

Tribute Fund

August – November 2011

In memory of...

Dom Cavallo
Susan Sblendorio

Isa D. Kantor
Alice D. Kaplan

Lorraine Schoenfeld
Edith & Gene Friedman

Selma Silverman
Irwin Grossman

Ros Sloss
Mr. & Mrs. Sigo Mohr, Jr.

In honor of...

Janet Jones
Claire & Richard Bock

To give a tribute gift, go to www.ppn.org or call 516-750-2663

Our tribute fund provides people with the opportunity to remember or honor another person while helping others in our community. A tribute gift can be given to celebrate birthdays, graduations, weddings or anniversaries, to honor someone, or to remember loved ones who have passed away.



Shop online: it's for a good cause!

Shop on Amazon

Go to www.ppn.org and start your Amazon shopping from the box on the bottom of our home page. A percentage of your order will automatically be donated to Planned Parenthood of Nassau County—it's that easy, and you can do it all year!

Shop on iGive

Go to www.iGive.com—a free site featuring more than 700 popular online stores—to create an account and select Planned Parenthood of Nassau County as your charity of choice. A portion of your purchases (whether its during the holidays or at any time during the year) will then be sent to us as a donation.

Welcome to our new board members

Leslie Lindenbaum

Leslie Lindenbaum joined PPNC's Board of Directors out of a commitment to assuring that all women have access to appropriate health care and have the right to make educated decisions that impact their body and their lives. Like many others in the Planned Parenthood family, she is passionate about prevention and wants to make sure that young people have the information they need to prevent sexually transmitted diseases and unintended pregnancy.

Ensuring that people have access to high-quality health care also drives Leslie's professional career, from her work at Long Island Jewish Medical Center (where she serves as Associate Executive Director of Quality), to her involvement in a unique new program training providers to change and improve health care delivery. Her background will certainly be put to good use in helping PPNC meet our mission.

Andrina Veit Cleveland

Andrina Veit Cleveland understands the importance of providing people with accurate, up-to-date information about their sexual health—it's what she does as a professor of Health Education at Nassau Community College, where she teaches students about stress management, alcoholism and addiction, HIV/AIDS education and sexual assault prevention.

Indeed, so much of Andrina's work in the community is about helping others make safe, healthy decisions, from her position on the executive board of Lend a Helping Hand, an organization that provides support to women undergoing treatment for breast cancer, to her volunteer work with the Nassau Coalition Against Domestic Violence. Her newest role as PPNC board member is a natural extension of her commitment and passion to make a difference in our community.

PPNC's Annual Luncheon, October 27 The Carltun, Eisenhower Park

More than 250 friends and supporters came out to honor long-time champion of women's health and rights, Mary Phipps, at PPNC's annual luncheon on October 27.

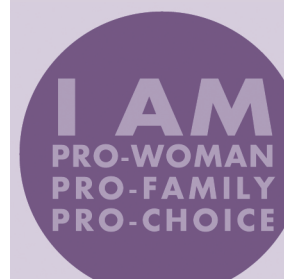
Mrs. Phipps was given the Margaret Sanger Award in recognition of her dedication and commitment to Planned Parenthood and the people we serve. As a founding member of PPNC's Foundation Board of Directors, Mrs. Phipps has courageously stood up for women's rights and reproductive health, ensuring the health of our community and paving the way for the important freedoms many of us take for granted today.

"When I think of Mary, the words gracious, generous, compassionate and courageous all come to mind," said PPNC's Board Chair, Miranda Meyer. As a young girl I can recall thinking that I wanted to grow up to be a woman of action, a community leader and someone who makes things happen—someone just like Mary."

The luncheon also featured a keynote speech on the current political landscape by Frank Rich, featured essayist for New York magazine and former New York Times Op-Ed columnist.

Mr. Rich discussed how legislative extremists and hardliners are working to ban abortion, despite the fact that a majority of people think the procedure should be legal. He encouraged the audience to continue speaking out in support of women's health and rights because "the people in this room, who give their time and energy to Planned Parenthood, are the greatest resource we have."

The luncheon helped raise over \$90,000 for the reproductive health care and sex education programs that PPNC provides to more than 45,000 people annually. Many thanks to everyone who attended, as well as our fabulous luncheon co-chairs, Karen Seltzer and Diane Yatauro, and the entire committee.



YOUR PLANNED PARENTHOOD OF NASSAU COUNTY NEWSLETTER
Hempstead, Glen Cove & Massapequa • 516-750-2600 • www.ppn.org

WINTER 2011

Helping moms have a safe, healthy pregnancy

Prenatal care is an essential part of the full spectrum of reproductive health care

Being pregnant can be a stressful time, particularly for women who may be struggling to make ends meet or overcome a language barrier. Luckily, women in our community can turn to PPNC for the prenatal care they need for a safe, healthy pregnancy—all at no cost!

Ensuring a healthy pregnancy

This year marks the 20th anniversary of our prenatal program, a state-funded initiative that we started for the same reason that we provide the majority of our services: an overwhelming unmet need among Nassau County's most vulnerable populations, including low-income women and minorities. Today, more than 250 women enroll in our prenatal program annually.

As in other services, we take a comprehensive, holistic approach to prenatal care. At each visit, our moms-to-be see the same health care provider and support staff, who they come to know and trust through the course of their pregnancy. The women receive general health education, information about childbirth and parenting, one-on-one counseling from certified social workers and nutritional guidance, as well as free prenatal vitamins, flu shots and Lamaze classes.

Caring for underserved women

The women who turn to PPNC for prenatal care are truly in need of our services. All are uninsured, more than three-quarters are Latino and many are undocumented. While their ages range from 14 to 40, the average patient is between 20 and 24 years old. And the majority live in the communities identified as high-risk by the Department of Health, including Hempstead, Freeport and Long Beach.

Because of their socioeconomic status, many of these women are at a higher risk for poor birth outcomes. Thankfully, our prenatal moms have a better-than-average chance of having a healthy pregnancy and safe delivery. Our program's low birth weight rate is 3.5 percent, well below the county average of 8 percent, and the preterm delivery rate is 5.5 percent, also lower than the county average of 12.4 percent.

The prenatal program also has a high post-partum visit return rate—higher than reported by most private doctors—and many of our prenatal patients not only stay with PPNC for GYN care after having their baby, but return to us during their second and third pregnancies.

State funding for prenatal care slashed

Prenatal care may be a small component of what we do, but it is essential to the women in our community who trust PPNC, who count on us for the prenatal care they both need and deserve.

Despite the fact that Medicaid reimbursement rates have been slashed to a third of what we had been receiving, our Board of Directors so strongly believes in the importance of this service that they voted unanimously to continue it. Moreover, they established a special challenge grant to help raise the funds needed to maintain the program.

We are thrilled to be able to ease our patients' concerns and ensure a safe, healthy delivery by providing them with high-quality, compassionate care—which we know they truly appreciate. Just last week we received a card from one of our prenatal patients that said, "Gracias por sus atenciones y por sus cuidados." That translates to, "Thank you for your attention and your care."

If you would like to participate in the challenge grant to ensure that low-income, uninsured women have a place to turn for prenatal care, please go to www.ppn.org/donate or call 516-750-2663.



A world without family planning?

Reflecting on the importance of the rights and services that we're fighting for



Time and time again this year, we asked you to stand with Planned Parenthood—and I was simply overwhelmed by the response!

When Congress tried to defund Planned Parenthood this spring, an astounding 800,000 Americans—nearly half of whom had never spoken out in support of Planned Parenthood before—signed an open letter to Congress urging them to maintain funding for Planned Parenthood and the one in five women who depend on us for essential, preventive health care.

Then, at PPNC's gala this past May, we asked our guests to stand with us in support of our public affairs work both here and across the country. Within a matter of minutes, our supporters pledged \$10,000 to underwrite our efforts.

And, in October, when the state slashed funding to our prenatal program—and more than 250 moms-to-be risked losing access to free prenatal care at PPNC—we asked you to stand with us once again to save this important service. Our board of directors responded with a \$25,000 challenge grant towards the \$100,000 needed to continue the program, and, thanks to our generous donors, we are very close to meeting this goal!

There aren't enough "thank yous" in the world to express my gratitude for all that you do for Planned Parenthood. I know that you support this organization—and the more than 45,000 people who rely on us annually—because, like me, you understand the importance of family planning, sex education and reproductive health care.

Indeed, after food, shelter and clothing, I believe firmly that access to family planning services is one of the most basic needs. After all, women can only reach their full potential when they have dominion over their reproductive health.

I was recently asked in an interview what the world would look like without Planned Parenthood. Without hesitation, I answered that we would need to go back to 1915, when women were dying because access to abortion and family planning was not safe and legal.

But fortunately, that's not the case: Planned Parenthood health centers across the country are there to provide more than 3 million women annually with the services they both need and deserve.

Moreover, unlike a private gynecologist's office, Planned Parenthood opens our doors to everyone: women without insurance, those who are undocumented and those who don't have the ability to pay.

And beyond just providing health care, we are intent on ensuring that the young people in the most vulnerable of communities are given the tools they need to make healthy decisions. We also actively engage our patients and community members in ensuring that our reproductive rights are preserved.

There truly is no other organization like Planned Parenthood and I know you are as proud as I am of how valuable we are to the people in our community. Again, many thanks for standing with us!

P.S. We're still raising money to underwrite our prenatal program. If you haven't already made a donation and would like to do so, please give us a call at 516-750-2663 or go to www.ppnc.org/donate.

Grassroots Boot Camp

PPNC gets the vote out in Virginia

By Brianna McKenzie,
Public Affairs
Coordinator

As PPNC's new Public Affairs Coordinator, I've seen a lot in the past year, from Congress' (unsuccessful) attempt to defund Planned Parenthood to an unprecedented number of restrictions in the states.



An important part of my job is mobilizing our advocates to speak out against these actions. Over the past few months, this work has included standing with battleground states in their fight for reproductive rights.

For example, our supporters participated in a phonebank to urge the citizens of Mississippi to speak out against an outrageous ballot initiative that would essentially outlaw abortion and many forms of birth control. Fortunately, the ballot initiative was soundly defeated.

We also had the opportunity to provide on-the-ground support in Virginia, where I attended the Planned Parenthood Action Fund Get-Out-the-Vote Boot Camp this November. During the Boot Camp, 30 Planned Parenthood employees from across the country came together to educate people about pro-choice issues and the importance of voting.

When I was first asked to attend the Boot Camp, I was honored, but nervous. It was my first experience with on-the-ground field work, and I wasn't sure what to expect.

But there is something very powerful about walking into a room full of women who work for Planned Parenthood, support reproductive justice and are all so like-minded—and I felt right at home. There were women from Maine, Delaware, New York, West Virginia, Virginia, North Carolina, Ohio, Detroit, Indiana and California. We had all come to Fredericksburg to make a difference and show the strength of Planned Parenthood.

In true Planned Parenthood spirit, decked out in our pink t-shirts, we hit the ground running! With two 7:30 am "Honk & Waves," three canvassing shifts and two phone banks a day, we worked tirelessly. (Actually, by the end of the day, we really were tired!) We knocked on over 4,800 doors and made over 13,000 calls. Each night, we came back to the hotel to laugh about the funny things that happened during the day and reflect on the "not so good, but what makes you stronger" experiences. We shared stories of feminism, our triumphs and what we did to rebound from the pitfalls.

Going door-to-door and meeting people face-to-face gave me an inside look at what it means to be a true community organizer. It also made me a better Public Affairs Coordinator and a stronger reproductive rights advocate.

Equally important, I saw firsthand the difference that Planned Parenthood can make, and I learned essential skills that I can put to good use in future campaigns, whether they be in Nassau County, in New York, in other states or across the country.

Focusing on prevention

Coalition educates women about breast cancer and helps them get mammograms

Sisters United in Health/Hermanas Unidas en la Salud is a coalition of 12 community-based organizations that, over the past decade, has touched the lives of 100,000 women.

Q: How did the coalition start?

A: *Sisters United in Health* was founded in 2001 after PPNC's former Director of Education, a woman of color, wanted to make an impact on the disproportionately high rates of breast cancer mortality in her community. Knowing that we needed to work together with other groups to effect change, she helped form the coalition.

Q: Who is the target audience?

A: African American and Latina women living on Long Island who lack access to affordable health care.

Q: Who are the coalition members?

A: PPNC and Adelphi University's Breast Cancer Hotline & Support Program are the lead members. Other partners include Long Island's three state-funded Cancer Screening Programs, which provide women with free mammograms; local agencies such as the Witness Project that open doors to our targeted population; regional groups such as Cancer Care of Long Island that serve as a resource for education and research; and other agencies that offer linkages to an array of services such as legal aid, financial assistance for treatment and support groups.

Q: What kind of work does the coalition do?

A: There are two full-time *Sisters United in Health* educators who conduct street outreach, facilitate workshops, attend health fairs, distribute materials and provide referrals to screening services. At the heart of this work is providing personal, one-on-one care to each and every woman reached through the program. The educators personally connect with the women, working with them in every way possible to ensure that they participate in healthy early detection practices and access the breast cancer screening services they both need and deserve.

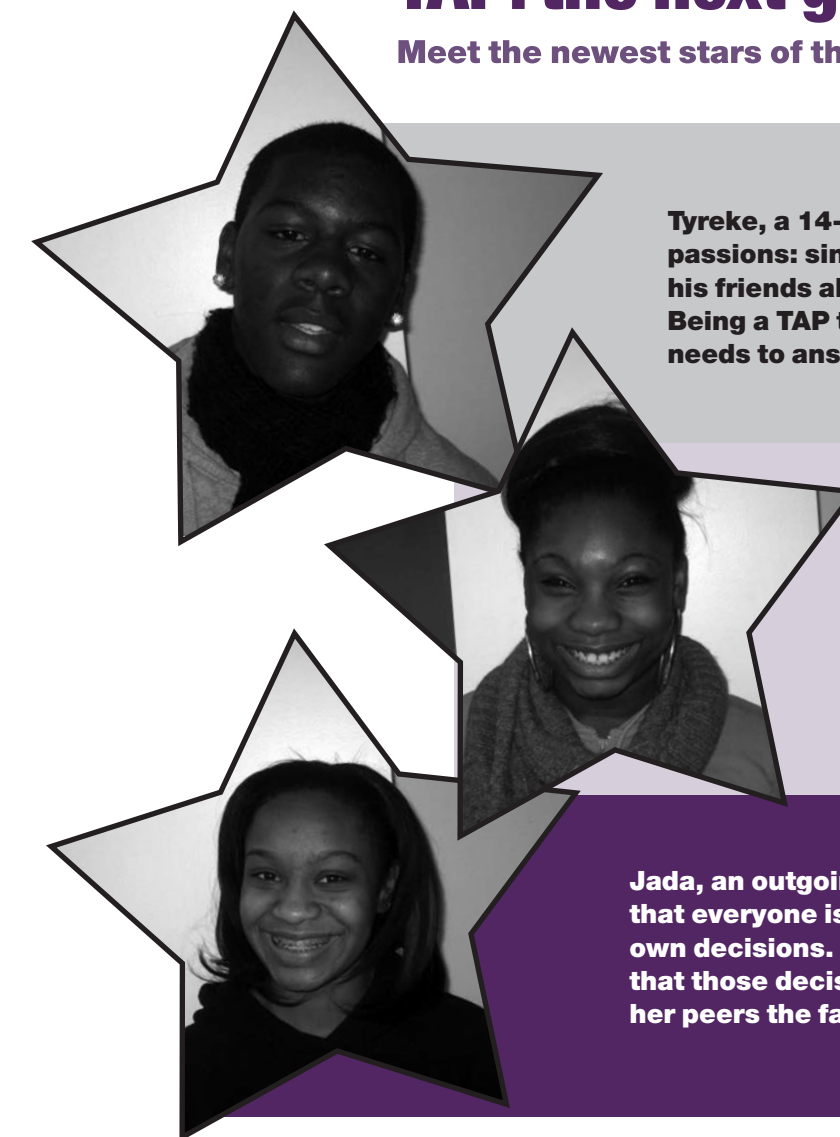
Q: How is *Sisters United in Health* funded?

A: Through a generous grant from The Greater New York City Affiliate of Susan G. Komen for the Cure, along with in-kind support from PPNC and Adelphi.

For more information on *Sisters United in Health* or to schedule a program, call 1-800-559-6348.

TAP: the next generation

Meet the newest stars of the Teen Advocate Project



Tyreke, a 14-year-old from Hempstead, has two passions: singing and helping people—in fact, many of his friends already come to him with their problems. Being a TAP teen has given Tyreke the information he needs to answer their questions knowledgeably.

Tatiana is a 16-year-old from Roosevelt with a passion for photography and writing. She joined TAP because she wants to help her community by providing accurate information to her peers and helping with other social issues in her school.

Jada, an outgoing 15-year old from Uniondale, believes that everyone is unique and should be able to make their own decisions. Jada's goal in joining TAP is to make sure that those decisions are safe and responsible by giving her peers the facts about sexual health.

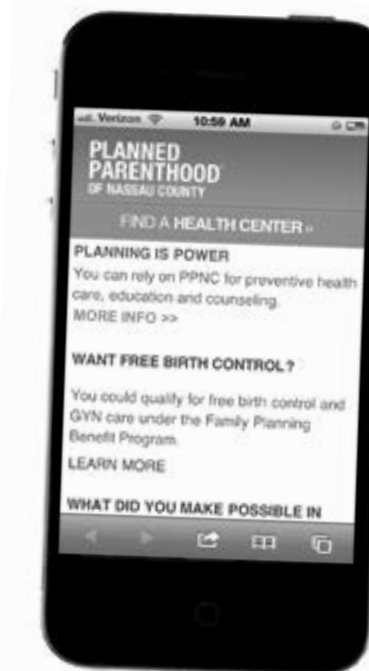
Planned Parenthood on-the-go

Mobile website puts sexual health info at your fingertips

Young people today live online, inhabiting a virtual universe and reaching out via texting, instant messaging and social networks. According to the Pew Internet and American Life Project, more than three quarters of 13- to 17-year-olds own a cell phone, and each sends an average of more than 3,100 text messages per month.

Fortunately, when teens have questions about their sexual health, when a young woman thinks that she may be pregnant, or when a student wants to know where to get an HIV test, there is an honest, reliable online source of information they can turn to: Planned Parenthood.

The national website, www.plannedparenthood.org, garners an average of 3 million visits per month. This past year, we launched a mobile site, which accounts for more than one-in-four of the total visits to plannedparenthood.org. In addition, Planned Parenthood kicked off a first-of-its-kind program that uses text and instant messaging to answer young people's sexual and reproductive health questions. Now, young people don't have to think twice about where to turn for help; with a tap of a finger on their phone screen, they are connected to Planned Parenthood!



Save the Date

Cinco de Mayo

**Planned Parenthood of Nassau County's Annual Gala
Honoring Ronnie Lavine & Ellen Waldman**

Friday, May 4, 2012 • 7:00 p.m. • Carlyle on the Green, Bethpage State Park

For information, call 516-750-2663 or visit www.ppnc.org