

## Our Mission

To empower individuals to make independent, informed decisions about their sexual and reproductive lives, Planned Parenthood of New York City provides information and health care, and promotes public policies that make those services available to all.

**Planning *is* Power.**

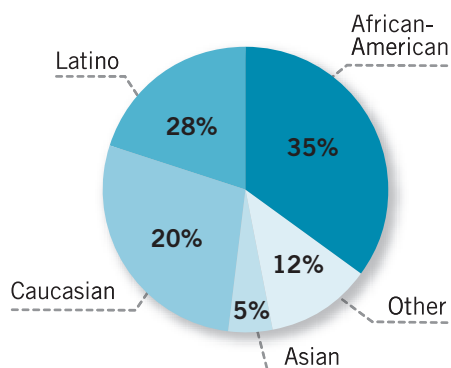
## Clinical Services

### Our Role in the Community

At our four health centers in Manhattan, Brooklyn, the Bronx, and Staten Island, highly trained professionals provide state-of-the-art reproductive health care. Whether the people we serve need contraception, a pregnancy test, or abortion counseling and services, we're here for our clients — regardless of their age or ability to pay. Our health center staff is prepared to serve diverse communities. Medical interpretation for non-English-speaking clients is available.

## Our Clients

- In 2010, nearly 50,000 clients made more than 83,000 visits to our four health centers. We reached an additional 48,500 people through Project Street Beat.
- In 2010, 64% of our clients were between the ages of 20 and 29 and the vast majority were women.
- Our clients are diverse: in 2010, 35% were African-American, 28% Latino, 20% Caucasian, 5% Asian, and 12% Other.



## Our Services

We provide birth control; emergency contraception; pregnancy testing and options counseling (including adoption referrals); surgical abortion and medication abortion; GYN care, including cervical and breast cancer screening; colposcopy; male reproductive health exams; testing, counseling, and treatment for sexually transmitted infections; HIV testing and counseling; and help in obtaining public insurance.

## Health Services Facts 2010

- Successfully helped more than 6,900 clients obtain public insurance
- 56,000 family planning visits and 9,500 pregnancy tests
- 75,000 tests for sexually transmitted infections
- 21,000 HIV tests
- 12,000 Pap tests to screen for cervical cancer
- Our health centers provided nearly 17,000 abortions — 92% in the first trimester; 26% were medication abortions

## Project Street Beat

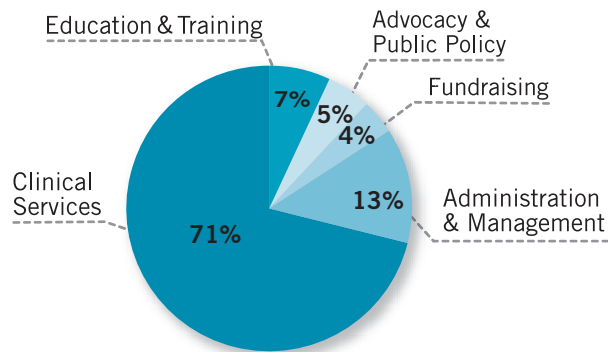
Project Street Beat is an innovative client-focused, street-based HIV prevention and access-to-care program. It's known for its success in reaching individuals at high risk for HIV who don't typically access traditional health care. Project Street Beat offers evidence-based group interventions such as SISTA, Safety Counts, and Healing Our Women. In 2010, Project Street Beat had 48,500 encounters with individuals at risk and administered more than 7,000 HIV rapid tests.



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*is* Power.**

## Spending Where It Counts

Planned Parenthood of New York City spends \$.83 of every dollar contributed on clinical services, education, and advocacy.



## Education and Training

We bring innovative interventions for adolescents, sex ed workshops, peer education, technical assistance, and professional training to communities throughout the city, including:

- **Evidence-Based Programs** — “Making Proud Choices” (MPC) is an evidence-based STI, HIV, and pregnancy prevention program for boys and girls aged 11-13 that we are bringing to selected after-school programs through a collaboration with the Partnership for After School Education. We are taking MPC to middle schools, and we are also implementing MPC and “Be Proud, Be Responsible, Be Protective” — an evidence-based HIV prevention program for pregnant girls and teen mothers in the 7th-12th grades — in community organizations.
- **Teen Advocates** — Highly trained teenaged peer educators who use interactive workshops to educate young people about teens’ rights and access to sexual and reproductive health care.
- **Gurlz Talk and FELLAS** — Single-sex sexual health programs for girls and boys aged 11-19. The programs consist of 12 sessions that provide young women and young men with the information they need to lead sexually healthy, safe, and responsible lives.
- **Taking Care of You** — A workshop series about sex education, disease prevention, and positive communication in relationships. Our current funding focuses on making these workshops available to pre-teens, teens, and young adults in the Bronx.
- **Teen Nights** — Special nights at our Manhattan, Brooklyn, and Bronx health centers when teens can participate in free workshops and obtain services in a friendly environment.
- **LGBTQ Youth Inclusion Services** — We coordinate with LGBTQ-serving organizations to reach LGBTQ youth with educational materials and workshops that address sexual and reproductive health issues and the specific barriers that LGBTQ youth experience in getting health care.

- **Male Inclusion Services** — Through community outreach, forums, and one-on-one interactions, we aim to reach adolescent and adult males in the Bronx, Brooklyn, and Manhattan with health education materials, safer sex kits, and information about accessing sexual and reproductive health services.
- **Adult Role Models** — Local parents trained to help other caring adults talk with their kids about sexuality and strengthen parent-child relationships. They conduct workshops in schools and community organizations throughout the city.
- **Promotoras de Salud** — Neighborhood women trained by PPNYC to serve as peer educators and advocates in their communities. The Promotoras seek to increase access to sexual and reproductive health care centers and family planning services for Latina immigrants in New York City.
- **Training Institute** — Prepares professionals to serve as trusted educators and facilitators in their agencies and communities. The Institute offers more than 20 annual trainings, forums, and webinars on sexual and reproductive health issues, best practices, and model education programs. We train more than 250 professionals who then reach thousands of community members.
- **Capacity Building** — Helps institutions and organizations to develop and strengthen their infrastructure, policies, and educational programs related to sexual and reproductive health. We work with administrators and staff to enhance their ability to provide sexual and reproductive health education and referrals to their clients.

## Public Affairs

PPNYC is a powerful force for progressive public policy on reproductive issues. Our unparalleled expertise in community-based health care and education makes us a uniquely credible and effective advocate. We work to:

- Expand reproductive freedom and healthy sexuality.
- Educate policymakers at all levels of government.
- Mobilize grassroots action and empower everyday people to become activists.
- Create high-impact, issues-oriented advertising campaigns to inform citizens about reproductive health and policy issues.
- Conduct and publicize public opinion research.
- Disseminate information through publications, special events, our website [www.ppnyc.org](http://www.ppnyc.org), and social media such as **Facebook, Twitter, Tumblr, and YouTube**.
- Serve as a resource to the mass media, to ensure that developments in reproductive freedom and sexual health are reported accurately and prominently.