



Planned Parenthood Greater Memphis Region's mission is to ensure broad public access to reproductive and related health care through health center services, education, advocacy and community partnerships in serving 42 counties in West Tennessee, North Mississippi and East Arkansas.



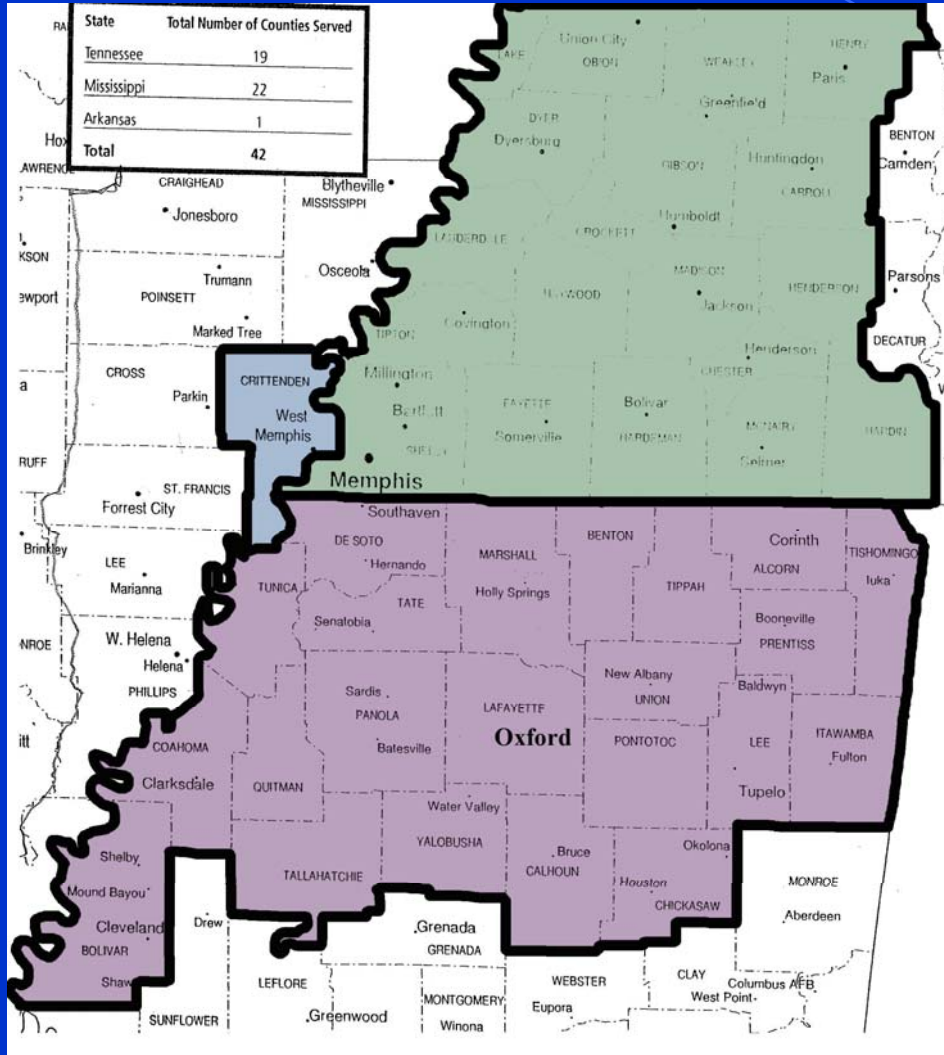
Planned Parenthood gives people the power to plan their lives with honest information and quality reproductive health care.

Who We Are



- Your friends and neighbors
- We're the 90% voting public who support accurate sexuality education
- We're the majority who support the right to privacy in reproductive health
- We're the majority who believe abortion should be legal

Where We Serve



We serve 19 counties in Tennessee, 22 counties in Mississippi and 1 county in Arkansas.

What We Stand For

- Basic American Values
 - Right to privacy
 - Right to make responsible choices
 - Right to equal access health services
 - Right to education and information that empowers informed decisions



Why We Care

Sources: Tennessee Dept. of Health, 2009

- 62% of Shelby County babies are born out of wedlock
 - 2,147 births to mothers younger than 20
 - 744 births to mothers younger than 18
 - 34 births to mothers younger than 15

Why We Care Cont.

Sources: M/SC Health Dept., 2009 Youth Risk Behavior Survey, MCS, TN Dept. of Health

- 61% of MCS HS students have had sexual intercourse
- 12% of MCS students had intercourse before age 13
- 23% of MCS students have had intercourse with 4 or more people

Who We Serve



- More than 21,000 patient visits
- 86% family planning; 14% abortions
- More than 6,000 pregnancy tests
- 20% teens; 57% in 20s
- 60% African-American, 30% Caucasian
- 90% family planning patients in poverty

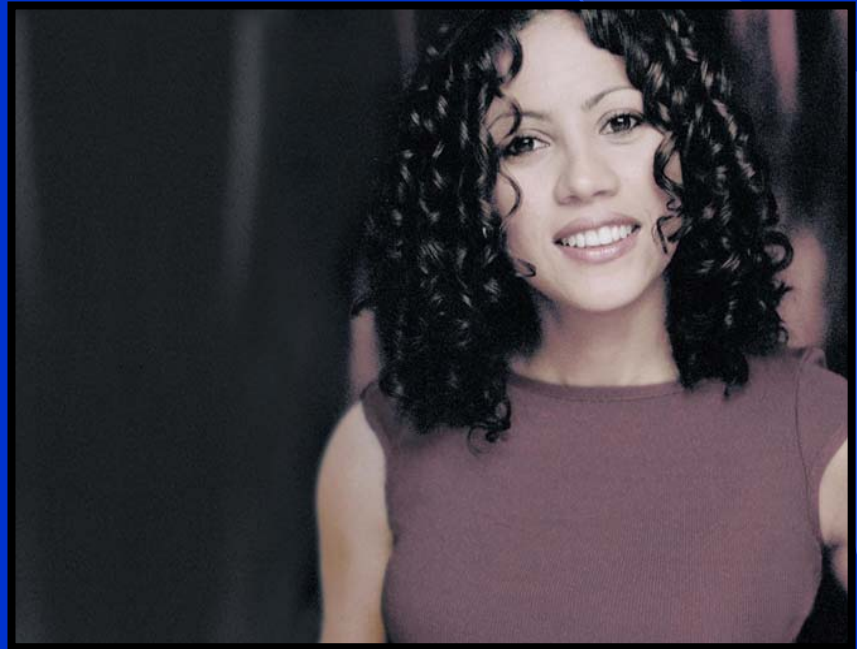
Our Approach

- Target at-risk populations
- Engage in honest, open dialogue
- Respond to reality of sexuality
- Answer need for accurate information
- Back reproductive freedom
- Engage voter awareness



What We Do

- Health Care
- Education
- Advocacy



Health Care Services

- Gynecological health care
- Family planning and birth control
- 20-minute HIV testing and counseling
- STD testing and treatment
- Emergency contraception
- Pregnancy testing and counseling
- Pregnancy termination and counseling
- Adoption information

HPV Vaccine (Gardasil)

- Approved for females aged 9-26
- Protects against four types of HPV, which are responsible for 70% of cervical cancers and 90% of genital warts
- Prevents cervical cancer, the second-leading cause of cancer deaths among women

Education in the Community

- 11,000 children and adults provided with comprehensive sexuality education
- Two full-time health educators dedicated to medically accurate sexuality programs
- More than 200 education sessions annually

Ineffectiveness of Abstinence-Only Programs

Mathematica Policy Research Inc. Study

- Students who participated in abstinence-only programs were just as likely to have sex as those who did not
- Students had similar numbers of sexual partners, regardless of abstinence education
- Both sets of students had sex, on average, at age 14.9 years
- \$176 million wasted annually on ineffective programs
- Comprehensive sexuality education includes pregnancy and disease prevention, in addition to abstinence

Advocacy

- Provide families with the resources and freedom to make responsible decisions
- Protect reproductive rights from government interference
- Communicate accurate information through letters-to-the-editor, op-ed columns, PSAs
- Attract publicity through community events

Public Interest

- It is in *the public's interest* to have fewer STIs, fewer unplanned pregnancies and a population educated about sexual health
- PPGMR fights for sexuality education, a woman's right to choose, and access to quality reproductive health care by:
 - Informing the community about Tennessee legislation that restricts the right to privacy
 - Endorsing legislation and grassroots organizing that are supportive of reproductive health care and services

PPGMR Activism

- Voter registration drives
- Coalition work
- Clinic-based advocacy
- College outreach
- Events & Observances
 - World AIDS Day free testing
 - Free EC Day
 - National Teen Pregnancy Prevention Day
- Email action alerts

Media Coverage

- Print

- Commercial Appeal
- Daily Helmsman
- Memphis Woman
- RSVP Magazine
- Memphis Business Journal
- Hebrew Watchman
- Daily News
- Memphis Flyer
- La Prensa Latina
- Tri-State Defender

- Television

- WREG Ch. 3 (CBS)
- WMC-TV Ch. 5 (NBC)
- WPTY Ch. 24 (ABC)
- WHBQ Ch. 13 (FOX)
- University of Memphis
Campus Television
- Memphis Library Channel

- Radio

- K97
- HOT107.1
- 680 AM WWTQ
- WUMR U92



What *You* Can Do

- Volunteer to help
- Join the Planned Parenthood Action Network
- Contribute to PPGMR
- Speak out for PPGMR
- Spread the word about the critical services of PPGMR

Questions and Answers

