

New name for local planned parenthood

FOR 47 YEARS, PLANNED Parenthood has served San Diego and Riverside counties, providing life-saving cervical cancer screenings, contraception, testing and treatment for sexually transmitted infections (STI), and much more. In 2009, more than 140,000 patients were served at 19 reproductive health centers. The Carolyn Shuck Education & Training Institute offers age-appropriate, comprehensive sexuality education classes for nearly 15,000 parents, teens and families annually. The agency has done such incredible work that it is time to expand its reach into Imperial County. The first step in the organization's long-term strategy is changing the organization's name to Planned Parenthood of the Pacific Southwest.

According to a recent analysis of the region, Imperial County suffers disproportionately high rates of teen births and STIs. Planned Parenthood is committed to bringing our community engagement programs to Imperial County.

“With our partners in Imperial County, we are doing incredible work educating residents about the importance of reproductive health care,” said Darrah DiGiorgio Johnson, President & CEO of Planned Parenthood of the Pacific Southwest. “Planned Parenthood participated in the first teen parent

and expectant teen parent conference in El Centro last year, and we expanded our peer education program to Calexico. We have been heartened by the reception we have received from the community and look forward having an even greater impact on the region in the future.”