



PPWNM Administrative Headquarters

# PPWNM

FALL 2013

# Connection



Planned Parenthood of West and Northern Michigan

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## TEAMWORK: OUR KEY TO SUCCESS!

**Our hard work paid off! Our affiliate, PPWNM, has once again received full accreditation from our parent organization, the Planned Parenthood Federation of America (PPFA).**

What's more, our stellar results also place us among the most elite of PPFA affiliates. And because we reached full accreditation two cycles in a row, we will not have to repeat the process for another four years.

After PPWNM staff members spent months preparing, a five-member accreditation team from PPFA spent a week in August going through every detail of our operations. While our "i"s were dotted and our "t"s were crossed, what really impressed the accreditors was our remarkable show of teamwork, with staff empowered to work at the highest levels of their job functions acting as critical thinkers and problem-solvers to create a safe and warm environment for our clients.

PPWNM Vice President of Medical Services Bridget White reported, "All five

accreditors were very impressed with our organizational culture and commented repeatedly on it. This is the highest compliment we could receive. After several years of improving and reinventing ourselves, this amazing accreditation is a capstone of our work, and every single staff member gets the credit!"

PPWNM President/CEO Kathy Humphrey remarked, "We have an amazing and extraordinary team and I couldn't be more proud to be a part of it."

### Accreditation Highlights

- Team approach to work of PPWNM at all levels of staff
- Welcoming staff at health centers who work as a team
- Successful capital campaign
- Diversity and Client Experience initiatives
- Impressive financial dashboard
- HR enhancements (handbook, trainings)
- Education program
- Electronic Health Records implemented

# BUILDING A BETTER FUTURE

## PPWNM is excited to be embarking on a major reconstruction of several of our health centers and our Administrative Headquarters!

Work began in September on the Administration and Irwin/Martin Health Center building on Cherry Street SE in Grand Rapids. Along with our design and building partner, Guy Bazzani, and our architect, Richard Craig, we are pleased to be creating for our clients a completely updated and modernized medical and educational facility. Our new offices will be state-of-the-art and stylish, contemporary yet comfortable, as we improve to better serve our community's sexual health care needs.

The renovation of the Cherry Street building will provide expanded medical space by creating additional exam and procedure rooms that will allow for a wider range of services to be offered. The project will improve the aesthetics of the building, as well as patient flow, and lend to an improved overall patient experience.

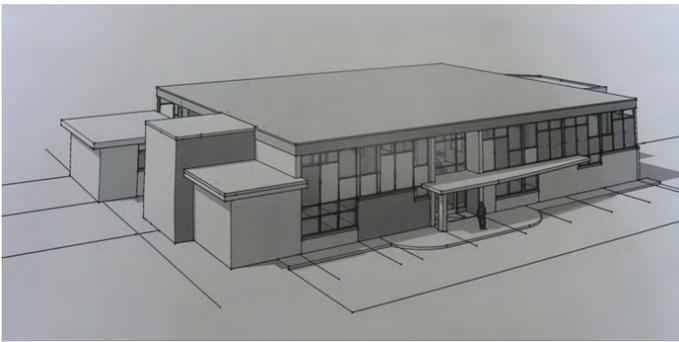
Education services are being relocated

to the main level, putting all public services on the same floor and reinforcing the connection between education and health services that is the core of our mission. Administrative offices will be housed on the upper level of the building, with storage in the basement.

Similar but less extensive renovations to the Marquette, Petoskey, and Traverse City Health Centers, all housed in buildings owned by PPWNM, are scheduled to start later this fall. The goal at these locations is to create updated, functional facilities that are reflective of the quality services PPWNM provides. Renovations at these locations are expected to take about four months.

Funds for the renovations are being provided by the Standing Tall capital campaign — the budget is roughly \$2 million in Grand Rapids, and \$300,000 for the other three sites combined.

If you are interested in learning more about, or donating to, the Standing Tall campaign please contact our Development office at (616) 774-7005.



## CLIENT VOICES

*"I have been coming to Planned Parenthood since 1997. I come here because it is convenient for me and I trust the people. My daughters have said they would come here when they come of age and I like that there is privacy for them. I hope Planned Parenthood stays around, the education they have given not only myself but also my children is a valued experience."*

~ Lisa, Wyoming

*"Thank you so much for the grant to pay for my care. I could not have afforded this important cancer screening otherwise."*

~ client in Petoskey

*"When I was laid off and lost my insurance I didn't know how I was going to continue to get my birth control which I take for medical reasons. Through the state's Plan First program I have been able to come to Planned Parenthood and continue my medical care. The staff really care about all aspects of women's health. They are patient, informative, and always helpful!"*

~ Tricia, Grand Rapids

*"Best doctors visit I have ever had. It went so well. Thank you so much."*

~ client in Marquette

*"After finding this wonderful place I was able to make a choice about when to expand my family. Due to Planned Parenthood many people are helped and lives are changed."*

~ Amanda, Sparta

## NEW MEDICAL DIRECTOR TAKING OVER AT PPWNM

### The medical directorship at PPWNM will soon change hands, from one old friend to another.

Dr. Charles Newton, MD, will retire after eight years of service on October 31, 2013. Taking over will be Dr. Daniel VerBurg, MD. The two served their residencies together at the University of Michigan more than 40 years ago!

Dr. Newton retired from private practice as an OB/GYN in 2010 and relocated from Grand Rapids to Traverse City. He says it's time to pass the torch, "It's much harder to keep up with the changes and trends in medicine when you are not actively practicing. I knew I had a great replacement in Doctor VerBurg, and I didn't want him to get away, so it was time."



Dr. Newton



Dr. VerBurg

Dr. VerBurg has been a part of the Planned Parenthood family for decades, serving as volunteer medical director for Planned Parenthood Northern Michigan from 1982 until 2007. That's when the affiliate merged with Planned Parenthood Centers of West Michigan, where Dr. Newton was employed, to form PPWNM. Dr. Newton became medical director of the newly formed affiliate; and in 2011, Dr. VerBurg became ultrasound director for PPWNM.

"I am excited to return as medical director of PPWNM," said Dr. VerBurg, "My core values for medical practice — people, excellence, results, and service — align well with the organization. Doctor Newton and I have similar training and background so I hope the transition will be seamless."



## JUST FOR PARENTS

**Do you know what your kids are learning about sex in their schools?** Not in the hallways and at recess, but in the classroom? Do you know how to find out? The Parent Protection Connection (PPC) can support you in your quest!

The PPC is a group of parents who believe that our children and teens deserve comprehensive sex education in school so they can acquire the skills and knowledge needed for caring, safe, responsible, healthy relationships — whether those relationships include sex or not. To learn more about the PPC and what's being taught at your child's school please email [education@ppwnm.org](mailto:education@ppwnm.org).

## SUMMER SCHOOL SUCCESS!

**It was a busy summer for PPWNM educators in Grand Rapids, filled with several summer youth programs, including The Safer Choices Project, Peer Education, and Peer Leadership.**

The programs were held at Fountain Street Church while the PPWNM building undergoes remodeling (see related story, page 2).

The four-day, 20-hour Safer Choices Project for teens in Kent County focused on topics such as healthy relationships and birth control. PPWNM educators always work to make the learning fun! One teen remarked, "I was mad my mom was making me come but I'm not now because it's fun."

Peer Education is a two-week, 40-hour program similar to Safer Choices, but more in depth and covering a wider range of topics. Among the participants were students who had already been through the Safer Choices Project that PPWNM conducts at Wyoming Public Schools.

"Safer Choices and Peer Education have really impacted my life in a huge



## JUST FOR TEENS

**PPWNM teaches its Safer Choices Project as part of the Growing Goods summer program for students at Muskegon Middle School.**

PPWNM educator Melissa Ferguson and her peer leaders played a big role in the end-of-summer celebration, including hosting a PPWNM information table and even staffing the dunk tank!

Growing Goods stresses life skills in addition to an academic core curriculum. Read more on mLive: [http://www.mlive.com/news/muskegon/index.ssf/2013/08/post\\_276.html](http://www.mlive.com/news/muskegon/index.ssf/2013/08/post_276.html).

To learn more about our Muskegon programs email [education@ppwnm.org](mailto:education@ppwnm.org).

way," said Wyoming High School student Dantanasha English, "When I came in I thought I knew everything about sex and relationships. To be honest, I was totally wrong. I'm so happy that I got to be in a program that helps young adults like me."

Most of the students who participated went on to complete the Peer Leader training the following week or hope to complete it at the next opportunity. From both Peer Ed and Peer Leader training PPWNM gained a number of passionate, intelligent young people who will be able to assist in teaching Safer Choices classes in the coming year. As new Peer Leader Tessiah Thorpe put it, "You're helping people and making a difference and becoming a part of something bigger than yourself."

PPWNM thanks Fountain Street Church for its support! Located in the heart of Grand Rapids, the nondenominational church focuses on encouraging cultural, intellectual, and spiritual growth and serving the community. FSC Events Coordinator Ryan McCarthy said, "We love having you guys here!"



## JUST FOR EDUCATORS

**PPWNM educators boned up on their skills at the sixth annual Moving Toward Solutions (MTS) conference held in Dearborn in August.**

MTS is a statewide teen pregnancy prevention conference that provides training and networking for agencies working toward improving the sexual health outcomes for teens in Michigan.

Our biggest take-away from the conference was the need to change from a "teen pregnancy prevention" framework to focusing instead on "improving adolescent sexual health," which focuses on all aspects of sexual health, not just pregnancy prevention.

## HEY, LET'S TALK



October is Let's Talk Month, a national public education campaign coordinated by Advocates for Youth.

Although most adults want youth to know about abstinence, contraception, and how to prevent HIV and other sexually transmitted infections (STIs), parents often have difficulty communicating about sex. Nevertheless, positive communication between parents and children greatly helps young people to establish individual values and to make healthy decisions.

In one major study, adolescents who reported feeling connected to parents and their families were more likely than other teens to delay initiating sexual intercourse.

It's never too early, or too late, to open the lines of communication. Get started, or get more skills, with help from Advocates for Youth at <http://www.advocatesforyouth.org/parents-sex-ed-center-home?task=view>.

# GET READY TO GET COVERED!

## Planned Parenthood's Place in the New Health Insurance Exchange



**The time has come for millions of Americans to finally get the coverage they deserve!**

The new Health Insurance Marketplace, also called the Health Insurance Exchange, opened on October 1, 2013. Health coverage plans for sale on the Exchange will take effect starting January 1, 2014.

This Marketplace was established in the Affordable Care Act. It takes the form of a website that allows

uninsured Americans to preview available plans and purchase comprehensive health insurance that is right for them and their families. In Michigan, there are currently 1.2 million people without health coverage.

In addition to the coverage provided in private plans on the Marketplace, Michigan recently passed legislation to expand Medicaid coverage to include people earning up to 133 percent of the Federal Poverty Level — about \$31,000 for a family of four. This will expand access to nearly 500,000 Michiganders,

including childless adults for the first time. Those who qualify for expanded Medicaid can begin collecting those benefits on April 1, 2014.

Most plans offered through the Exchange include Planned Parenthood, and our preventive health services like birth control and well-woman exams are fully covered under these plans. We've designed a handy website of our own to help people learn about and navigate the Marketplace before they even start shopping there. Using the "plan finder," our patients can even make sure that the coverage they choose includes Planned Parenthood, so they can continue to receive the specialized and highly personalized care they have come to depend on, even when they did not have insurance. The website can be found at [plannedparenthoodhealthinsurancefacts.org](http://plannedparenthoodhealthinsurancefacts.org).

In the coming months, Planned Parenthood will also be providing hands-on education, training, outreach, and enrollment for people who want more information on the Affordable Care Act or need help figuring out how to buy insurance plans through the Marketplace. For more information on getting help, or if you would like to help us help others, please email Dani Vilella, West Michigan Field Organizer for Planned Parenthood Affiliates of Michigan, at [dani.vilella@ppmchoice.org](mailto:dani.vilella@ppmchoice.org).

## HELP FIGHT DANGEROUS BALLOT INITIATIVE

Right to Life of Michigan has submitted petition signatures to ban private insurance companies from covering abortion care except through a separate, optional abortion rider. We strongly object to the so-called "No Taxes for Abortion Insurance" proposal for several reasons:

- This initiative puts women's health at risk with NO EXCEPTIONS for rape, incest, the health of the pregnant woman, or severe fetal anomalies.
- It is dishonest about the role of taxes in abortion care (currently no taxes pay for abortion in Michigan).
- It would be a government intrusion into the private marketplace.
- It seeks to circumvent the traditional legislative process: If the signatures are validated and approved by the state, under Michigan law the initiative could be decided by the state Legislature before it ever gets to voters. The legislature already sent a similar bill to Gov. Snyder last year, which he vetoed. This time, the governor would not have veto power.

However, this is not a done deal: Legislators should know that barring employers from covering abortions for rape victims, incest victims, and women who face health risks is out-of-step with their constituents. Decisions about pregnancy are personal, and Michigan voters do not want legislators to replace the judgment of women, their families, their faith, their health care provider, and their private insurers.

With YOUR help we can defeat this initiative! To stay informed and take action, please go to [www.michiganwomenact.org](http://www.michiganwomenact.org).

## NEWSPAPER TAKES STAND AGAINST BALLOT INITIATIVE

The Traverse City Record-Eagle has come out in opposition to the Right to Life initiative (see related article, left). Here are some excerpts from the paper's editorial printed on October 8, 2013:

"Whether you believe women should have the right to choose to have an abortion or not — and abortion is legal in the United States — forcing a woman to carry to term a baby conceived by rape or incest is barbaric."

"Right to Life collected 315,477 signatures on petitions that call for the abortion proposal to be on the 2014 ballot. But state law allows the Legislature to vote on the issue before it ever gets to the people; if it's approved by the Republican-dominated House and Senate, as it almost surely will be, it will go into effect, even without the signature of Gov. Rick Snyder.

"The governor last year vetoed similar legislation that had been tucked into a broader bill, citing concerns about government overreach in requiring optional riders for abortion coverage in private insurance plans (does Obamacare come to mind?). He also objected to the lack of exceptions for rape and incest. So Right to Life went around him."

"If Right to Life cares at all about democracy — and believes in its cause — it should let the issue go to the ballot and let the people of Michigan decide."

# HEALTHY FAMILIES, STRONG COMMUNITIES

- **Fundraisers**
- **Friend-raisers**
- **Fun!**

Another fabulous year of fundraisers is in the books, with PPWNM Healthy Families events taking place in five communities.

The season kicked off, as it does every May, in Marquette. Longtime volunteer Kathy Davis was honored with the 2013 Martha Hatch award. Davis is a former Planned Parenthood board member, and current Healthy Families Luncheon event planner and underwriter. The award was presented by Marquette County Probate Judge Cheryl Hill, "Kathy taught me a great deal about advocacy, and to not be afraid to sign your name to the things you believe in."

On May 9, the party moved to Grand Rapids for the largest crowd at a Healthy Families Luncheon ever — 460 guests! There was even a waiting list to attend.

In June an evening event, the Petoskey Healthy Families Benefit, took place at The Country Club of Boyne. Students for Choice from Northwestern Michigan

College debuted their "Red Carpet Shoe Cam" and guests "stepped up" to declare support for a woman's right to make her own choices about her body and health: After all, "we are not in her shoes."

At the Traverse City event in September, lifelong supporter and advocate Marge Barrett, who died in August at age 97, was remembered in a special tribute. At the age of 90, she became one of the founding members of the Leelanau Independent Women for Democratic Action (LIWDA). Thirty LIWDA members attended, all donating to PPWNM in Marge's memory.

A highlight of the Muskegon luncheon October 10 was guest speaker Rebecca who shared her story of how PPWNM likely saved her life by diagnosing a rare and aggressive form of cervical cancer and helping her find treatment despite her lack of health insurance.

A big thanks to nearly 950 attendees who contributed more than \$150,000!



Kathy Davis, Martha Hatch award winner, 2013.

Largest crowd yet in GR.



Red Carpet Shoe Cam!



LIWDA ladies show their spark!



Rebecca & husband Kwame.

## SUPPORTER SPOTLIGHT: NANCY DOUGHTY



There are many ways to show support for the organizations you care about: some people choose to donate money, while others share time and talents.

Nancy Doughty is this issue's Spotlight Supporter for her passion, desire, and capacity to do both.

Nancy is a familiar fixture at the PPWNM health center in Traverse City, making it her weekly mission to ensure that clients have the comfort of cloth gowns instead of paper, saving the staff hours of laundry and giving them more time to spend with patients.

"I had the time and felt there was something I could do here to help," said Nancy. "So I come in most Mondays and do the laundry. In between loads I do office work like filing, paperwork,

shredding — little things to make life easier for the staff."

Staff members appreciate the help and look forward to seeing Nancy each week, "We love having Nancy because it means we're 'greener' since we're not using paper gowns. I know our clients appreciate having cloth gowns, too. Nancy is just wonderful and we can't thank her enough!" said Office Coordinator Kelly Teresko.

A retired Unitarian Universalist minister, Nancy lived and practiced in Detroit for about 30 years before retiring to Traverse City in the late 90s. She's had a connection to Planned Parenthood since the late 1970s, when she began serving on the Board of Directors for the Detroit affiliate, a position she would hold for a total of 12 years!

When she moved to TC, Nancy kept up her relationship with Planned Parenthood and some of the TC-area Board members she knew from her time on the Detroit-

area Board. She would attend fundraisers and other functions, and of course, she was a regular donor to her new local affiliate. Then, she started "doing more" as she says, volunteering and working on committees before taking on the regular laundry gig a few years back.

Asked what advice she would give others about donating to organizations they love, Nancy says, "I would encourage women especially, to think about how they spend their money. If you don't buy as much for yourself, there is more left to help others. Outside of money, there are always talents and skills you can share. Supporting the staff at the agencies you admire can be invaluable to their mission."

When she's not helping out at PPWNM, Nancy enjoys basket-making and quilting. She's been married to husband Bob for 46 years and they have four daughters and four grandchildren.

# OUT -N- ABOUT

Summer is a great time to get out into our communities and let people know about our health centers and services, and that we are here for them, no matter what!



PPWNM showed its PRIDE the weekend of June 15-16, at the LGBT PRIDEfest and PRIDE parade in Grand Rapids.

Festival feet step up to the red carpet shoe cam at the PPWNM booth at Blissfest near Petoskey to show support for a woman's right to make her own medical decisions.



Breastfeeding moms and their supporters of all ages came out to the Big Latch On in Marquette, attempting to break the world breastfeeding record.

Thousands of Ferris State University students descend upon the Meijer parking lot in Big Rapids for the annual Meijer Madness back to school party.



## ABOUT THIS PUBLICATION

This biannual newsletter is meant to provide updates about PPWNM, and information to aid our supporters in helping to further the cause of sexual health, responsibility, and

justice for all. If you have comments, corrections, or suggestions for improving this publication, please contact our Communications Manager at 616.774.7005 or email

[publicrelations@ppwnm.org](mailto: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. Thank you.

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- **Big Rapids Health Center:** 110 Sanborn Ave., Suite B, Big Rapids, MI 49307, 231.796.8612
- **Evenson Health Center:** 3641 Byron Center Ave. SW, Wyoming, MI 49519, 616.531.3070
- **Irwin/Martin Health Center:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.459.3101
- **Lemmen Health Center:** 175 E. Adams St., Ionia, MI 48846, 616.527.3340
- **Marquette Health Center:** 1219 N. Third St., Marquette, MI 49855, 906.225.5070
- **Muskegon Health Center:** 209 E. Apple Ave., Muskegon, MI 49442, 231.724.4415
- **Petoskey Health Center:** 1003 Spring St., Petoskey, MI 49770, 231.347.9692
- **Traverse City Health Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844

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