



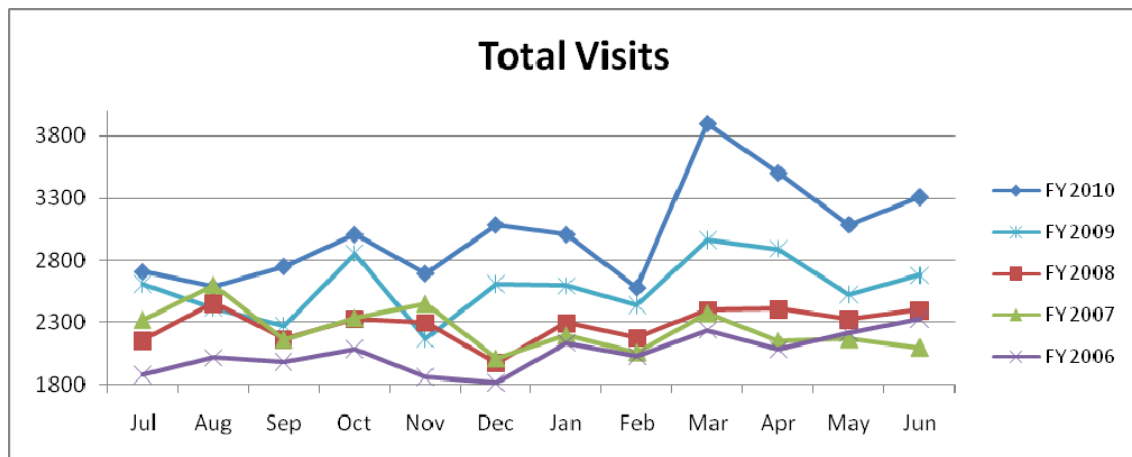
Fiscal Year 2010 Report

For more than 80 years, Planned Parenthood of Maryland (PPM) has been here as an advocate for reproductive health and freedoms because we know that healthy individuals make healthy communities. Our mission is to enable all Marylanders to have access to a wide range of high quality, affordable reproductive health care services. By providing medical services, education, training and advocacy, PPM seeks to help individuals make informed decisions about their reproductive health, family planning options, and sexuality.

This past fiscal year (July 2009 – June 2010) we expanded our online presence through both our website (www.plannedparenthood.org/maryland) and our Facebook site (<http://www.facebook.com/plannedparenthoodofmaryland>). In November 2009 we built out the Spanish language section of our website, *PPM en Español*, to meet the information and resource needs of our Hispanic clients. In addition to our growing online consumers, we served over 35,000 men, women and teens with affordable, high-quality care, education and training across the state.

Health Care Services

We're here for every person, every family, and every community. In FY2010 we served more clients than ever before, providing 23,500 clients with compassionate care at over 36,000 visits (17% more visits than in FY2009).



Our Frederick Health Center experienced the largest growth, the result of a new contract with the Frederick County Health Department to be the county provider for family planning and sexually transmitted disease (STD) visits. In June 2010 our Frederick

health center moved to a larger location and more than doubled its average number of clients served per month relative to FY2009.

In FY2010 our centralized Spanish/English Call Center grew to serve all eight of our health centers: Annapolis, Baltimore, Easton, Frederick, Owings Mills, Salisbury, Towson and Waldorf. This has had a tremendous impact on our clients, as well as our staff productivity. Not only is health center staff freed up to spend more time serving clients in exam rooms, but we have also improved service to Spanish speaking clients with a staff of Call Center associates that is 80% bilingual.

"I trust Planned Parenthood more than I trust my other doctors. Thank you for all that you do!"
– *Anonymous client*

In FY2010 we continued our collaboration with Baltimore City to decrease the incidence of low birth weight and poor birth outcomes among African American women. We grew our *Babies Born Healthy* preconception program to address the nutritional and health needs of our clients. In FY2010 over 1,900 clients worked with PPM Clinicians to develop their Preconception Care Plan ("prescription for health") with individualized recommendations for healthier living. Roughly 80% of returning clients reported some improved lifestyle change based on their prescription for health from a prior visit(s).

This past year we expanded our client donation program, encouraging clients to: *Give today, help someone tomorrow*. These efforts resonated with clients with collective donations from all eight health centers far exceeding donations from previous years. Four health centers (Annapolis, Easton, Owings Mills and Waldorf) more than doubled their average donation per visit relative to the previous year. Overall, we saw a 51% increase in the average monthly client donation and increased total client giving by 40%, as compared to FY2009.

Education

"I have participated in many sessions over the last four years. The information is critically important & the presentation is very balanced in terms of being age-appropriate and fact-based."

**~Matthew Hornbeck, Principal
Hampstead Hill Academy**

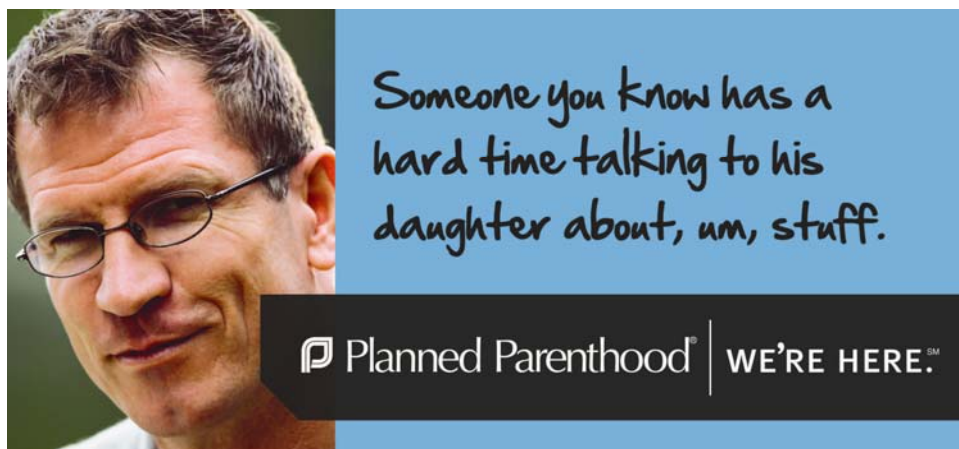
PPM is a resource for the basics of sexual and reproductive health, from abstinence to birth control, from developing good health habits like annual exams to avoiding STDs. We're here because everybody has questions and because there are no questions too embarrassing to ask!

In FY2010 we:

- Educated almost 6,500 youth and adults at over 330 single-session programs, a slight decrease from

FY2009 because of reduced staff capacity.

- Continued multi-session comprehensive sexuality education classes with Baltimore City 5th-8th grade middle school students at four returning Baltimore Curriculum Project charter schools & one new East Baltimore school.
 - City Springs School
 - Collington Square School
 - Dr. Rayner Browne Academy
 - Hampstead Hill Academy
 - Tench Tilghman Elementary/Middle
- Conducted comprehensive, multi-session classes at two other Maryland nonprofits:
 - The Jemicy School received a four session series covering birth control, STDs, decision making, and healthy relationships.
 - Concern received a ten session series, *Circle of Friends*, for teen moms.
- Conducted five new senior center programs for the Baltimore County Department of Aging.
- Trained & retrained volunteers to provide education in public schools and outreach events. We also oversaw one full-time college intern and one half-time college intern. Both gained valuable experience conducting lessons, observing trainings, providing community outreach, and designing education programs.
- Provided outreach at 20 community health fairs and festivals, reaching almost 4,500 people.



While we provide education for youth, we believe *parents* can and should be the primary sexuality educators of their children. That is why we also offer programs for

parents to address sexuality issues accurately and appropriately with their children, within their own value system.

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 FY2010 PPM trainers conducted 55 trainings across the state, reaching over 750 youth-serving professionals at agencies including:

- The University of Maryland School of Social Work – Child Welfare Academy
- Maryland Association of Resources for Families and Youth (MARFY)
- Maryland Family Network
- MPowerment
- Department of Juvenile Services
- Baltimore County Public Schools Office of Special Education
- Baltimore County Public Schools Office of Health

Over 95% of participants say they would recommend our professional trainings.

In addition, we conducted the 9th annual Teen Peer Education Training, graduating 19 Peer Educators, including three Peer Educators participating for the second year in a row. These teens collaborated with *New Lens*, a youth driven social justice organization, to write, direct, and produce a ten minute educational film *Beyond the Birds and the Bees*. In May 2010 PPM received an award from *New Lens* for Collaboration on Youth Media for Social Change.



In July 2009, six dedicated Peer Educators traveled to Washington, DC to participate in the first annual Planned Parenthood Federation of America (PPFA) Youth Organizing

and Policy Conference. The teens learned about the political process, met with congressional staff, and participated in phone banking for health care reform.

Advocacy

PPM is a primary resource to Maryland legislators on issues of reproductive health care and education. PPM worked closely with the Planned Parenthood Action Fund over the past year, meeting with Maryland Senators Barbara Mikulski and Ben Cardin to rally their support for health care protections for women. Thanks to Senator Mikulski, the Patient Protection and Affordable Care Act now includes an amendment ensuring women's access to affordable preventive services, including life-saving cancer screenings.



In FY2010 PPM expanded advocacy efforts locally, working closely with Baltimore Mayor Sheila Dixon and the Baltimore City Council to pass first-in-the-nation legislation safeguarding women's reproductive options. The passage of this bill requires crisis pregnancy centers to post a sign in their waiting rooms that states that they do not

"It's a step towards making sure that women have the information they need to make the right decision for their health and their future."

~Stephanie Rawlings-Blake, then Baltimore City Council President

"Pregnancy center sign bill passes"

Baltimore Sun, November 24, 2009

refer or provide birth control or abortion. This truth-in-advertising bill allows women to make informed decisions for themselves and has inspired similar legislation in Montgomery County, Maryland and Austin, Texas.

In FY2010 PPM strongly opposed legislation designed to restrict a woman's access to abortion. For example:

- We testified against onerous ultrasound legislation (SB 250, Medical Procedures - Ultrasound Options) designed to legislate physician behavior.

- We testified against HB 1078, Maryland Personhood Amendment, which would have negated reproductive health rights established in Maryland statute and in Supreme Court case law by criminalizing abortion and jeopardizing the health and lives of women forced to seek care outside the medical system.

Both SB 250 and HB 1078 were defeated.

PPM also worked to keep Marylanders healthy and protected, submitting testimony in support of several bills, including:

- HB 878 (SB 313), Health Insurance – Annual Preventive Care, which gives women a greater window of opportunity to access critical preventive care, like family planning. Timely access to care lowers the transmission of HIV and other STDs, and reduces unintended pregnancy rates.
- HB 162 (SB 177), Expedited Partner Therapy Program, a pilot model addressing the serious health problems posed by Gonorrhea and Chlamydia in Baltimore City by allowing patients to receive STD medications for their sexual partners.
- HB 33 (SB 213), Child Care Articles Containing Bisphenol-A – Prohibition, protecting our youth from the contaminant bisphenol-A in products designed for use by children. More than 200 studies have linked bisphenol-A to a myriad of health and development problems for fetuses, infants and children.

All of these bills were signed into law by Governor Martin O'Malley.

In FY2010 PPM was part of a citywide initiative to create a strategy to reduce teen births in Baltimore City. The city worked to develop a plan to address the high rates of teen pregnancy and teen births in the city, 1.5 times that of the nation, and twice as high as the State. As a partner agency, PPM contributed interviews and client data. In September 2010 Baltimore Mayor Stephanie Rawlings-Blake unveiled *A Strategic Plan to Reduce Teen Births in Baltimore City*, which lays the groundwork for expanding evidence-based approaches in the community.

Special Events and Volunteers

PPM is historically a volunteer-driven organization. In FY2010, 133 volunteers, including our dedicated Board Members, assisted with governance, day-to-day clinical and education work, and fundraising.

PPM held three major volunteer-driven community events, including:

- The 40th anniversary celebration of Planned Parenthood of Maryland – Anne Arundel County, celebrating the legacy of Esther H. Carpenter and applauding 40 Community Champions for their pro-choice contributions in the Annapolis area. These champions are advocates for safe, affordable health care and education for the residents of Anne Arundel County and across the state. Nearly 200 supporters gathered to hear stories of support from The Honorable Paula

Hollinger, Associate Director of Health Workforce (DHMH), Delegate Virginia Clagett, State Senator John Astle, and House Speaker Michael Busch.

- The 3rd Annual *William G. Robertson, Jr. Volunteer Award Luncheon*, honoring the PPM Leadership Circle, donors and volunteers who have banded together to ensure the strength of PPM far into the future by their support for our Endowment. Over 250 people were captivated by the enthusiastic speech from Cecile Richards, President of Planned Parenthood Federation of America and Planned Parenthood Action Fund. She delivered a passionate update on the status of health care reform legislation.



- The 5th Annual Spring fundraiser, *Celebrate Our Right to Shoes*, where nearly 300 guests gathered to bid on a number of fabulous live and silent auction items, raising nearly \$100,000 for PPM. Baltimore's new mayor, Stephanie Rawlings-Blake, was our honoree for the evening and recipient of our Betty Tyler Award. Rawlings-Blake thanked PPM for our work on Baltimore's new crisis pregnancy center legislation, and reaffirmed her commitment to women's health and unencumbered access to reproductive health care and education.

In FY2010 PPM organized its first team for the Baltimore Women's Classic 5k, a women's road race benefitting women undergoing gynecological cancer treatment. With 32 PPM staff, volunteers, supporters and board members, we took home the award for the largest team. We also had a very popular exhibit booth. Peer Educators and volunteers gave over 150 people information about PPM services and healthy lifestyles.



Moving Forward

We're here because we make communities healthier. With community support, Planned Parenthood of Maryland is expanding and evolving in new and exciting ways.

In FY2011 (July 2010 – June 2011) we have already begun to:

- Increase productivity in our health centers and expand services to meet the growing needs of our clients. In just the first two months of FY2011 we have served nearly 1,500 additional clients than the same time period in FY2010.
- Protect women and girls against the human papilloma virus (HPV) by offering the vaccine Gardasil which is nearly 100 percent effective against the two types of HPV that account for 70 percent of cervical cancers. It is also effective against two types of HPV that cause genital warts.
- Introduce rapid HIV testing at all PPM health centers, providing results in just 20 minutes. The standard blood draw HIV test can take 7-10 days to process, increasing anxiety in clients waiting for results. In Baltimore City these efforts are supported by partnership grant with the Baltimore City Health Department, funded by the Department of Health and Human Services.
- Utilize new, market-tested Planned Parenthood brand messaging to strengthen our presence in the communities we serve.
- Expand marketing efforts on the Eastern Shore and Frederick, alerting potential clients of the expansive services available to them at their local health centers.
- Adopt evidence-based curricula for multi-session reproductive health education classes, with a likely expansion of programs to serve Baltimore middle school students and youth in the juvenile justice system, as well as youth in the foster care system.
- Ensure women's access to reproductive health care as Maryland develops its new health care insurance programs. President & CEO John W. Nugent is currently represented on:
 - Maryland Health Information Exchange - Policy Board (Member)
 - Maryland Health Care Ethics Committee Network (Member)
 - Planned Parenthood Affiliate Chief Executive Council (Board Member)
 - Planned Parenthood Federation of America (PPFA) Health Care Reform Implementation Steering Committee (Member)
 - PPFA Sub Committee to Expand Access/Market Share through Innovative Service Delivery (Co-Chair)