

The Newsletter of Planned Parenthood of Northern New England
Serving Maine, New Hampshire & Vermont

ONE IN A MILLION

It is impossible to overstate the significance of the victory won for women on November 4. As one of the nation's battleground states, New Hampshire gave the Planned Parenthood of Northern New England Action Fund (PPNNE's non-partisan advocacy and political arm) plenty of opportunities to exercise its political muscle during this crucial election.

With help from the Planned Parenthood Action Fund (PPAF), Planned Parenthood of Connecticut, and the America Votes Coalition, the PPNNE Action Fund developed and implemented an intensive nine-week voter outreach program to inform voters about John McCain's abominable record on women's health. Action Fund staff and nearly 200 volunteers joined forces and knocked on doors, made phone calls, and canvassed crowds at political rallies to contact nearly 15,000 New Hampshire voters by Election Day. To borrow a phrase from President-elect Obama, these committed folks must be counted among the "unsung heroes" of this election.

GET ACTIVE!

The PPNNE Action Fund has never been as heavily immersed in an election as it was this November. We took bold steps in following our principles when we endorsed Tom Allen for U.S. Senate in Maine, and Gaye Symington for Governor in Vermont. In one of the closest races in the country, former New Hampshire Governor Jeanne Shaheen will soon be *Senator* Shaheen — the state's first female United States Senator — because women voted for her by 23 points! Endorsements, contributions, door-to-door canvassing, phone banking, mailings — you name it, we did it. And the results are truly amazing! Visit www.ppnneactionfund.org for regional election results and how you can stay involved.



Although we can't mention all of them, we'd like to provide some insight into this movement to get out the vote by highlighting the efforts of just one participant, New Hampshire Grassroots Organizer Megan Burgoyne, who began working for PPNNE last June.

Just a couple of months after moving to New Hampshire from Atlanta, GA, 29-year-old Megan began the relentless task of helping to coordinate voter mobilization and education activities in the Greater Manchester area. After putting in long workdays and significant overtime (she estimates that nearly 3,000 volunteer hours were collectively logged by the time the polls closed in New Hampshire), Megan was still catching up on sleep at press time. But it was well worth the effort, she says. "I've never worked so hard and been so inspired by fellow activists standing up for women's health than during this election season."

For five weekends, she worked with teams of volunteers (including PPAF President Cecile Richards) who came from New Hampshire, New York, and all across New England, providing guidance, field strategy, moral support, and a sense of humor. "We had a lot of work to do, but it was important to keep it fun," she explains. So, in addition to collecting pledges from pro-choice voters in and around Manchester and Nashua, she encouraged canvassers to keep track of all of the different kinds of animals they came across while going door to door. The most unusual — or perhaps a *propos* — sighting? A donkey.

Of course there were plenty of poignant moments along the way, too. "Two of our canvassers ran into a bride who was literally on her way out the door to get married. She was so excited that



PPNNE Action Fund Grassroots Organizer Megan Burgoyne

Planned Parenthood was out canvassing that she signed up with the 'One Million Strong for Planned Parenthood Campaign' and pledged her support for pro-women's health candidates. Later that evening, we happened to be having dinner at the same restaurant where she was holding her wedding reception. Still in her wedding dress, she saw our group of pink-shirted Planned Parenthood Action Fund volunteers and cheered us on for all the work we do. It was a great moment for our volunteers who'd had a long day of canvassing."

Megan's passion to elect pro-choice and pro-women's health candidates kept her going — and going — right up until all of the votes were cast and counted.

"The Obama/Biden campaign's 'Hope' slogan really sums it up for me," she shares. "I'm hopeful — even confident — that we'll finally move away from the regressive policies we've had to endure over the last eight years and that things will get better."

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WWW.PPNNE.ORG OR **CALL 1-800-230-PLAN**
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Short Takes

PROPER ATTIRE® Hits the Runway

Designer Yigal Azrouël's new runway collection wasn't the only thing turning heads at this fall's New York Fashion Week. Thanks to Azrouël, Planned Parenthood's new line of super-chic condoms called PROPER ATTIRE® made a breakout runway showing. The show's nearly 400 guests — including *Project Runway*'s Nina Garcia, Lancôme model Elettra Wiedemann, and *Vogue*'s Andre Leon Talley — got a sneak peak at just how fashionable prevention can be. Check out the PROPER ATTIRE® line at your local PPNNE health center or at www.properattirecondoms.com.

Choice Gifts

Find something for almost everyone on your list at our online store: www.cafepress.com/choicethreads. A portion of each sale supports PPNNE's services and programs, so you can feel good knowing that you're shopping with purpose.

Rallying Back

The anti-choice opposition was at it again this fall with 40 days of intensified picketing, protesting, and proselytizing at Planned Parenthood health centers across the country. PPNNE centers in Burlington, VT, and Manchester, Derry, and Keene, NH, were faced with regular — and in some cases daily — protests, which often included shouting at our patients and staff. In Burlington, neighbors rallied to our defense with a campaign called "\$40 for 40 Days," raising money on our behalf and showing their support through letters to the editor and online postings.



Nancy Mosher (left) was joined by PPFPA President Cecile Richards and Planned Parenthood of Connecticut CEO Judy Tabar for some door-to-door canvassing in New Hampshire.

Choice Remarks

Over the past eight long years, the Planned Parenthood community has spent a massive amount of time, energy, and resources to shield women and teens from the Bush administration's shortsighted and harmful policies. Now we face a refreshing shift in focus from simply holding our ground to looking out ahead. We are excited to be exploring new opportunities and new ways to meet the needs of our patients and communities with expanded access to the health information and services they need and want.

With that future in mind, PPNNE recently launched an exciting five-year strategic planning process to help us more deeply understand the hopes, dreams, and concerns of our core constituents — women in Generations X and Y. We conducted focus groups and a comprehensive survey in Maine, New Hampshire, and Vermont, and while the results confirmed a few trends we were aware of, some of the findings surprised us. Here are several highlights:

- Health care is a top concern for Gen X and Gen Y women. They're worried about being able to afford it and are dissatisfied with a system that seems more focused on problems than prevention.
- Reproductive rights are close to the bottom of their list of social concerns, partly because they have always had them and partly because they are turned off by the polarization of the abortion debate.
- They see environmental health as a core part of health care and expect their providers to offer reliable information about environmental

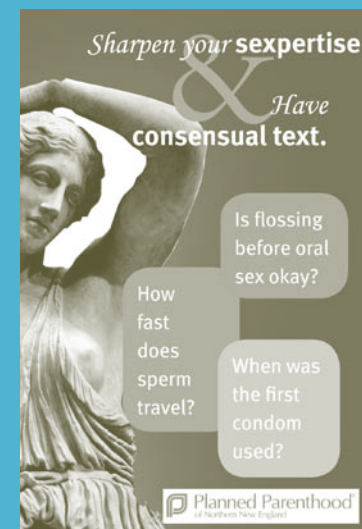
contaminants so they can make healthier decisions.

- Their ideal women's health care provider "gives back to the community by making sure that uninsured women have access to health care."
- They want women's health care to be more holistic, with a big educational component. Birth control, cancer prevention, and STD testing and treatment top their list of necessary services.
- Gen Y women in particular wish sexuality were more normalized in our culture.
- A majority of research participants said they would like to be part of a new Planned Parenthood health care model that addressed their needs and concerns — and nearly 400 women agreed to consult with us as our planning continues!

Like every organization and business, PPNNE must find ways to remain relevant to current and future generations by keeping up with emerging market and social trends. Our staff and board will be considering strategic questions about how our organization can best contribute to the changes young women want to see in how their health care is delivered and their sexual health is addressed. As the process unfolds, we will be inviting supporters, community leaders, and young people to participate in this timely and important conversation. Stay tuned!

Nancy

Nancy Mosher
President/CEO



Text Education

Young adults are a savvy bunch. They're inquisitive, quick communicators, and they're exposed to a lot of information about sex. However, while the media and the web are full of sexually explicit information, there are few resources for this age group that balance factual information with relaxed and honest conversation.

To connect with this audience and sharpen their "sexpertise," PPNNE has developed the "Text Goddess," a text messaging outreach tool designed to offer 18- to 28-year-olds (more than 60% of those we serve) answers to honest, funny, and everything-in-between questions. It is specifically designed as a "virtual ice-breaker" to normalize conversations about sexuality, encourage openness, and affirm communication as fundamental to healthy relationships.

The questions, carefully selected from real questions posed to PPNNE educators, include topics like sexual health, reproductive justice, historical facts, relationships, and more. Occasional quiz questions will also allow respondents to win t-shirts or other items, and online answers are both straightforward and fully sourced.

A Text Goddess web page hosts the current week's question and answer, an archive of past questions, a sex quote of the week, and links to other relevant websites, so those who don't subscribe via text can also log on and learn. Curious people 18 years or older are invited to subscribe by texting FACTS to 90999 (at no extra cost beyond their standard messaging plans). Or, follow the pink goddess icon at www.ppnne.org to learn more.

BE INVOLVED

by Virginia (Ginny) Swain



It's been nearly four years, but I still remember how excited I was when I was asked to join PPNNE's Board of Trustees. Although I had always made regular donations and volunteered whenever I could, I'd never imagined myself in this capacity. Being part of PPNNE's board meant transforming my occasional commitment into active, ongoing stewardship.

Of course it has been a big responsibility to the mission and values of the organization; to the dedicated, amazingly talented, and underpaid staff; and to all the thousands of patients who count on PPNNE's services each year. It requires

being informed, thoughtful, and forward-looking in order to ensure PPNNE's future viability and move the organization beyond its constant concern about the bottom line.

It is also a big challenge. Because there is so much confusion about and opposition to PPNNE's mission and services, this job requires courage and a willingness to stand up for our organization and what we believe in.

REAL WISHES

Since 2003, Real Life. Real Talk® (RLRT), a social change program designed to create more open, honest, and balanced talk about sex, has been supporting parents and other adults as they enable young people to make healthy choices about sexuality and relationships.

This October, as part of a month-long series of events celebrating National Family Sexuality Education Month, a video and postcard campaign called "*It's Okay. You Can Say It.*" was launched in New Haven, CT; Rockland County, NY; Tucson, AZ; and Portland, ME. The campaign gave young people, local leaders, RLRT partners, and community members the opportunity to answer the question "What do you wish someone had told you about sex?" In Portland, stories submitted online and in drop-boxes at local businesses were showcased at a community event on October 30.

With an estimated 750,000 American teenagers who will become pregnant this year and reports showing that at least one in four teen girls has an STD, encouraging communication about sexual health issues has never been more critical.



"I wish someone had told me that sex is a healthy part of a complete relationship. I wish someone had been able to help me understand all of the components of a healthy relationship and I could learn them at my own pace, going to people when I need them."

— Ed Suslovic,
Mayor of Portland, ME

"Teenagers not only *need* to be able to talk with adults and parents to get the information they need to make responsible decisions, they also tell us they *want* this kind of honest communication with their parents," says Lauren Grousd, RLRT coordinator in Portland. "Parents with open communication with their kids fare better in these times — and that's why we've been so focused on providing the resources necessary to

Above all, it is a big opportunity to learn about and act upon important issues affecting not only women but society at large, and to work collaboratively in an environment that values collegiality and mutual respect.

I am incredibly proud of this organization and so grateful for the many ways this work challenges me.

A newly retired Dartmouth College French professor, Ginny has been a member of PPNNE's board since 2005.

Become a patient, activist, or donor. Be one of us — because health care should be for all of us!



support them. We're finding more and more adults who are willing to share honestly with other parents and a whole new generation, because they understand how important it is to be open, share stories, and offer encouragement."

The program represents the final phase of a Ford Foundation grant that funded four Real Life. Real Talk® pilot sites across the United States.

Go to www.realliferealtalk.org to learn more and see some of the personal stories (including YouTube videos) that were submitted.

Short Takes

Open House

On October 16, friends and supporters of PPNNE in Claremont, NH, were invited to tour our new downtown health center and get a first-hand look at what we're accomplishing in their community. Since its relocation, Claremont center visits have grown by 13%. Patient feedback about the new space's easy access, better visibility and parking, and more convenient hours has been positive. "We had predicted that [the new center] would enable us to serve more people and be an even greater resource in this community, and that's clearly happening," says Sharon Chase, PPNNE's Claremont site manager.

Top Honors

PPNNE was recently voted "Best Non Profit" by readers of Maine's *Portland Phoenix* newspaper. "What a nice surprise and what a great endorsement from our community," said PPNNE President/CEO Nancy Mosher. "We've been serving this area for decades, providing not only health care, but education and advocacy as well. More than 8,000 women, men, and teens are served annually in our Forest Avenue health center, and many thousands more are served through our education and training programs. It's gratifying to have our important role in the community be recognized and honored."

Cool Running

This summer, a team of 12 PPNNE runners — appropriately called the "Road Rubbers" — encouraged spectators to protect themselves with PROPER ATTIRE® condoms at the annual Green Mountain Relay, a 200-mile relay race. The race began in Jeffersonville and ended in Bennington, VT, giving PPNNE lots of exposure for our message and our mission.

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www.ppnne.org

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GIVING CHOICES

We're thrilled that America will soon have leaders who are committed to protecting — and even advancing — women's health and rights. But there's still much work ahead to fulfill our mission of ensuring that every individual has the information, services, and freedom to make healthy, responsible decisions.

With a struggling economy, an unpredictable stock market, and extraordinary presidential campaign fundraising efforts, PPNNE has fallen behind in donations. Your tax-deductible contribution will help keep our care accessible to all.

Please take this opportunity to support our vital education and advocacy work and the affordable, non-judgmental health care services so many people count on. We urge you to make a gift before December 31 by using the enclosed envelope or the secure donation page at www.ppnne.org/donate.

On behalf of our board, our staff, and patients, we thank you for your generosity and wish you a peaceful holiday season!



**“Planned Parenthood has saved me
and empowered me in more ways than
I can list. Thank you!”**

– a PPNNE patient

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