

Planned Parenthood presents 44th Annual Dinner Celebration



Cecile Richards



Carol Leifer



Keith Fitzgerald

On Tuesday, February 23, 2010, Planned Parenthood presents its 44th Annual Dinner Celebration. Chaired by Sally Yanowitz and Michael Shelton, the event takes place at the Sarasota Municipal Auditorium (801 N. Tamiami Tr., Sarasota) at 5:30 pm.

The Annual Dinner – Planned Parenthood's largest fundraising event – celebrates our work on behalf of sexual health, women's reproductive rights and education/outreach throughout our service area. Planned Parenthood Federation of America President **Cecile Richards** returns to give an update on health care reform. Florida **State Representative Keith Fitzgerald** will be honored for his commitment to reproductive

health care and comprehensive sex education. Our keynote speaker is **Carol Leifer**, comedian, author and contestant on the upcoming season of "The Celebrity Apprentice," which is slated to air in March 2010.

Highlights will include our spectacular silent auction (preview the silent auction and bid early at www.myplannedparenthood.cmarket.com), dinner by Michael's on East, and the ever-popular *Condom Grab Bag*.

Carol Leifer is a writer, producer and actor whose career as a stand-up comedian started in the 1970s when she was in college. David Letterman discovered her performing in a comedy club in the

continued on page 3

IN THIS ISSUE:

Legislative Update	page 3	Calendar of Events	page 7
Tallahassee Lobby Day	page 5	County Updates	page 8
Volunteer Spotlight	page 6	Marketing and Outreach	page 12



Happy New Year 2010!

The start of this new decade, unfortunately, has been filled with tragic news. The devastating earthquake in Haiti is beyond comprehension. At home, we continue to suffer at the hands of the relentless anti-choice forces, from the collapse of American health care reform to the constant attacks on American women and their choices; from proposed Super Bowl ads to hospital beds in Tallahassee. And now, more bad news from the Guttmacher Institute, which released a disturbing but not surprising new study this week, announcing that the U.S. teen pregnancy rate rose 3% in 2006 – the first rise in more than 10 years.

Among the report findings:

- The teen birth rate rose four percent from 2005 to 2006.
- The teen abortion rate rose one percent from 2005 to 2006.
- Among black teens, the pregnancy rate declined by 45 percent (from 223.8 per 1,000 in 1990 to 122.7 in 2005), before increasing to 126.3 in 2006.
- Among Hispanic teens, the pregnancy rate decreased by 26 percent (from 169.7 per 1,000 in 1992 to 124.9 in 2005), before rising to 126.6 in 2006.
- Among non-Hispanic white teens, the pregnancy rate declined 50 percent (from 86.6 per 1,000 in 1990 to 43.3 per 1,000 in 2005), before increasing to 44.0 in 2006.

This new study supports what Planned Parenthood has known for years: that abstinence-only education for teenagers does not work. And, after many years of progress, we are witnessing a substantial increase in the number of teens who are getting pregnant and giving birth. In addition, we are facing a crisis in the alarming rate of sexually transmitted diseases and infections in our young people. It is unacceptable that one out of every two sexually active American young people has a sexually transmitted disease or infection by the age of 25. In this issue of Choice Notes, you will read that Florida Planned Parenthood affiliates are again urging our policymakers to make comprehensive age-appropriate sex education a priority for local communities and in the state legislature.

This study should serve as a wake-up call for anyone who still believes that teenagers aren't sexually active or that abstinence-only programs curb the rate of teen pregnancy. President Obama and members of Congress have pledged support for investing in medically accurate, age-appropriate sex education. It's time for our Florida lawmakers to do the same.

A handwritten signature in black ink, appearing to read "Barbara A. Zdravecky".

Barbara A. Zdravecky, President/CEO

1980s and she has since been a guest on “Late Night With David Letterman” more than 25 times, as well as numerous other shows and venues. She has written many television scripts for comedy shows including “The Larry Sanders Show,” “Saturday Night Live” and, most notably, “Seinfeld.” Leifer joined the “Seinfeld” writing staff during its fifth season and wrote six episodes for the show between then and its seventh season. She has been dubbed “the real Elaine,” having the character being

partially based on her. Her first book of humorous essays, titled “When You Lie About Your Age, the Terrorists Win,” was released in March 2009.

Tickets start at \$150 per person (sponsorships are still available). Proceeds benefit our reproductive health services and prevention education programs. For further information or reservations, call 941.365.3913, ext. 1124 or go to www.myplannedparenthood.org and click on “Special Events.”

Planned Parenthood Faces Uphill Fight – Again – in 2010 Florida Legislative Session *We Need Your Help!*

The five Planned Parenthood affiliates in Florida that comprise the Florida Association of Planned Parenthood Affiliates (FAPPA) are a team, especially when it comes to advocating for legislation to enhance access to reproductive health care and real sex education. United though we are, serious roadblocks stand in our way – in particular, an entrenched conservative leadership – as we try once again to pass two important pieces of legislation:

The Healthy Teens Act (HB 169; SB 1502):

The Healthy Teens Act, once again to be introduced by State Senator Ted Deutch of Delray Beach and State Representative Keith Fitzgerald of Sarasota, will help protect Florida's teens by requiring that public schools receiving state funding that are already teaching about pregnancy, HIV, etc. must provide a comprehensive, medically-accurate and age-appropriate curriculum, including information on contraception.

Many of Florida's schools teach an abstinence-only curriculum, meaning they are not allowed to teach teens about contraceptives or how to protect themselves from unintended pregnancy or

sexually-transmitted diseases, including HIV/AIDS. This must not continue.

Florida's teens urgently need real sex education:

- In Florida, AIDS-related illnesses are the 9th leading cause of death for teens.
- Florida has the 3rd highest AIDS case rate **in the country**.
- Florida has the 6th highest syphilis rate of any state.
- Florida has the 6th highest teen birth rate of any state.

The Prevention First Act (SB 652; H 517):

This prevention measure requires that health care practitioners provide compassionate care to rape survivors with information and access to emergency birth control (the morning-after pill).

Emergency birth control is simply a higher dose of the hormones found in regular birth control pills. It can be taken within 120 hours of unprotected sex and is 89% effective when taken within the first 72 hours. It is NOT the abortion pill (RU486/Mifepristone) and will not harm or terminate an existing pregnancy.

continued on page 4

This bill will also codify the right to access birth control by stating that contraception is not abortion and shall not be treated as such in law.

- 98% of sexually active women in the U.S. use contraceptives at some point during their lifetimes.
- Overall, 62% of the 62 million women ages 15-44 are currently using a contraceptive.
- The typical U.S. woman wants only two children. To achieve this goal, she must use contraceptives for roughly three decades of her life.

Finally, this bill will require pharmacies to

ensure that lawful prescriptions and over-the-counter contraceptives are dispensed to patients in-store, without discrimination or delay.

- Health-related decisions made by providers should be based on the welfare and health-care needs of the patient – not the biases or personal beliefs of caregivers, including pharmacists.
- Nearly 71% of American voters, including 73% of Catholic voters, believe that a pharmacist should NOT be allowed to refuse to fill a prescription based on moral or religious objections.

Become a lifetime partner for Family Planning

During this economically challenging time, we all continue to examine our finances, cash flow and priorities. As you consider your gifting and passion for the charities you support, we appreciate and value your commitment to the clients we serve.

If you find that you cannot support Planned Parenthood at the level you have in the past, we ask you to consider a different type of gift: a legacy gift from your estate. Join our **Margaret Sanger Legacy Society** with a gift through your will, insurance policy, retirement plan, or by setting up a Charitable Gift Annuity that will provide you with guaranteed lifetime income.

A gift through your will can be set up as a designated amount or percentage of a residual amount. Life insurance policies that are no longer required to care for your family can be altered to include Planned Parenthood as beneficiary.

Your retirement plan may not be used in its entirety during your lifetime, but may be taxed as high as 80% when a person other than a spouse is named as beneficiary. Even if you name your spouse, the second to die will eventually incur the tax. Instead, consider naming Planned Parenthood of Southwest and Central Florida as a beneficiary. When you do, the amount you would have paid in taxes becomes a charitable gift; you pay no tax on the donated amount. If you are married, consider naming Planned Parenthood as a second beneficiary, after your spouse.

Please call Jan Chester, Vice President, at 941-365-3913, ext. 1113, with any questions or for further information on Planned Giving options. Please let us know if you have already included our local Planned Parenthood in your estate plans. We would love to be able to thank you and list you as a Margaret Sanger Legacy Society member in our Annual Reports.

HEALTHY TEENS COALITION

To enhance the passage of the Healthy Teens Act, the Florida Association of Planned Parenthood Affiliates (FAPPA) has formed the Healthy Teens Coalition. This coalition currently has 130 members – public health, faith-based, education, medical, and social justice organizations working together to advocate for comprehensive sex education.

FAPPA's goal this year is to increase membership in the coalition to 200. We hope everyone will help FAPPA reach its goal. If you know of any organization from across the state that you think would be interested in joining, please have them contact info@healthypeopleflorida.org or any of us at Planned Parenthood of Southwest and Central Florida.

EXPERIENCE YOUR LEGISLATURE IN ACTION!

HERE'S YOUR CHANCE TO SEE WHAT REALLY HAPPENS IN TALLAHASSEE!

Join **Planned Parenthood** activists for ...

Tallahassee Lobby Day

On Tuesday, March 23, Planned Parenthood of Southwest and Central Florida will be knocking on doors of State Representatives and Senators to urge their support for our two proactive bills –

The Healthy Teens Act

and

The Prevention First Act

Join our affiliate's busload of supporters (leaving from Sarasota and Tampa) for our one-day trip on:

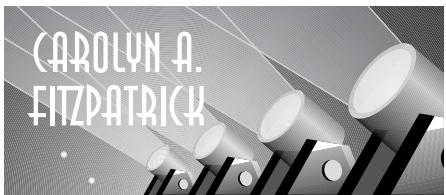
Tuesday, March 23, 2010

5am to 10:00pm (or from Tampa: 6am to 9pm)

or

You can drive/fly yourself and join us up there!

For more info (or encouragement), contact Wendy Grassi, Dir. of Public Affairs, 941-567-3808, or wendy.grassi@myplannedparenthood.org.



Volunteer Spotlight

by Sharon Kunkel, Senior Development Officer

When Carolyn Fitzpatrick retired from her multi-decade career in finance a year ago, she didn't waste any time finding other ways to fill her days. Luckily for us, Planned Parenthood became an excellent match for her passion.

Her "career" in the Girl Scouts, in her home city of Pittsburgh, Pa., helped foster a sense of responsibility to the greater community: "We made flower arrangements for nursing homes, collected canned goods for miners in West Virginia, Valentines for 'shut-ins,' and on and on," Carolyn says.

From Pittsburgh, Carolyn moved to Chicago in 1968 and was transferred by her employer to Sarasota in 1977 to open a new office. Throughout her adult life, she has dedicated a significant amount of time serving on committees and boards for agencies that provide direct client services.

While Carolyn had always felt supportive of Planned Parenthood, her real involvement began when some friends began to volunteer for us, and she "became more 'in the loop' about our work and the battles being waged." Since then, she has hosted an in-home coffee to raise awareness of our mission, stuffed envelopes, appeared at rallies and attended a Lobby Day in Tallahassee. For the past few months, Carolyn has dedicated two days a week helping us put together out-of-town get-away packages for the upcoming Annual Dinner Celebration silent auction. "I'm looking forward to enthusiastic and vigorous bidding for some sensational destinations and activities!" she says.



Carolyn A. Fitzpatrick

Carolyn is quick to name the reasons for devoting the first part of her “retirement” to Planned Parenthood: “Mainly, I believe in causes that support the education, welfare, rights and independence of women, young and old.

“In a nutshell, I guess it’s ‘payback’ time,” she continues. “As a woman, I have benefited from efforts undertaken in the late 60s, 70s and early 80s that forwarded the causes for women in seeking a greater degree of respect, control over their destiny, and a larger voice. It’s like an unending relay race – it’s my turn.”

The current economic situation has increased Planned Parenthood’s need for dedicated volunteers like Carolyn.

“It’s very rewarding to feel one is making a difference,” she says. “I’ve been fortunate to find a niche at Planned Parenthood where the office is outstandingly comfortable, the staff friendly and dedicated, and where volunteers are made to believe

they are invaluable. And – on top of everything else – it’s fun!”

Carolyn, who shares her birthday (Jan. 22) with the anniversary of ‘Roe v. Wade,’ feels there are major challenges facing our organization, including the current economic climate, which limits available resources; a new generation that seems to take for granted rights that are still under attack; and a continuing failure on the part of many public officials to appreciate and support Planned Parenthood.

So what will be her next “job” when the Feb. 23 Annual Dinner Celebration silent auction is over? “When my current assignment is completed, I’ll be ready for the next opportunity that will keep me involved with this amazing team of dedicated professionals,” she says.

We’re glad to hear it, Carolyn. We’ll be in touch on Feb. 24!

CALENDAR OF EVENTS

Save the Dates

Call: 941.365.3913, ext. 1124 with questions about our upcoming events.

44th Annual Dinner Celebration

Tuesday, February 23, 2010 • 5:30pm

14th Annual High Tea at High Noon

Thursday, November 18, 2010 • 12:00pm

Safe Sex: Halloween Bash

Saturday, October 30, 2010 • 9:00pm

The past few months have seen Planned Parenthood hosting a number of events, attracting donors and advocates to show their support and learn about the challenges our clients face accessing reproductive health services and information.

Our Choice Affair Luncheons this year featured Dr. Carol Cassell, a nationally recognized leader in the field of sexuality who is well known through her national research work with the CDC (The Centers for Disease Control and Prevention) and as the former Director of Education for Planned Parenthood Federation of America. Dr. Cassell discussed the ramifications of teen pregnancy and the need to provide our teens with the information they need to make safe and responsible choices. She is currently conducting research for an upcoming book titled: *"Beyond Knocked Up: The Price We All Pay for Unplanned and Unwanted Pregnancies."*

Hillsborough

220 guests gathered at Maestro's in downtown Tampa to hear energizing words from Dr. Carol Cassell, as well as to honor State Senator Arthenia L. Joyner for her commitment to reproductive freedom and support for access to birth control and comprehensive sex education.



Keynote speaker Dr. Carol Cassell (second from left) with event co-chairs Marsha Sherman Fisher, Rachel Tilow and Sara Golding Scher

Pinellas

More than 90 guests heard Dr. Carol Cassell's call to action at The Sunset Ballroom of the Renaissance Vinoy Resort & Golf Club in St. Petersburg. At the event, we honored State Representatives Bill Heller and Rick Kriseman for their commitment to reproductive freedom and support for access to birth control and comprehensive sex education.



Keynote speaker Dr. Carol Cassell (center) with Pinellas Board member Marielle Westerman and former Pinellas Board members Wendy Durand, Ann Baranco Lee and Peg Silvergleid

Lee

More than 110 showed their support for Planned Parenthood at the Choice Affair event held at the Island Inn on Sanibel Island.

In November 2009, more than 40 activists and supporters gathered at our Cove Café event to hear from CEO Barbara Zdravecky and Outreach Educator Jenifer McClendon about health care and sex education access in Lee County.



(From l-r) Cove Café guests Steve Mullins, CEO Barbara Zdravecky, Maggie Mullins, Russell Bogen and Barbara King



(From l-r) Dr. Suzie Prabhakaran and Choice Affair committee members Judy Goldenberg, Phyllis Brewer, Alice Walzer and Caroline LeGette

Manatee

Our 3rd Annual Manatee Choice Affair Luncheon brought 170 friends together to share stories and hear about the goals for a Healthy Teens Coalition, primarily to bring comprehensive sex education to Manatee County.

(Front row) Rabbi Elaine Glickman, Lori Dorman, Renee Shopoff and Jodi Esteban; (back row) Maggie Mooney-Portale, Anita Holec, Linda DiGabriele, event chair Sue Revell and Laurie Baker



Polk

Kathy Dobson, our Polk County Outreach Education Manager, has recently fulfilled a grant from the Florida Breast Cancer Coalition, targeted toward teens and women in Polk County between the ages of 13 and 49 in medically underserved areas and women whose native language (Spanish, Creole, Haitian and Korean) is a barrier to accessing breast health education. Ongoing goals of breast health education are to break the cycle of high-risk behavior (including smoking) and to promote early breast cancer screening habits among women in our community through increased knowledge and healthy lifestyle choices.

Sarasota

More than 260 supporters gathered for the 14th Annual High Tea at High Noon on Nov. 19 at the Van Wezel. The event featured a mimosa reception, banquet-style luncheon and a high energy fashion show – coordinated by Marsha Panuce and facilitated by Rochelle Nigri of Dolce Promotions – highlighting offerings from Dream Weaver, Addison Craig, Exit Art and L. Kids. The event, which was chaired by Gloria and Marian Moss, raised \$40,000 for our affiliate and served as an excellent venue for a discussion of why the Stupak Amendment or any other steps backward for women's reproductive health care cannot go uncontested by the Planned Parenthood network.



(From l-r) High Tea co-chair Gloria Moss, CEO Barbara Zdravecky, High Tea founder Cornelia Matson and High Tea co-chair Marian Moss



(From l-r) Betty Cole, Joy Sica Naylor and Leila Gompertz

350 partiers attended Planned Parenthood's annual Safe Sex event which, this year, was a Halloween Bash, co-chaired by Liebe Gamble and Kyla Weiner. Guests were treated to extraordinary décor throughout the Van Wezel, including a candy bar in a coffin, skeletons and sparkling skulls galore, a men's room decorated as a sex shop and a women's room decorated as a ghastly crime scene, a spooky outdoor dining vignette next to an outdoor cemetery; open bar and late-night bites by Michael's On East; and a spot-on dance performance of "Thriller" courtesy of a local dance troupe. All loved Planned Parenthood's traditional Safe Sex shag bags, with Halloween treats and items to promote safe sex.

Sarasota Herald-Tribune columnist Heather Dunhill wrote, "This event has set the standard by which all Halloween parties will be measured!"



Planned Parenthood's executive team (from l-r) Barbara Zdravecky, Dr. Suzie Prabhakaran and Jan Chester



Safe Sex Halloween Bash co-chairs Liebe Gamble and Kyla Weiner



'Cutest Couples Costume' winners Tom and Allison Luzier

Many thanks to the generous sponsors (highlighted in our "Impact" section of the newsletter), the Asolo Theatre for loaning a moving truck full of props, and Sarasota Architectural Salvage for providing many fabulous and eclectic pieces to heighten the atmosphere.

Marketing and Outreach Efforts Continue at Planned Parenthood

With donors and patients of varying ages and demographics spread throughout our service area, Planned Parenthood is working to stay connected with current supporters while reaching out to new friends. Through electronic venues and outreach events, our organization is staying in the public eye while catching the attention of new audiences.

Through social media such as **Facebook**, **Twitter** and **MySpace**, Planned Parenthood has engaged hundreds of “fans” who receive up-to-the-minute news about birth control, issues and environmental factors impacting women’s and men’s reproductive health, legislative developments

the pages they have visited or the searches they have made, to select which advertisements to display to that individual. So if someone from our geographic area searches the Web for “birth control,” “STDs” or “abortion,” Planned Parenthood ads will begin popping up whenever they spend time on the Internet. (This may explain why you, too, get certain types of advertising showing up when you log on to your computer!)

We are thrilled to announce that the **Gompertz Family Regional Headquarters** is finally “complete.” On November 4, **madeby** – the Ringling College of Art and Design-run storefront featuring the creations of Ringling teachers, students and alumni – opened its doors to the public. Representatives from Ringling College and Planned Parenthood circulated as community members crowded into the store.

Between 5:00-9:00pm on December 3, Planned Parenthood was proud to be a part of **Rosemary Rising**, a festive, holiday walk through Rosemary’s fabulous boutiques, salons, restaurants and other exciting area businesses. Live music filled the air from several stages – including a Planned Parenthood-sponsored stage in the Home Resource parking lot. We opened our doors for tours and giveaways, while educators and volunteers invited passersby to play the “So You Want to Be A Sexpert?” game.

On December 6, Planned Parenthood rocked **The Next Big Thing** a full of day of music at The Ford Ampitheater with a lineup of currently hot and up-and-coming bands. Planned Parenthood was a sponsor of the event – which is run annually by radio station 97x – and our booth was surrounded all day as volunteers distributed condoms, candy, T-shirts, stickers and coupons for medical services; collected names through prize giveaways; and presented the ever-popular “Sexpert” game.

continued on page 13

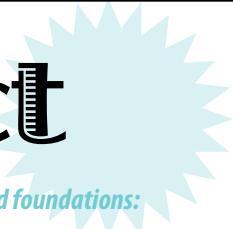


PPSWCF staff members Miriam Bizarro, Jarred Wilson and Sharon Kunkel at The Next Big Thing

affecting reproductive rights, and upcoming Planned Parenthood events. Additionally, Planned Parenthood has achieved success in promoting medical services and specials through advertising on Facebook.

A new marketing initiative, called **behavioral marketing**, is helping to direct the attention of Internet users toward our health centers. Behavioral marketing uses information collected on an individual's web-browsing behavior, such as

Impact



Special thanks to the following organizations and foundations:

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

Howard C. Eteson Memorial Fund of the Bank of America Client Foundation for its ongoing and multiple-year funding of our pregnancy- and disease-prevention collaboration with the Sarasota County Health Department and Truvine Missionary Baptist Church.

The Brunckhorst Foundation for its gift in support of our ongoing services and mission.

Gulf Coast Community Foundation of Venice for its grant to support our first full-time Medical Director.

Mark and Carol Hyman Fund for a grant in support of our Sarasota SOURCE Theater troupe.

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

The Prentice Foundation for its ongoing support of our Roe Fund.

United Way of Sarasota County for its continued support of the Sarasota County Outreach Education and Patient Education programs.

We also send a special thanks to the following sponsors of Safe Sex: Halloween Bash:

Tales from the Crypt Sponsors: *Creative Loafing*, Liebe & Billy Gamble, *SRQ Magazine*

The Addams Family Sponsors: Sarasota Architectural Salvage, Mark Steinwachs & Jarred Wilson, Nadine C. Smith

The Munsters Sponsors: Dr. Hal Ackerstein & June Simmons, Dr. Anne Chavuet, Dr. Washington & Pauline Hill, IOPTICS Eyewear, June Simmons Designs, Mary & David Peirce, *Pelican Press*, Kyla & David Weiner, Wired Whisk Bakehouse

Bewitched Sponsors: Chris & Chris Alexander, Asolo Repertory Theatre, Divinia Jeanne's Chocolate Heaven, Dr. Robert & Rachel Hackney, Jessica Holmes Interiors/Adam Holiday Antiques, Michael Shelton, Sights & Sounds AV

Marketing and Outreach *continued from page 12*

As part of the sponsorship package, Planned Parenthood received significant online and radio exposure, ownership of a VIP package contest (which enabled us to collect names and email addresses) and the booth at the event, which drew

approximately 16,000 music fans.

You can be sure that our marketing and outreach efforts will continue, as we work to better serve more of the women, men and teens who need our services throughout the community.

Cocktail Party Conversation

You're at a cocktail party with Cheryl, your best friend. She's trying to get you to accompany her to Tallahassee to rally support for comprehensive sex ed and the Healthy Teens Act. You support giving teens all the sex education they can handle, but you have no idea how you'd talk about it with your friends, let alone legislators. Cheryl tells you how:

"Really, it's easy – it's just a matter of common sense. So many of our kids are getting pregnant or they're contracting some dreadful sexual disease. Did you know that Florida has the 6th highest teen birth rate in the nation? Were you aware that Florida has the 3rd highest AIDS case rate and the 6th highest syphilis rate? These are the facts you want legislators – and your friends – to know. But our beloved state currently has absolutely no statewide standards for teaching sex ed, and many Florida schools are failing to teach kids how to protect themselves. Without the facts, teens are at risk of pregnancy and diseases that threaten their health and lives – risks that put their futures in danger. With sex education, whether or not a teen chooses to wait to be sexually active, he or she will still know how to be safe. It's just common sense!"



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

Gompertz Family Regional Headquarters:
736 Central Ave.
Sarasota, Florida 34236
Phone 941.365.3913; Fax 941.957.1050

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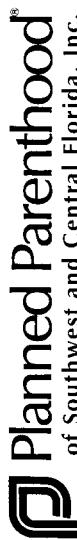
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Gompertz Family Regional Headquarters

736 Central Avenue • Sarasota, FL 34236

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