

THE

fall 2011

# SOURCE

## a healthy start

### INSIDE:

- building a 4-state affiliate
- one family's legacy of philanthropy
- innovative technology and programs

 Planned Parenthood®  
of the Heartland

WE'RE HERE.™

# MERGER UPDATE

## BUILDING A REGIONAL 4-STATE AFFILIATE **southeast iowa**

Planned Parenthood of the Heartland's July 2011 merger with Planned Parenthood of Southeast Iowa (PPSI) brought with it the advantage of a valuable new service offering for our patients: LEEP (Loop Electrosurgical Excision Procedures), which may be performed when a woman's Pap smear results indicate the presence of abnormal cervical cells. During a LEEP, a thin wire loop electrode transmits a painless electrical current that quickly cuts away the affected tissue. To ensure the lesion is completely removed, the physician then sends the excised tissue to a lab for further evaluation.

All Planned Parenthood of the Heartland health centers have offered Pap smears as a screening tool for many years, and several centers also offer colposcopy, a diagnostic tool that allows health care providers to follow up with a patient with an abnormal Pap result. With the addition of LEEP procedures, we can now offer patients treatment, in addition to screening and more advanced diagnostics. There are plans to offer this service at one of our larger centers in the near future.

## **eastern iowa**

Planned Parenthood of the Heartland purchased a building in August that will house our new health center in Dubuque, Iowa.

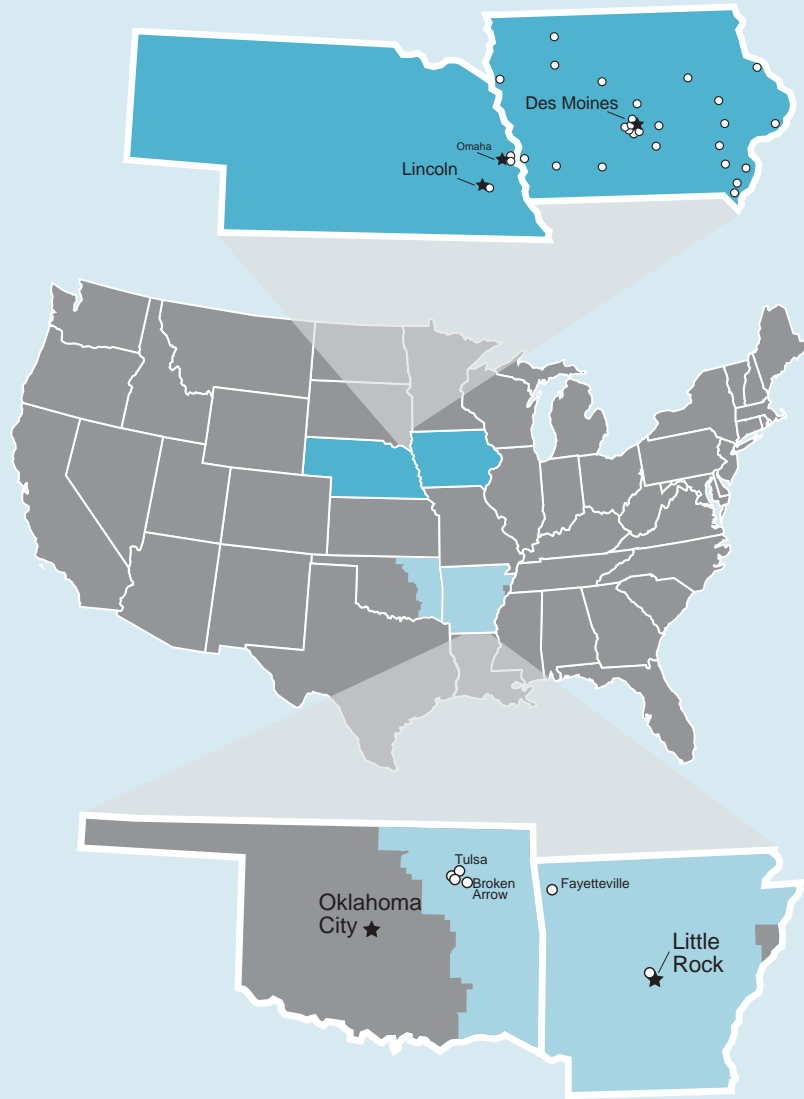
"The new upgraded facility will allow us to better serve more patients in the Dubuque area," said Jason Lehman, second vice-chairperson of the Planned Parenthood of the Heartland board.



The new center will continue to provide all of the reproductive health services we currently offer, including cancer screenings, annual exams, birth control, STI testing and treatment, and more.

Renovations to the facility, located at 3365 Hillcrest Rd., will begin soon and are designed to better meet the needs of our patients and staff, with an upgraded interior, additional exam rooms, counseling rooms, chart room, lab and other crucial amenities. Most importantly, the new location will provide more parking and private access for both patients and staff; protesters will be required to stay much further from our entrance.

We plan to be operating in the new location sometime after the first of the year, at which time we will no longer provide services at our current health center in Dubuque.



## **arkansas and eastern oklahoma**

With full-scale pediatrics and prenatal care programs in place, Planned Parenthood of Oklahoma and Arkansas offers a diverse array of services.

Partnering with Oklahoma State University Medical Center, PPAEO offers full pediatric, prenatal and WIC services four days a week at its Tulsa health center locations. Offering these expanded services in the same facilities as family planning and reproductive health makes the Tulsa centers vital for women's health care access in Oklahoma.

In addition, a full-service pharmacy is on site, offering family planning, pediatric and prenatal care patients easy access to medications and contraceptives. Title X patients receive medications at reduced cost, but pediatric and prenatal care patients also will find the costs of medications lower than those at a comparable retail pharmacy.

In the proposed merger between PPAEO and Planned Parenthood of the Heartland, ways to expand the pediatric, prenatal and pharmacy programs are being explored to offer similar services to all of the patients who rely on us.

## DONOR PROFILE

### a weitz family tradition

Traditions. All families have them, whether they are explicit or implicit, warmly welcomed or artfully dodged. For the Weitz family of Omaha, the tradition of philanthropy has deep roots and is enthusiastically embraced.

“We’ve learned from the people who have gone before us that by sharing our commitment to the community, we encourage others to be committed, too,” said Barbara Weitz, former Planned Parenthood board member and a strong supporter for more than two decades. “We see that some members of our community don’t have the same opportunities, education and life that we’ve enjoyed.

“Poverty is a social disaster. People don’t respond to it in the same way they do natural disasters because it happens over such a long period of time. Yet having affordable access to health care is critical. Unfortunately, as more people lose their jobs they also lose their insurance, and preventive health care is the first thing that gets cut.

“Planned Parenthood does so much in the way of prevention,” she continued. “It’s on the front lines every day, and what it does is extremely important. For example, Planned Parenthood offers age-appropriate, medically accurate information that kids don’t hear anywhere else. Ensuring that every young person has an opportunity to get up-to-date, affirming information is crucial.”

So when “Breaking New Ground” was announced, the Weitz Family Foundation’s gift was among the first of several very generous contributions from Heartland donors. The largest conference room in the new Omaha Health Center is named in memory of Barbara’s mother-in-law, Anne Keeney, a social worker in New Orleans who taught her son, Wally, the importance of giving at a very early age. That strong tradition of giving continues through successive generations.



*Katie Weitz White and Barbara Weitz*

“I remember my mother talking about women’s reproductive health issues even before she was on the Planned Parenthood board and taking part in its lobby days,” said Barbara’s daughter, Katie Weitz White. “The new health center in Omaha provides services that other organizations don’t, and I want more people to have that access.”

Katie’s own involvement with Planned Parenthood runs deep: She was a patient at age 19, later a member of Friends of Planned Parenthood, and she has served on the Heartland board of directors for the last two years.

Recently, Katie’s sister-in-law, Meredith Weitz, joined the Friends group.

“Planned Parenthood truly is an organization our entire family supports,” Katie explained. “At our last family foundation meeting we wanted to get a sense of where people’s priorities are, so each of the eight members wrote down their top five organizations. Every single one of us put Planned Parenthood on our list as being an organization we are proud to be involved with.”

## BREAKING NEW GROUND capital campaign update

Check out our new capital campaign website – [www.ppheartland.org/breakingnewground](http://www.ppheartland.org/breakingnewground) – to learn more about Breaking New Ground, follow our progress toward the \$11.5 million goal, and learn about other items of interest. It’s also a place where you can make a donation online, email us questions and sign up for future emails.



Use a QR scanner with your smartphone to be directed to our capital campaign web page.

A young Black man and a young white woman are shown in profile, looking at each other in a park setting. The man is on the left, wearing a dark purple button-down shirt. The woman is on the right, wearing a maroon top. They are both looking towards each other with soft expressions. The background is a lush green park with trees and sunlight filtering through the leaves.

# a healthy start

## prenatal care gives one family a place to turn

**C**assie Bauer, 27, met her boyfriend, Papa, three years ago when she worked in Iowa for several months. Both of them thought they might have a future together, even after Cassie moved back to Oregon to be near her family.

So they stayed in touch and got back together in November 2010. Shortly after, Cassie decided to return to Iowa. As part of the management team at a casino in southern Oregon, she gave her employer six weeks notice, but as soon as they found a replacement, they fired her – on Christmas Day.

Cassie had already landed a job as a shift supervisor at a Des Moines location of a national restaurant chain, but her insurance wouldn't start for 90 days. Papa flew to Oregon to help her move her belongings back to Iowa.

The couple learned she was pregnant right after Valentine's Day.

"We were both completely surprised," she said. "So were my mom and dad when I told them a few days later – and then they were absolutely elated! I was an only child, and I'd made no secret of the fact I had no interest in having children. But when Papa and I got back together we talked a lot about relationships and family. I guess I just had to find the right person to want to have a child with!"

Cassie's new employer initially told her she'd have insurance coverage on April 1 – which was longer than she wanted to wait, but she decided she could manage that long. Then she learned they had her hire date wrong, and she wouldn't be covered until June 1.

"Obviously, I couldn't wait that long to receive prenatal care," she said.

She and Papa wracked their brains.

"Then, one day on my break, I remembered Planned Parenthood. My experience with other clinics and sliding fee scales in the past wasn't

# HEALTH SERVICES

Planned Parenthood of the Heartland served

**72 prenatal patients**

during the last year.



*“...I remembered Planned Parenthood ... I called right away, and they were able to help.”*

that great, so I really had no expectations. But I called right away, and they were able to help.”

Cassie was about 3½ months pregnant at her first appointment for prenatal care on May 4 at Planned Parenthood’s Susan Knapp Health Center in Des Moines.

“I was absolutely astounded by my experience! Everyone was so understanding, so caring, warm and non-judgmental. They treated me like a person, not just a number or another body. Papa went with me to all of my appointments, and the staff tried to include him as much as possible, answering all of his questions and addressing his concerns.

Cassie and Papa can’t wait for their daughter’s arrival; her due date was Oct. 10. Until then, Cassie said, “My dad doesn’t miss an opportunity to tell me how awesome little girls are!”



# EDUCATION

## INNOVATIVE WORK

### **correctional facility programming**

Not many people look forward to going to prison, but for Health Educator Mary Kuster, it's one of the highlights of her work at Planned Parenthood.

Mary conducts a six-week women's health series for women nearing their release at the Mount Pleasant, Iowa, correctional facility. Topics range from reproductive anatomy to STIs to healthy relationships. She also works with sex offenders in the men's unit.

"I work with people from age 21 to 70," Mary said. "Many of them have almost no knowledge about reproductive health. No one has taken the time to share this information with them."

Planned Parenthood of the Heartland educators work with nearly 20 correctional facilities in Iowa and Nebraska, including all state correctional facilities in Nebraska, providing crucial information to men and women that empowers them to make healthy decisions. The goals are to give them the knowledge they want and need, and to let them know Planned Parenthood is a resource following their release.

Health Educator Lisa Schulze provides programming at numerous state facilities across Nebraska, and knows what an impact the program can have on participants.

"They're hungry for knowledge and desperate for honest, candid information presented in a non-judgmental manner," she said.



**Health Educators Lisa Schulze, Mary Kuster and Bilingual Health Educator Mariel Harding provide programming at correctional facilities throughout Iowa and Nebraska.**

"I learned that ingrained stereotypes of what a man should be can be unlearned," wrote one past participant on Lisa's course evaluation.

As with any program, there are always skeptics, but both Mary and Lisa know that appearances can be deceiving.

"One woman wouldn't participate and made it clear she didn't want to be there," Mary recalled. "After the last session she approached me in private and said, 'Thank you for coming. I am HIV positive, and no one knows. I wish I would have had something like this when I was younger.'"

## EDUCATOR SPOTLIGHT

### **ejay jack**



Health Educator Ejay Jack got his first taste of education in action while in college at Penn State, where he was one of the founding student members of the LGBT Resource Center. As time progressed, he became more involved in addressing the HIV and AIDS epidemic on the local and national levels. Eventually, Ejay found himself interning at the White House, where he met some people from the Office of National AIDS Policy.

**“...advocating for comprehensive sexual health education ... made Planned Parenthood the perfect fit.”**

Much to his surprise, he was nominated and later appointed to the Presidential Advisory Council on HIV and AIDS (PACHA), a group of 25 members from across the country with diverse backgrounds and experiences that was established to provide policy recommendations on the U.S. government's response to the AIDS epidemic. Ejay is one of the youngest members in the history of the council.

Ejay gradually broadened the scope of his work to encompass reproductive health as a whole and advocating for comprehensive sexual health education, which made Planned Parenthood the perfect fit.

# BOARD OF DIRECTORS

## strategic vision

As Planned Parenthood of the Heartland grows, strategic vision is essential in planning for the future. Led by Chairperson Loree Miles and Vice-Chairs Katie Brandert and Jason Lehman, we are pleased to present our newest board of directors:



**Loree Miles**  
Board Chairperson



**Katie Brandert**  
Board Vice-Chairperson



**Jason Lehman**  
Board 2<sup>nd</sup> Vice-Chairperson



**Patrice Sayre**  
Board Treasurer



**Dr. Robert Shaw**  
Board Secretary



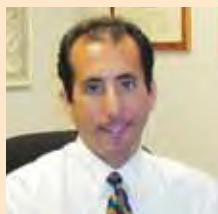
**Ann Distelhorst**  
Executive Member At Large



**Jason Dunn**  
Board Governance Chair



**Renaisa Anthony**



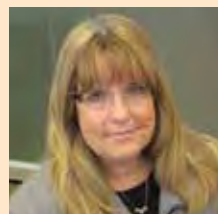
**Edward Bell**



**Margaret Borgen**



**Joy Corning**



**Sheila Drevyanko**



**Arnold Engman**



**Linnea Fletcher**



**Wayne Houston**



**Barb Jacobson**



**Michelle Lange**



**DiAnne Lerud-Chubb**



**Robby Marvin**



**Susan McGillick**



**Doug McLeese**



**Cheryl Morton**



**Jill Nelson**



**Marketa Oliver**



**Jennifer Rasmussen**



**Amy Reasner**



**Ron Rosenblatt**



**Aaron Saylor**



**Heather Starr**



**Katherine Tachau**



**Katie Weitz White**



**Roberta Wilhelm**

*Thank You* to these committed individuals, who are among our most passionate and steadfast supporters.

# HEALTH SERVICES

## TECHNOLOGY AND INNOVATION

### **eHealth records**

Continuing our long tradition of being a leader among health care providers and to strengthen our commitment to reduce our carbon footprint, Planned Parenthood of the Heartland has implemented new electronic medical records and patient management systems.

The new systems streamline the check-in process and help health center staff get lab results and important information back to patients sooner. The electronic patient management system enhances confidentiality and reduces wait times for our patients; it also is environmentally friendly, reducing paper usage. Our staged launch of these new systems at all of our centers will be complete in November.



## RESEARCH FOR THE FUTURE

### **telemedicine study released**

Our award-winning telemedicine program, which revolutionized the delivery of medication abortion care for rural patients, was the subject of a research study by Ibis Reproductive Health. The study followed 450 women in Iowa between 2008 and 2009 who used abortion care services in our health centers and through telemedicine.

The study found that 91 percent of women who used the telemedicine program were very satisfied with the service and 99 percent had no complications. These findings reaffirm that the program not only meets the demand in rural areas, but is extremely safe and a preferred option for many women.

# ADVOCACY

## BUILDING THE CAPACITY FOR CHANGE **volunteer phone banks**

The Department of Advocacy and Organizing wrapped up the “Summer of Love” in September. Volunteers spent 191 hours between June and September making phone calls on behalf of Planned Parenthood, building the necessary base of individuals to actively support positive prevention policies at the state level.

Twenty-three volunteers participated in the themed phone banks throughout the calling campaign. Every hour a volunteer worked was marked on their “birth control pill pack” that proudly displayed the results of the phone banks. In all, a remarkable 13,299 phone calls were made, identifying 844 new Planned Parenthood supporters.



If you are interested in becoming a volunteer with Planned Parenthood, please email [volunteer@ppheartland.org](mailto:volunteer@ppheartland.org).

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# DEVELOPMENT

## LEAVING A LEGACY **welcome new members**

Planned Parenthood of the Heartland Legacy Society welcomes its newest members:

**Sharon Conlon**  
**Sharon Doll**  
**Tari Hendrickson**  
**Marilyn & Arnold Kelson**  
**Sharee & Murray Newman**



If you are interested in leaving a lasting legacy for Planned Parenthood, please contact Tari Hendrickson at 402.441.3365.

## 2011 ANNUAL EVENT **uncork your passion**



*Mackenzie Webb and  
Karla Bromwell*



*Rachel Stauffer, Jim Lawson and Jill Nelson*



*Kimberly Stamatelos and  
Mary Riche*



*Alana Hillgartner and  
Sara Stibitz*

Planned Parenthood of the Heartland's Annual Event, *Uncork Your Passion*, was held at Jasper Winery in Des Moines on Friday, June 10. Cocktails, conversation and music by The Blue Band made the event a smashing success.

### JOIN THE CONVERSATION **stay informed**



[www.facebook.com/PPHeartland](http://www.facebook.com/PPHeartland)



[www.youtube.com/PPHeartland](http://www.youtube.com/PPHeartland)



[www.twitter.com/PPHeartland](http://www.twitter.com/PPHeartland)

### MAKING A COMMITMENT **going green(er)**

At Planned Parenthood of the Heartland, we're constantly working on ways to reduce our environmental impact while keeping our high-quality health care services available and accessible to our patients.



From electronic health records to making energy efficiency upgrades in our health centers and even printing this publication in environmentally sustainable ways, we are committed to being green.

Share your email address with us by visiting [www.ppheartland.org](http://www.ppheartland.org) and help us reduce our carbon footprint even further!