

Statewide Planned Parenthood awareness campaign launches

Focus groups reveal many unaware of “vast array” of Planned Parenthood services; “not just for teens and low-income women.”

This edition of our Planned Parenthood newsletter unveils our new branding campaign to you, our donors and supporters. As a result of more than three years of research, analysis and planning, PPSBVSL joins the other seven California affiliates in launching this new communication campaign using the tag line, *Planned Parenthood, We're Here*.

For years you have been asking us to let the community know — what you as our donors and volunteers know so well — that Planned Parenthood is not just “an abortion provider.” Our value to individuals, families and communities is so much more.

Many people have no idea that Planned Parenthood has been here as an advocate for women's health and reproductive freedoms for almost 100 years. Statewide, over 90% of services are preventive services. Last year California Planned Parenthood's provided family planning counseling and services to 650,000 women, and performed 160,000 breast exams and 176,000 cervical cancer screenings for women who might not otherwise have received this vital care.

We are proud of what we do and know you are too!

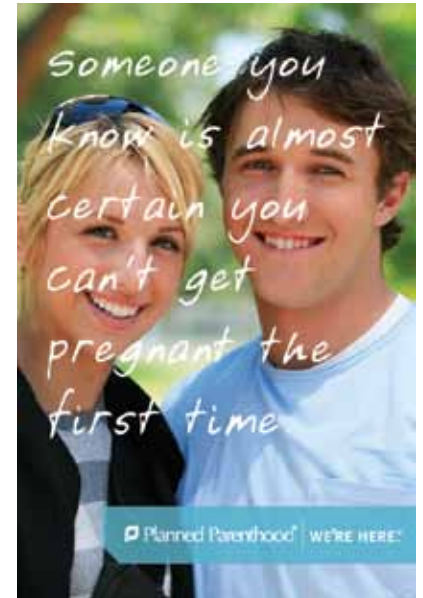
Now we will be getting our message out in a really dynamic way. The messages about who Planned Parenthood is and what Planned Parenthood does are based on research and analysis conducted by Ogilvy Public Relations. For more information on the research, please read the Marketing Campaign article on page 4.

As a result of the research, we found that Planned Parenthood is perceived as “being there” for people who need us. However, “the people who need us” were perceived as only being teens and low income women. So, we knew we needed to do some education about the vast array of services we provide and about all the different people who use these services.

The brand promise opens the door for us to tell our story

Our marketing consultants took the positive of us “being there” and created the tag line *We're Here* to reflect the core essence of the Planned Parenthood brand promise: that individuals, families and communities can count on us to be there for them.

They then developed the *Someone You Know* campaign to communicate our promise, *We're Here*, as well as increase awareness about the extensive health care services we offer.



One of a series of messages that will be used throughout the coming months. The messages are designed to educate patients and community members about the wide range of services available at Planned Parenthood Health Centers.

Over the next several years, this campaign will increase access to our services for those who are not aware they can come to us, as well as increase community understanding of the critical health care services and education programs Planned Parenthood provides to communities.

We hope you like the new name and feel of our newsletter — *Health Matters*. Health does matter to everyone — no matter what their personal circumstances. We will continue to keep you informed about matters that are important to the work of Planned Parenthood as an organization and to you as a valued supporter and ambassador to the communities we serve.



Friends of Ventura County Committee members (left to right) Jeannette Bauer, Kate Dixon, Cheryl Rollings, President/CEO, Nancy Deans, Tina Rasnow, Ruth Ann Cooper, The Rev. Betty Stapleford and Diane Goodrow cut the ribbon outside the new Thousand Oaks Health Center.

Thousand Oaks Health Center opens

New center will enable us to meet surging demand

Over 120 Planned Parenthood supporters gathered to celebrate the Grand Opening of the Thousand Oaks Health Center on May 26.

We acquired the 11,500 s.f. medical building in response to the growing community need — our much smaller leased facility was bursting at the seams as patient visits grew by more than 20% each year!

With more than triple the space, the acquisition and renovation of our new health center will enable us to expand services, provide more comprehensive patient care, and help ensure that PPSBVSLO is always there for our communities.

We are now in the planning stage of a \$3 million campaign. Four terrific co-chairs have agreed to serve — **Jeannette Bauer, Dick Jensen, Tina Rasnow and The Rev. Dr. Betty Stapleford.**

We look forward to providing more news in our next newsletter as the affiliate-wide campaign unfolds.

Frank, new sex ed program advises local LGBTQI community on topics like “Coming Out”

Free rapid HIV testing will be offered as part of the SLO Community Foundation-funded effort

The San Luis Obispo County Community Foundation’s *Growing Together* Fund has awarded a \$3,000 grant to our SLO Health Center. The grant will be used to implement *Let’s Talk About Sex*, a lesbian, gay, bisexual, transgender, queer, intersex (LGBTQI) Community Education Program. The San Luis Obispo County Community Foundation (SLOCCF) is a public trust which meets the changing needs and interests of the community.

Beginning in September, a series of monthly presentations will be held at the health center led by professionals specializing in topics affecting the local LGBTQI community. Topics include Reducing the Risk of HIV, Rape, Coming Out, Being LGBTQI, plus many more. Participants will be offered free rapid HIV testing.

As project coordinator, **Michelle Franco**, SLO Center Director, will collaborate with other local non profit agencies to ensure the success of the program. For more information, call Michelle at 805.549.0547, ext. 105 or e-mail michelle.franco@ppsbslo.org.



The Essure micro-insert is a soft, flexible coil that prevents pregnancy by creating a permanent tissue barrier in each fallopian tube over a 3-month period.

Permanent sterilization now available without hormones or surgery

Donor-supported Rita Solinas Fund helps defray cost of treatment for those without insurance

Essure is a permanent, non-reversible birth control procedure that works with a woman’s body to create a natural barrier against pregnancy. This procedure is now offered at our

Santa Barbara Health Center and takes less than an hour.

“Essure represents a completely new way for Planned Parenthood to meet women’s reproductive health and family planning needs,” said **Dr. Virginia Siegfried**, medical director for PPSBVSLO. “With the advent of this exciting medical breakthrough we will now be able to offer female sterilization as one of the many family planning options available at our clinics to help women stay healthy and avoid unintended pregnancy.”

Like most of our other services, Essure is provided to clients on a sliding fee scale according to household size and family income with the cost of the procedure ranging from \$500 - \$2,500. The procedure is also covered under MediCal and the Family PACT program. Patients who are interested in Essure, but find the cost prohibitive, can access the **Rita Solinas Patient Assistance Fund** to help defray the cost of the procedure.



Show your support for PPSBVSLO right now...

WITH A SAFE, SECURE ONLINE DONATION TODAY: Your gift to PPSBVSLO is protected by VeriSign. Enjoy credit card convenience — with the security of Fort Knox — by visiting www.ppsbvslo.org and clicking the “Donate” link at the top of the page.

WITH A MONTHLY GIFT CHARGED TO YOUR CREDIT CARD: A small amount each month makes a wonderful difference each year. Call Lindsay at 963.2445, ext. 121 to start your gift.

WITH A GIFT IN YOUR WILL: “Tomorrow dollars” are just as important as “today dollars.” Adding a charitable bequest to your existing will takes just a quick phone call to your attorney.

BY VOLUNTEERING: PPSBVSLO offers a variety of volunteer opportunities. Call Catherine at 963.2445, ext. 128, to find the one that’s perfect for you!

Interested in helping at a **Choice Affairs** event? Call Lindsay at 963.2445, ext. 121.

Planned Parenthood
of Santa Barbara, Ventura
and San Luis Obispo Counties, Inc.

Administration Offices
518 Garden Street
Santa Barbara, CA 93001

(805) 963-2445, ext. 121



A single photo can't do justice to the multitude of books available at the sale. Over 3,000 square feet of table space is covered with books!

Bookworms: start your engines!

Tons of books await eager bibliophiles searching for treasure; opening night reception offers first peek

When eager book buyers rush into the opening night of each year’s book sale, and they see over a hundred tables filled with thousands of books, they probably have no idea how much work went into creating that sight.

Volunteers work all year to sort and price books. Then, all the boxes are packed and moved to Earl Warren.

This enormous effort has made a great difference to PPSBVSLO. Each year, the book sale has broken a new record: the 2009 sale grossed just under \$126,000. This includes not only the income from the book

sales, but also individual table sponsorships, corporate sponsorships, and donations from the opening night reception. In particular, the sale has been helped enormously by the donation of moving vans by **Hazelwood Moving & Storage** and recycling services provided all year long by **MarBorg**.

When the sale is over, an online book dealer comes in and buys the unsold books, the cash registers and table signs are taken back to the sorting site, and the whole cycle starts all over again. The volunteers who have worked so hard then take a short break, feeling good in the knowledge they have helped PPSBVSLO provide its much-needed services.

**Book Sale Dates
September 24 to October 3**

Please visit www.ppsbvslo.org for more info!

**Opening Night
September 23
6:00 p.m. to 9:00 p.m.**

PPSBVSLO Launches New Marketing Campaign

Three years of research and testing yields powerful new campaign that challenges out-of-date perceptions and promises far greater reach for Planned Parenthood services

We're pleased to announce an exciting new communication campaign. The campaign is designed to increase patient access to our health services and community understanding of the wide range of services and programs we provide.

Statewide Quantitative Research

In August 2007 Ogilvy Public Relations, on behalf of the California Planned Parenthood Affiliates, conducted a research project using 20 focus groups in seven California areas, including Ventura County. Focus group participants were selected based on their views ranging from abortion should be legal "most" of the time to abortion should be legal only in special cases such as rape, incest or to save the mother's life.

The overall goals of the research were to identify the strategies and messages to guide us in increasing the number of Californians who have positive perceptions of Planned Parenthood and to leverage Planned Parenthood's status as one of the largest providers of preventive health care in California, as well as to be viewed as a *leader* in health care.

Perception of Planned Parenthood

Planned Parenthood had strong name recognition in all of the focus groups. However, the perception about our services is outdated and limiting — abortions and birth



control for low-income women and teens *and* that we are staffed by volunteers.

Focus group participants expressed strongly positive feelings about Planned Parenthood's non-judgmental, caring, compassionate and accepting attitude.

Participants were solidly unified in the value they placed on prevention and education and how important these were in the kinds of services Planned Parenthood provides.

Moving Forward

We need to change outdated assumptions. No one, including people who strongly support Planned Parenthood, had a full understanding of the wide-range of services we provide or the diverse community we serve. We learned we need to emphasize cancer screening; prevention and education; our services to adults; accessibility and affordability; services to men, not just women and our longevity of nearly 100 years in providing health care.

We need to emphasize our role in the community. Most people saw Planned Parenthood as an essential part of their community — even those who believed abortion should be illegal except in limited cases couldn't imagine their community without Planned Parenthood.

We need to communicate that we are "parent friendly." We need to let our communities know that we have educational services for parents and that we encourage them to come to Planned Parenthood with their daughter or son.

As a result of this research, all Planned Parenthood affiliates throughout the state will be using the same communication plan to promote our wide range of services.

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