




voice for **CHOICE**

Fall 2007

PLANNED PARENTHOOD OF THE COLUMBIA/WILLAMETTE



PPCW's Online
Health Center
Wins State and
National Awards!

More info on page 2...

Online Health Center Is a Winner

PAGE TWO

PPCW Opens Doors in McMinnville

PAGE THREE

Happy Anniversary EC!

PAGE THREE

Why Vote Yes on Measure 50?

PAGE FOUR

A Time to Celebrate

FROM THE DESK OF DAVID GREENBERG, PH.D., PRESIDENT & CEO OF PPCW

Over two years ago, PPCW developed our Online Health Center to offer contraceptive services to women over the Internet. The vision for the online center emerged from the many stories we've heard from those we serve. Stories about women who simply need birth control yet face a six-month or longer wait to see their physicians, or women in smaller communities who have known their local pharmacist (and pharmacy staff) for years, and face questions such as, "Why do you need birth control, or emergency contraception?"

I am honored to announce that PPCW is the recipient of two prestigious awards for our efforts: Changemakers' award for Disruptive Innovations in Health and Health Care: Solutions People Want, and the Oregon Entrepreneurial Network (OEN) Tom Holce Award for Entrepreneurship for Nonprofit Organizations.

The Disruptive Innovations competition was co-hosted by Changemakers, an initiative that focuses on the rapidly growing world of social innovation, and the Robert Wood Johnson Foundation. The competition sought replicable demonstrations of innovation, social impact, and sustainability in health care. PPCW was one of three winners chosen out of 309 international contestants and will receive a \$5,000 donation from Meyer Memorial Trust, plus enormous recognition. In addition, some or all of the winners will be chosen by the Robert Wood Johnson Foundation for mega-investments into program replication and expansion.

The second award we received for creating the Online Health Center was through the Oregon Entrepreneurs Network (OEN), a nonprofit organization dedicated to helping

the entrepreneurial community in Oregon and across the Pacific Northwest launch, manage, and support early-stage ventures with high growth potential in any industry. For fourteen years, the OEN has given awards to for-profit companies that take risks and demonstrate entrepreneurial spirit in their work. Two years ago they created a new award category for non-profits, and it was a major achievement to receive this recognition.

**I am honored to
announce that PPCW
is the recipient of two
prestigious awards
for our efforts...**

Doug Stamm, CEO of Meyer Memorial Trust of Portland was quoted in the Portland Business Journal as saying, "The fact they are able to more than balance their budget and provide more than \$3 million a year in uncompensated care provided a strong case for us."

Please join us in celebrating as we continue to move forward to develop innovative solutions to better serve those in need.

“This award is primarily for our incredibly dedicated staff, who work so hard to ensure women and men in Oregon and Washington have quality access to reproductive and sexual health care,” Karecki said as she accepted the award.

Online Health Center Wins National Award

The votes are in and PPCW is a winner. Competing against 307 international contestants for the best innovations in health care, our Online Health Center was one of only three award recipients. The international competition, entitled Disruptive Innovations in Health and Health Care: Solutions People Want, was held in August by Changemakers, a nonprofit organization whose goal is to surface the best social solutions.

The competition sought to highlight an innovation that could transform health care in the U.S. and abroad and pinpointed our Online Health Center as one such innovation. Each of the three winners was awarded \$5,000 and the opportunity to be chosen for more grants. The Robert Wood Johnson Foundation, a cosponsor of the event, plans to invest up to \$5 million in projects identified through the competition.

By providing women easy access to birth control on their schedule in the privacy of their own homes, the Online Health Center eliminates many traditional barriers to access, including busy work and family schedules, geographical distance from providers or pharmacists, and a desire for confidentiality. Patients receive all necessary health screening and monitoring to ensure safe, quality care, and can receive their prescription at any pharmacy, a PPCW health center, or their own front door via mail order.

Thousands of women have accessed this groundbreaking service since April 2004 and the program has paved the way for nationwide online health services. PPFA is committed to establishing a single online health center for all affiliates—with the potential to serve more than five million women, men, and teens per year.

In the meantime, PPCW is fast at work improving the interface and services of our current Online Health Center to better meet the varying needs of our patients.

Oregon Entrepreneurs Network Honors PPCW

On September 20, the Oregon Entrepreneurs Network (OEN) presented the third annual Tom Holce Award for Entrepreneurship to PPCW and congratulated the Online Health Center as the first family planning provider in the nation to offer online reproductive and sexual health care.

“Special congratulations go to the winner of our award for entrepreneurial achievement within a nonprofit organization,” Linda Weston, OEN President and Executive Director, wrote in the *Portland Business Journal*. “Through strong innovation, entrepreneurial courage and pioneering use of technology, Planned Parenthood of the Columbia/Willamette helped serve rural areas via the nation’s first online health center in the country and the agency continues to invest in technology to increase its capacity to provide health care services to those traditionally underserved due to geography or inability to pay.”

With about 800 guests in attendance, COO Adrienne Karecki and PPCW Board Vice Chair Anthony Lincoln accepted the OEN award on behalf of President & CEO David Greenberg and the entire PPCW staff.

“This award is primarily for our incredibly dedicated staff, who work so hard to ensure women and men in Oregon and Washington have quality access to reproductive and sexual health care,” Karecki said as she accepted the award.

Meyer Memorial Trust CEO Doug Stamm, who chaired the committee that chose Planned Parenthood of the Columbia/Willamette for the award, also presented the organization with a \$5,000 donation as seed money for future innovative programs.

We would like to thank all of the staff and supporters who helped to make the Online Health Center the success it is.

HEALTH CENTERS

patient services updates

PPCW Opens Another Door

PPCW's newest health center in McMinnville will bring much-needed family planning services to Yamhill County—the only county in Oregon that does not currently provide these services.

The expansion to McMinnville is part of Planned Parenthood's goal to serve more communities in Oregon, particularly those in areas outside of Portland. The new health center will cover a tri-county, rural, and coastal region home to approximately 20,000 women.

The new site will provide a wide range of low-cost sexual and reproductive health care services to an expected 2,000 patients each year. At its inception, the health center will offer contraceptive services and supplies, emergency contraception, annual gynecological exams, breast and cervical cancer screening, testing and treatment of sexually transmitted diseases, pregnancy testing and options counseling, and referrals for prenatal care, parenting education, adoption, and abortion.

Stay tuned for more information about the McMinnville health center's grand opening.

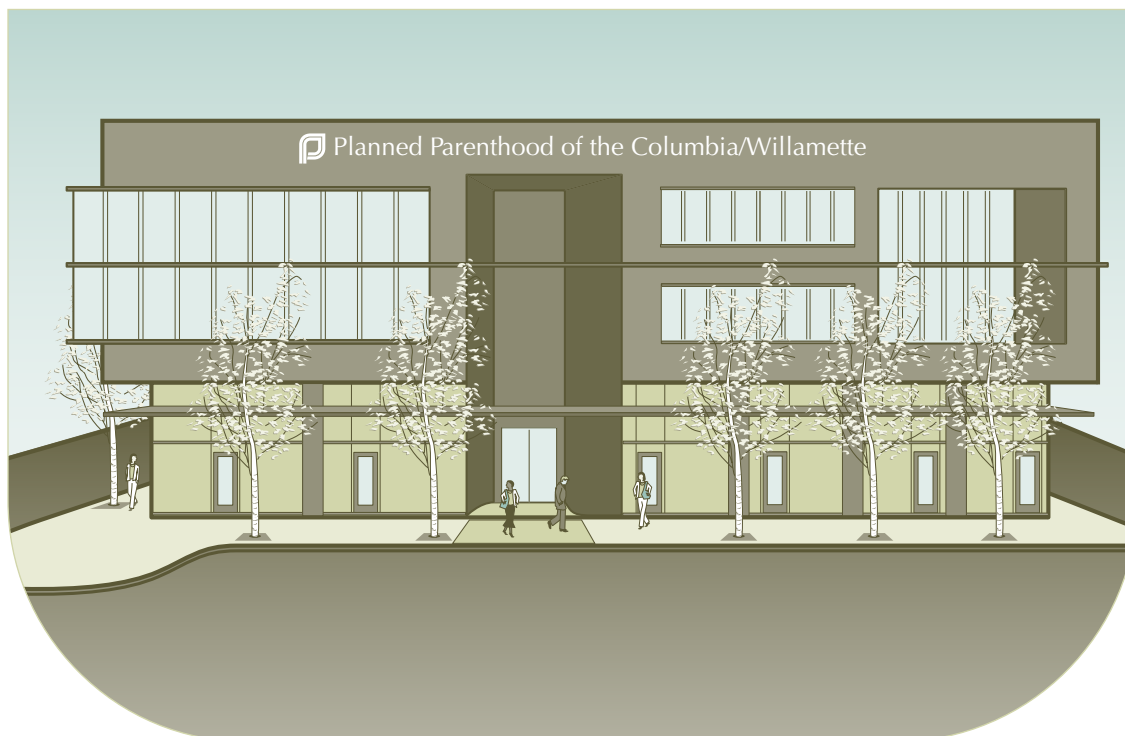
Expanding Our Portland Reach

Each year, more than 100,000 women, men, and teens turn to PPCW. Our goal is to reach even more people—to provide, promote, and protect access to sexual and reproductive health care throughout our growing communities. To reach this goal, PPCW is planning a new regional service center in Portland.

"We have pushed our services to the very limits of our walls," says PPCW President and CEO David Greenberg. "We have everything we need to succeed—except the space. We have the technology, expertise and passion to reach everyone who needs us, but we simply have no room to grow. The new Regional Service Center is the key to achieving this dream."

Located on Portland's Martin Luther King Jr. Boulevard, this state-of-the-art health center and administration hub will enable PPCW to provide outstanding and affordable reproductive and sexual health care, give young people tools to make informed choices about their health and behavior, organize and advocate for reproductive rights and health care, and improve efficiency of patient care with electronic health records.

Illustration of the proposed new PPCW regional service center in Portland.



Happy Anniversary EC!

August 24, 2007, marked the one-year anniversary of the FDA approval of over-the-counter status for emergency contraception. This landmark approval ensured that the morning-after pill would be available and accessible for all women 18 or older.



TAKE ACTION!

make your voice heard!

Simple as ABC

This year, PPCW worked extensively with legislators to pass the Access to Birth Control Act. This act achieves three important goals: It requires insurance companies to cover prescription contraceptives at the same level they cover other prescription drugs; it requires pharmacies to dispense oral contraception; and, it requires hospital emergency rooms to provide emergency contraception to rape and incest victims. It's as basic as A-B-C and an important victory for women in Oregon.

Vote Yes on Ballot Measure 50

Planned Parenthood Advocates of Oregon strongly endorses a YES vote on Ballot Measure 50. Measure 50, otherwise known as The Healthy Kids Plan, funds quality health care, including coverage for 100,000 uninsured Oregon children. Other trusted organizations that support this measure include the American Heart Association, American Cancer Society, Children First for Oregon, Stand for Children, Oregon Pediatric Society, Oregon Nurses Association, and the Oregon Medical Association.

As a promoter of accessible health care for women, men, and teens, Planned Parenthood Advocates of Oregon wants to ensure that every individual can receive quality medical care. It's a fair and responsible initiative that will ensure Oregon's kids are healthy now and in the future. Please remember to vote YES on Measure 50. For more information go to www.healthykids-oregon.org.

Joyce Freeman Award Winner Announced

Congratulations to Suzie McHarness, winner of this year's Joyce Freeman Grassroots Organizing Award, PPCW's highest honor for activists. The annual award is given to a volunteer who has over three years of service with the Public Affairs Department and has demonstrated leadership through hard work, dedication, and genuine warmth.

Suzie McHarness has served as a Clackamas County Legislative Action Team member for almost four years, during which time she has canvassed dozens of events, volunteered at health centers, and provided support for women receiving our services. In the last election cycle, Suzie bravely stepped forward to tell her own story, allowing herself to be interviewed about the dangers of Ballot Measure 43.

Her passion for protecting and advancing reproductive rights is unwavering and inspiring.

Washington County Brings Down the House

The Washington County Legislative Action Team hosted a house party at the gorgeous home of LAT member Diana Gordon on August 22. State Representatives Larry Galizio, Mitch Greenlick, and Suzanne Bonamici were on hand to answer questions. In addition to the open discourse, the representatives discussed Planned Parenthood's strategic role in their campaigns as well as their ability to pass the Access to Birth Control Act thanks to our pro-choice Legislature and Governor. They encouraged us to keep up the good work identifying pro-choice supporters and renewed their commitment



Above: Joyce Freeman Award winner, Suzie McHarness, staffing the PPCW booth at the Clackamas County Fair.

Below: State Representatives (counter-clockwise from top) Mitch Greenlick, Suzanne Bonamici, and Larry Galizio speak at the Washington County Legislative Action Team house party.



TRAINING & EDUCATION

let's talk about healthy sexuality

Congratulations Harrison Pride!

Meet Teen Council member Harrison Pride, the Planned Parenthood Western Region Young Volunteer of the Year. Many in Bend know him for appearing around town wearing a jacket covered with condoms to promote safe sex. We at PPCW know him as Teen Council member and volunteer extraordinaire, and we're proud to have him on our team.

Harrison first became involved with PPCW in 2005, when he joined the Teen Council Program, which trains youth to do outreach in their communities, advocate for sexual health, and teach medically accurate comprehensive sexuality education. During his first two years with the program, Harrison donated over 300 volunteer hours and talked with over 4,500 teens in his community.

Harrison's service with the Teen Council is just the beginning of his contributions to PPCW and his community as a whole. He has helped with fundraising, spoken at PPCW events, and been an integral part of the Oregon Youth Action Research pilot project, which sought to determine how teens best learn about health and sexuality.

Last year, Harrison had the honor of being invited to join the famous Patch Adams in his travels to Ecuador and Russia with a team of physicians, staff, and medical clowns. During their travels they performed for medically fragile children in hospitals and orphanages, spent time with patients in AIDS wards, and toured and performed in medical facilities in both countries.

As part of his award, Harrison won a trip to the Western Region Conference and is one of three nominees for the national PPFA award of Young Volunteer of the Year. We are thankful for Harrison's dedication to PPCW.



Harrison Pride

During his two years with the program, Harrison donated over 300 volunteer hours and talked with over 4,500 teens in his community.

Latino Parents and Teens Connect

This past August, PPCW joined forces with the United Way and several Latino-serving organizations to launch Oregon's first Latino Parent-Child Connectedness project (PCC). This unique project is aimed at improving communication between parents and teens in an effort to prevent unintended teen pregnancies.

Latinos are the only major ethnic group in Multnomah County for whom teen pregnancy rates are rising, and national research shows that Latino parents are concerned about these high rates, but feel at a loss for solutions.

In response to this concern, PPCW's Latino Youth and Family Education Coordinator, Fanny Gonzalez-McKamey, met with over 300 parents to better understand their concerns, interests, and values. Of those who responded to surveys, 92 percent expressed interest in learning about teen reproductive health and sexuality, 82 percent hoped to learn how to communicate better with their kids on these issues,

and 71 percent wanted to learn how to support healthy teen relationships.

"Working with Latino youth and families for several years, I have seen the struggles of many Latino parents, especially new immigrants, to help their children thrive in a new and challenging environment," says Gonzalez-McKamey. "My hope is that by delivering this program in their own language, taking into account their opinions and cultural background, we will make them feel safe to ask questions, share their valuable life experiences, and acquire useful tools to improve communication at home."

This program will include a series of culturally appropriate workshops in Spanish. The workshops will integrate feedback from Latino parents, recent Parent-Child Connectedness research theory and interventions from the Resource Center for Adolescent Pregnancy Prevention, and existing PPCW trainings designed to improve parents' ability to be their children's primary sexuality educators.

AROUND TOWN

development events and updates

Save the Date

"C" is for Choice MASQUERADE BASH

Friday, October 19th, 2007
8pm to Midnight

The Cleaners at Ace Hotel
430 SW 10th Ave., Portland

Tickets are available at
www.ppcw.org, Jackpot
Records, PPCW Health Centers,
or by calling 503-280-6150.

Sexy Tuesdays

cocktails · conversation · action

Cocktails...conversation...
action!

Tuesday, December 4, 2007
5:30 to 8pm

Wieden + Kennedy
224 NW 13th, Portland.

Info: 503-280-6150 x2155
www.sexytuesdays.org

Planned Parenthood of the Columbia/Willamette ANNUAL LUNCHEON

This year's event will
feature keynote speaker
**Planned Parenthood
Federation of America
President Cecile Richards.**

January 17, 2008

The Hilton Portland
921 SW 6th Ave., Portland

Margaret Sanger Society Donor Appreciation Dinner September 9th



Clockwise from top: Board member Gene Buckle, Carrie Gotkowitz, Board chair Jenny MacNichol, M.D., and Board member Evans Van Buren; hosts Tina and Bill Brown; guest speaker Dr. Kenneth Edelin and CEO/President David Greenberg.



PPCW's **Margaret Sanger Society Dinner**, held Sunday, September 9, brought together 130 major donors, volunteers, staff and guests at the beautiful Dunthorpe home of Tina and Bill Brown. The annual dinner honors the members of PPCW's Margaret Sanger Society and Legacy Society.

Board chair Jennifer MacNichol, M.D., welcomed everyone to the event, and PPCW CEO & President, David Greenberg, spoke of the agency's accomplishments, including serving 56,000 women, men, and teens last year; helping defeat Measure 43; passing the Access to Birth Control Act; and launching the campaign to build a new Regional Service Center. He also discussed the agency's biggest challenges, namely the adverse financial impact of the federal Deficit Reduction Act and the provision of \$3 million of uncompensated care.

Dr. Kenneth Edelin was the night's special guest and keynote speaker. In 1974, just three months from completing his medical residency, Dr. Edelin, Boston City

Hospital's first African American Chief Resident, found himself indicted on a charge of manslaughter by a secret Grand Jury for performing a legal abortion. The doctor shares his riveting and compelling story in his just-published book, *Broken Justice: A True Story of Race, Sex and Revenge in a Boston Courtroom*. Edelin has been a powerful, outspoken champion of reproductive rights in the United States for 30-plus years, including chairing the Planned Parenthood Federation of America Board of Directors from 1989 to 1992.

For information about how you can join the Margaret Sanger Society, please contact Liz MacDonell at 503.280.6150 x2151 or liz.macdonell@ppcw.org. For information on legacy giving, please contact Marie Bernardy at 503.280.6150 x 2951 or marie.bernardy@ppcw.org.

Welcome New Board Members!

Mardiça Hicks

Mardiça Hicks is the executive director of Portland's Children's Community Clinic, a unique non-profit that focuses on wellness and prevention while providing exceptional health care to underinsured and uninsured children. This extraordinary clinic served over 2,100 visitors in 2006 and expects to reach nearly 3,000 this year. Hicks brings with her over 15 years of management experience, specializing in executive level change, organization, finance, human resources and optimal systems development.

Katherine McDowell

Currently a partner at McDowell and Rackner PC, Katherine McDowell has a long history of advocacy for personal freedoms. She has litigated reproductive freedom cases, acted as counsel for campaigns to defeat anti-choice and anti-gay ballot initiatives, and served as vice president of litigation for the ACLU of Oregon and president of the Oregon Law Foundation. McDowell is currently a member of the ACLU Lawyer's Committee, the Oregon Forum, and the Oregon Bar's House of Delegates.

Saga Shoffner

Saga Shoffner brings 23 years of brand marketing and advertising experience to the board. She recently retired from NIKE, where she led groundbreaking communications for the brand across categories, focusing on Women's, Running, and Retail. Shoffner has worked with multiple regions, including Latin America, Canada, Asia Pacific, and the United States, and plans to re-enter the advertising and marketing field after an extended sabbatical.

Chris Swanson

A former pharmaceutical representative and ever-committed community member, Chris Swanson has been a trustee on the Portland Women's Union Foundation, president of the Reed College Women's Committee, chair of the OHSU School of Medicine Alliance, charter member of the National Charity League, PTC president and board chair for Riverdale School District, and president of the Ann Arbor and Portland Junior Leagues. Currently, Swanson also serves as a trustee on the Women's Care Foundation Board.

Did you know?

PPCW is a member agency of United Way of the Columbia/Willamette.

You can support Planned Parenthood by making a gift through United Way or through your own company-specific campaign. Those dollars go to support our programs and services, such as Teen Council Peer Education, our Legislative Action Team, and more. Last year, this fund helped provide birth control to 42,000 women! Our Tax ID# is 93-6031270.

A Unique Opportunity to Give from Your IRA

The Pension Protection Act of 2006 creates a wonderful opportunity for you to use your IRA to accomplish your philanthropic goals. The new law allows you to make a gift to Planned Parenthood of the Columbia/Willamette from your IRA tax-free.

This year only, if you are 70 ½ or older and own an IRA, you can instruct the trustee of your IRA to make a direct distribution of up to \$100,000 to PPCW. A direct distribution counts toward your annual IRA distribution requirement.



Please contact Marie Bernardy at 503-280-6150, ext. 2951 or marie.bernardy@ppcw.org for more information. Thank you for supporting Planned Parenthood of the Columbia/Willamette.



Non-profit organization
U.S. Postage
PAID
Permit No. 335
Portland, OR

Address service requested

Planned Parenthood
of the Columbia/Willamette
3231 SE 50th Ave.
Portland, OR 97206



FALL 2007

Jenny MacNichol
Board Chair
David Greenberg, Ph.D.
President & CEO
Brandon Hrycyk
Designer

PPCW's Voice for Choice newsletter is published three times a year.
3231 SE 50th Ave.
Portland, OR 97206
503.775.4931
info@ppcw.org
www.ppcw.org

Events on the Horizon

Friday, October 19, 2007 – "C" is for Choice Masquerade Bash

The Cleaners at Ace Hotel, 430 SW 10th Ave., Portland, 8pm to midnight
Tickets are available at www.ppcw.org, Jackpot Records, PPCW Health Centers, or by calling 503-280-6150

Tuesday, December 4, 2007 – Sexy Tuesdays

Cocktails...conversation...action!
Wieden + Kennedy, 224 NW 13th Ave., Portland. 5:30pm to 8:30pm
Info: 503-280-6150 x2155, www.sexytuesdays.org

Thursday, January 17, 2008 – Planned Parenthood of the Columbia/Willamette Annual Luncheon

This year's event will feature keynote speaker Planned Parenthood of America President Cecile Richards.
The Hilton Portland, 921 SW 6th Ave., Portland

For appointments and information please call: 1.888.875.7820

Express Locations

Clackamas Express
16068 SE 82nd Dr.
Clackamas, OR 97015

Salmon Creek Express
2105 NE 129th St.
Suite 105
Vancouver, WA 98686



A United Way Community Partner

Health Center Locations

Southeast Portland 3231 SE 50th Ave. Portland, OR 97206	Northeast Portland 3531 NE 15th Ave. Suite B Portland, OR 97212	Beaverton 12220 SW First St. Suite 200 Beaverton, OR 97005	Central Oregon 2330 NE Division St. Suite 7 Bend, OR 97701	Gresham 501 NE Hood Ave. Suite 100 Gresham, OR 97030	Salem 3825 Wolverine St. NE Salem, OR 97305	Vancouver 5500 NE 109th Ct. Suite A Vancouver, WA 98662	Online Health Center www.ppcw.org
--	---	--	--	--	--	---	---