

PPWNNM connection

Winter 2010

PPWNNM Returning to Muskegon

Planned Parenthood is returning to Muskegon after a two year absence! PPWNNM will become the dedicated Title X service provider for Muskegon county. Plans are for a part-time reproductive health center offering the same services as other PPWNNM locations. The center will be located in leased space at the Muskegon County Health Department, 209 E. Apple Ave.

"We are pleased to have this opportunity to partner with Muskegon County and the State," said PPWNNM's Vice President of Medical Services Bridget White. "This is an excellent strategy to cost-effectively meet the reproductive health needs of the community."

PPWNNM plans to begin seeing clients in the new location in March. Plans are to staff the health center three days a week to start, and then re-evaluate the scheduling needs after three to six months.

Planned Parenthood has had a presence in Muskegon since 1963, when the Muskegon Area Planned Parenthood Association (MAPPA) was formed. In 1986, MAPPA merged with Planned Parenthood Centers of West Michigan, which became PPWNNM in 2007. That same year, PPWNNM was forced to close its Muskegon Center due to a cut in government funding to the agency. Muskegon Family Care took over the county's Title X allocation, but shut down in November 2009 after operating at a loss for the past couple of years.

"I am so pleased that we will be able to return to Muskegon and fill this void left by the closing of the Muskegon Family Care clinic," said PPWNNM President/CEO Katherine Humphrey. "Financially struggling women were being referred to other counties for services, which is just unacceptable. Now they can get the care they need close to home once again."

Overheard in Muskegon ...

"It is good news that Planned Parenthood of West and Northern Michigan will return to Muskegon to provide women's health care services." ~ Muskegon Chronicle

"The loss of family planning services in the community was felt immediately. We are very grateful with Planned Parenthood's decision to provide the services in Muskegon once again." ~ Public Health-Muskegon County Director Ken Krause

"Thank you Planned Parenthood! The people of Muskegon need this organization!" ~ resident



Muskegon County
Health Department

Our MISSION:

To promote and ensure reproductive and sexual health, responsibility, and freedom.

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Second Funding Cut in Two Years Forces Some Changes for Clients

PPWNM was hit with a 31 percent cut in family planning funding for Fiscal Year 2009-10, a reduction of more than \$350,000! The cut has impacted PPWNM's customary ability to provide services to all the women, men, teens, and families who rely on subsidized care; meaning more clients that have to pay for more of their services.

"Since this family planning grant represents one of our largest sources of funding, this cut is deep and very painful," said PPWNM President/CEO Katherine Humphrey, "It has reduced our ability to provide vital reproductive health care services to those we know have few, if any, alternatives."

PPWNM remains committed to working with each client to identify and help them access other means of available financial support for our services, including the state's Plan First! family planning program (see article below), Medicaid, and private insurance providers. But for those who do not qualify, payment is expected at the time of service. Humphrey says clients will still find PPWNM's services more affordable than other options for care.

The latest reduction in funding comes on top of a \$700,000 cut in 2007 that forced PPWNM to close five health centers. This time PPWNM did not have to close any locations, but hours were reduced at centers in Big Rapids, Ionia, Petoskey, and Traverse City, "Even with those reductions we are able to continue to offer convenient morning, afternoon, and evening appointments at all of our locations," said Humphrey.

PPWNM also relies on donations to fund its services, "We are so grateful to our committed donors, and we encourage all supporters of family planning and preventive health care to consider a gift to PPWNM at this critical time," Humphrey said.

Plan First! Helps Fill the Gap

While PPWNM's recent funding cut (see article above) means more clients are having to pay more for their services, there is a program that can help. Qualified clients can sign up for free family planning services, including birth control and annual exams, through a statewide program called Plan First!

To qualify, a client must:

- Be age 19–44, and a Michigan resident
- Have an income at or below 185 percent of the federal poverty level (the poverty level is \$10,830 for an

individual, \$22,050 for a family of four)

- Have no other form of family planning health coverage
- Provide picture identification and proof of citizenship

PPWNM clinicians are experienced at taking clients through the application process so if you think you may qualify, ask your clinician for more information about Plan First! If you know someone who may be in need of a program like Plan First! let them know they can learn more at any PPWNM health center.

Show Your Love – Be Prepared!

February is the month for love, with Valentine's Day and the cold weather making for lots of opportunities to snuggle up and get cozy with the one you love. It's the perfect time to celebrate the condom with National Condom Month.

PPWNM reminds clients, supporters, and members of the community at large, that people can receive three FREE condoms every day at any PPWNM location, simply by walking in and asking! PPWNM makes this commitment year-round because condoms are essential to the practice of healthier, safer sex.

Condoms can:

- Prevent disease by reducing the risk of contracting sexually transmitted infections (STIs) that are spread through bodily fluids.
- Prevent pregnancy — they are up to 98 percent effective when used correctly and consistently.
- Enhance your experience — try applying the condom as part of foreplay. Many couples report being more relaxed during sex when they don't have to worry about STIs or unplanned pregnancy.
- **SAVE YOUR LIFE!** Condoms can be highly effective in preventing the spread of HIV, the virus that causes AIDS.

Thanks Dr. Quinn!

PPWNM recognizes Dr. Julie Quinn for sixteen-plus years of dedicated service to Planned Parenthood in Traverse City. As volunteer MD, Dr. Quinn has inserted more than 600 IUDs in that time, providing each woman with a seven-to-10 year method of contraception.

"Julie has a great legacy of service with us," said PPWNM North Regional Services Manager Karen Griggs. "We love seeing her every month and it's fun to share with everyone how many people she has seen over the years. What a difference she has made in people's lives."

Dr. Quinn also hosts the annual "Donor Appreciation Reception" in Traverse City at the home she shares with David Wright (read more on page five). The theme for the December 2009 event was "Strength Over Time." Thanks Dr. Quinn for making Planned Parenthood stronger over the years, and for strengthening women's health through the power of family planning!



Help for Parents: How to Talk to Your Kids About Sex (and Just About Anything Else)

A new study published in *Pediatrics* found that more than 40 percent of teens had had sex before their parents talked to them about topics like safe sex, birth control, and sexually transmitted infections. Many parents simply do not know when, or how, to approach this crucial health topic with their children.

Children begin to question and explore issues of human sexuality and gender almost from birth. PPWNM is here to help parents learn how to start, and continue, the conversation about human sexuality with their children at all stages of development.

Parents should not be fooled into thinking their influence will not matter. When it comes to sexuality, studies show parents can have a profound influence on their children's beliefs and choices. According to one such study: "Youth were much less likely to have initiated sexual intercourse if their parents taught them to say no, set clear rules, talked about what is right and wrong and about delaying sexual activity. If youth were sexually active, they were more likely to use protection if taught at home about birth control and sexually transmitted infections. Our conclusion is that parents have the opportunity and ability to influence their children's sexual behavior decisions." (Aspy et al., 2007)

Now parents have a place to turn for advice, before their kids turn to them! PPWNM's Education department has put together a handy and easy-to-use packet of tools, tips, games, and other materials to help open and nurture the lines of parent/child communication and help parents/guardians become sources of support as their children develop into sexually healthy adults. The new *Parent Toolkit* will make those "tough conversations" truly meaningful and maybe even fun!

The *Parent Toolkit* can help parents/guardians brush up on their own knowledge about sexuality, improve communication with their children or teens in general, increase both parties' comfort level with sexuality issues, and prepare parents to deal with sensitive questions. Order yours today!

The *Parent Toolkit* is available only from PPWNM!

Topics include:

- How to Talk to Your Children About Sex
- What Children Need to Know About Human Sexuality and When
- Sex and Technology
- What Teens Want Parents to Know and Do

The kit also includes games designed to encourage parent/child communication in a fun way.

The *Parent Toolkit* is available for just \$5 by calling PPWNM headquarters or health centers.

Kits will also be provided free of charge to families who participate in PPWNM's Safer Choices Project, and other select education programs.



Parent Toolkits are here!

Online:

Visit the "For Parents" section of our website, ppwnm.org, to find additional resources for talking with kids and teens about sex, including *There's No Place Like Home ... for Sex Education*. This comprehensive guide offers information and advice for nearly every situation — from responding appropriately to your pre-schooler playing "doctor" to finding out your teenager is gay. There are English, American Indian, and Spanish versions available, which you can download for free.

Abstinence-Only Education Sited for Rise in Teen Pregnancies

For the first time in more than a decade, the nation's teen pregnancy rate rose three percent in 2006, reflecting increases in teen birth and abortion rates of four percent and one percent, respectively.

These new data from the Guttmacher Institute are especially noteworthy because they provide the first documentation of what experts have suspected for several years based on trends in teens' contraceptive use: that the overall teen pregnancy rate would increase in the mid-2000s following steep declines in the 1990s and a subsequent plateau in the early 2000s.

The significant drop in teen pregnancy rates in the 1990s was overwhelmingly the result of more and better use of contraceptives among sexually active teens. This decline started to stall out in the early 2000s, at the same time that sex education programs aimed exclusively at promoting abstinence — and prohibited by law from discussing the benefits of contraception — became increasingly widespread and teens' use of contraceptives declined.

The teen pregnancy rate declined 41 percent between its peak, in 1990 (117 pregnancies per 1,000 women aged 15–19), and 2005 (70 per 1,000). In 2006 there were 72 pregnancies per 1,000 women aged 15–19. Put another way, about seven percent of teen girls became pregnant in 2006. Just as the long-term declines in teen pregnancy occurred among all racial and ethnic groups through 2005, the reversal in 2006 also involved all demographic groups.

But there is hope! The federal government has allocated \$100 million in the FY2010 budget for evidence-based teen pregnancy prevention programs, like PPWNM's Safer Choices Project, while spending on abstinence-only programming has been slashed.

The Safer Choices Project presents teens with the facts in a relaxed and fun atmosphere where they can ask questions, meet other teens, and even earn a gift card for participating! You can learn more by visiting ppwnm.org, or by calling 616.774.7005.

The Planned Parenthood Promise

*Creating hope for humanity:
The power to dream,
to make choices, and to live
in peace with the planet.*

2010 Action Plan

Planned Parenthood Affiliates of Michigan (PPAM) has released its advocacy goals and initiatives for 2010. Over the next year PPAM will work with PPWNM and other Planned Parenthood affiliates in Michigan to implement targeted, strategic, and layered organizing campaigns in order to have a positive impact on policies that affect access to reproductive health care, information, and services in Michigan. Work will focus on three primary areas: the Prevention First campaign, A Better Michigan Future campaign and a Get out the Vote campaign.

The Prevention First campaign seeks to implement common sense policies that increase access to reproductive health care information and services at the local, state, and national levels. PPAM's package of prevention bills seeks to increase access to family planning services, birth control and emergency contraception, comprehensive sex education, and other reproductive health care services. The goal of the campaign is to pass at least one piece of the package through both chambers of the Michigan Legislature.

A Better Michigan Future seeks to reform Michigan's government, fix Michigan's structural deficit, increase the state's ability to adequately fund essential functions and services, and invest in Michigan's future. PPAM will work with the A Better Michigan Future campaign coalition, and will focus on highlighting the importance of the state's ability to adequately fund critical services like community health, including family planning services.

Finally, the strong Get Out the Vote campaign will kick off in September and run through the November election. The campaign will provide information to young, underrepresented, and socially responsible voters about their voting rights, ways to access information about their individual voting information, and the importance of voting in order to increase the vote share of targeted populations.

Each of these three campaigns will utilize a volunteer activist base of teens, college students, young professionals, health center clients, affiliate board members, staff, donors, volunteers, and community supporters to contact, identify, educate, and mobilize other supporters. Primary geographic target areas are Canton, Kalamazoo, Muskegon, and Saginaw.

Look for more information about events and activities coming up in our newsletters, on our website, and in e-mails from the Planned Parenthood Action Network (PPAN) over the coming months. If you would like to learn more about joining PPAN, log on to ppaction.org/mppan

MLK Day Project

Planned Parenthoods across Michigan collected feminine hygiene products during the month of January to donate to local domestic crisis shelters. The collection drive was organized by Planned Parenthood Affiliates of Michigan (PPAM) and carried out at local Planned Parenthood health centers across the state.

The MLK Project was started as a way to honor Dr. Martin Luther King Jr.'s legacy of non-violence, helping those in need, and giving back to our communities. The drive took place in January to recognize Dr. King's birthday and national holiday. Feminine hygiene products were collected because of Planned Parenthood's status as a reproductive health care provider, and also because people do not often think to donate these types of items.

PPAM held a similar drive in 2009, but 2010 was the first year PPWNM took part in the project. PPWNM had a great response from employees, supporters, community members, and the media. News articles, event listings, local TV news segments, and letters to the editor across the state raised awareness of, and interest in, the drive.

PPWNM collected hundreds of items; practically anything a woman needs to feel clean and cared for as she seeks refuge from a dangerous domestic situation. One shelter sent a hand-written thank you note to PPWNM that read in part, "Your support of our important work helps us to help those in crisis. May your kindness find its way back to you!"

Many thanks to all of those who helped make this year's collection campaign a success, and we look forward to an even bigger campaign in 2011!



Some of the items collected as part of the MLK Day Project

The Hearty Come to Party *with PPWNM!*

"Unfortunately, we probably could not have picked three worse days of the year," said VP of Resource Development Jim Norton, reflecting on the "Donor Appreciation Receptions" held December 10, 11, and 12 in Grand Rapids, Petoskey, and Traverse City respectively.

A blizzard struck West and Northern Michigan during this time; but PPWNM supporters are a hearty lot, and many still braved bitter-to-treacherous conditions to enjoy a little holiday cheer with their like-minded peers.

Nearly 100 supporters joined hosts Win and Kyle Irwin, and Meg Goebel, at the University Club in Grand Rapids. The following night, around 40 kindred spirits braved the wintery conditions to enjoy friends, food, and great conversation at

the home of Sandy and Ned McClurg near Petoskey. Rounding out the trifecta was the Traverse City event at the home of Dr. Julie Quinn and David Wright, where area donors seemed immune to the weather, attending in greater numbers than anticipated, with around 60 guests.

"We know we want to continue to offer some kind of thank you event for our supporters; but in the future, we may look at some changes, including possibly the time of year," said Norton.



Mark Your Calendar

"Healthy Families" 2010 Fundraising Events

Grand Rapids
May 13

Marquette
May 7

Petoskey
TBA

Traverse City
September 21

Supporter Spotlight: Harvey Lemmen



Harvey Lemmen grew up in Ionia with his parents and an older brother. Back in the 1920s when Harvey was born, small families were a bit of an anomaly. Financial struggles and fears of passing on a disabling genetic condition forced his parents to limit their family.

Abortion was illegal, and dispensing even *information* about birth control was a crime; so Harvey's parents had to make sacrifices and tough decisions to maintain their two-child status.

"Family planning is not a modern development. People may not have talked about it, but families have been dealing with these issues throughout time," said Harvey.

As Harvey grew, his parents stressed the importance of education — his father served on the local school board. Harvey graduated valedictorian from Ionia High School and attended the University of Michigan on scholarship, earning his MBA. To this day he is a voracious reader. The value he places on education goes hand-in-hand with the value Harvey places on Planned Parenthood.

"Many do not realize Planned Parenthood's role in educating people about one of the most important topics of all; and one that a lot of people don't feel comfortable talking about," Harvey said. "People need someone to give them the real 'facts of life' so they can make informed and healthy choices for themselves."

Harvey returned to West Michigan after college and

began his 38-year career with Meijer Corporation as office manager in Greenville. As Meijer flourished, so did Harvey's career; he would eventually become the grocer's president and COO.

"Fred Meijer inspired me in so many ways over the years. Not only his command of the family business, but his desire to share his good fortune with others and with his community," said Harvey.

Harvey was honored in 2008 when Spectrum Health named its Lemmen-Holton Cancer Pavilion for him and another former Meijer president, according to the wishes of lead donors Fred and Lena Meijer. "It was important to me to know that the cancer center helped people who couldn't afford treatment," Harvey said. "That sentiment extends to my support of Planned Parenthood as well."

Planned Parenthood is just one of many organizations the long-time philanthropist supports; others include the Red Cross, Grand Rapids Community Foundation, GVSU, University of Michigan, and United Way. "It isn't about pride or wanting to be recognized, it's about getting others to follow your lead."

A loyal Planned Parenthood supporter for decades, Harvey has taken the organization's concept of "planning" to another level by establishing a charitable gift annuity, "The problems aren't going away, and I want to make sure my support for this wonderful organization continues, even after I'm gone."

For more information about charitable gift annuities and other forms of planned giving, contact our Development Office at 616.774.7005.

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This publication is meant to provide updates about PPWNM and information to aid supporters in furthering the cause of reproductive rights 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. Please consider making a gift to PPWNM that will help offset the costs of providing this information, as well as our other services.

Health Care
for the body



Education
for the mind



Advocacy
for the spirit



A note from the BOARD...

Thank YOU for your support as PPWNM achieved the following successes in 2009!

- Received four-year "Fully Accredited" rating from the Planned Parenthood Federation of America (PPFA), and successful accreditation review from the Michigan Department of Community Health (MDCH).
- Relocated Big Rapids Center to 110 Sanborn Ave.
- Began Safer Choices Project, a teen pregnancy prevention initiative sponsored by the MDCH.
- Held "Healthy Families" fundraising events, and "Donor Appreciation Receptions" in Grand Rapids, Marquette, Petoskey, and Traverse City; the first year that both events have been held in each of PPWNM's major markets.
- Participated in nationwide GYT (Get Yourself Tested) campaign; a partnership of MTV, the Kaiser Foundation, and PPFA and its affiliates.

Serving West and
Northern Michigan

- **Administrative Headquarters:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.774.7005
- **Big Rapids Center:** 110 Sanborn Ave., Suite B, Big Rapids, MI 49307, 231.796.8612
- **Cherry St. Center (Irwin/Martin):** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.314.459.01
- **Evenson Center:** 3641 Byron Center Ave. SW, Wyoming, MI 49519, 616.531.3070
- **Ionia Center:** 175 E. Adams St., Ionia, MI 48846, 616.527.3340
- **Marquette Center:** 1219 N. Third St., Marquette, MI 49855, 906.225.5070
- **COMING SOON! Muskegon Center:** 209 E. Apple Ave., Muskegon, MI 49442
- **Petoskey Center:** 1003 Spring St., Petoskey, MI 49770, 231.347.9692
- **Traverse City Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844

For more information log on to ppwnm.org

