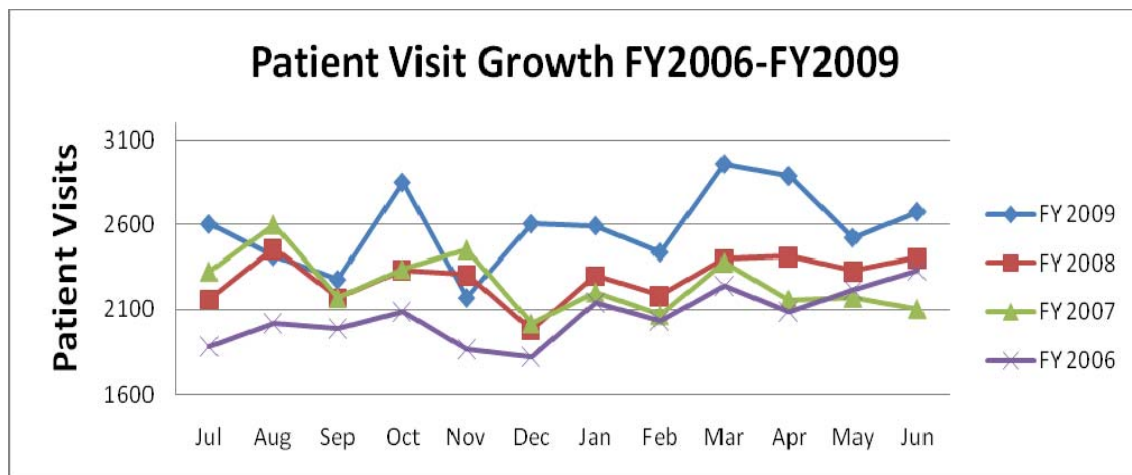


## FY2009 Report

For more than 80 years, Planned Parenthood of Maryland (PPM) has been a trusted preventive health care provider and the primary source for fact-based sexuality in the state. This past fiscal year, (July 2008 – June 2009), PPM launched a new online presence, [www.plannedparenthood.org/maryland](http://www.plannedparenthood.org/maryland), to meet the growing information and resource needs of our clients. In addition to our online consumers, we served nearly 30,000 men, women and teens with affordable, high-quality care, education and training across the state.

### Health Care Services

In FY2009 PPM served over 20,600 patients at 8 locations across the state: Annapolis, Baltimore, Easton, Frederick, Owings Mills, Salisbury, Towson and Waldorf. Patients received high quality services at over 31,000 visits, a 25% increase over 3 years:



A major contributing factor in our ability to see more patients is expanding a centralized Spanish/English Call Center. In FY2009 the Call Center managed appointments for abortion services, Baltimore family planning, Frederick, Waldorf and Annapolis Spanish-speakers. This has had a tremendous impact on our patients and our clinic staff. We now have:

- The capacity to improve call answer times and decrease hold times,
- Improved service to patients with limited English proficiency,
- Increased the number of hours per day we are making appointments, and

- Freed up our Health Center staff to spend more time serving clients in exam rooms.

As part of a city-wide effort, we launched the *Babies Born Healthy* (BBH) preconception health program in FY2009, aimed at decreasing the incidence of low birth weight and poor birth outcome among African American women in Baltimore City. By the end of the fiscal year we had enrolled over 900 women in the BBH program and fully integrated preconception counseling into all Baltimore City family planning visits.

## **Education**

In FY2009, we continued to dramatically expand our reach in Maryland schools and community groups. We were able to provide even more comprehensive, age-appropriate sexuality education than before, and our Teenage Pregnancy Prevention Program in Caroline County received the Human Services Council “Program of the Year” award. With donor support we:

- Educated over 8,000 youth and adults through 390 single-session programs.
- Increased our reach to Baltimore City middle school students by conducting classes at each five (5) Baltimore Curriculum Project charter schools, and two (2) additional charter schools in Baltimore City:
  - City Springs School
  - Collington Square School
  - Dr. Rayner Browne Academy
  - Hampstead Hill Academy
  - Wolfe Street Academy
  - Patterson Park Public Middle School
  - City Neighbors Charter School
- Conducted 23 senior center programs for the Baltimore County Department of Aging.
- Trained & retrained volunteers to provide education in public schools and outreach events. We trained two full-time interns, who conducted one-third of our free, one-hour contraception classes in Maryland schools.
- Provided outreach at over a dozen community health fairs and festivals, reaching over 2,500 people.

## **Training**

The PPM Training Institute provides the highest quality reproductive health and sexuality training for professionals throughout the state of Maryland. Our trainings are designed for teachers, social workers, case managers, counselors, nurses, community organizations, and youth-serving and health professionals.

In FY2009 PPM trainers conducted 68 trainings across the state, reaching over 1,000 youth-serving professionals:

- We provided trainings to agencies including:
  - Maryland Department of Juvenile Services
  - University of Maryland School of Social Work, Child Welfare Academy
  - Hearts and Homes for Youth, Inc.
  - Mentor Maryland
  - School Counselors of Western Maryland
  - Baltimore County Public Schools
  - Caroline County Family Support Center
  - The Children's Home
  
- We co-sponsored two trainings with the Arc of Baltimore and Baltimore County Public Schools to host Leslie Walker-Hirsch, nationally recognized expert on sexuality and people with disabilities. Over 150 teachers and other human service professionals attended.
  
- We conducted the 8<sup>th</sup> annual Teen Peer Education Training, graduating 14 Peer Educators who conducted nine *Teen Talks* for other teens and provided 86 one-on-one education sessions during our *Teen Thursday* walk-in clinic.

## **Advocacy**

PPM is a primary resource to Maryland legislators on issues of reproductive health care and education. When the Maryland legislature adjourned in April 2009, HB 925, which would have granted legal rights from the moment of fertilization, died with the close of the legislative session.

- This dangerous bill was a clear attempt to criminalize abortion in Maryland.
- HB 925 could have had far-reaching consequences, jeopardizing access to birth control and in-vitro fertilization as well as threatening pregnant women's medical care.
- If enacted, the measure would have been placed on the 2010 ballot, and, if the ballot measure passed, it would have amended the Maryland Constitution.

A similar measure was decisively defeated on the ballot in Colorado in 2008, but that did not stop anti-choice forces from introducing similar legislation in states like Maryland, North Dakota, and Montana. Supporters of this strategy made it clear that their intent was to make abortion illegal and establish a legal framework through which to challenge *Roe v. Wade*.

In addition to HB 925, pro-choice allies also defeated SB 195. This bill would have mandated a scripted protocol for abortion providers using ultrasound, inserting politics

into dialogue between a woman and her health-care provider.

- SB 195 wrongly implied that Maryland women are not making informed decisions about abortion.
- Maryland abortion providers provide compassionate care to the women they serve without political interference.
- The supporters of SB 195 misleadingly claimed that the measure would reduce abortion; however, the bill was in fact a thinly veiled attempt to chip away at a woman's right to choose in Maryland.

## **Events and Volunteers**

In FY2009 nearly 140 volunteers made significant contributions, assisting with governance, day-to-day clinical and education work, and raising funds.

In addition to 25 Board Members, there were 39 volunteers for education & training in FY2009. These volunteers performed duties including outreach at community events, teaching contraception classes to public schools, internships, and our teen Peer Education program.

An additional 73 volunteers assisted in fundraising and public affairs. These volunteers planned events, wrote and made calls to supporters, solicited donations, and lobbied in Annapolis.

In FY2009, PPM held two major volunteer-driven community events, including:

- The 2<sup>nd</sup> Annual William G. Robertson, Jr. Volunteer Award Luncheon, where we honored Laurie Schwab Zabin, Ph.D. for years of support and dedicated volunteer service. Nearly 100 guests turned out to network with other volunteers and listen to keynote speaker Robert Engleman, author of *More: Population, Nature, and What Women Want*.
- The 4th Annual Spring fundraiser, *Celebrate Our Right to Shoes*, where over 300 guests gathered to bid on a number of fabulous live and silent auction items. Honored guest Senator Benjamin Cardin was a draw for many and the crowd enjoyed listening to the speech given on his behalf by his wife, Mrs. Myrna Cardin.

## **Moving Forward**

In FY2010 we have already begun to:

- Expand our Frederick Health Center to meet the needs created upon closure of the Frederick County Family Planning Clinics.
- Strategically expand staffing in our Health Centers in order to increase productivity and to see more women more quickly.

- Invest in the phone technology to expand the Call Center to all eight (8) health centers. Implementation is expected starting January 2010.
- Expand the grant-funded *Babies Born Healthy* preconception project, contracting with an outside organization to focus on improving the nutrition of our patients.
- Increase fundraising diversity by boosting our staff giving campaign and expanding our “grateful patient” donations program.
- Building our medical networks, advocacy coalitions, community partnerships and media relations as a function of the newly formed External Relations Department.
- Continue to build our presence in Annapolis with the newly formed Friends of PPM - Anne Arundel County Committee.
- Advocate for first-in-the-nation legislation requiring Baltimore City crisis pregnancy centers to inform their patients of their limited services.