

# Care. No matter what.



## PPWNM

SPRING 2013



## Connection



Planned Parenthood of West and Northern Michigan

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## REBRANDED: NEW LOGO, NEW PROMISE

**We are excited to introduce to you our refreshed logo and new tagline: "Care. No matter what."**

It is who we are and what we do. It is our promise as a health care provider, educator, and advocate to truly care, no matter who you are, no matter where you live. It expresses our belief that all people deserve high-quality, affordable health care; our resolve to educate and inform people so they can make their own health decisions; and our commitment to fight for women to get the reproductive services they need.

Planned Parenthood has always been focused on our role as a health care provider and this new tagline represents our promise to continue fulfilling our mission by caring for even more people in the future. It proudly communicates what has made us the nation's most trusted women's health care provider for nearly 100 years — and why we are confident we will become a trusted provider for millions more women, men, and young adults.

One in five women visit a Planned Parenthood health center at some point in their life. As the health care landscape shifts dramatically and coverage expands to millions more people, we want to make sure that current and prospective patients know that Planned Parenthood is here to help them lead healthy lives by offering affordable health care in a truly caring environment.

Our new tagline serves as an explicit reminder that for Planned Parenthood, care is much more than the services we provide; it's the way we approach the world. While our logo and tagline have been updated, what has not changed is our unwavering belief that all people deserve high quality, affordable health care services.

The bottom line is that we believe that when people are truly cared for, they will make their lives, their families, and even the world, better and healthier. **We will continue to what we do every day because we care. No matter what.**

## CLIENT VOICES

*“Planned Parenthood has been my only means of birth control for 30 years. My daughter is now 23 and is also a client. Without this help who knows what our lives might be like today? It’s been a blessing to have this opportunity. Thanks for the years of help.”*

~ Sandra, Grand Rapids

*“In high school I was about to miss too many days of school as whenever I got my period I missed several days due to the pain and heavy flow. Then I heard about Planned Parenthood and received the Depo-Provera injection which made me only experience 1-2 periods a year, allowing me to not be sick and go to school.*

*“A few years after school I had a child and afterward, was not ready for a second child. But I had no insurance and a fixed income and could not afford birth control. I went back to Planned Parenthood and they are amazing! I don’t know what I would have done without it.”*

~ Alicia, Grand Rapids

*Staff story: “A 27-year-old woman came in due to a problem she was having. Our nurse practitioner discovered that the client had a breast mass. The woman said she knew she had a problem but didn’t know where to go or what to do. We reassured her and helped her get a grant for an ultrasound. Hopefully she will now be able to get the care she needs. And, she knows our staff will be there to support her through what is ahead.”*

~ Marty, Muskegon

*“Having Planned Parenthood lets me be in charge of my life ... mature as a teen ager, and make my own choices.”*

~ Jenna, Petoskey, age 17

## HI-TECH HEALTH CARE

**We are proud to announce that the PPWNM Medical Services department has successfully completed all requirements to receive a substantial financial incentive payment from the U.S. Department of Health and Human Services’ (HHS) Medicaid Incentive Program.**

“Our team is just amazing! Every staff member has made critical contributions to this success,” said VP of Medical Services Bridget White. “They have been very focused, extremely smart, and dedicated to expanding PPWNM’s capacity to prove ourselves as a value-added Essential Community Provider, achieving the rigorous Meaningful Use criteria for this financial incentive. I could not be more proud of our team!”

Meaningful Use (MU) describes a set of core objectives and measures for the utilization of electronic health record (EHR) functionality to improve the quality and efficiency of health care nation-wide. PPWNM implemented an EHR and practice management (PM) system beginning last fall. There are many specific measures

to attain in order to receive the HHS financial incentive payment including: e-prescribing, assessing tobacco use, providing patients with a printed summary of their visit, and reporting on clinical quality measures, just to name a few.

As much as this is a significant accomplishment, we still have a ways to go to achieve our goals and the full financial incentive from HHS. Improvements that will be implemented this year include adding such technological functions as a patient portal, e-mailing and texting capabilities with clients, connecting with the regional information exchange called Michigan Health Connect, and documenting various other National Quality Forum measures.

The financial incentive award will near \$385,000 by the end of 2013 and will be reinvested in continued expansion of PPWNM’s information technology capabilities, expanding our scope of services, and contributing to off-setting our initial EHR/PM investment of nearly \$700,000, as well as operational losses during the implementation period.



*“Condom Pop Drop” for Condom Month in February, GRCC (photo reprinted from mLive)*



*West Michigan Women's Expo, Grand Rapids*

## PLANNED PARENTHOOD: CARE FOR A LIFETIME

Did you know that Planned Parenthood accepts most health insurance plans and provides birth control with no co-pays? And, if you do not have health insurance we offer special programs for eligible individuals, and a sliding-fee schedule, so that cost is never a barrier to quality health care. That means you can continue to see your favorite PPWNM practitioner for a lifetime, even if your situation changes. Our motto is, “Care. No matter what.” It is our promise that we will be here for you, no matter what. And that includes whether or not you have health insurance.

We pride ourselves as medical specialists for women’s health, and reproductive and sexual health care for all. We are truly a one-of-a-kind center of excellence.

We want to welcome our newest health insurance plans, Blue Care Network and Priority Health! They join Blue Cross Blue Shield Michigan, Aetna/Cofinity, and many Medicaid HMO plans including McLaren, Molina, and Meridian and many more. You have the option to see a PPWNM specialist without a referral as part of your in-network care! So call to make your appointment today (see page 6 for locations).



## JUST FOR PARENTS

Planned Parenthood offers learning opportunities for parents to assist with sexual education in the home.

PPWNM partnered with the Talk Early Talk Often (TETO) initiative to bring a parent workshop to Muskegon in April. TETO is state-sponsored initiative to give parents of teens and pre-teens tools to talk to their kids about sexuality.

The workshops are fast-paced and informative using quizzes, handouts, group problem solving, and role play to help parents learn how to best utilize “teachable moments” with their kids.



## JUST FOR TEENS

Planned Parenthood offers learning opportunities for teens that explore all aspects of sexual health.

PPWNM held a teens-only pizza party in Grand Rapids to recognize STD Awareness month in April. PPWNM's teen peer leaders organized and conducted the event, which included a game of GYT (Get Yourself Tested) Jeopardy with prizes.

To learn more about opportunities for teens, see the Safer Choices Project article below, or log on to [www.ppwnm.org](http://www.ppwnm.org) and click “Education & Training.”



## TEENS & PARENTS

Planned Parenthood offers learning opportunities for families that provide tools for better communication.

PPWNM offered parents and teens the chance to explore changes from generation to generation when it comes to sexual images in media. This “Family Sex Ed Night” was held in Grand Rapids in March, and was sponsored by our parent advocacy group, the Parent Protection Connection (PPC). The PPC works to ensure comprehensive sexuality education for young people, particularly in the school setting. To learn more, log on to [www.ppwnm.org/advocacy](http://www.ppwnm.org/advocacy).

## iPADS IN EDUCATION

PPWNM becomes a national leader in a modern education trend with our new iPads in Education program. Our education team finds itself leading the pack with sexuality education programs that utilize tablets in the classroom. These efforts take advantage of programs in many Michigan school districts that put an iPad in the hands of every student.

“The iPad offers some great learning aids for students in our sexuality education programs, as well as many aids for us in our data collection and reporting,” said Caitlin Koucky, PPWNM education specialist in Petoskey who heads up this effort. “Students now take their pre- and post- tests in an app and the results are graded, compiled, and e-mailed with a touch of a button.”

Other ways PPWNM educators are using the iPad include student polls with live results, showing videos without extra devices like a DVD player, and even slide presentations that allow educators to write directly on the slide (to draw arrows to point out body parts, for example).

“One great and simple way to use

the iPad is as a mobile whiteboard. Rather than being stuck in the front of a classroom, I can mirror the image on my iPad to the projector, and walk around the classroom as I write notes on the board. I can then save the board to reference what we talked about later,” said Koucky.

Recently PPWNM received a grant from the Charlevoix County Community Foundation to expand the iPads in Education program. This grant will allow PPWNM to create more iPad-based programs and to purchase new technology. Educators are excited to spend the summer creating, planning, and testing these new ideas!



**The Safer Choices Project** is an educational program administered by PPWNM in partnership with the Michigan Department of Community Health. PPWNM conducts Safer Choices programs in schools and after-school programs; at community centers, churches, and other local organizations; and at our own offices.

**We are currently recruiting teens** for the summer Safer Choices Project in Grand Rapids. This 15-hour, comprehensive sexual education program is designed to be fun and interactive while teaching young people communication and other valuable life skills, and giving them the opportunity to meet new friends, or even continue on with Planned Parenthood in teen leadership roles that can benefit their futures (see related story, “Teens Taking Action” on page 4). Meals or snacks are provided, and teens who complete the program receive a \$25 gift card. Transportation is not provided. Learn more or apply today at [ppwnm.org/saferchoices](http://ppwnm.org/saferchoices).

# EXPANDING MEDICAID IN MICHIGAN

Tell your legislator to accept the funds and get the expansion done

Through the Affordable Care Act (ACA), states may expand the eligibility requirements so that almost all adults earning below 138 percent of the Federal Poverty Level (FPL), which is about \$25,000 per year for a family of three, will gain access to Medicaid coverage.

Hard-working, low-income families need the security of quality health coverage to get lifesaving care when they need it. This would cover more people and save millions of taxpayer dollars that are currently spent treating uninsured people in emergency rooms.

The expansion will help reduce health disparities by providing low-income, uninsured women access to critical services, including preventive care, birth control services, and the treatment of chronic health conditions.

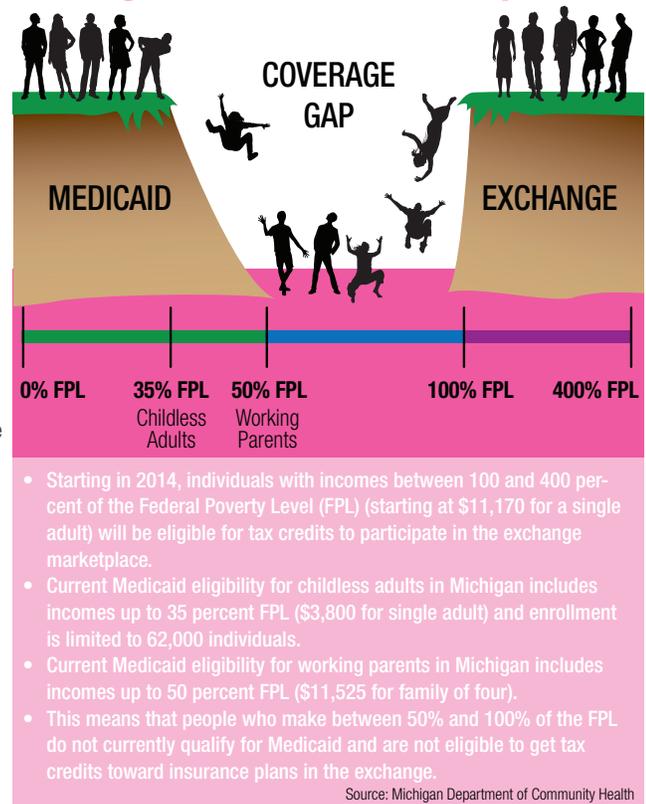
Additionally, the program will be paid for with 100 percent federal

dollars for the first three years, and then no less than 90 percent in the years after. This brings millions of dollars to Michigan's economy. Taking advantage of this expansion is the right thing—and the smart thing—to do for Michigan.

Yet, some state lawmakers are expressing reluctance to make the right choice for the families of our state. As of this writing, Medicaid expansion had not been included in budgets put forth by either chamber of the Michigan Legislature. But there is still time for citizens of our state to take actions that could make a real difference.

You can take action TODAY by telling your legislator to accept the funds and expand Medicaid in Michigan. To learn more and take action, go online to: [www.miplannedparenthood.org/medicaid-expansion](http://www.miplannedparenthood.org/medicaid-expansion).

## Michigan without Medicaid Expansion



## TEENS TAKING ACTION

When Ellie Grossman first complained to her mom about what was being taught in her middle-school sex education program, Ellie had no idea she would wind up becoming an outspoken advocate for REAL, comprehensive sex education! Four years later, the now 17-year-old from Wyoming is active with PPWNM's teen advocacy group, Something to Say; a role that has led Ellie to a position on a statewide panel of teens from across Michigan called MY Voice.

"It's so cool to be able to work at a statewide level to impact more youth in a larger area; and also, to meet and interact with young people from all over Michigan," said Ellie.

Michigan Youth Voice for Sexual Health (MY Voice) is a youth advisory council representing the diversity of youth served by the various state programs focused on sexual health (including PPWNM's Safer Choice Project). The group of roughly 20 teens meets monthly in different locations around Michigan to offer valuable input to statewide sexual health providers, ensuring programs

and materials that target youth are appropriate, culturally competent, and accessible. Inclusivity is a big component — one that was missing from Ellie's middle school class, "This group is insanely diverse," said Ellie, "Our goal is to help make sex education inclusive, accurate, accessible, and teen-friendly for Michigan youth."

Even though she didn't set out to be an advocate for sex ed, Ellie says now, she will always be one, "It's really given me a sense of purpose."



## The Six Cs of LTEs (Letters to the Editor)

- **Current** — Submit your letter as soon as possible after publication of an article you wish to comment on. Better still, e-mail, submit online, or fax the letter the same day as the article appeared.
- **Concise** — Make sure to keep the letter short (under 250 words) and to the point.
- **Clear-headed** — You may care to express outrage or dissatisfaction in your letter. This is acceptable as long as you maintain comprehensibility. If you are extreme, you will sacrifice credibility.
- **Controversial** — Question another's position but avoid personal attacks.
- **Cover** — You can speak up for Planned Parenthood, but you can't speak on behalf of Planned Parenthood.
- **Contact information** — The newspaper may need to verify your letter before publishing it.

If you would like to be a part of PPWNM's Volunteer LTE Writing Crew and receive specific call outs for LTE submissions along with tools, please contact Jen at [johnsonjk@ppwnm.org](mailto:johnsonjk@ppwnm.org).

# STANDING TALL SPECIAL CAMPAIGN

PPWNM began a two-year special fundraising campaign, **Standing Tall**, in 2012. By the time the \$4 million campaign was announced publicly in September, nearly \$2.5 million in lead donations had already been secured! Closing in on our goal, contributions and pledges totalled nearly \$3.4 million at the beginning of May 2013.

“The name Standing Tall symbolizes pride, courage, and strength — traits that remind me of the thousands of donors who stand up every day for the clients we serve and the programs we offer,” said PPWNM President/CEO Katherine Humphrey.

While PPWNM will always need to raise operational funds through its annual campaign; Standing Tall was created to strategically strengthen PPWNM’s ability to provide high quality,

- *Facilities*
- *Technology*
- *Endowment*

affordable, accessible health care to the growing number of individuals and families in need of essential, prevention-based care. The Standing Tall campaign seeks to raise \$1 million for technology improvements, \$2 million for renovations to PPWNM health centers, and \$1 million for the PPWNM endowment fund.

In honor of a leadership gift from Harvey Lemmen, originally of Ionia, PPWNM has renamed its Ionia Health Center to the Lemmen Health Center. PPWNM is also renaming its Traverse City Health Center to the Karen Christensen Walker Health Center in honor of a leadership gift from Edward C. and Karen C. Walker and family, of Traverse City.

To donate or learn more, call 616.774.7005 or email [donations@ppwnm.org](mailto:donations@ppwnm.org).

## Healthy Families, Strong Communities

PPWNM Healthy Families fundraisers bring friends of Planned Parenthood together for food, fellowship, success stories, and support of our organization. Last year, nearly 1,300 supporters attended eight PPWNM fundraising events, including five Healthy Families events, and made contributions! If you are interested in attending PPWNM friend-and-fundraisers in your community, call 616.774.7005 or email [donations@ppwnm.org](mailto:donations@ppwnm.org).

- May 2: Marquette Luncheon - thank you to all who attended!
- May 9 : Grand Rapids Luncheon - thank you to all who attended!
- June 27: Petoskey Benefit
- Sept. 24: Traverse City Luncheon
- Fall 2013: Muskegon Luncheon (date TBA)



## SUPPORTER SPOTLIGHT: PAT JOHNSON



If there has been a Planned Parenthood event in Muskegon in the last 15 years, Pat Johnson has been a part of it: raising and donating money, brainstorming and planning, making

phone calls, writing letters, and evaluating each event to improve it the next time. She’s done it all; happily, willingly, in that way that is Pat.

“We have a large disadvantaged community in Muskegon and health care is not equally accessible,” said Pat, “I like knowing that Planned Parenthood is here to provide services for those who do not have adequate incomes or health insurance. That’s important to me.”

Originally from the Philadelphia area,

Pat moved to Michigan’s west shore in the 1960s with her husband Tom and settled in Muskegon, where Pat’s mom grew up. It was shortly after college and Pat taught elementary school until she started her family: the Johnson clan would grow to include three children, and later, six grandchildren. After the kids grew up, Pat got back into education in the 1980s and taught at Orchard View Elementary in Muskegon.

Her commitment to education is another reason why Pat is so committed to Planned Parenthood, “It’s no secret that we have a high teen pregnancy rate in Muskegon. Comprehensive sex education reinforces to kids that it is okay to say no, yet gives them tools to stay healthy and safe when they are ready to say yes. Planned Parenthood also gets the parents of teens involved, and that is so important.”

Planned Parenthood has been in

Muskegon as long as Pat has, and when the agency was forced to close its doors there in 2007 due to a huge state funding cut, it was a tough blow to the community. Another provider stepped up to offer subsidized family planning care but was soon overwhelmed with demand. Pat and other dedicated supporters worked to bring Planned Parenthood back, and the health center reopened in 2010, “We were ecstatic!” said Pat.

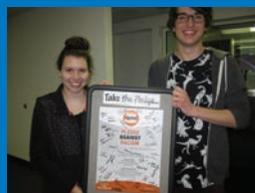
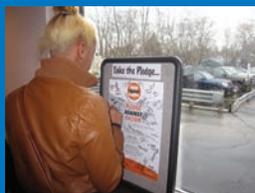
Now located in the Public Health-Muskegon County building at 209 East Apple Avenue, Pat says she and Muskegon’s other most dedicated fundraisers and supporters are busier than ever, trying to spread the word that Planned Parenthood is back, “We want to remind donors that it is here in our community and their dollars can be spent supporting a cause that is local once again.”

# STAND AGAINST RACISM

PPWNM staff and patients took the Pledge Against Racism as part of the YWCA's Stand Against Racism Day on April 27. The Stand Against Racism™ is a movement of the YWCA with the goal of bringing people together from all walks of life, all across the country, to raise awareness that racism still exists. Community organizations partner with their local YWs to plan events and activities that raise awareness. People who signed the Planned Parenthood pledge poster over the course of one week received buttons, stickers, and bookmarks from Stand Against Racism.

The Pledge Against Racism is as follows: As an individual committed to social justice, I stand with the YWCA against racism and discrimination of any kind. I will commit to a lifetime of promoting peace, justice, freedom, and dignity for all people in my community and in the world.

Learn more at [www.StandAgainstRacism.org](http://www.StandAgainstRacism.org).



## ABOUT THIS PUBLICATION

This biannual newsletter is meant to provide updates about PPWNM, and information to aid our supporters in helping to further the cause of sexual health, responsibility, and

justice for all. If you have comments, corrections, or suggestions for improving this publication, please contact 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. Thank you.

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- **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
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- **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

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