

## Planned Parenthood to open larger health center in Pinellas County



**P**lanned Parenthood of Southwest and Central Florida will be moving its St. Petersburg health center to a new location in early June. The move will ease space constraints in the current facility; increase the potential to serve more clients by being located closer to the middle of the County; and solve parking issues encountered in the current location.

The new 3,800 square-foot health center, to be located at 10051 5th St. N., (near 4th and Gandy), is 750 square-feet larger and has more parking than the current facility. The new location will give Planned Parenthood the ability to serve more

patients with an additional room for provision of medical services. Moving the health center to a central County location facilitates access to reproductive and sexual health care for our many patients from Clearwater, Largo, Safety Harbor and South Tampa. The move will also yield patient growth by attracting patients who might have seen the drive to downtown St. Petersburg as a distance barrier.

Another benefit of the larger facility is more space for Planned Parenthood's Pinellas County sexual health educator and prevention education

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**Dear All:**

**GYT**....What is that???

**GYT...Get Yourself Tested** is a national media campaign that Planned Parenthood affiliates joined in collaboration with MTV and the Kaiser Family Foundation. GYT encourages young people (especially those under the age of 25) to get tested for sexually transmitted diseases in Planned Parenthood health centers. Getting tested is easier now than ever before - but we have got to get the word out. Urine-based tests are readily available for diagnosing Chlamydia and gonorrhea in all of our centers. Our patients don't have to take their clothes off and climb onto an exam table to produce a urine sample. And rapid HIV tests can provide results in as fast as 20 minutes with a cheek swab. One-in-four US teen girls has a sexually transmitted infection and by age 25, one-in-two sexually active people will have an STD. Most won't know it. But the good news is that all STDs, including HIV, are treatable and many diseases like Chlamydia and gonorrhea are curable. When we diagnose an STD at Planned Parenthood, our nurse clinicians will both treat the client and provide medications for their partner so they don't re-infect each other.

Planned Parenthood is getting the word out about the Get Yourself Tested campaign so that health centers and our educators can normalize the concept of testing to young people. Just like scheduling a yearly dental exam, a sexual health exam should be planned as well. With one-in-three high school seniors reporting sex with more than 3 partners, we are facing an epidemic of unplanned pregnancies and STDs. In fact, this year 750,000 unplanned pregnancies will be documented in the US. The previous administration spent millions of dollars on abstinence-only education programs that have left an entire generation vulnerable to HIV and other STDs. This spring our Florida legislators in Tallahassee also failed our young people by refusing to provide leadership and funding to address this crucial public health issue. Fortunately, the Administration's newly released federal budget reverses spending on abstinence-only sex education by promoting a medically accurate program and recommending additional funding for teen pregnancy prevention programs. Governor Kathleen Sebelius' recent confirmation as Health and Human Services Secretary will complement these recommended changes, as she has been a champion of sexual health awareness.

If you have a teenager in your home, or a grandchild or young friend, let them know about the GYT Campaign. They can Google it and take action. After all, it's about making responsible choices.

Barbara A. Zdravecky, President/CEO

# Report on the 2009 Florida Legislative Session

**The Good News:** What's a Florida legislative session without the introduction of bill after bill that attempt to erode women's reproductive freedom? Yes, they were at it again at this year's just-concluded session. The good news is that their attempts failed.

There were two bills that Planned Parenthood helped knock down. One was another try at passing a law mandating that every woman seeking an abortion must have an **ultrasound** – even if her doctor does not recommend it. Last year we were able to defeat a similar bill by just one vote in the State Senate. This year similar bills were introduced in both the House and Senate but neither reached a

final vote. It appears that even conservative, anti-choice legislators realized they should be paying full attention to Florida's budget problems and not in needless legislation that interferes with the doctor/patient relationship.

The Legislature's other attempt was to give the state funds earned from selling "Choose Life" license plates directly to Choose Life, Inc., the national organization that promotes the plates – and away from the counties where the plates are bought. This bill would probably have passed if there had been more time.

**The Bad News:** Even though both of our bills  
*continued on next page*

## Lobby Day A SUCCESS



**M**ore than 100 Planned Parenthood activists from across Florida came together on March 31 for our annual Lobby Day in Tallahassee. These enthusiastic supporters, including 30 from our affiliate, educated elected officials about the Healthy Teens Act and Prevention First Act and lobbied in opposition to the mandatory ultrasound bill. Activists also attended a press conference with the bills'

sponsors. In addition to meeting with legislators, several Planned Parenthood CEOs, including Barbara Zdravecky, met with Governor Crist's staff to urge him to reject Title V abstinence-only education funding.

After the lobbying ended for the day, PPSWCF activists hopped back on their bus for the long 5-hour trek home – exhausted but happy with a job well done.

## **Pinellas County** *continued from page 1*

resources for patients' and the public's use. Our educator will set regular hours for education, resources, curriculum support and research. Planned Parenthood Federation of America's Consortium of Abortion Providers (CAPS), which currently has office space in the St. Petersburg health center, will move to the new location as well. CAPS provides support and consulting services to Planned Parenthood affiliates throughout the country.

The new space is lighter and brighter than the current location and has more, and more easily accessed, parking available. The landlord of the new facility is investing his own money to renovate and configure the new space according to Planned Parenthood's specifications and will install signage that is highly visible to passers-by.



The central Pinellas health center's hours of operation, phone and fax numbers will remain the same. The current location has served as Planned Parenthood's St. Petersburg health center since the affiliate began offering medical services in Pinellas County in February 2000.

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## **Legislative Update** *continued from page 3*

-- the Healthy Teens Act (HTA) and the Prevention First Act (PFA) -- were introduced in both houses of the Legislature again this year, neither one moved at all during the session. HTA would require Florida schools that receive public dollars to teach a comprehensive sex education curriculum. PFA would increase women's access to birth control. Both bills received bipartisan co-sponsorship from many legislators, but that was not enough to get committee chairmen to hold hearings. Without hearings, bills die. But we'll be back again next year with these excellent – and much needed – pieces of legislation.

**Fake Clinics – more bad news:** There is a line item in the state budget that members of the House stuck in and that the Senate subsequently agreed to: continued funding for crisis pregnancy centers (CPCs) to the tune of \$2 million.

CPCs are not legitimate medical facilities and

require no license. They have been known to use anti-choice propaganda, medically inaccurate or incomplete information, and intimidation tactics to dissuade women from choosing abortion. They withhold essential, often life-saving reproductive health information from women who are led to believe that they are visiting a neutral and objective medical facility. Crisis pregnancy centers' whole purpose is to discourage women from choosing abortion and, in many cases, even from using the most reliable methods of birth control, thus leaving them vulnerable to a repeat unintended pregnancy. We would have thought that with all the drastic budget cuts being made by the Florida legislature and the Governor every inch of fat would have been excised out of the budget.

We must work to assure future legislative bodies fund legitimate medical facilities that actually do something to prevent unintended pregnancies.

## IN MEMORIAM

### *Lydia Auchincloss*

We were saddened by the recent passing of longtime supporter and community leader Lydia G. Auchincloss. Mrs. Auchincloss worked with and supported her local Planned Parenthood wherever she lived, from Buffalo to Boston to Sarasota, advocating for sexual health education and access to low-cost reproductive health services. Twenty years ago she and her husband, Samuel, helped retire the mortgage on our Sarasota Prospect Street Center. In 1996, after stepping forward to generously replace lost grant funding, Mrs. Auchincloss agreed to act as Honorary Chair of our High Tea at High Noon event. With a gift to the recent *Time to Build* capital campaign, the administrative wing of our new

regional headquarters was named in her honor and we were thrilled, that at the age of 100, she was with us to celebrate the opening of our new facility. Recent visits to Sarasota allowed us to share the new facility with her sons (and their families) Robert, Philip and Sloan. We will miss her gracious and supportive presence at our events and her staunch advocacy for women's access to family planning information and resources.



Vicky, Lydia and Philip Auchincloss



Barry and Leah Peak, Robert & Bonnie Auchincloss, Sloan & Susan Auchincloss, Elizabeth "Ellie" Auchincloss, Brian Auchincloss and Susan Gordon.



## Make A Tax-Wise Gift of Retirement Plan Assets... Help Ensure Planned Parenthood's Future

**D**uring these challenging economic times, making a gift to Planned Parenthood may be financially difficult, but ensuring the future of Planned Parenthood is in your hands. Including Planned Parenthood in your estate planning will mean a world of difference to the young women and families in our community.

Contributing all or a portion of your retirement plan assets to Planned Parenthood of Southwest and Central Florida, Inc. is a smart way to invest in the future of reproductive health, rights, and sex education.

Remember, these plans don't avoid taxes—they delay them until a time when you may be in a lower tax bracket. But even with mandatory lifetime withdrawals, many people will have very large retirement accounts remaining upon their death. If these assets are part of your estate, they will be subject to income tax and possible estate taxes. If you leave these assets to your heirs, they will have to pay income tax on the amount they receive.

You can name Planned Parenthood as a beneficiary or contingent beneficiary of an I.R.A., 401(k), 403(b), Keogh fund, SEP or other retirement account. In naming Planned Parenthood as a beneficiary of your retirement account, you keep full control and have full benefits during your entire life. Adding a charitable beneficiary will not affect the payments to you during your life. You can change your mind at any time, at no cost, by redoing your change of beneficiary form. Your estate will be entitled to an estate tax charitable deduction for the full value of such a gift.

Please note that "Change of Beneficiary" forms vary according to the type of retirement plan and the issuing company. You should check the form carefully and ask the plan administrator if it is not clear where to list a charity as your beneficiary. Please use our legal name, Planned Parenthood of Southwest and Central Florida Inc., address 736 Central Avenue, Sarasota, FL 34236, Tax ID 59-1274328.

**One Caveat:** It is very important to complete the forms, keep a copy in a safe place, and be aware that simply naming a charity as the beneficiary of your plan in your will is not sufficient and may even trigger taxes!

Please call our Development Office at 941-365-3913, ext. 1113 with any questions about including Planned Parenthood in your estate planning.

# Calendar of Events – Save the Dates

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|                                   |   |
|-----------------------------------|---|
| ● Tuesday, October 27, 2009       | A Choice Affair: Manatee County                                   |
| ● Sunday, November 15, 2009       | Cocktails at Cove Café in Lee County                              |
| ● Thursday, November 19, 2009     | High Tea at High Noon & Safe Sex, Sarasota                        |
| ● January 26-28, 2010 (tentative) | A Choice Affair events in Hillsborough, Lee and Pinellas Counties |
| ● Tuesday, February 23, 2010      | 44th Annual Dinner Celebration, Sarasota                          |

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## ***Did you or someone you know “Get Yourself Tested” in April?***

**D**id you know one-in-four girls in America between the ages of 14 and 19 (26 percent of girls that age) has one or more sexually transmitted diseases? If you think that’s a staggering number consider one-in-two African Americans contracts a sexually transmitted disease. Among Hispanic/Latinas, Gonorrhea infection is twice as high and Chlamydia infection is three times higher than for non-Hispanic white women. HIV/AIDS is the number four killer of Latinas between the ages of 35 and 44 in the United States.

April was National STD Awareness Month. Planned Parenthood of Southwest and Central Florida participated locally in the “Get Yourself Tested 09” campaign by Planned Parenthood Federation of America. Campaign activities included awareness, education and testing services for HIV and other sexually transmitted diseases.

Have you and your loved ones been tested recently for HIV or other sexually transmitted diseases? These infections affect people of all ages and there is data showing high rates of HIV infection among older Americans. Planned Parenthood’s health centers offer low-cost testing for HIV and other sexually transmitted diseases. Be safe, responsible and get yourself tested!

# 43rd Annual Dinner Nets Over \$100,000

Our Annual Dinner, again chaired by Leslie Glass, Alexandra Jupin and John Bean, drew a crowd of 500 guests to the Sarasota Municipal Auditorium. Caren Lobo was honored for her commitment to human and women's rights and a spirited performance by the Capitol Steps provided entertainment. Our Condom Grab Bag Raffle and Silent Auction were a hit as always, providing nearly \$40,000 of the evening's proceeds.



PPSWCF CEO Barbara Zdravecky with Annual Dinner Co-Chairs Leslie Glass, John Bean and Alexandra Jupin



Emma Joels, Krista Toomre, Silent Auction Chair Bonnie Silverman, Lola Creighton



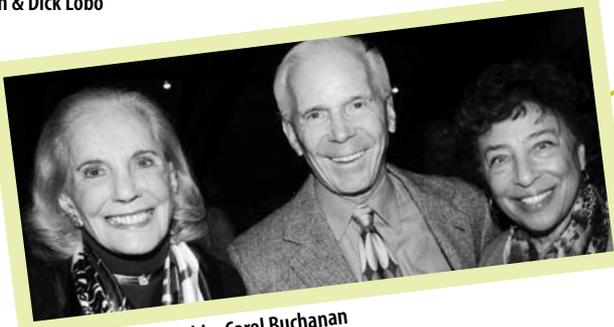
Former Planned Parenthood Federation of America Board member Dr. Ken and Barbara Edelin and Board member Clare and Rich Segall



Caren & Dick Lobo



Pauline Joerger, Tom Luzier, Kyla Weiner



Helene and Gene Noble, Carol Buchanan



Doug Kerr, Glenda Miller, Greg Porges, Charlie Mahan

**O**ur three winter Choice Affair: *Sex, Lies and Education* events featured guest speaker Shelby Knox, a young activist working with progressive organizations to promote comprehensive sex education, women's rights and youth empowerment.

## Hillsborough County

**190** guests gathered at Maestro's in downtown Tampa to hear energizing words from Selby Knox as well as to honor the lawyers working with the PATH Project of the Florida ACLU (American Civil Liberties Union). The PATH Project serves as an information and advocacy center for minors facing difficult pregnancy choices. The lawyers help teens navigate the courts so that they can make decisions about their own reproductive health care.



**Susan Derwin for the PATH Project, CEO Barbara Zdravecky**



**Ann Ruble, Judith Curts, Nancy Bell, Pat Spears, Jane Toombs**

## Lee County

**M**ore than 130 people showed their support for Planned Parenthood at the Choice Affair event held on Sanibel Island. The event included a tribute to former Board member and one of the Lee County health center founding mothers, Dr. LeClair Bissell.



**Shelby Knox flanked by Judy and Herb Goldenberg**



**Deborah & John La Gorce (4th and 5th from left) and their guests**

## Pinellas County

Over 80 guests heard Shelby's call to action at The Sunset Ballroom of the Renaissance Vinoy Resort & Golf Club in St. Petersburg, again honoring the PATH Project of the Florida ACLU.



Table hosts Sandi Pearl (second from left) and former Board member Peg Silvergleid (second from right) and their guests



Former Board member Ann Baranco Lee (third from right) and guests

## Polk County

Planned Parenthood's marketing staff has helped raise awareness of our services in the communities we serve through various forms of advertising. Pictured here are two current billboards that help let people know that Planned Parenthood has Polk County covered!

**Need Affordable Healthcare?**

**Planned Parenthood**  
of Southwest and Central Florida, Inc.

**1-800-230-PLAN • 908 Spring Lake Square**

**LOW COST BIRTH CONTROL ~ GYN EXAMS ~ PREGNANCY, STD & HIV TESTING**

**We've Got You Covered**

**Planned Parenthood**  
of Southwest and Central Florida, Inc.

**1-800-230-PLAN • 2250 E. Edgewood Dr.**

**LOW COST BIRTH CONTROL ~ GYN EXAMS ~ PREGNANCY, STD & HIV TESTING**

## Manatee County



**Holding Cell Cast**

50 community supporters joined Board members and CEO Barbara Zdravecky at the Manatee Players for a performance of the SOURCE Theatre's *The Holding Cell*, a hard-hitting play about addictions and their impact on individuals, their families and our community. *The Holding Cell* has been performed in many Sarasota and Manatee High Schools and elicited the following comments:

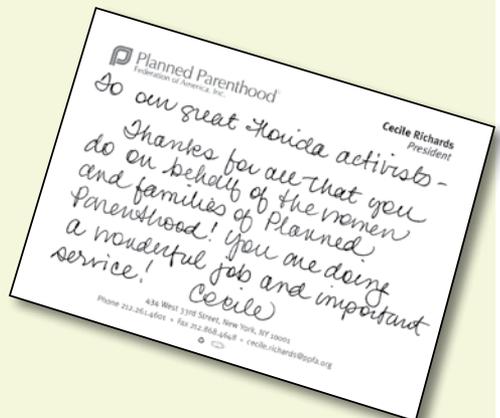
“The SOURCE put on a play for my students on the dangers of teenage drug addiction. Like many, I too, was skeptical of how the

play would be received by my students. At the conclusion of the show, after students were dismissed to their second period class, I immediately was flooded by students telling me about their own experiences with the devastating traumatic events in their lives. . . I can't express enough the importance of the message of this play, and the tact within the performance. The actors did a fantastic job reaching out to the audience in a way that captured these next generation students. It allowed for healing to begin in those who have suffered, and gave an option to those who are ridden with pressure from their peers.”

“I am 17 years old and know firsthand about the experiences you guys depicted for us. I've seen many students at our school like the ones you acted, and so I was actually very much emotionally affected. I know your performance made an impact from what I've heard and I'm glad it did. Our school is more known for drug use and pregnancy than for the good things like academics or sports.”



**Jagger's overdose**



## Sarasota County

Planned Parenthood’s supporters have probably always thought we were winners and, now, it appears SRQ Magazine agrees. Our organization was named Best Community Leader in the magazine’s inaugural “Best of SRQ Local” issue and our new regional headquarters was runner-up in the best new architecture category. Our annual “Safe Sex” event was named first runner-up in the best party category. Here’s what the article had to say about our Safe Sex party: “Planned Parenthood’s Safe Sex event, our first runner-up, isn’t afraid to put the message out there in an annual party with an energetic vibe.”

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# Impact

*Special thanks to the following organizations and foundations:*

**The Appleby Foundation** for its support of our Sarasota County medical services and education programs.

**The Doyle Family Foundation** for its support of our Pinellas County Outreach Education program.

**The Dorothy W. Inbusch Foundation** for its ongoing support of our medical services and outreach education programs in Sarasota County.

**Manatee Community Foundation** for its support of disease-prevention education activities in Manatee County in April and May as part of Planned Parenthood Federation of America’s “Get Yourself Tested in 2009” campaign.

**Sarasota County Health Department**, through a grant from the **Community Foundation of Sarasota County**, for its continued funding of our pregnancy- and disease-prevention collaborative program with the Sarasota County Health Department and Truvine Missionary Baptist Church in Sarasota County.

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

**Zonta Club of Sanibel-Captiva** for its support of our Lee County prevention programs.

## Cocktail Party Conversation

Peter is a good friend, but sometimes he just doesn't get it. You've just seen him again at your college reunion's annual cocktail fest. Right across the street there happens to be a building bearing the sign "Crisis Pregnancy Center." You make some disparaging remark, and Peter says, "but I thought you were pro-choice. Don't crisis pregnancy centers help pregnant girls who are in trouble?" You quickly reply:

"Peter, Crisis Pregnancy Centers (CPC) are fake clinics that pretend to help pregnant women, but are actually places created specifically to convince women not to choose abortion. CPCs withhold important reproductive health information from women who think they are visiting a real medical facility. Many of them also discourage women from using birth control, leaving them vulnerable to unintended pregnancy all over again. And did you know that the Florida Legislature has agreed to spend \$2 million to fund CPCs again this year? With all of the drastic cuts being made to vital programs, it is unconscionable that the legislators and Governor Crist are spending valuable taxpayer dollars on such useless and dangerous programs."



## 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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Lakeland Cowles Center

2250 E. Edgewood Dr. • 863-665-5735

Manatee Center

1105 53rd Ave. E., Bradenton • 941-567-3800

Sarasota Walt Cannon Center

736 Central Avenue • 941-953-4060

Pinellas Center

10051 5th St. N. #109, St. Petersburg • 727-898-8199

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