



A personal message from Cheryl Rollings

CEO Announces Retirement after 25 Years of Service



A number of years ago I developed a “Grand Plan” for the next phase of my life and it is now time for me to move forward and implement it. As such, in November 2013 I notified our Board of Directors and staff of my intent to retire as President/CEO of PPSBVSL in November 2014.

Passion for the Mission Fuels Commitment

When I reflect on my life, it’s hard to believe it’s been 36 years since I first started working for Planned Parenthood. Where did the years go? (Or, as that wise man Dr. Seuss once said, “How did it get so late so soon?”) I feel blessed to have had the opportunity to spend most of my adult life working for an organization whose mission I am so deeply passionate about. That in itself would have made my life and career path extraordinarily fulfilling. However, by the time I retire I will also have had the honor and privilege of being PPSBVSL’s President/CEO for over a quarter of a century. During that time, I have had the opportunity to work with extraordinary people who share my passion for our mission – inspirational and wonderfully supportive Board members, talented and hardworking staff and dedicated supporters and friends of Planned Parenthood. It really doesn’t get any better than that!

Life After Planned Parenthood

I love PPSBVSL and what we do every day – serving women and families, educating and advocating – and, I’ll admit to some mixed emotions as I prepare to move on to my next life adventure. That said, I am looking forward to a life with less stress, more sleep and am especially excited about having the time to travel to distant oceans to indulge my passion for scuba diving and underwater photography.

After some down time, I also look forward to giving back to my community through volunteer work.

Transition

I am committed to doing all I can to assure a smooth and effective leadership transition and will work with the Board to that end. In the meantime, there is still much to be done to ensure that women, men and teens have access to PPSBVSL’s services. I will continue to give 110% to those efforts right up until the time I close the door to my office for the last time.

Looking Forward

When Cheryl notified the Board of her plans to retire, the Board began to implement the “CEO Planned Departure Succession Plan.” A Search Committee composed of Board members is overseeing the implementation of the plan which includes hiring a firm to conduct a national search. Please join us on October 17 to say “thank you” to Cheryl.

CEO Honored for Her Work

Assemblymember Das Williams selected Cheryl Rollings, president and chief executive officer of Planned Parenthood, Santa Barbara, Ventura and San Luis Obispo Counties, Inc., to be the 37th Assembly District 2014 Woman of the Year.

“Ms. Rollings epitomizes everything about being a strong woman,” said Williams, D-Santa Barbara. “She’s a leader in fighting for basic family planning services. Many women and families have benefited from her passion and advocacy, and before health care reform, her clinics were the only way for many women to access birth control.”

A Half-Century of Community Care

It all started in 1963 when a group of visionary and well-connected women in Santa Barbara decided that the small Women's Advisory Clinic, which fitted postpartum women with diaphragms at the Visiting Nurses Association, should explore becoming an affiliate of Planned Parenthood.

Katharine Gray, Dot Smith, Alice Schott, Kathryn Dexter McCormick and others met with Medora Bass in her home (Casa Del Herro) to build a board and advisory council.

On May 21, 1964, they incorporated what was eventually to become Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties, Inc.

From Grass Roots to State of the Art



Our first clinic on De La Guerra St.

Our first clinic was in a little office we shared with the Citizen's Planning Association on East De La Guerra Street. We were open eight hours a week and served 100 women in our first year.

Five decades later we've grown to five health centers and two satellite locations in a network that stretches from San Luis Obispo to Thousand Oaks. We now provide medical services to over 38,000 women, men and teens each year.

The Impact of "The Pill"

When we first opened our doors, the birth control pill had only been available for a few years – and it was still controversial. In fact, it was still illegal in eight states.

Our founders clearly had an idea of the dramatic impact the pill would ultimately have on women's lives by enabling them to control the number and spacing of their children. Within a year of our clinic's opening, 90% of our patients had chosen the pill as their method of birth control.

Pickets and Bullets and Bombs

For the first 10 years of our existence, abortion was illegal. That all changed with *Roe v. Wade* in 1973. Our Board recognized that women in the tri-counties needed

access to safe and legal abortion. In 1979, we added this important service to the long list of services we provide.

During the decades since then, we've been subjected to harassment, aggressive and abusive picketing, bullets through our windows, a bomb thrown through the door of our Ventura Health Center and arson of our Santa Maria and San Luis Obispo Health Centers. Through it all, our staff and Board have refused to be intimidated and continue to offer safe and caring abortion services in all of our health centers.

Commitment to Education

In 1964, our part-time executive director provided a total of three education sessions to the community. Today, our educators are reaching over 32,000 people each year. They are in schools and prisons, working with youth groups, training teachers and parents and going door-to-door in the community. In the last 50 years, our educators have provided 1,216,000 women, men and teens with the tools and information they need to make the best decisions about their lives and health.

The Fight for Access Continues

Unfortunately, the one thing that hasn't changed over the past 50 years is the reality that our ability to provide these essential medical and education services is entirely dependant on who is elected to political offices – from city councils and school boards all the way up to the President of the United States. Fifty years later, we're *still* fighting for access to birth control and safe and legal abortion.

Courageous Decisions Still Changing Lives

We hope our founders, Katharine, Dot, Medora, Alice and the others would be very proud of what has been accomplished over the past 50 years. They will never know – nor will we – how many individuals and families our Planned Parenthood has touched, how many diplomas were earned, how many careers were developed and how many children were born into and raised by loving families. And, how opening that tiny clinic on De La Guerra Street 50 years ago ultimately helped untold numbers of people realize their dreams.





The fifth annual GYT (Get Yourself Tested) campaign is almost here!

Every April, Planned Parenthood collaborates with MTV, the Kaiser Family Foundation and the Centers for Disease Control and Prevention (CDC) to promote regular testing for sexually transmitted infections (STIs) and to provide youth with the information, education and services they need to take control of their sexual and reproductive health. This year, the American College Health Association and the National Coalition of STD Directors join as national partners.

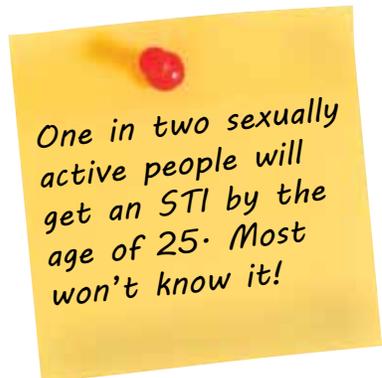
Last year's CDC numbers on STIs reinforce the importance of our GYT efforts. According to the report:

- ✓ there are now an estimated 20 million new STIs per year, an increase from the CDC's previous estimate of 19 million per year;
- ✓ there are more than 110 million total cases of STIs in the US population; and
- ✓ half of all new STIs in this country occur among youth ages 15-24, even though that age group represents only 25% of the sexually active population.

PPSBVSLO educators and public affairs staff will be ramping up efforts to educate young people in our communities about STIs; to reduce the stigma around testing; to promote healthy communication with partners and health care providers about the importance of preventing STIs; and to encourage testing and treatment so people know their status.

Want to know more?

Remember, the most common STI symptom is no symptom, and the only way to know your status is to get tested. Low- or no-cost testing is available at all five of our health centers. We hope you will encourage your friends and family to call 888-898-3806 to make an appointment to get tested.



Save the Date

**Celebrating 50 Years of Caring
and
Cheryl's Retirement**

Cocktails at Sunset
Friday, October 17, 2014

Fess Parker's Doubletree Resort
Santa Barbara

Good for you. Good for PPSBVSLO



We're a strong and healthy organization because of supporters like you!

Safe, secure online donations: Your gift to PPSBVSLO is protected by VeriSign. Enjoy secure credit card convenience when you visit www.ppsbvslo.org and click the "Donate" link at the top of the page.

Pledge your monthly support: A small amount each month makes an important difference each year. Call **Lindsay** at 805.722.1522 to start your gift.

Remember PPSBVSLO in your will: "Tomorrow's dollars" are just as important as "today dollars." Adding a charitable bequest to your existing will takes just a quick phone call to your legal or estate advisor. Or, call **Sherry Madsen**, VP Development at 805.722.1516.

Volunteer: PPSBVSLO offers a variety of volunteer opportunities. Call **Ruth** at 805.722.1507 to find the one that's right for you.

Interested in helping at a **Choice Affairs** event? Call **Meggan** at 805.722.1524.



Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties, Inc.

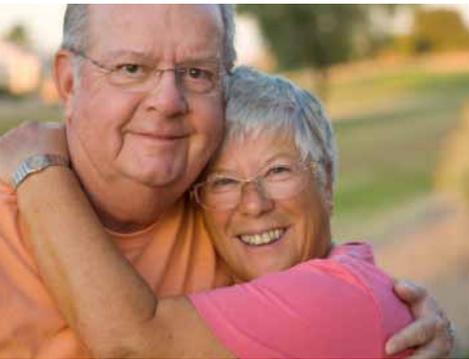
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What will your legacy say about you?

A bequest could be the most important charitable gift you make.



Your will affirms, honors and protects what matters most in your life – your loved ones, your principles and your values.

Through your will, you can help ensure that the benefits of family planning,

reproductive choice and affordable, comprehensive health care for all will continue for generations to come. Including Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties in your will is one of the most meaningful and generous gifts you can make.

Why include Planned Parenthood in your will?

Planned Parenthood is the world's oldest, largest and most trusted voluntary family planning organization. For fifty years, Planned Parenthood of Santa Barbara, Ventura and San Luis Obispo Counties has provided reproductive health care, education and community programs that advance and safeguard reproductive rights.

The generosity of friends is essential to the future of family planning services. We rely on, and are deeply grateful for, the extraordinary dedication of the women and men who provide a future gift for Planned Parenthood.

We would be pleased to honor your legacy gift by inviting you to join our Legacy Leader group. Each year, we recognize our Legacy Leaders at a luncheon to celebrate their commitment to future generations.

How do I include Planned Parenthood in my will or estate plans?

There are many ways in which to include Planned Parenthood in your estate plans – a specific bequest, a residuary bequest, a life insurance policy or charitable gift annuity or trust. For more information, please contact Sherry Madsen, Vice President Development, at 805.722.1516.

Toxic Chemicals

Invisible, but Wreaking Havoc

Chemicals, many toxic, are everywhere. A pesticide-sprayed apple or lead-containing lipstick can expose you to toxins that can lead to health issues, including hormone disruption, reproductive problems, birth defects, or cancer. Pregnant women and children are particularly vulnerable. Planned Parenthood, through the Green Choices initiative, is committed to helping you make choices for better health.

Tips to Reduce Toxic Chemical Exposure

- ☞ Skip Bisphenol A (BPA)-lined **canned foods**. Choose fresh or frozen foods, or those in Tetra Pak or glass containers.
- ☞ Wash, scrub and peel **produce**. Buy organic when possible.
- ☞ Choose smaller **fish**, eat smaller portions, trim fat, and broil, bake or grill it.
- ☞ Keep food/ drink in glass, ceramic, or metal containers. Use BPA- and polyvinyl (PVC)- free **plastics**. Use **lead-free** dishes.
- ☞ Choose fewer and safer **personal care products**. Avoid those with fragrance (phthalates) and mercury (thimerosal).
- ☞ Learn to make your own safer **cleaning products**.
- ☞ If you **smoke**, quit or cut back. Prohibit smoking in your home, and spend more time in smoke-free areas.



Want to learn and do more?

Advocate for access to safer options, and join us at these events:

- ☞ **San Luis Obispo Earth Day Festival:** 10:00 am to 5:00 pm on April 27th at El Chorro Regional Park.
- ☞ **Santa Barbara Earth Day Festival:** 11:00 am to 7:00 pm on April 26th & 11:00 am to 6:00 pm on April 27th at Alameda Park.
- ☞ **Ventura Earth Day EcoFest:** 10:00 am to 5:00 pm on April 26th at Promenade Park/Surfers' Point.