

# THE ADVOCATE

## Teachers Come to PPLM for One-of-a-Kind Curriculum

Training Program Arms Educators with Tools to Teach Sex Ed

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[www.pplm.org](http://www.pplm.org)



Matthew Hakola

PPLM staff, including Mindy Craver, teach educators to use our relationship-based sex education curriculum in their classrooms across the state.

On three sunny June days, 11 teachers gave up their first hours of summer vacation to learn about sex. More specifically, to learn how to get young teens past their giggling and blushing to talk about sex and relationships.

The teachers were at Planned Parenthood League of Massachusetts headquarters as part of a training program for *Get Real*, PPLM's 6th, 7th, and 8th grade curriculum. It teaches

that abstinence is the best choice for young teens, but arms them with fact-based information so they're prepared when and if they become sexually active.

One focus of the training is how to work with parents in the context of sex education. Parental involvement is a key part of *Get Real*. Each of the 27 lessons includes homework that the student completes with a parent or another caring adult. PPLM's

education programs are designed to support parents in their roles as the primary sexuality educators of their children. During the training, the teachers got suggestions for managing the parent orientation night, and overcoming challenges and misinformation.

Stoneham Middle School began using *Get Real* last year. "I've found that parents are very appreciative of how up front we are about the curriculum," says Sharon Chapman, the Science &

*(continued on page 5)*

**THE APPROACH:** *Get Real* emphasizes abstinence and puts sexuality in the context of relationships and decision-making.

**TEACHER SUPPORT:** Schools get teacher training, curriculum and classroom materials, and technical assistance from PPLM. Online support will launch in early 2011.

**PARENT INVOLVEMENT:** Homework encourages discussions between students and their parents or other trusted adults.



Supporters like you didn't let a small but vocal minority succeed in blocking women in Fitchburg from birth control and annual exams.

Walking into the Boston Health Center the other day I heard a protestor robotically chanting the same words to each approaching patient, staff member, or visitor. The Chinese proverb "talking doesn't cook the rice" popped into my head as I smiled to myself knowing that the day before, we had finally secured all the approvals necessary to open our Fitchburg Health Center. For all of our 82-year history Planned Parenthood has had to work just a little bit harder and a little bit smarter to make sure we can deliver our services to people who seek them.

We sometimes forget that even in a state like Massachusetts, access to birth control, cancer screenings, and basic health care could be controversial. In the last year, I've been reminded that even here there are people who will do anything to keep Planned Parenthood from providing the services that women need.

Planned Parenthood League of Massachusetts was awarded a federal Title X grant to open three new family planning health centers (see page 3). Our moves into Marlborough and Milford went smoothly. We were welcomed as a partner in local efforts to keep each community healthy. Fitchburg

was a different story. A small but vocal minority spread misinformation about what we stand for. They tried to keep local women from family planning services, just because of their feelings about a woman's legal right to abortion – a service that isn't even offered at the new health centers. Our staff spent hours meeting with local community-based organizations, supporters, and elected officials to show our interest in being part of the public health solution in the community.

This work is part of increasing awareness about PPLM's wide range of services and programs. In the end, we succeeded because we had staff, volunteers, Board members, community supporters, and your strong and consistent backing. Knowing this makes it easier to move forward when a handful of individuals try to block our way. The response from patients in just the first eight weeks in Milford and Marlborough demonstrated the need for PPLM to be there. Thank you for helping us accomplish this growth.

Dianne Luby  
President/CEO

#### PLANNED PARENTHOOD LEAGUE OF MASSACHUSETTS

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#### UPCOMING EVENTS

## Cambridge House Party

December 6<sup>th</sup>, 2010

The Cambridge Friends of PPLM will hold their annual house party to benefit PPLM. Join local supporters for cocktails and conversations about the latest issues impacting sexual health. For tickets and information, contact Meghan Dailey at (617) 616-1654 or [mdailey@pplm.org](mailto:mdailey@pplm.org).

## Sexuality Education Certification Series

November 2 – 4, 2010: Worcester / February 8 – 10, 2011: Boston

PPLM's popular training program helps educators and others who work with youth to develop the knowledge, skills, and comfort needed to provide successful sexuality education programs. To register, please visit [www.pplm.org/training](http://www.pplm.org/training) or call (617) 616-1672.

## Promotoras Win Awards for Outreach

PPLM's *promotoras* have been getting noticed for their outreach work to Latinas in Springfield. They were recently honored with an *Our Bodies Ourselves* Women's Health Hero Award, and a Women of Courage Award in Health from La Alianza Hispana.

In partnership with the Puerto Rican Cultural Center in Springfield, the seven *promotoras* have reached more than 1,300 community members through small group workshops, community fairs, and one-on-one talks in just six short months. Their work is encouraging open dialogue about sexual health among the Latino community,

and connecting women, men, and teens to services.

The Women of Courage event pays tribute to extraordinary women who have gone above and beyond in support of the Latino community. The *promotoras* were among 11 Latinas recognized by La Alianza for serving as agents of change. *Our Bodies Ourselves* Women's Health Heroes Awards honor the work of women's health advocates worldwide. Our *promotoras* were recognized for having made significant, long-lasting contributions to women's health.

## New Public Health Tool to Fight Chlamydia

In July, Massachusetts lawmakers passed Expedited Partner Therapy (EPT) legislation. EPT allows health providers to give a patient who has been diagnosed with Chlamydia a prescription for antibiotics for that patient to give to their partner. The partner will no longer need to go in for an appointment. This greatly increases the chance that the partner will take antibiotics and helps to prevent further spread of the disease. This approach is endorsed by the Centers for Disease Control, and similar legislation

exists in 24 other states.

Thanks to a push from Colin Moore, PPLM's Political and Government Relations Director, we successfully got the bill included as an amendment to this year's budget. The passing of this bill is a great step forward for disease prevention and public health in Massachusetts. We're particularly thankful for the support of Rep. Carl Sciortino and Sen. Susan Fargo for championing the legislation, and to the Department of Public Health for their partnership.

## Three New Health Centers Are Now Accepting Patients

PPLM's new health centers in Fitchburg, Marlborough, and Milford are now open! Last December, PPLM received a Title X grant to open three health centers in Central Massachusetts. Title X is the federal government's grants program that provides access to family planning services, particularly for low-income women.

The three new health centers opened over the summer. Patients who qualify can get annual exams, birth control, and STD testing and treatment at low or no cost. In just the first few weeks at each location, demand for appointments was high. We expect that nearly 11,000 additional patients will have access to our programs and services in the next year, representing a significant increase in health care access for the Central Massachusetts area.

To find locations, hours, and services for all PPLM health centers, visit [pplm.org](http://pplm.org).



Paul S. Schmittacher

PPLM's new health center in Milford offers reduced-cost family planning services for women and men in need. From left to right, at the grand opening: Meagan Gallagher, Chief Operating Officer; Kathleen Desilets, Regional Program Consultant – Family Planning, Department of Health & Human Services; Dianne Luby, President/CEO; Susan Wood, VP for Clinical Operations.

## Visionary Group of Donors Funds Growth in Services

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With three new health centers in two months and another new building less than one year old, PPLM is in the midst of building the infrastructure needed for health care in a time of reform. In addition to physical expansion, the number of schools teaching our curriculum has grown, with 69 now on board. And, we've expanded our outreach capacity to high-risk communities.

With all this growth comes the need for resources. That's why we launched the "50 at \$50,000" Leadership Giving Circle as part of our \$30 million Sexual Health Matters Campaign. This exclusive group of our most committed supporters is driving our expansion by making donations of \$50,000 to \$1 million or more. Leadership Giving Circle members will donate the funds we need to keep our promise of increasing access to sexual health services and education. We've already received four pledges of \$1 million or more.

With the \$20 million that you've donated to the Sexual Health Matters Campaign, we've provided:

- Subsidized preventive health care for thousands of women, men, and teens
- New health centers in Milford, Marlborough, and Fitchburg; and a replacement health center in Worcester
- A nationally-recognized sex education curriculum and evaluation of its impact (cover story)
- Community-based parent resources
- Award-winning Latino engagement program (pg. 3)
- National leadership on health care reform
- Outreach to college students, men, and at-risk communities

### Campaign Progress (in Millions)



The money raised through the Sexual Health Matters Campaign is being put to work immediately, which is something our donors tell us they appreciate. Planned Parenthood's effectiveness was recently rated top among reproductive health and rights organizations by a Philanthropedia survey of 200 funders, researchers, and nonprofit leaders.

During Fiscal Year 2011 (July 1, 2010 – June 30, 2011) we are projecting a 25% increase in the number of visits to our health centers. Many of those visits will be low-income patients seeking our affordable, sliding scale fees for annual exams, birth control, or STD testing. Donor support helps to make up the difference between what it costs to provide the services and what patients can afford to pay. Donations also allow us to provide free or low-cost education programs for schools and community groups.

We need to raise \$10 million more to fully fund our programs and services. Interested in hearing more? Give us a call and we'll pick you up in our Sexual Health Matters Mobile, and take you on a personalized tour of our new health centers.

*Every gift you make to PPLM between now and December 31, 2011 counts towards our comprehensive Sexual Health Matters Campaign. Contact Claudia Luck, Senior Vice President for Development, at (617) 616-1643 or [claudia\\_luck@pplm.org](mailto:claudia_luck@pplm.org).*

## Teachers Come to PPLM for One-of-a-Kind Curriculum

(continued from cover)

**BECOME A FAN OF PPLM** on Facebook and MySpace to stay up to date on the latest sexual health info and news! Visit [pplm.org/facebook](http://pplm.org/facebook) or [pplm.org/myspace](http://pplm.org/myspace).

Health Program Supervisor. “Most parents want their kids to have this information, but they’re not sure when to bring it up or how much to say. The homework is a great discussion opportunity.”

More than 100 educators representing 69 schools have participated in *Get Real* trainings since they began in 2008. We estimate that these teachers are reaching more than 11,000 students. Schools like that *Get Real* views sexuality in the context of relationships, and focuses on social skills as a key part of making responsible and healthy decisions.

In an era when schools are forced to make tough budget choices, a curriculum like *Get Real* is a valuable resource. *Get Real* is supported in large part by contributions from PPLM donors like you. Some schools can only afford to pay a fraction of what it costs to provide teacher training, materials, and ongoing technical support. Donor funds underwrite more than 95% of the cost of providing our education programs

in high-risk school districts to help teens delay sex and avoid risky behaviors.

Critics of sex education sometimes argue that middle school is too young to start the discussion. Jill Vallee, Health and Wellness Coordinator at the Winsor School in Boston, strongly disagrees. “It’s important to teach kids before their hormones are raging and their bodies are changing,” she explains. “They need to know how to make informed decisions and choices before they’re put into a potentially risky situation.”

At the training, a long-time math teacher who will teach health beginning this fall seemed reassured about her new role. “I was anxious about teaching a new subject and afraid I would get questions that I couldn’t answer. After this training, and seeing how clearly the curriculum is laid out, I’m feeling so much better.”

For more information about *Get Real* and how to bring it to your child’s school, visit [www.getrealeducation.org](http://www.getrealeducation.org).

## Expert in Health Care Access Is PPLM’s New Board Chair

PPLM is pleased to welcome Dharma Cortés, Ph.D. as the new Chair of our Board of Directors. Dharma is an expert in the field of health care access, focusing on Latino communities. She has been an integral part of the development of our Latino Engagement Initiative. Over the last several months, Dharma has been working with PPLM to build a partnership so women in treatment for substance abuse can get better access to sexual health services.

Dharma is a Senior Research Associate at the Mauricio Gastón Institute for Latino Community Development and Public Policy at the University of Massachusetts, Boston.

She is also a Clinical Instructor and Research Associate at Cambridge Health Alliance and Harvard Medical School’s Department of Psychiatry. Dharma has been a PPLM Board member since 2003. She was also co-chair of the Community Matters Committee, which guided the launch of our public awareness and outreach work.

As we welcome Dharma as our Board Chair, we would also like to thank our outgoing Board Chair, Ilene Greenberg. We’re thrilled that she will continue to be a member of our Board and a leader of our Sexual Health Matters Campaign.



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## Mobile Generation Will Have 24/7 Access to Virtual Planned Parenthood Health Centers



If you've spent any time with someone under the age of 20, you know how inseparable teens and their cell phones are. According to a study by the Pew Research Center, text messages are the way that teens interact with each other the most – more than the telephone, email, and even talking face-to-face. And, more than half of 18- to 29-year-olds in the U.S. have accessed the Internet through a cell phone. The number of visits to pplm.org on a mobile device increased 40% from January to June 2010.

Knowing these facts, Planned Parenthood is undertaking a national effort to make sexual health information available to young people wherever and whenever they need it. Teens and young adults are used to

instant answers with just a few keystrokes. As a trusted provider of factual medical information, Planned Parenthood is in a position to influence millions of young people by expanding our use of technology. Online tools break down geographic barriers, whether a teen lives in Boston or the rural Berkshires.

Planned Parenthood already has an extensive online presence. Interactive tools guide plannedparenthood.org visitors through a series of questions to help them identify whether they're at risk for contracting an STD; suggest birth control options that may be right for their needs; and locate the nearest Planned Parenthood health center.

Nationally, Planned Parenthood Online will expand its offerings. Chat functions and downloadable applications will make information easily available for teens and young adults who access the web through their cell phones. "iText Planned Parenthood" will allow users to text or instant message a Planned Parenthood specialist 24 hours a day for answers to sexual health questions.

In Massachusetts, we're launching a texting program to communicate in new ways with patients and potential patients. We'll be able to

notify them of new services, locations, and promotions via text message, which are opened more frequently than email messages.

Each year, PPLM provides health care and education services to tens of thousands of women, men, teens, and parents. Until recently, these services were mostly limited to those who could visit a health center or education program in person. New technologies are breaking down physical barriers so that prevention is more accessible than ever.

**BACKGROUND:** Young people communicate via text more than any other method, and they are increasingly accessing the Internet using a mobile phone.

**OPPORTUNITY:** Reliable, factual information about sexual health that is available through mobile and online technologies can impact millions of teens and young adults, regardless of geography.

**ACTION:** Planned Parenthood will launch new chat functions and downloadable applications for mobile Internet users, along with a text and instant message service for 24/7 access to a Planned Parenthood specialist.

During their successful spring house parties, PPLM supporters in Dedham, Dover, Westwood, Weston, Brookline, and Chestnut Hill raised nearly \$450,000 to support PPLM's programs and services.



DEDHAM, DOVER & WESTWOOD HOUSE PARTY

From left to right: Event co-chairs Joanna Cook Kjellman, Nora Keefe, and Audrey Nichols; Judi King and Mark Browne; Bunk and Gay Read



WESTON HOUSE PARTY

From left to right: Event co-chairs Gena Barenholtz and Alicia Abad with President/CEO Dianne Luby and host Jenny Seeman; Rob Siegrist and Lois Crum; Colleen Kettle and Maggie Swift

Photos by Matthew Hakola



BROOKLINE / CHESTNUT HILL HOUSE PARTY

From left to right: Nathaniel and Ashley Mason; Host Louisa Smith and former Board Chair Ilene Greenberg; Katherine Chapman and Jane Tyler

## Early Retirement Leaves Professor Time to Apply Computer Skills

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[www.pplm.org/donate](http://www.pplm.org/donate)



After ending a 17-year career as a professor of computer science, Elizabeth Driehaus wanted to use her professional skills to benefit an organization with a mission she was passionate about. Through a friend, Elizabeth was introduced to some of PPLM's top management.

"Reproductive health issues have always been important to me," she says. "I remember when abortion was illegal, and women were dying from unsafe abortions. Knowing that I can make a serious difference in an organization I care about is tremendously gratifying."

Three days a week, Elizabeth volunteers her skills to write computerized reports that result in a better patient experience. For example, one of the reports allows staff to easily pull a list of patients who have tested positive for STDs and have not yet been contacted about their results.

"Staff used to do this work by hand. I can write a code so the data can be pulled from patients' electronic records and displayed

in a spreadsheet," Elizabeth explains. This reduces the chance of human error, acts as a quality check, and saves time. "I hadn't been in an office

setting for some time, and when I was, I was developing new products. So an unexpected benefit of volunteering is learning some standard business software and languages."

Spending time at PPLM's office has given Elizabeth insight into our daily functioning. "I've seen first-hand how hard people work here. As a donor, it's impressive to see how efficient the organization is. And the work that staff is doing is truly life-saving."



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## GIVING IS EASY

### A Trust is Your Contribution to the Future of PPLM

Janet Green is a former nurse who helped establish a free women's clinic in the 1970s and worked in international humanitarian organizations.

"I have seen first-hand Planned Parenthood's impact on women and families," she says.

Janet and her husband, Allan, are the sole trustees for the estate of an elderly neighbor. The woman asked Janet to look into beneficiaries for her estate, and Janet immediately thought of PPLM because her neighbor had been involved in women's and political issues throughout her life.

"Gifts like this Charitable Remainder Trust give you the ability to have an impact over a long period of time on issues that you know will always matter – like sexual health. It is very satisfying to know that you will be contributing part of the future of PPLM."

A trust may provide you or a loved one with income and tax benefits with the principal eventually benefiting PPLM. Or, the payments can be directed to PPLM with the principal going to an heir. For more information about how easy it is to establish a trust, contact Jan Stephenson Kelly at (617) 629-8628 or [jskelly@pplm.org](mailto:jskelly@pplm.org).