

Michelle Goldberg to speak at Choice Affair Luncheons



Planned Parenthood of Southwest and Central Florida has secured a noted author and speaker for its four-county luncheon series, “A Choice Affair.” Michelle Goldberg will be featured at the Choice Affair Luncheons in Manatee (Oct. 19), Lee (Jan. 25), Pinellas (Jan. 26) and Hillsborough (Jan. 27) counties this year. She will discuss her most recent book, “The Means of Reproduction: Sex, Power and the Future of the World.”

Goldberg is a journalist and author who has always been fascinated by the intersection of ideology, sex and politics. Her first book, *The New York Times* bestseller “Kingdom Coming: The Rise of Christian Nationalism” (WW Norton), delved into some of the reddest precincts of the United States to expose the ascendant politico-religious fundamentalism dominating the political discourse. The book was a finalist for the 2007 New York Public Library Helen Bernstein Award for Excellence in Journalism.

After “Kingdom Coming” came out, Goldberg spent the next two years traveling the globe to research “The Means of Reproduction: Sex, Power and the Future of the World,” which Penguin Press published in 2008. Reported from four continents, “The Means of Reproduction” is about the international battle over reproductive rights. Women’s freedom, Goldberg argues, is key to addressing population issues, helping the third world climb out of poverty and retarding the spread of AIDS. Yet attempts to improve women’s status and give them greater control over their own bodies elicit fierce opposition from conservatives who see women’s submission as key to their own identity.

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Dear Friends,

The economic forecast, the ugly election rhetoric and the Gulf oil spill have cast a sobering pall over Florida during this sizzling summer. However, I am relieved and grateful to offer you some good news from your affiliate Board and staff as we produced a June end-of-fiscal-year result that was better than budgeted. Because of the strategic business decisions of cost-cutting measures, aggressive patient recruitment and the continued generosity of you, our donors, we can report that we are on track to continue providing the critically needed, affordable health care services to our community

through our seven health centers.

It was a very tough year. But with daily oversight of the cash flow we were able to:

- Hire a full-time Medical Director, who has refined our care delivery system and created alliances with other community providers;
- Expand our student and intern training programs to include medical, nursing, and ultrasound students rotating through our centers;
- Initiate a revenue-producing medical research program;
- Expand medical services in Fort Myers, Tampa and St Petersburg;
- Purchase a condo unit adjacent to our Tampa Center for planned growth; and
- Negotiate new contracts with community agencies to provide targeted family planning services and prevention education programs.

And while we continued to provide family planning services and prevention education, our public affairs staff here at home and in Tallahassee pushed hard during the spring legislative session to defeat onerous legislation that was promoted by the most conservative governing body that Florida has experienced in recent history.

We no longer have the moderate votes in the Florida Senate to stop bad legislation from moving forward. The Governor's political pen was the only alternative to producing the veto that yielded a victory on the ultrasound legislation. With no pro-choice majority in either house in Washington, DC, our national leaders have also not been friendly to women, as we witnessed with the fights on health care reform – aspects of women's health care issues and services were traded off far too easily.

The Aug. 24 primary and Nov. 2 general election could simply not be more important. Choosing smart, progressive and pro-women and family candidates for all races is vital to holding on to what we have. Good candidates are out there. Please use your voting privileges thoughtfully.

Hold on to your family and friends tightly as we continue to negotiate another tumultuous summer. Thank you very much for being part of our PP family. We need you. And, along with our patients and staff, I appreciate you.

Cheers,

A handwritten signature in black ink that reads "Barbara A. Zdravecky". The signature is written in a cursive, flowing style.

Barbara A. Zdravecky
President/CEO

In 2008, “The Means of Reproduction” won the J. Anthony Lukas Work-in-Progress Award. The judges described it as “a book of vaulting ambition and intellectual passion. Michelle Goldberg looks at literally the entire world through the prism of women’s issues and women’s rights.”

Before she started writing books, Goldberg was a senior writer for Salon.com. Her work has also appeared in *Glamour*, *Rolling Stone*, *The Nation*,

New York, *The Guardian* (UK) and *The New Republic*. She is a contributing editor at *Religion Dispatches* and a senior correspondent for the *American Prospect*, where she has recently started writing a bi-monthly web column about human rights and foreign policy.

Tickets for the Choice Affair luncheons will be available at www.myplannedparenthood.org or by calling 941.365.3913, ext. 1124.

LEGISLATIVE UPDATE

Planned Parenthood urges its supporters to vote in Aug. 24 primary and Nov. 2 general election

Aside from the all-important elections of a new Governor, U. S. Senator, all Florida Cabinet posts, members of Congress, many members of the Florida Senate, and all members of the Florida House, there will be a number of constitutional amendments which bear close scrutiny on Florida’s November ballot. They will have far-reaching consequences and we urge all our supporters to vote this fall!

Here are the two amendments that we consider of utmost concern (at press time, **amendment 9**, which says that the state can’t force people to purchase health care or health care services and would opt Florida out of participating in the new federal health care exchange, was removed from the ballot by a circuit court judge, who called it “misleading.” However, this will likely go to the Florida Supreme Court for a final ruling prior to the elections):

Amendments 5 and 6 establish standards for the State Legislature to follow when setting new boundaries for state legislative districts (amendment 5) and for Congressional districts (amendment 6). The measures propose amending the current practice of drawing legislative district boundaries in such ways that they establish “fairness,” are “as equal in population as feasible” and use “city, county and geographical boundaries.” The proponents of the amendments hope to end the practice of gerrymandering.

Here is how these amendments will appear on your ballot:

Amendment 5: “Legislative districts or districting plans may not be drawn to favor or disfavor an incumbent or political party. Districts shall not be drawn to deny racial or



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language minorities the equal opportunity to participate in the political process and elect representatives of their choice. Districts must be contiguous. Unless otherwise required, districts must be compact, as equal in population as feasible, and where feasible must make use of existing city, county and geographical boundaries.”

Amendment 6: “Congressional districts or districting plans may not be drawn to favor or disfavor an incumbent or political party. Districts shall not be drawn to deny racial or language minorities the equal opportunity to participate in the political process and elect representatives of their choice. Districts must be contiguous. Unless otherwise required, districts must be compact, as equal in population as feasible, and where feasible must make use of existing city, county and geographical boundaries.”



Information for Voters

If you are not registered to vote – or you have moved since the last election – **you must register to vote by Oct. 4, 2010** in order to vote in the Nov. 2 general election.

If you wish to vote by mail (and you are registered), requests for absentee ballots must be made to your county supervisor of elections **by 5:00pm on Oct. 27** and must be mailed back or delivered to the supervisor of elections in your county no later than 7:00pm on Election Day. Requests may be made in person, by phone, by mail or online.

In Florida, you can vote early – in person – beginning Monday, Oct. 18. Early voting ends on Oct. 31. For early voting polling places, please contact the supervisor of elections in your county. Be sure to take a valid photo ID and a signature ID with you when you vote.

Here is the website for general information, with links to all of Florida's 67 county supervisors of election: **<http://election.dos.state.fl.us/voter-registration/voter-reg.shtml>**.



Florida advocates are the best in the nation

During the debate over health care reform in the U.S. Congress last spring – and the campaign to make sure that coverage for women’s health care was included in the final package – Planned Parenthood advocates from Florida took more actions and contacted more people than Planned Parenthood advocates in any other state.

Here’s what we did:

- 21 phone banks were held in Florida, in which 168 volunteers participated and 7,388 contacts to supporters were made
- 1,297 calls were patched through from Planned Parenthood supporters to their members of Congress
- More than 7,000 anti-Stupak petition signatures were collected
- 17 Planned Parenthood activists from Florida flew to Washington DC to lobby their representatives in Congress
- 12 young leaders from Florida attended the Youth Organizing & Policy Summit in July and lobbied for health care reform.

Advocacy makes a huge difference – a big thank you goes out to all of you who helped!



Florida college students who are members Planned Parenthood’s college chapters (VOX: Voices of Planned Parenthood) attended PPFA’s annual Youth and Policy Summit in Washington, D.C. this past July. An entire day was spent lobbying Congress about reproductive health care issues and to thank those members who supported the Health Care Reform legislation. Here they are with Congressman Kendrick Meek of Miami. To the left is Wendy Grassi, public affairs director for PPSWCF, and to the right is Stephanie Kunkel, executive director of the Florida Association of Planned Parenthood Affiliates.



Medical Director provides care in Haiti



Dr. Prabhakaran (right) shows how to assemble cycle beads for use in natural family planning

In June, Planned Parenthood’s Medical Director, Dr. Suzie Prabhakaran, embarked on her third trip to Grand Bois, Haiti as part of the ServeHaiti program. The group, which initially focused on healthcare, has expanded its agenda to include a clean drinking water initiative, as well as teacher education. In the decade since its inception, ServeHaiti has progressed from providing medical care in the back of a church to building a single-story clinic and hospital to – most recently – adding a second floor to the hospital, expanding the maternity ward and creating an education space for community use.

Dr. Prabhakaran’s trip coincided with the first tropical storm of the season, making the visits, for so many residents, a long hike in the mud to get their desperately needed care.

Grand Bois is one of the poorest rural regions in Haiti – the median household income in rural Haiti is \$300 per year. Most residents live in homes with grass or stick walls, dirt floors and no running water. For many, the closest source of safe drinking water is miles away.

During her stay, Dr. Prabhakaran helped to bring the clinic’s ultrasound machine back online, diagnosed a woman whose ninth pregnancy was with twins and whose safe delivery would require a C-section be done in Port au Prince (a five-hour trip in the back of a pickup truck), and interacted with the clinic physicians, enabling her to learn more about the challenge of providing crucial health care to local residents.

Dr. Prabhakaran is proud of the care she has been able to provide for the families of Grand Bois, Haiti. “My work with ServeHaiti helps me be confident that a small group of people really can make a difference,” she says. “It also inspires me to continue my work in the U.S., ensuring the reproductive rights of women. Our country is held up as an example by so much of the world. If women don’t have rights here it gives countries around the world tacit permission to restrict the rights of women in their countries. International work is vital, but so is ensuring we are a good example to the rest of the world.”



New birth control option under investigation

In June, the U.S. Food and Drug Administration’s (FDA) Advisory Committee for Reproductive Health Drugs voted that ulipristal acetate (UPA), a new form of emergency contraception (EC), is safe and effective. The full FDA approval of UPA, a medication that can be used safely and effectively up to five days after unprotected intercourse, would provide

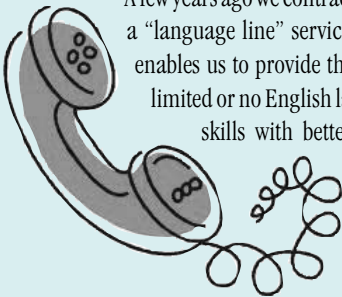
women with more options to prevent unplanned pregnancies.

This promising new emergency contraception which, if approved, will be sold under the brand name “Ella,” is already being used in Europe by women to prevent pregnancy. Currently, emergency contraception (Plan B) is most effective after just 72 hours of unprotected sex.

Language line service increases access for patients

Planned Parenthood has always been known as a trusted and respectful provider of prevention and reproductive health services, with most patients being referred to us by friends and family members. During the past decade we have seen clients of many ages, backgrounds and languages present themselves at our health center doors.

A few years ago we contracted with a “language line” service, which enables us to provide those with limited or no English language skills with better access



to services with our practitioners. When our health center gets notification that a client requiring interpreter services has scheduled an appointment, that center contracts with the “language line” for a “three-way medical phone visit” (the patient, our practitioner and the interpreter). Staffed by trained interpreters with medical language skills, “language line” has assisted clients whose primary language is Cambodian, Albanian, Turkish and Chinese during gynecological exams, sexually transmitted disease testing, pregnancy testing, birth control discussions, cervical cancer screenings and abortion services.



Volunteer Spotlight

Whether it's for a paycheck or for personal fulfillment, Alice Shipman has dedicated her life to working with and on behalf of the nonprofit sector. As Planned Parenthood's "volunteer" Volunteer Coordinator, she hopes to inspire others to do the same.

Alice grew up in Newark, Delaware, later moving to Berkeley, California to attend UC Berkeley. She then went to NYU Law School for a year. While interning with a public-interest law firm, she realized that she wanted to be directly involved with nonprofits. She's been doing that ever since, working in areas such as scientific research to art schools to mentoring programs.

Her official title is "Nonprofit Consultant," focusing on technology, administration and financial matters. "In practice, it means helping small nonprofits with everything from database reorganization to websites to email blasts, along with grant writing, copy editing and policy tweaking," Alice explains. "I'm happy that I've been able to work with a lot of great organizations. I love being able to be involved with groups over time, as opposed to just dipping in and out quickly."

Her parents strongly encouraged community involvement. "I remember helping my dad stuff envelopes very early in life, both to stave off boredom and to earn the regal sum of something



like ten cents per 100 envelopes," she laughs. "Being involved wasn't something special; it was just a part of life in our family. My brother is now a volunteer firefighter, so I think that their message made it through to this generation pretty well!"

While she humorously declined to list all of the organizations with which she is involved ("I'd be here for way too long!") she is particularly interested in reproductive health and autonomy, animal welfare and LGBT rights.

She first volunteered for Planned Parenthood while in college, as part of her Peace & Conflict Studies degree. "I did an internship with PP

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Eastmont [in Oakland], and got to work in a clinic, perform pregnancy tests and give results to clients, come up with a new training protocol around HIV/AIDS for clinic staff in the San Francisco area, and create a list of clergy who were comfortable offering all-options counseling for women dealing with unplanned pregnancies,” she says.

At our Planned Parenthood, Alice works in the Sarasota clinic at the pill window, does data entry and data revamping projects, makes “condom leis,” and is making great strides in organizing and growing our volunteer program.

Planned Parenthood has been a good match for Alice. “Fundamentally, I always think of PP as being a place where people can come for reproductive health issues and not be judged, and I think that’s our greatest strength,” she asserts.

“Knowing that a 15-year-old can come to us to get condoms, a 55-year-old can come and get treated for a sexually transmitted disease, and a 32-year-old can come in to terminate an unwanted pregnancy, and they’ll all be supported is great – it’s what makes PP such a robust community resource.”

Alice hopes to match more supporters with volunteer opportunities at Planned Parenthood. “I view volunteering as a way to match a person’s skills with their passions and convictions, and I see how rewarding it is every time I talk with a volunteer, whether they’re brand-new or a veteran of many years.”

To match YOUR skills and passion with Planned Parenthood’s needs, please email Alice at **volunteer@ppswcf.org**.



(From l-r) Planned Parenthood staff members Jennifer Gilliam and Marilyn Anderson with volunteers Joan Franzel and Ruth Hartman. Joan, 80, has been volunteering with Planned Parenthood for three years; Ruth, 93, has been volunteering here for five years. Both come to the Gompertz Family Regional Headquarters twice a week to help put together patient packets of paperwork for the Sarasota Health Center. Thank you, Joan and Ruth!

Become a Visionary Partner

We can't thank our donors enough for their commitment to family planning and helping provide services to those in need in our community. Given the current economic uncertainty, some of our donors have shared that they can't make as big a gift as they'd like to help the many with little or no health insurance and they worry about the future for our young adults.

We can offer a way for our donors to make an impact for generations to come – by including Planned Parenthood of Southwest and Central Florida in their estate plans. Including Planned Parenthood in your will, trust, IRA, or as a beneficiary for your life insurance will increase our capacity to meet the current and growing need for subsidized services.

One of the estate vehicles we can offer, through our national office, is a Charitable Gift Annuity, a contract between you and Planned Parenthood in which Planned Parenthood agrees to make fixed lifetime income payments to you (based on your age) in exchange for a contribution.

With interest rates at a record low, wouldn't you like to find something paying a guaranteed 6% or more?

With a Planned Parenthood Charitable Gift Annuity, you can make a gift that **supports family planning** and **receive fixed, lifetime payments** and a **charitable deduction!**

You decide how your legacy will help us – you determine whether your gift is unrestricted or directed to a particular program or into our Endowment fund.

When you include Planned Parenthood of Southwest and Central Florida in your will and estate plans, you join our Margaret Sanger Legacy Society. You help ensure that young women and men will continue to receive low-cost health care and responsible messages of prevention and safety.

Please call Vice President/COO Jan Chester at 941.365.3913, ext. 1113 with questions or for more information.

Lee County event to feature religious panel

Planned Parenthood's annual Cove Café event in Lee County will feature a provocative program this year. On Nov. 14, at 4:00pm, three local religious leaders will participate in a religious panel, addressing the topic "Sex and Religion in 2010: Teaching Sexual Responsibility in a Sexually Permissive World." Panelists will discuss how they help members of their congregations make well-informed decisions about sexuality and family planning. After the program, attendees will enjoy drinks and hors d'oeuvres and receive an update on local Planned Parenthood programs. Tickets are \$40 and are available by calling 941.365.3913, ext. 1124.

Manatee County Choice Affair Luncheon

In recognition of the 38th anniversary of 'Roe v. Wade,' Planned Parenthood presents its Manatee County Choice Affair Luncheon, which takes place Tuesday, Oct. 19, 11:30am at Renaissance on 9th. Noted author Michelle Goldberg will discuss topics addressed in her recent book, "The Means of Reproduction: Sex, Power and the Future of the World." Cost is \$50 per person; call 941.365.3913, ext. 1124 or register online at www.myplannedparenthood.org.

Sarasota County Halloween Bash and High Tea

Back by popular demand, the annual Safe Sex friend- and fundraiser will be a Halloween Bash, led again by last year's co-chairs Liebe Gamble and Kyla Weiner. The event, which takes place Saturday, Oct. 30, 9:00pm-1:00am at the Van Wezel Performing Arts Hall, will feature an open bar, frightfully delicious late-night bites by Michael's On East, a DJ and dancing,



live entertainment and shocking surprises. Heather Dunhill of the *Sarasota Herald-Tribune* said last year's event "set the standard by which all Halloween parties will be judged!" Tickets are \$75/advance, \$100/door; go to www.SafeSexHalloweenBash.com or call 941.365.3913, ext. 1124.

This year's High Tea at High Noon, co-chaired by Kathy Bush, Mindy Mast and Carol Williams, takes place Thursday, Nov. 18, 12:00pm at the Van Wezel. Marsha Panuce is producing the high-energy fashion show, which will include delightful 100%-cotton fashions by Oh My Gauze; children's wear by L. Kids; fabulous shoes and bags by Addison Craig; and gorgeous, trend-setting wear by Dream Weaver. Tickets are \$60; go to www.HighTeaatHighNoon.org or call 941.365.3913, ext. 1124.

The following letters were written by our patients to other patients in our waiting room guest books. They are expressions of gratitude for Planned Parenthood's services and advice for fellow patients. Our family planning services and our patients' appreciation of them would not be possible without the generosity of our committed supporters.

Hillsborough County

"I am here at Planned Parenthood to get tested for STDs. I am scared to death but so thankful that there are places like Planned Parenthood because without them I would probably never get tested. Thank you for being here for me, Planned Parenthood!"

Pinellas County

"Here's my story: I'm bringing my 13-year-old daughter in to be tested for ALL diseases and to get the Depo shot after finding out she was sexually active. A part of me is screaming and the other part is thinking we all know this day will come – some children earlier than others, but nevertheless it happens. No matter how close you are with your kids there is always room to grow. Take time and notice their attitude changes and mood swings, and talk! That's how I found out . . . Thank you, Planned Parenthood, for being here for me – and my daughter."

Polk County

Lakeland:

"I LOVE Planned Parenthood! I have been a patient of yours for over 20 years. Now my daughter obtains your services. I think you guys are wonderful! Keep up the good work. I trust you as my healthcare provider. Love you guys!"

Winter Haven:

"Hi guys and girls! This is my first time at Planned Parenthood – I finally decided to get on birth control. I'm 18 years old and found the perfect man for me. I told him that we can't have sex until I get on birth control . . . He wants to have sex now . . . He said, 'I'll put on a condom, you'll be fine.' I said, 'Sorry, hun, but we're waiting.' I'm in college and I want a degree in equine science so I'm not ready for a child at all! I hope you enjoyed my story."

Impact

Special thanks to the following organizations and foundations:

The Brunckhorst Foundation for its gift in support of our ongoing services and mission.

Cowles Charitable Trust for its support of our programs and services in Pinellas and Polk counties.

The Kates Foundation for its gift in support of our teen services programs in Sarasota County.

Sarasota County Health Department, through a grant from the **Community Foundation of Sarasota County**, for its continued funding of our pregnancy- and disease-prevention collaborative program with the Sarasota County Health Department and Truvine Missionary Baptist Church in Sarasota County.

United Way of Sarasota County for its continued support of the Sarasota County Outreach Education and Patient Education programs.



2010-2011 Special Events

- **Tuesday, Oct. 19, 2010** Manatee Choice Affair Luncheon
- **Saturday, Oct. 30, 2010** **Safe Sex: Halloween Bash**
- **Sunday, Nov. 14, 2010** Cove Café – Religious Panel
- **Thursday, Nov. 18, 2010** **High Tea at High Noon**
- **Tuesday, Jan. 25, 2011** Lee Choice Affair Luncheon
- **Wednesday, Jan. 26, 2011** **Pinellas Choice Affair Luncheon**
- **Thursday, Jan. 27, 2011** **Hillsborough Choice Affair Luncheon**
- **Mon., Feb. 28 or Tues., Mar. 1** **45th Annual Dinner Celebration**

Reservations available at www.myplannedparenthood.org
or by calling 941.365.3913, ext. 1124.

Cocktail Party Conversation

You're getting anxious as you watch the summer end. You know that the fall will be fraught with news and controversy over the upcoming November general election. You decide to attend the last cocktail party of the summer season and have a good time before the fall battle. But while there, your friend Natalie has stunned you by stating to a group of friends that she may not vote because the ballot will be too full of complicated ballot questions. That sets you off:

"Natalie, you must vote! This election is incredibly important, especially for those of us who believe in reproductive freedom. Florida will not only be electing a new Governor (who has veto power over bad legislation: remember the ultrasound bill!), a U.S. Senator, the entire Florida Cabinet, members of Congress, and state legislators, but there are a number of constitutional amendments that are crucial. Amendments 5 and 6, for example, will change the way our legislative districts will be drawn, having a huge impact on breaking up the status quo in Tallahassee. Plus, there's amendment 9 to opt Florida out of the new health care reform package. After all that was done to assure that women's health would be included in health care reform, it could all end. Natalie, we must vote and we must get everyone we know to vote as well!"



Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida, Inc. is to ensure the right of all individuals to manage their sexual and reproductive health by providing direct services, education, and advocacy.

Planned Parenthood® of Southwest and Central Florida

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239.481.9999

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863.665.5735

Manatee Center
941.567.3800

Sarasota Walt Cannon Center
941.953.4060

Pinellas Center
727.898.8199

Tampa Center
813.980.3555

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863.293.7494