



Voice for Choice



A publication of Planned Parenthood of the Columbia/Willamette (PPCW)

SPRING 2006

What's Inside

EXPANDING PATIENT SERVICES

PAGE 3

PHARMACISTS REFUSE

PAGE 4

TEENS IN DANGER

PAGE 4

HEALTH ADVOCATES REACH OUT TO TEENS

PAGE 5

LOCAL BUSINESSES STAND UP

PAGE 7

Good News

A message from David Greenberg, Ph.D., President & CEO

The media is often accused of not publishing the good news, choosing only to focus on the negative. And these days there is certainly a great deal to be concerned about.

While we know that emergency contraception can help a woman prevent an unintended pregnancy, the FDA refuses to allow easy access to this safe medication. Further, some local pharmacists in Oregon and Washington are turning away women with valid prescriptions, and even worse, humiliating them in front of other customers when they try to get the medication (*see page 4*).

South Dakota's legislature and Governor Mike Rounds have admitted that their real goal was not simply to chip away at a woman's right to end her pregnancy in that state, but to make it a crime to have an abortion in any state.

The Bush administration has set a goal of spending at least as many of our tax dollars on unsafe, unproven "abstinence until marriage" programs as is spent on contraceptive services. The administration is assisting crisis pregnancy centers as they falsely advertise themselves as family planning and even abortion clinics.

Oregon voters will likely face a November ballot initiative that would require doctors to notify a parent at least 48 hours in advance of providing an abortion to a woman under 18. With no exception for rape and incest, this measure, if passed, will place teens' health and safety at risk.

You might ask, "So what is the good news?"

Planned Parenthood of the Columbia/Willamette (PPCW) is helping more women and men than ever receive the education and health services they need to make responsible decisions

...continued on page 2

PPFA President Visits PPCW

PPCW staff members and volunteers were thrilled by Planned Parenthood Federation of America (PPFA) President Cecile Richards' visit on Monday, March 20. As part of her first 30 days, Cecile decided to take the pulse of the entire Planned Parenthood organization by holding conference calls, conducting an online survey, and visiting four regional Planned Parenthood affiliates.

Cecile's visit to PPCW started with a senior management team breakfast meeting.

During a packed day, she toured our SE Center, met with our Public Affairs staff and Legislative Action Team (LAT) volunteers, had lunch with health center staff, and was interviewed by *The Oregonian*. Cecile also met with many Teen Council Peer Educators in Portland and, via video link, in Bend. Cecile ended the day with a wonderful reception held for donors and Board members. During her trip, Cecile was

...continued on page 2

FROM THE DECK *of David Greenberg*

Good News...continued from page 1

about sex and childbearing. Since implementing a growth strategy five years ago, we have more than doubled the number of people served in our ten health centers in Oregon and SW Washington. And we're making plans to double again—to serve more than 100,000 people a year by 2011.

Three of our health centers, Southeast and Northeast Portland and Beaverton, are now open seven days a week—and on many days we're open twelve hours. In March we set a new record, serving over 7,700 clients during that month alone.

On May 1 we expanded our Online Health Center to provide emergency contraception and birth control to the women of Washington through a collaborative project with the four Planned Parenthoods in Seattle, Bellingham, Yakima, and Spokane. PPCW provides the medical services and patients benefit: they can pick up or have their prescriptions delivered, even overnight, anywhere in Oregon and Washington. This project is so exciting

that PPCW recently received a national Planned Parenthood Affiliate Excellence Award for clinical service expansion and outreach as well as a \$60,000 PPFA grant to expand our online services.

PPCW also wants to ensure our children receive unbiased, accurate information. In fact, Board Chair Evans Van Buren recently learned that his children's school was going to offer an education program provided by Reality Unlimited, a project of the Pregnancy Resource Centers of Greater Portland, an abstinence-only promoter funded by the U.S. Department of Health and Human Services. When Evans discovered the connection between these two organizations, he contacted the school to express his concern about having a faith-based organization provide only part of the information that his kids needed, under the guise of offering comprehensive health education. Based on Evans' concerns, the school cancelled the Reality Unlimited presentation and is now talking with Planned Parenthood about providing

comprehensive and abstinence-based education. Our children need all the facts from an unbiased, truthful source.

In the days ahead, we have serious challenges to face; most significantly we must defeat the parental notification ballot initiative. In November, I am confident that with the support of a majority of Oregonians, we will prevent Oregon Right-to-Life from jeopardizing the health and safety of our teens. I hope you'll join us in this fight so that we can get back to doing what we do best—providing high quality, confidential reproductive health care including information, contraception, and counseling so that women, men and teens have the tools to make lifelong responsible decisions.



*David Greenberg, Ph.D.,
President & CEO*

PPFA President visits PPCW...continued from page 1

shadowed by a reporter from *Vogue* magazine, which will publish a profile of her in the June issue.

Recently, Cecile wrote that one of the highlights of her day was meeting with the Teen Council Peer Educators. "These teens are being trained as peer educators for their schools, though they also work with other youths, as well. Their

courage and wisdom and willingness to take on the uncomfortable and even adversarial administrators in their schools and to talk to young people about

any and all topics is just impossible to adequately communicate." We look forward to working closely with Cecile in the future.



Cecile Richards with Teen Council Teens



Departments on the Move

PPCW continues to grow!

The Development and Public Affairs Departments have moved to NE Portland to accommodate the introduction of a full service Call Center at the SE administration facility.

You may contact them directly at:
3531 NE 15th Ave., Suite C
Portland, Oregon 97212
P: 503.280.6150
F: 503.280.6151

Expanding Hours and Services

Patient services continue to expand to meet the demand for reproductive health care in our communities. Three of our busiest health centers—Southeast and Northeast Portland and Beaverton—

toll-free number to schedule appointments for any of our services. Staffed by caring professionals, we expect this new service will allow patients to receive needed services and information easily and efficiently. Patients may still schedule their appointments online as well.



Our Nurse Advice Line is fast becoming vital to the communities we serve. Over the past six months, nurses have fielded an average of 1,200 calls each month, with the highest months being September (1,334) and December

(1,318). Clients have access to a great resource at no charge to them. For PPCW, the Nurse Advice Line alleviates the pressure of these calls going to the health center staff, who can now focus on serving in-person the women and men who come to the health centers. Kudos to all the nurses who provide professional, compassionate, and accurate advice.

Our Online Health Center went live March 13 with a new software platform provided by MedFusion. New services include secure 'ask a nurse' functionality and the ability to order birth control and emergency contraception with greater ease. Consequently, our online orders increased by nearly 25%

now offer Sunday hours. As a result, in March PPCW served a record-breaking number of patients. We had 7,702 family planning visits; our staff helped more than 350 women with abortion care; 11 men received vasectomies; and 43 women had advanced cervical cancer screenings (colposcopies). These are all agency records for services provided. A heartfelt "thank you" to all our dedicated staff in the health centers, medical billing, purchasing, and all support services.

In April, PPCW made it even easier for patients to schedule appointments at our health centers. We launched a Call Center that enables women and men to call one

in March. We expect that increase to continue with the addition of the four other Washington State Planned Parenthood affiliates. On May 1st, the four Washington affiliates (Western Washington, Mt. Baker, Central Washington, and Inland Northwest) linked to our software so that their patients can order birth control and emergency contraception through PPCW. This unique collaboration received

national recognition by PFFA, which awarded us a \$60,000 "Fund for the Future" grant. The grant covered the costs of migrating to the new software platform and the development of a unified, two-state marketing campaign. Wieden + Kennedy's "12" program—comprised of cutting edge creative professionals—will be developing the campaign, which will debut in the fall, just in time for back to school.

Donate Your Vehicle to PPCW!



PPCW has teamed up with Volunteers of America to raise funds for our programs. Donations are tax deductible to the extent of the law and your vehicle will be picked up for free! Vehicles do not necessarily have to be in running condition—vehicle qualification is determined by Volunteers of America and few are turned down. Please contact the Development Office at: 503.280.6150 or: development@ppcw.org for more details.

Congratulations on a Successful Volunteer Phonathon!

The Phonathon is an important opportunity for PPCW volunteers and donors to connect and share their support for the organization. In just four days in March, 100 PPCW volunteers connected with



more than 2,000 donors and raised over \$37,000!

Volunteers were rewarded with fun prizes and dinner from delicious restaurants, including Old Wives' Tales and Le Bistro Montage. Thanks to all Board members, staff, and volunteers who helped make this year's Phonathon a huge success.

Pharmacists Refuse to Fill Prescriptions

In a move to stop women from preventing unintended pregnancies, many Oregon pharmacists have refused to fill prescriptions for emergency contraception and other birth control pills because of conflict with their personal beliefs.

Oregon women—from both rural and urban areas—have shared their refusal stories with Planned Parenthood. In one case, a Rite-Aid pharmacist in Canby refused to fill a woman's prescription for birth control, telling her he "did not believe in it" in front of other customers. In another case, two pharmacists at a Portland Walgreens told a woman to come back three times to pick up her emergency contraception prescription over a 12-hour period and then, on her final visit, suggested she have the prescription filled elsewhere.

In addition to the humiliation these women suffered, the denial of services puts them at risk of unintended pregnancies.

Birth control is considered to be basic health care. A woman of child-bearing age would face an average of 15 pregnancies in her lifetime without access to it. Pharmacists have an ethical obligation to ensure access to birth control, and fill the valid, legal prescriptions their patients need.

To address this growing problem, PPCW has joined forces with Planned Parenthood Health Services of Southwestern Oregon, NARAL Pro-Choice Oregon, and the Northwest Women's Law Center. Since January, our coalition has been working on a campaign to urge the Oregon Board of Pharmacy to declare a policy

that ensures seamless on-site access to prescription birth control, including emergency contraception. Although we support permitting an employer to accommodate a pharmacist's individual religious beliefs, a woman's prompt access to prescription birth control must not be compromised. At the same time, our coalition is also committed to working with the Oregon pharmacy profession to develop collaborative protocols that permit pharmacists to dispense emergency contraception to women without a doctor's prescription.

The Oregon Board of Pharmacy's current policy, issued in November 2005, supports permitting pharmacists to refuse to fill prescriptions as long as a pharmacy has policies in place to protect the woman from humiliation and to

provide referrals to another pharmacy that will fill the prescription. While this policy is a step in the right direction, it does not go far enough to protect women's access. Referring a woman elsewhere may mean that she has to travel many miles to locate another pharmacy. Furthermore, given that emergency contraception is most effective if used within the first 24 hours, it's critical that prescriptions for this drug are filled promptly.

Since presenting to the Oregon Board of Pharmacy on April 5, our coalition has been focused on gathering additional refusal stories, and working with women to submit official complaints to the Oregon Board of Pharmacy. To share a refusal story or learn more about our campaign, visit www.fillmypillsnow.com or call 503.280.6150, ext. 2171.

Oregon Inching Toward a Ballot Measure That Would Put Teens in Danger

Oregon Right-to-Life and the conservative Oregon Family Council are gathering signatures on a measure that would create a mandatory parental notification law in Oregon. Initiative Petition 51, as it is known at this stage of the process, would prohibit older teens—15, 16, or 17 years of age—from obtaining an abortion unless a doctor provided her parent with a mandated 48-hour written

notice. This measure provides no exemption for cases of rape or incest and allows doctors to be sued.

Oregon Right-to-Life, which has failed to advance their agenda in Salem during the past seven legislative sessions, is the chief sponsor and supporter of Initiative Petition 51. They have until July 7 to gather the required number of signatures, and it appears that they are well on

their way to accomplishing this goal. Additionally, according to recent campaign expenditure reports, they are quickly amassing a war chest to pass this initiative in November 2006.

Planned Parenthood and our allies in the health community, such as the Oregon Medical Association, oppose this measure because we believe it would put teens

in harm's way. Most parents' top priority is to ensure that their teens are safe and healthy. Mandated parental notification laws do not protect teens or promote family communication. In fact, the real outcome of these types of laws is delayed medical care and counseling for vulnerable teens.

Even more worrisome is the possibility that this law could force teens in difficult

Community Health Advocates Reach Out to Teens



The PPCW Education and Training Department has virtually doubled in size with the addition of our Community Health Advocates (CHAs). Beginning in Summer 2005, this group of devoted volunteers received ongoing, intensive training in sexual health education, including cultural competency, adolescent risk behaviors, and brain develop-

ment. Since then, the group has been actively engaged in fulfilling presentation requests in the Portland Metro area on topics such as "Pregnancy Prevention," "STD Prevention," and "Anatomy."

"It's exciting to have the opportunity to be an educator in this environment where abstinence-only education seems to prevail," one of our CHAs recently said. "Planned Parenthood is one of the few agencies that people trust to bring into the classroom, so volunteering in this capacity is meaningful because I know that youth

benefit, Planned Parenthood benefits, and I benefit."

As with all sexuality education that PPCW provides, the CHAs have the opportunity to see teens grow and thrive in educational environments that support them to make responsible decisions. "The youth were amazing. When you give them a forum to be open and honest, even the teachers were floored by how sophisticated their responses were. When you give these kids a little bit of trust and responsibility, they really step up to the plate," said another CHA.

Following the success of the pilot year, we hope to continue the program into 2006-2007 by incorporating volunteers, interns, and community partners from other youth-serving organizations. The expansion of the program will increase PPCW's, as well as the community's, ability to serve as many youth as possible in the Portland Metro and Salem/ Woodburn service areas. If you are interested in participating in the program in the upcoming year, please contact Talia Gad at 503.775.4931, ext. 2227 or talia.gad@ppcw.org.

"Ask Aylett!"

If you find yourself in Central Oregon at 4:30 p.m. on a Friday, tune into 106.5 FM to get sexuality information and



advice from Aylett Wright, PPCW's Community Education Coordinator. 106.5 FM is an all-volunteer, community radio that has a 3.5-mile range and is quickly becoming a popular listening destination. Aylett's program offers a venue to address listeners' questions and issues as well as promote special events such as National Families are Talking About Sexuality Month. For that program, Aylett facilitated a lively discussion among several Teen Council Peer

Educators and their parents. The discussion focused on what young people need to know and what they would like to have in family communication. You can forward program suggestions directly to Aylett at aylett.wright@ppcw.org.

Teen Council Peer Educator Wins National Essay Contest

Malia Mildrexler, a Portland Teen Council Peer Educator, was one of the winners of a national essay contest for youth advocates sponsored by Advocates for Youth, Population Connection, SIECUS and the Sierra Club. Participants wrote about the potential roles that youth can play in advocating for sexual and

reproductive health and rights, domestically and internationally. As a winner, she was flown to Washington D.C. at the end of March to attend "One Voice: Reproductive Health and Population Summit," which focused on bridging the divide and advocating for sexual and reproductive health and rights, human rights, and the environment. Malia learned about the impact of U.S. policies such as the global gag rule and how abstinence-only HIV/ AIDS education is affecting people around the world. In fact, the day after she returned, Malia was able to share what she had learned with students in her school's Uganda club. She has applied to participate in a two-week trip to Uganda this summer where she hopes to share what she knows about comprehensive

sexuality education with students in her sister school there.

Latino Youth and Family Coordinator

As part of our effort to work more closely with the Latino Community, Fanny Gonzáles-McKamey has become PPCW's Latino Youth and Family Education Coordinator. She is working with our partner organizations to actively and fully engage parents and families in the planning and delivery of sexual health education in our communities and in our schools. Conversations have already taken place with Woodburn High School, SMG Foundation, and the Latino Network. Read more in the months to come . . .

WRAPPING UP *development events and updates*



Save the Date for the Next *Sexy Tuesdays* Event!

Sexy Tuesdays are gatherings at cool places of the next generation of Planned Parenthood supporters. At Sexy Tuesdays, you can learn about Planned Parenthood services and meet other supporters, discover how you can take action, and most importantly...have fun!



PPCW held its most recent Sexy Tuesdays event on March 28th at Vino Paradiso, a trendy wine bar in the heart of Portland's Pearl District. The event, attended by 100 PPCW supporters, raised over \$1,000 from contributions, merchandise and raffle tickets. The event also attracted many new supporters—more than a third of the attendees were new to Planned Parenthood.



Please mark your calendar for Tuesday, May 23rd, for PPCW's next Sexy Tuesdays event at Bridgeport Brewery in the Pearl District. For more information, please email: sexytuesdays@ppcw.org.



Roe Luncheon Raises \$115,000

Planned Parenthood's Annual Luncheon honoring the 33rd Anniversary of Roe v. Wade was held on January 19th at the Portland Hilton. The luncheon featured keynote speaker Eleanor Clift, who gave the audience an insider's view of Washington and a commentary on the future of access to reproductive health care services. The luncheon was PPCW's largest event—raising over \$115,000 and attracting over 725 attendees. Thank you to all the Board members, volunteers, and staff who made the event such a success.

Oregon Inching Toward a Ballot Measure That Would Put Teens in Danger...continued from page 4

circumstances to take matters into their own hands and make rash, or even dangerous, decisions. While we all hope our daughters would come to us during such a troubling event in their lives, sometimes teens are afraid of disappointing their parents, and do desperate things. The cruel irony is that in troubled families, those who need help the most will be the least likely to get it if this measure were to become Oregon law.

For more information or to join our campaign to defeat

this measure, please sign up at www.ppaction.org.

Activists Hold House Parties

As the saying goes, "don't agonize, organize," and that is exactly what Planned Parenthood is doing. As Oregon Right-to-Life and their anti-abortion coalition partners gather signatures on the parental notification ballot measure, members of PPCW's Legislative Action Teams have been busy

educating their neighbors and friends about the dangers of this proposed measure. In March, our activists organized "Campaign for Teen Safety" house parties in Gresham, Beaverton, Salem, Clackamas, and Vancouver and there are more gatherings planned in the future. Meeting neighbor-to-neighbor is not only fun and informative, but it is a great way to take action on an issue important to us all. To learn more about PPCW's activist programs, call 503.280.6150, ext. 2172.

Boeing Employees Support Planned Parenthood

Boeing's Employees Community Fund is the largest employee-directed charitable organization in the world. Employees designate their voluntary payroll deductions to support health and human services organizations in the over 60 communities in which Boeing operates.



Our local Employees Community Fund of Boeing has supported affordable, quality family planning services in Portland every year since 1992, with almost \$30,000 in total donations to PPCW. Last year, Boeing employees' contributions helped over thirty local women and men take care of their health and their futures by visiting PPCW.

Boeing also helped PPCW open our downtown Gresham Health Center, located near the Boeing plant on NE Sandy Boulevard. We're thrilled to partner with the compassionate employees of Boeing Portland!

LOCAL BUSINESSES **STAND UP** FOR PLANNED PARENTHOOD!

Planned Parenthood is fortunate to have the generous support of many local area businesses. Last year, we received almost \$28,000 worth of in-kind contributions in support of our donor and volunteer events. Recently, these businesses have been repeatedly threatened and targeted for a boycott by an organization called Life Decisions International (LDI). The vast majority of businesses who have faced threats from LDI are choosing to stand up for Planned Parenthood's mission and proudly support our work.

Below is a list of businesses that recently supported PPCW through in-kind contributions. Please show your support by patronizing these businesses and thanking them for standing up for Planned Parenthood!

310 Hair Design
AAA-Oregon/Idaho
Acadia
Acapulco's Gold NW
Adams & Faith Photography
Adelsheim Vineyard
Alder Creek Kayak & Canoe
Annie Bloom's Books
Art Of Catering
Artemis Foods, Inc.
Artichoke Music
Artists Repertory Theatre
Assaggio
Atlas Tattoo Studio
Baddoll Shoes
Bailey/Franklin
Ben and Jerry's Scoop Shops of
Portland, Oregon
Bernie's Southern Bistro
Besaw's
Bitch Magazine
Bluehour
Bread and Ink Cafe
Buffalo Exchange
By The Bunch
Carafe
Cinema 21
Citybikes Annex
CondomArt
Cooper Mountain Vineyards
Crush
D. F. Restaurant
Daily Cafe in the Pearl
DARCELLE XV & Company
Deschutes Brewery, Inc.
Detour Cafe

Dots Cafe
Elephants Delicatessen
Fernando's Hideaway
Finnegan's Toys and Gifts
Foot Bar/Massage Parlor
Formit, Inc.
Frame Central
Full Sail Brewing Company
Gazelle Natural Fibre Clothing
Gilt Vintage & Artisan Jewelry
Glad Rags
Grand Avenue Florist
Grand Central Baking Company
GWI Software
Hair M
Hawthorne Auto Clinic
Higgins Restaurant and Bar
Hippo Hardware
Hot Lips Pizza
Il Piatto
In Other Words
Iron Horse Restaurant
It's A Beautiful Pizza
It's My Pleasure
Jackpot Records
Japanese Garden Society of
Oregon, Inc.
John Street Cafe
Le Bistro Montage
Lint, INC.
Lush Fresh Handmade Cosmetics
McKinlay Vineyard
McMenamin's Kennedy School
Melnick Design
Mirador Community Store
Miss Fit Adventures

Mother's Bistro & Bar
Mt. Hood Railroad
Music Millennium
Noah's Bagels
Noble Rot
Oasis Cafe
Old Wives'Tales Restaurant
One With Heart
Pacific Coast Restaurants, Inc.
Photographic Image Gallery
Pix Patisserie
Portland Center Stage
Portland Trail Blazers, Inc.
Portland Winter Hawks
Portland Brewing Company
Quinlan's Coffee Service, Inc.
Re-Born Automotive
Roots Organic Brewing
Rutherford Art Academy
Salamander Designs
Skamania Lodge
Stella's On 21st
Stumptown Coffee
Sylvia Beach Hotel
Tazo Tea
The French Bear
The Urban Eccentric
Three Square Grill
Tumbleweed/Grasshopper
Urbaca Salon
Walnut City Wineworks
Whole Foods Market
Yoga in the Pearl
Zell's, An American Cafe

If you'd like to add your name to the list, please call the Development Department at 503.280.6150, or email development@ppcw.org.

We apologize for any omissions or errors.

 **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



Voice for Choice

SPRING 2006

Evans Van Buren
Board Chair

David Greenberg, Ph.D.
President & CEO

Kim Heavener
Editor

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

May 23: Sexy Tuesdays at the Bridgeport Brewery in the Pearl District. For more information, please email: sexytuesdays@ppcw.org.

June 14: "School's Out Summer Jam" Concert with a Cause Co-sponsored with the Multnomah County Health Department and Office of Minority Health in the Department of Human Services. **Featuring Raz B, formerly of B2K**, with performances by the Urban Arts Youth Dance Company and Sirens Echo, and the turntable stylings of Chicago's hottest turntablist—DJ Lee Farmer. Tickets \$15 at ticketmaster.com or the Wonder Ballroom's box office on Russell Street or from Alladat Clothing located at 5824 N.E. MLK Jr. Blvd. For more information, contact Lisa Cline at lisa.cline@ppcw.org.

December 7: Celebrate former Oregon Governor Barbara Roberts' 70th birthday at a benefit for PPCW.

For appointments and information please call:
503.775.0861
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

Health Center Locations

Southeast Portland 3231 SE 50 th Ave. Portland, OR 97206	Northeast Portland 3531 NE 15 th 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 109 th Ct. Suite A Vancouver, WA 98662	Online Health Center www.ppcw.org
--	---	--	--	--	--	---	---