits of health care reform kicked in for women and families on August 1. Patients with health insurance no longer have to pay co-pays to receive annual exams, birth control, or

testing for STDs.

More benefits are coming starting January 1, 2014. Insurers will be prohibited from charging women more for insurance than men, and from denying coverage to anyone due to pre-existing conditions.

Also starting in 2014, consumers and small businesses will have access to high-quality, affordable health insurance through an Exchange — a one-stop marketplace where

consumers can choose a private health insurance plan that fits their health needs. Medicaid expansion will also bring coverage to more people. PPWNM is here to serve the newly insured!



PPWNM President/CEO Kathy Humphrey comments on Supreme Court ruling at news conference

## Client Voices

*"As a young adult I was completely clueless about STDs and contraception. Planned Parenthood created a safe and confidential environment for me and all my issues and concerns."*

~ Angelica, Grand Rapids

*"I have been receiving services from Planned Parenthood since I was a teenager. I have always been welcomed with smiling faces. They have a genuine concern for you. I chose Planned Parenthood because they are affordable. I stay because I'm treated very well there, always have a nice visit, the people are great and very helpful."*

~ Theresa, Weidman

*"My son is now three and my husband and I are being very smart about when we have another child. We have a lot of help from family, but bringing another child into this world that we cannot provide for is not an option. Our next pregnancy will be planned thanks to Planned Parenthood."*

~ Laneisha, Grand Rapids

From the Staff: *"We had a guy come in for the \$50 STD testing special and he ended up giving \$100, with \$50 as a donation because he said, 'The nurses were the best I've ever had — they were just wonderful.' He's bringing his son back to get tested, too. And the very next patient? I billed her insurance, but she gave me a donation of all the cash she had — \$13 — because, 'The nurses were so nice and understanding.'"*

~ Kelly, Traverse City

From the Staff: *"A patient who is very low income asked about our Parent Toolkits and I told her they were \$5. She said she didn't have the money. That's when another patient in the waiting room offered to pay for the kit. It was really nice. It made my day!"*

~ Rhea, Big Rapids

## ? Ready or Not? Teens Take Board Game Challenge

PPWNM held two pregnancy prevention “house parties” this year to unveil its new teen pregnancy prevention board game Ready or Not, and to raise awareness about teen pregnancy prevention in our local communities. The parties were held in Muskegon at Bunker Middle School in April, and in Grand Rapids at our Administrative Headquarters in June. An adults-only event in Traverse City had volunteers playing, and learning a thing or two, at our health center there in May.

At the house parties, teens and pre-teens along with their parents were invited to play the newly revised Ready or Not game and learn more about how parents and teens can work together to reduce teen pregnancy. The parties began with dinner and a quiz on teen pregnancy statistics. Participants found it surprising that four out of 10 young women get pregnant at least once before they turn age 20; and that it costs an average of \$250,000 to raise a child to age 18.

Next, everyone got to experience a simulated “day in the life” of a teen parent by playing the Ready or Not board game where they juggled work, school, budgeting, and unexpected challenges along the way. After the game players said it made them feel “stressed, broke, frustrated, and depressed” — emotions that can be all too common for real teen parents.

The parties ended with teens and parents brainstorming about ways that parents and other adults can help teens prevent pregnancy. Ideas that showed up on both groups’ lists included: talking more about sex, birth control, and healthy relationships; listening without judgment; and increasing access to pregnancy prevention services and information. The house parties demonstrated that Ready or Not truly has the ability to open parent/child communication about teen sexuality in a fun and meaningful way! Ready or Not is available for just \$40, and is great for families with teens and pre-teens, or in educational settings. Call (616) 774-7005 or e-mail [education@ppwnm.org](mailto:education@ppwnm.org) to order.



## Safer Choices Project Expands

In June 2012, seven youth from Mancelona High School completed the 15 hour Safer Choices program, as well as an additional 15 hours of peer leader training! This is the first time that Safer Choices has been conducted in the North, and will also be the first time any of our Northern programs will be able to offer the talents of peer leaders to help provide comprehensive sexuality education programming! Education Specialist Caitlin

Koucky is excited to have these new peer leaders as part of her team and looks forward to the depth that they will bring to programming in Mancelona! (Read more about peer leaders below.)



PPWNM is actively pursuing new sites to implement the Safer Choices curriculum

in Muskegon! We are off to a great start and have already completed programming at Webster House, Muskegon High School, Steele Middle School, Bunker Middle School, the Growing Goods summer school program, and the Muskegon County Juvenile Detention Center. If you have any new ideas for programming sites in Muskegon, call (231) 215-3117 or e-mail [education@ppwnm.org](mailto:education@ppwnm.org).

## PPWNM Peer Leaders SHINE!



PPWNM peer leaders are teens who have graduated from Planned Parenthood sex education classes and have received additional leadership training to become advocates for comprehensive, medically accurate sexuality education and teen pregnancy prevention. Peer leaders assist PPWNM educators in the classroom; attend rallies, outreach events, and statewide and national conferences; lobby to lawmakers; distribute free condoms and safe sex information; organize and conduct health and safety workshops for other teens; and even more! PPWNM salutes its outstanding team of peer leaders! Want to get involved? Contact our education department at (616) 774-7005 or e-mail [education@ppwnm.org](mailto:education@ppwnm.org).



# Out-n-About for PPWNM

Summer is the perfect time to get out into the communities where we live, work, and play to let our friends and neighbors know that Planned Parenthood is here for them, no matter what!



Supporters come in all sizes at Mayfest in Muskegon May 19



Making connections at LINC Health Fair in Grand Rapids June 9



Proud to be part of PRIDE celebration in Grand Rapids June 16



Petition card signing frenzy at Women's City Club in Grand Rapids June 20



Blissfest music festival attendees proclaim their love for Planned Parenthood on giant banner near Petoskey July 13-15



Big banner flies high over Ionia Free Fair July 19-28

## PPWNM Steps Up to Support Female City Employees in GR

PPWNM supporters helped defeat a special-interest-group-led effort to take away crucial health benefits for city employees in Grand Rapids. Earlier this summer PPWNM stood with city residents and activists to ensure that workers would not lose their benefits.

At issue was health insurance coverage of abortions that are medically necessary to ensure the health of the mother. One city commissioner, backed by Right to Life, proposed ending abortion coverage except in cases of rape, incest, or where the life of the mother is at risk.

City commissioners listened to more than an hour of testimony on both sides of the debate. Supporters of women's health took their turns at the podium:

"This is a direct assault on women's rights."

"Politicians should not be involved in women's personal medical decisions."

"This kind of action does not belong on the agenda of the city commission."

"As a women's health care provider who has cared for thousands of women, I find this proposed resolution to be a dangerous and regressive policy that would put women's health at risk."

In the end, no city commissioner would second the motion to suspend rules so the resolution could even be proposed, signaling their firm support for city workers and for health care that is medically guided rather than politically hijacked. Thanks to all of our supporters who joined in us in helping to ensure these rights for our hardworking city employees!



PPWNM supporters testify in support of Grand Rapids city employees June 12

## PPWNM Donates to Help Women Worldwide

Over the summer PPWNM donated thousands of dollars worth of used medical equipment to International Aid of Spring Lake. The goods included eight scales, six exam tables, five lights, two colposcopes, a sterilizer, microscope, carpet cleaner, and a box full of speculums.

International Aid is a Christian relief organization based in Spring Lake which focuses on providing medical and health resources to its global partners who serve people in need. "These items will go to good use," said International Aid's Jim Loeffler, "We have needs all around the world."



## CALLING ALL VOLUNTEERS!

Planned Parenthood is looking for volunteers to help us "Get Out the Vote." Between now and Election Day, volunteers will be knocking on doors and making phone calls reminding people to go to the polls and make their voices heard on Tuesday, November 6.

With the unprecedented attacks on women's health



care and women in general that we have seen since the 2010 election, it is more important than ever that everyone have their say at the polls.

We have opportunities for volunteers to get involved throughout our service area. If you are interested in helping out call (616) 774-7005 or e-mail [publicaffairs@ppwnm.org](mailto:publicaffairs@ppwnm.org).

## \$ Fundraising Update \$

PPWNM is currently experiencing its most successful annual fundraising year in the history of the agency! The fundraising goal for this fiscal year (ending September 30) is \$1,060,000. As of June 2012 PPWNM received \$1,094,262 in annual support from 1,997 donors, 561 of whom are new donors.

PPWNM Vice President of Resource Development Jim Norton attributes the political climate, in part, for the record giving, "The reason this has been our best fundraising year ever is the result of the relentless and unjustified attacks on women and their access to comprehensive health care. These attacks have been the catalyst that created a reaction from thousands of

people who pushed back, drew a line in the sand, and said, 'ENOUGH!' We are very fortunate to have so many people standing up for those who need our services."



Even though PPWNM exceeded its fundraising goal, this is no time to sit back and relax. The need for access to affordable, quality health care has not gone away, and is still being threatened every day. The more money raised, the more people who can be helped through PPWNM health and education services.

If you would like to make a contribution to PPWNM please contact the development department at (616) 774-7005 or e-mail [donations@ppwnm.org](mailto:donations@ppwnm.org).

## Supporter Spotlight: Betsy Calcutt

PPWNM Says Farewell and Thank You to Long-Serving Board Member



Betsy Calcutt is retiring from the PPWNM board of directors after 14 years of service. A longtime resident of Traverse City, Betsy began as a board member with Planned Parenthood Northern Michigan and served as board chair through a merger in 2007 that created Planned Parenthood of West and Northern Michigan (PPWNM).

"Looking back, I am proud that I was able to ensure a voice for Northern Michigan at the merger table and to help keep Planned Parenthood strong and vital in our communities. In rural areas especially, people are desperate for affordable health care and I want Planned Parenthood to always be there to fill that need," said Betsy.

Planned Parenthood and activism have always been a part of Betsy's life. While she was growing up in the suburbs of Detroit, her father served on the local Planned Parenthood board and she assisted her mother with projects for the Tau Beta Association, providing services to the needy in Detroit. Betsy came of age during the second women's rights movement of the 1960s and early 70s, and was even a Planned Parenthood donor back then.

"That background inspired my motivation for wanting women to have control over their own lives," said Betsy. "Taking charge of your health, being responsible, and making your own decisions is one way to gain that control."

Betsy steps aside from the PPWNM board in hopes of giving other activists a chance to make their mark, "It's been a fabulous experience — I have met so many wonderful people — but everything has its time. And with new, especially political, attention being focused on Planned Parenthood and women's health, it's time for a new generation to step up for what's becoming a third wave of the women's rights movement."

But, she said, "I will always be involved with Planned Parenthood. Look for me at the Healthy Families Luncheon in Traverse City on September 25th!"

## Record Attendance at This Year's

## Healthy Families Events

PPWNM's Healthy Families fundraisers have been held in Grand Rapids, Marquette, and Petoskey so far in 2012, bringing in record crowds and donations. Two more events are scheduled in Traverse City and Muskegon (see dates below).

The Marquette luncheon on May 3 brought out 117 supporters to raise over \$17,000. The Grand Rapids luncheon May 10 raised more than \$100,000 with 470 guests in attendance. In Petoskey June 14, 180 guests came out and raised nearly \$35,000.

In Marquette, the late Dr. Wallace Pearson was honored for tireless devotion to Planned Parenthood. Dr. Pearson was instrumental in bringing the first Planned Parenthood health center to Marquette, and served as its first medical director. Family members of Dr. Pearson accepted a crystal vase as a gift from PPWNM.

In Grand Rapids, Mayor George Heartwell delivered the keynote address, "Planned Parenthood provides women

with the health care they deserve, teens with the sex education they need, and communities with happier, healthier, more hopeful citizens — what's not to love about that?"

The Petoskey event featured nationally renowned speaker, illustrator and actor, Tami Evans, who compared the human body to a sports car, "If no one takes time to teach us how to drive our bodies safely, there will be dents; we could hurt ourselves or somebody else."

Thanks to our organizers, speakers, guests, and everyone who played a role in making these events our best yet!



## Mark Your Calendar!

Traverse City Luncheon:  
September 25

Muskegon Luncheon:  
October 25

Not on our guest list? Let us know! We'd love for you to attend. Call (616) 774-7005 or e-mail [donations@ppwnm.org](mailto:donations@ppwnm.org).

## PPWNM Board of Directors

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Jon Bylsma

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*Secretary*  
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*Medical Director*  
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Director of Communications*  
Julie McKeiver

## Meet Our New Board Members

PPWNM welcomes four new members to its board of directors for fiscal year 2012–13, which begins October 1, 2012: Kathleen Ley-Bruinsma, Steeve Buckridge, Shlynn Rhodes, and Michelle Veliquette.

We also say farewell in 2012 and a huge thank you to retiring board member Betsy Calcutt. Please read more about Betsy's tireless commitment to Planned Parenthood in our Supporter Spotlight on page 5.



**Kathleen Ley-Bruinsma** is a Grand Rapids attorney. She has been active in politics and public policy for over twenty years, "I am passionate about the critical role of Planned Parenthood in creating healthy families and communities," said Kathleen about her desire to be a member of the PPWNM board.



**Steeve Buckridge** is a professor and director of area studies programs at Grand Valley State University. His areas of interest are African and Caribbean history, and women and gender studies. He is a student advocate and advisor, women's and reproductive rights advocate, and is well connected with community and social activist groups. Steeve is currently president of the board of trustees of the Dyer Ives Foundation.



**Shlynn Rhodes** is passionate about women's issues, currently sitting on boards with a focus on serving women and children; she comes highly recommended by former PPWNM Board member Rachel Mraz. Shlynn has expressed strong interest in being involved with PPWNM and has been a peer educator in the past. Shlynn's strengths are advocacy and healthcare.



**Michelle Veliquette** is a youthful, hard-working, well-connected businesswoman from Traverse City. She brings business and finance interest, experience, and expertise to her new board position, "I am an active advocate for woman and children, and very passionate about advancing the Planned Parenthood mission," said Michelle.



This publication is meant to provide updates about PPWNM, and information to aid supporters in furthering the cause of sexual health, responsibility, and justice for all. If you have comments, corrections, or suggestions please call our Director of Communications at 616.774.7005, or e-mail [publicrelations@ppwnm.org](mailto:publicrelations@ppwnm.org). Please consider making a gift to PPWNM that will help offset the costs of providing this information, as well as our other services.

## Serving West and Northern Michigan

- **Administrative Headquarters:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.774.7005
- **Big Rapids Health Center:** 110 Sanborn Ave., Suite B, Big Rapids, MI 49307, 231.796.8612
- **Evenson Health Center:** 3641 Byron Center Ave. SW, Wyoming, MI 49519, 616.531.3070
- **Irwin/Martin Health Center:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.459.3101
- **Lemmen Health Center:** 175 E. Adams St., Ionia, MI 48846, 616.527.3340
- **Marquette Health Center:** 1219 N. Third St., Marquette, MI 49855, 906.225.5070
- **Muskegon Health Center:** 209 E. Apple Ave., Muskegon, MI 49442, 231.724.4415
- **Petoskey Health Center:** 1003 Spring St., Petoskey, MI 49770, 231.347.9692
- **Traverse City Health Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844

For more information log on to [ppwnm.org](http://ppwnm.org)

