

NEWS SOURCE

2011 / Fall
Winter

 **Planned Parenthood**[®]
of Northern New England

www.ppnne.org



Introducing a fresh, NEW LOOK

In 2010, we hired Burlington design powerhouse Jager Di Paola Kemp (www.jdk.com) to help re-brand our organization to better reach our patients and reflect the professionalism of our staff. JDK developed detailed plans to revolutionize everything from architecture and signage to equipment and artwork to convey the nerdy, confident, and intrepid nature

of PPNNE and its next generation of patients. Once the work was completed, we wanted an equally bold ad campaign to launch our fresh, new look. The answer was here in Burlington; Spike Advertising (www.spikeadvertising.com) proved to be a perfect match. In our first conversation, it became clear they understood PPNNE and had the ability to develop eye-catching messaging that would resonate with young people.

Spike developed the smart “We’re your…” campaign you may have seen around town.

A little bit cheeky and irreverent, it mirrors what our research tells us: Young people are looking for reproductive health care that includes convenience, honest and reliable answers, and a dash of humor. This ad campaign, adapted for traditional and digital media, has run in Portland and Burlington. Spotted on public buses, web pages, Facebook, and local newspapers, “We’re your…” has raised our visibility more than any campaign in recent history. [P](#)



..and new swag

With our new look came new giveaways! Based on the new “We’re your…” campaign, our fun collection of magnets, sticky notes, pens, and lip balm has been a huge hit among supporters. Show your PPNNE pride by picking up an item or two at our next event. [P](#)



NEW OPENINGS & NEW ENVIRONMENTS in Burlington and Portland

Last year when we hired JDK to rebrand the organization, it quickly became clear the health center environment was the place where the greatest impact could be made. The atmosphere in our facilities is inextricably linked to how our patients feel, and we wanted a space that reflected our organization. Great care deserves a great facility!

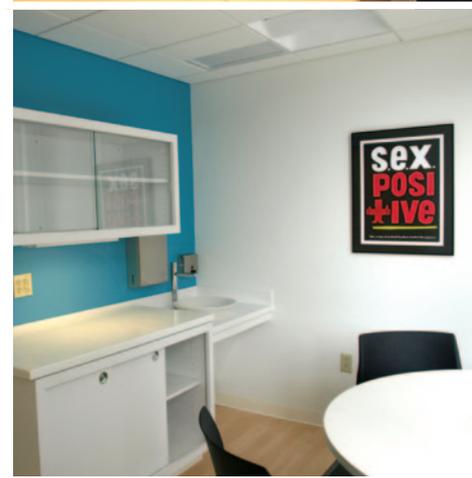
JDK began developing environment designs that reflected the needs and wants of our

patients. With staff input, they examined everything from our messaging to the interior architecture and medical equipment. We looked at work flow, privacy, light, artwork, furniture, etc. From exam tables to doorknobs, we were meticulous in evaluating all aspects of the patient experience. We wanted transformational facilities that made bold and highly visible statements in our communities – facilities that are bright spots in sexual health care, unapologetic and

welcoming, as well as being committed to green health care and modern practices.

Morris Switzer, a renowned medical architecture firm, executed these plans and our first “new” health center opened in Portland in September. It not only features a state-of-the-art reproductive health care facility, but it also houses the Maine administrative offices and a gorgeous gallery. In Vermont, the relocated Burlington Health Center opened its doors in late November. The spaces have convenient downtown locations, yet still offer privacy for our patients. The Williston Health Center, which is currently seeing patients in Burlington, is scheduled to re-open in early January in a new space.

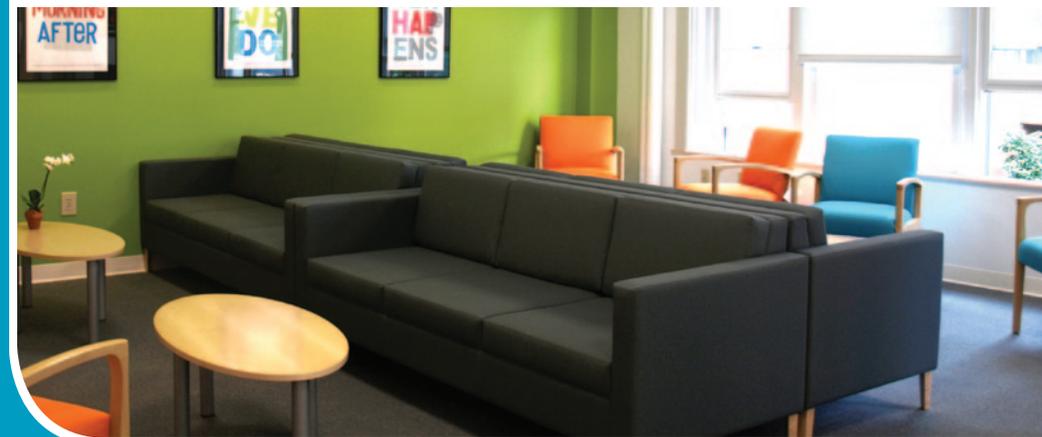
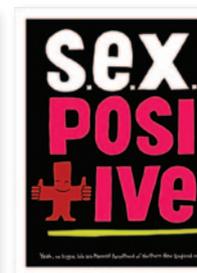
These new health centers are easily accessible for patients and close to public transportation. They are airy and bright, and tremendous care was taken in ensuring the building materials and practices were environmentally sound. Initial reaction has been overwhelmingly positive. Let us know if you’d like a tour! [P](#)



NEW ART for our walls

During our fruitful rebranding collaboration with JDK, we identified the need for health center artwork that would speak to our patients. We wanted the art to be bold, a bit cheeky, and sex positive. The lovely Allison Ross of JDK delivered! After seeking staff input about what sentiments they thought would resonate with our patients and combining this with insights gleaned from recent focus group research, a series of beautiful designs and slogans emerged.

Allison created five posters that will be featured within a few months at all our health centers. They are three-color screen prints printed on archival paper and are 19" x 25". All the prints are produced by master printer Matthew Mayer and the crew at the Iskra Print Collective in Burlington. [P](#)



LEGISLATIVE UPDATES from our states

VERMONT

When President Obama signed the Affordable Care Act, there was a groundbreaking provision included that allows states to expand Medicaid eligibility for family planning services without having to go through the cumbersome process of obtaining a federal waiver. In Vermont, the Shumlin Administration has been working to apply for and implement this critical expansion.

We continue to follow the Green Mountain Care Board, and to monitor and participate in the planning and implementation of health care reform to ensure women and families have access to reproductive health care services. As we prepare for the next legislative session in January, we are strengthening our coalition relationships, growing our legislative internship program, and finalizing an aggressive legislative agenda.

MAINE

While the Legislature is in recess, we have continued to work on ensuring women's health care is affordable and accessible. The Affordable Care Act has given us plenty to work with, despite the current political climate. The Legislature convened a committee to develop the health insurance exchange, which will be the mechanism by which small businesses and individuals will buy their health insurance beginning in 2014.

This committee then decided it would like the exchange to be part of the government, so it is accountable to the Governor and the Legislature. It will be open with few restrictions, so that all plans will be welcome. It will follow federal law to have different levels of plans: bronze, silver, gold, and platinum. The costs and benefits will be similar in each category.

NEW HAMPSHIRE

The 2011 legislative session offered setbacks for reproductive and sexual health care, including New Hampshire's first abortion restriction since *Roe v. Wade* and deep funding cuts.

Republican leadership in the House and Senate advanced parental notification. Gov. Lynch provided a crucial voice for protecting teen health and safety by vetoing this legislation, but it was overridden. Beginning January 1, 2012, pregnant teens in New Hampshire will be subject to parental notification laws.

The 2012-2013 state budget reduced funding for family planning by nearly 60% and completely eliminated HIV/STD prevention programs. These drastic reductions were significantly disproportionate to the cuts taken by other health programs.

When the Legislature recessed at the beginning of the summer, PPNNE's challenges were not over. In late June, a majority of the Executive Council unexpectedly voted to reject a routine \$1.4 million contract renewal for PPNNE's state and federal family planning funds. Their actions

were part of the national strategy to dismantle Planned Parenthood by barring our health centers from participating in public health programs.

Throughout the summer and into the fall, we engaged our communities, patients, and supporters to highlight the critical role of PPNNE's preventive health services. The message was delivered to the executive councilors and to state and federal officials through multiple media. After months of community organizing, the U.S. Department of Health and Human Services redeployed the federal funds directly to PPNNE, which ensured services were not disrupted. We applaud the leadership of Senator Shaheen and health officials in the Obama Administration for protecting women's health care in New Hampshire!

As we approach the 2012 legislative session, there are more than ten bills filed that could jeopardize access to reproductive health care or abortion, including a redux of legislation which would completely defund PPNNE's health care services. We know our ability to defeat these extreme policies depends largely on our ability to raise our voices and let our elected officials know PPNNE supporters are watching their statements and actions on critical women's health issues. We hope we can count on you to help us endure the challenges ahead in the next legislative year.

May it be a happy new year for your health and your choices. 

VOLUNTEER update

The numbers are in, and we are excited to report that over the course of 2011, we have seen a 10% increase in volunteer hours! Volunteers have been greeting patients on days when we face high levels of protest activity, supporting staff in our health centers, and interning or volunteering with various administrative departments across all three states. Our volunteers avidly supported our work in New Hampshire this past summer, calling and mailing their executive councilors, writing letters to the editor, and attending numerous phone banks and rallies. PPNNE is lucky to work with incredibly involved volunteers and the significant boost in volunteer hours confirms our volunteers and interns are engaging with us now more than ever.

This fall, we are thrilled to launch a new volunteer position in our Portland Health Center. One of our current volunteers will work with staff in the health center recovery room, supporting our patients after their abortion procedures. It's amazing to see how dedicated our volunteers and interns are to creating a caring and nurturing environment for our patients. We are appreciative and excited to continue finding innovative ways for volunteers to stand with PPNNE! 

Interested in volunteering?

Fill out our application on www.ppnne.org, send an email to volunteer@ppnne.org, or call Erika at (802) 448-9726.

LIZZ WINSTEAD is here for us

As part of her powerful and hilarious “Planned Parenthood, I Am Here for You!” tour, political satirist Lizz Winstead made stops in Burlington, Vermont, and

Manchester, New Hampshire, in October to benefit PPNNE and the PPNNE Action Fund, respectively. Winstead, known for her smart, biting humor, is the co-creator of *The Daily*



Show, co-founder of Air America Radio, and a fierce ally of Planned Parenthood.

“Women’s health has become the number one focus of the radical right – even worse, it has been reduced to a bargaining chip,” said Winstead. “I say enough is enough, and so should anyone who has relied on Planned Parenthood for basic health care, or knows someone who has. Planned Parenthood has been there for me in every facet of my reproductive health, and now I want to be there for them.”

Here’s just one example of what hundreds of PPNNE supporters heard during Winstead’s shows: “If creating jobs is the number one priority for politicians in this country, why are they so focused on my uterus? My uterus doesn’t create jobs, in fact it no longer even does the one it’s supposed to,” quipped Winstead.

Vermont Governor Peter Shumlin showed his support with opening remarks expressing his administration’s plan to continue to advocate for women’s reproductive health. [P](#)

FINAL WISHES include PPNNE support

A few months ago, we heard from a PPNNE friend who wanted to tell us he had completed his will. After providing for his wife, he planned to leave a generous bequest to be used in support of PPNNE programs and services in Maine, including abortion care.

“I’m just an ordinary person who wants to do good things,” he said. “I love the state

of Maine and I love the people of Maine. I want to help support a cause that won’t let anyone else diminish our rights. When I leave this world, I hope that I have contributed something to it. I am also encouraging my designated representative to make every effort to secure the most money for my worldly possessions when they are sold, because I want to give your organization the

maximum amount possible so that you may continue with your good work. I want my life to have stood for something.”

We are so grateful for this gentleman’s generosity and passionate support of the values we share. You, too, can make a difference by including Planned Parenthood of Northern New England in your will or other estate plans. [P](#)

PLANNED giving

“It takes a noble person to plant a seed for a tree that will one day provide shade to people he may never meet.”

– Dr. David E. Trueblood

You can support and sustain the work you care about through a lasting legacy gift.

History shows Planned Parenthood of Northern New England makes a difference by:

- Helping adolescents transition into adulthood
- Fostering healthy sexual decisions and relationships
- Being a loud and proud voice for women’s health care
- Championing a world where people can make choices without shame and fear

You have helped fulfill this mission. Now we ask you to become part of our future and sustain these promises for the next generations. There are many ways to help, and some are as simple as naming PPNNE in your will or as the beneficiary of a retirement plan.

For more information, contact Ellen Gitomer, Associate VP of Development, at [1-800-622-4122](tel:1-800-622-4122) or ellen.gitomer@ppnne.org

TECHNOLOGY improves access to care

The Maine Department of Health released an online MaineCare screening and application program in mid-September. PPNNE jumped on the opportunity to bring this technology directly to our patients. We launched wireless access with iPads at all four Maine health centers in early October to make enrollment effortless for our patients.

Staff were trained on how to use the iPad and the online MaineCare Medicaid Enrollment Application site. Each health center has a point person on staff to serve as an in-house



expert on eligibility and the specifics of the application, and to serve as a resource for the patient once they leave the health center.

We also launched a similar enrollment initiative in Burlington, Vermont, in November 2010 (without the iPad) and are pleased to report a 10% increase in Medicaid patients in the past year.

We hope to exceed this increase throughout our health centers in Maine and continue to improve in Vermont and New Hampshire. [P](#)

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EVERY DAY WE SUPPORT WOMEN. Please help support us.

2011 has been quite a year! A year in which we've enjoyed some amazing triumphs – and faced relentless attacks from our opposition.

We defeated an outrageous attempt by the New Hampshire Executive Council to strip our Title X funds, mobilized our activists to win a policy change that requires most insurance companies to cover birth control without co-pays, and opened two new flagship health centers in Portland, Maine, and Burlington, Vermont. And yet, our opponents' attacks continue...

They want to **de-fund** our contraceptive, preventative, and life-saving cancer screening services, both nationally and locally.

They want to **deny** women insurance coverage for basic reproductive health care.

They want to pass legislation to **restrict** and deny a woman's right to choose.

They don't want reproductive health care covered by insurance, and they try to make it impossible for us to provide affordable services on a sliding fee scale. **Without Planned Parenthood, where would our patients go?**

In the past 11 months, we've seen all this and more from our opponents. And while they put their partisan, political gains before the health care needs of women, men, and teens, here at PPNNE we keep doing what we do best – ensuring everyone who comes through our doors is cared for.

Against great odds, and in the face of a tough economy, PPNNE is able to care for them all because of the generosity of supporters like you. In this year of unprecedented attacks, your support is invaluable. **That's why we're asking you to support this vital work before the end of this year.**

Please make your gift today. You can use the enclosed envelope or make your gift online at www.ppnne.org/donate. We promise to put your gift to work right away, helping the tens of thousands who rely on us here in Maine, New Hampshire, and Vermont. On behalf of our patients, staff, and trustees, we thank you for standing with us, and wish you a happy and healthy New Year. [P](#)

If you have any questions about making a gift to PPNNE, please contact Jennifer Dextradeur, Direct Response Manager, at **1-800-287-8188 ext. 9735** or jennifer.dextradeur@ppnne.org



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