

# We're Here.



 | WE'RE HERE.™

A publication of Planned Parenthood Greater Memphis Region | [www.plannedparenthood.org/memphis](http://www.plannedparenthood.org/memphis) | Winter 2012



**Support reproductive health care for the women of the Mid-South**  
[www.plannedparenthood.org/memphis](http://www.plannedparenthood.org/memphis)  
**(901) 725-1717**

**Planned Parenthood Greater Memphis Region (PPGMR)**, founded in 1938, is an affiliate of Planned Parenthood Federation of America.

**Our mission** is to ensure broad public access to reproductive and related health care through health center services, education, advocacy, and community partnerships serving 42 counties in West Tennessee, North Mississippi and East Arkansas.

## Chasing truth

Attacks on Planned Parenthood patients in Tennessee have intensified. I received notification on December 28 from the Director of the Tennessee Department of Health that although we had been informed that we would receive HIV prevention and Syphilis prevention funding to provide these services to our clients, we were suddenly not approved and would not receive any of the grant monies previously promised for 2012.



*Barry Chase, CEO*

We have been providing HIV testing, counseling and education with these federal funds since 1999. The United Way administers the grant in Shelby County and when I asked them why, they had no reason. When I asked the Department of Health staff supervising this area why, they had no reason. It seems this was an entirely political decision designed to hurt the people of Shelby County by denying them their most qualified and most trusted provider of health care.

This continues what seems like a concerted effort in Tennessee and Shelby County to hurt Planned Parenthood and the patients we serve. And we want to know THE TRUTH.

## Attacks on PPGMR funding bring flood of support

Planned Parenthood supporters refuse to see vital services for our community eliminated.

Planned Parenthood Greater Memphis Region (PPGMR) was denied funding for family planning patients last fall by Shelby County Mayor Mark Luttrell and the Shelby County Board of Commissioners. This is funding that PPGMR has received for more than 30 years to provide birth control, cancer screenings, STD/HIV testing and overall reproductive health care to the women and teens most in need in our community.

Many of you stood with and spoke up for Planned Parenthood at County Commission meetings. Others stood in front of our health Center at 2430 Poplar Avenue, holding signs of support. And still more of you gave generously to help women and families in the Mid-South.

As of December 31, concerned donors have made gifts for general operations to ensure that Planned Parenthood's doors remain open; this represents a 60% increase over gifts at the same time last year. Your kindness means that PPGMR is more than halfway to the fundraising goal for this fiscal year, which ends June 30. This is phenomenal and much appreciated.

Please continue your support in all its various forms. This latest news of our HIV and Syphilis prevention funding loss will not hold Planned Parenthood back. We're here.

If you have any questions or would like to make a gift, please contact Aimee Lewis, Director of Development, at [aewis@ppgmr.org](mailto:aewis@ppgmr.org) or 901.725.3051.



*Nonie Leopard, age 7*



Sara Jane Goodman

## Change means new opportunities for Planned Parenthood in the Mid-South

In the very near future, our health center will begin accepting health insurance as a provider under BlueCross BlueShield of Tennessee's private insurance and BlueCare, BCBS' TennCare managed care program. Because 90% of PPGMR's family planning clients have incomes at or below the federal poverty level, we expect many of our patients who previously used Title X family planning preventive health services may qualify for TennCare coverage. We will help patients determine if they qualify for the benefits and assist those not enrolled to join the program.

We have also invested in the largest marketing campaign in our history to inform women and teens in the Mid-South

that we are still here as a trusted provider with a wide range of quality reproductive health care. Veteran advertising and marketing consultant Dan Conaway is leading our efforts to launch a highly effective multi-platform campaign to reach both new clients and supporters with targeted messages about the scope of our services and our contributions to good health in the Mid-South community.



We need your continued support to help us succeed in these new endeavors. Recommend us to your friends and neighbors as a source of high-quality, affordable, non-judgmental reproductive health care and help spread the word about the good work Planned Parenthood does in our community!



Memphis Vagina Monologues cast members include: (front row, left to right) Beth Cawein, Heather Andresen, Elizabeth Cawein, Andrea Olson, (back row, left to right) Stacy Smith, Elisa J. Johnson, Shayla Lawrence, Cristin Laird, Shoshana Creech, Krista Pennie Myers

## Vagina Monologues Performances to Benefit Planned Parenthood

Four performances in February by Mid-South women will benefit Planned Parenthood's health center services and educational programs. For the third year, V-Day Memphis will perform Eve Ensler's *Vagina Monologues* February 9-11 as a fundraiser for Planned Parenthood Greater Memphis Region. Performances will be at 7:30 p.m., at Circuit Playhouse, 51 S. Cooper, near Overton Square. Tickets are \$15 general admission; \$12 for students with a valid ID.

V-Day Memphis is led by Elizabeth Cawein, Memphis music promoter and staunch Planned Parenthood supporter. Cawein performs and directs a versatile

cast of women of all ages, races and walks of life. They share a passion for Ensler's inspiring monologues about women's private thoughts and feelings about their own sexuality.

V-Day Memphis will also present *The Memphis Monologues* February 2 at Theatre South, in the basement of First Congregational Church, at 6:30. Admission to this performance is free, but donations to Planned Parenthood are encouraged.

*The Memphis Monologues* brings together a diverse group of Memphis women to tell their personal funny,

## Lobby Day 2012

Planned Parenthood supporters—this means you!—will meet with members of the Tennessee General Assembly at this year's State Lobby Day, March 14. Planned Parenthood Greater Memphis Region (PPGMR) is pleased that Planned Parenthood Middle and East Tennessee (PPMET) will join us to make Lobby Day a truly statewide event.

This Lobby Day trip is a valuable part of outreach efforts to ensure lawmakers realize the positive impact of Planned Parenthood's health centers and educators for women, families, and communities. Many state representatives and senators are anxious to hear from their constituents, so it is important to have as many different districts as possible participating in the effort.

In 2011, PPGMR spoke with 19 members of the Legislature in a whirl-wind day of lobbying. Having PPMET join the team, we expect to reach even more lawmakers and impress on them that Planned Parenthood has strong support across all of Tennessee.

PPGMR provides bus travel from Memphis to Nashville and back, lunch and training for all participants. We are especially looking for supporters who live in West Tennessee outside Memphis. If you would like to join us on the bus or meet us in Nashville for the Lobby Day effort, please contact Joan Carr at [jcarr@ppgmr.org](mailto:jcarr@ppgmr.org) or 901.725.3008.



Planned Parenthood | WE'RE HERE.™

Well-woman exams • Family planning • Breast health care  
HIV testing • Emergency contraception • Cancer screenings  
[www.plannedparenthood.org/memphis](http://www.plannedparenthood.org/memphis)

### Calendar

**Roe v. Wade Anniversary**  
January 22nd

**Memphis Monologues**  
February 2nd  
6:30 p.m. at TheatreSouth,  
1000 S. Cooper

**Vagina Monologues**  
February 9th, 10th and 11th  
7:30 p.m. at Circuit Playhouse,  
51 S. Cooper

**National Condom Day**  
February 14th

**"I Know" HIV Prevention  
Counseling & Testing Training**  
February 20th – 22nd  
Contact [ecapece@ppgmr.org](mailto:ecapece@ppgmr.org)

**Pledge-A-Picket** – in response  
to 40 Days for Life protest  
Begins February 22nd

**Lobby Day Nashville Trip**  
March 14th

Purchase tickets online at: <http://bit.ly/VagMoMemphis>

sad and moving stories about love, life and sexuality. This year's cast includes WMC-TV reporter Kontji Anthony, photojournalist Cynthia Perkins, *Memphis Daily News* reporter Aisling Maki, blogger and *Commercial Appeal* columnist Stacey Greenberg, mom blogger Shawn Karol Sandy, comedienne Jane Haze, WKNO host/producer Mamie Shannon, and singer-songwriter Marcella Pinella.

V-Day Memphis hopes to raise \$10,000 for Planned Parenthood's preventive health and education programs. Cawein says the V-Day cast is excited that their performances will benefit the clients Planned Parenthood serves. "Several of us have been uninsured and have received birth control and related health care from Planned Parenthood. We know how important these services are to the women of Memphis and the Mid-South."



Shayla Lawrence and Chanell Shorter at last year's Memphis Monologues performance.

More information and online ticketing links are available through [facebook.com/vagmomemphis](http://facebook.com/vagmomemphis); groups of 10 or more, contact [vagmomemphis@gmail.com](mailto:vagmomemphis@gmail.com) to learn about group discounts.