

Call center moves to new home in Gompertz Family Regional Headquarters

Planned Parenthood's Call Center – through which the majority of patient appointments are made – now has a new home. It has been relocated from very tight quarters in the Manatee Health Center to the second floor of our regional headquarters in Sarasota, adjacent to the health center.

The Call Center has been moved because, starting in late fall, the Manatee Health Center will be hosting the SANE (Sexual Assault Nurse Exam) Program, for victims of sexual assault in Manatee County. We are honored to be a partner in providing respectful, compassionate care for these women and men.

The Sarasota location offers more space for the Call Center staff, now able to work together in one room, enhancing productivity and effectiveness. Call quality will also improve as a result of the additional computer bandwidth available in Sarasota.



The Call Center staff members in their new quarters (from l-r): Eve Inglesby, Natalia Vazquez, Audrey Zink, Heather Walding, Gillian Dean, Yadira Rodriguez, Stacy Coldren, Ashley Thomas and Maggie Jimenez

In March, our Call Center was given the CAPS Customer Service Award, which was given to only five Planned Parenthood affiliates nationwide. The distinction was awarded to call centers that received high marks the three times the affiliate was “secret shopped.” The quality of the customer service, wait time and accuracy of information given to the patient is a major consideration in receiving this award. Our Call Center began taking calls in May 2008, and now handles an average of 2,900 calls per week – with

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Dear Friends,

Summer and the heat is on . . . of course, it hasn't stopped since February.

This year, we've seen efforts by our national leaders to totally defund Planned Parenthood; by our Florida leaders to enact 18 bills aimed at limiting women's health care; and pushes in state houses across the country to prohibit Medicaid and Title X family planning funding to our sister Planned Parenthood affiliates. All of this ignores the health care needs of the patients served by Planned Parenthood.

These efforts by our opposition did help us recruit more than 1 million new advocates to help carry our messages to state houses and Congress. Thanks to so many voices, including yours and mine, we had successes:

- Planned Parenthood was the only progressive group to experience a victory during the last Congressional budget session by defeating the Pence amendment to block all federal funding of Planned Parenthood programs;
- In Indiana and Kansas, we defeated legislative and gubernatorial drives to defund Planned Parenthood by taking it to the court systems;
- The Department of Health and Human Services ruled that access to birth control, sexually transmitted disease testing and well-women health care visits, with no co-pay, will be included in new health insurance policies.

But we still face so many challenges:

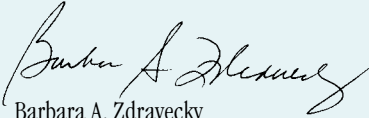
- Texas, New Hampshire, North Carolina and Tennessee Planned Parenthoods face cuts to family planning funding;
- The Pence amendment will assuredly be filed again, taking staff and volunteer time and effort away from our priority mission of health care;
- We foresee a repeat of the more than 900 state bills filed nationwide trying to limit access to family planning and abortion.

And we have much to do as we develop a new strategic plan to reflect our national Planned Parenthood priorities:

- Create an even larger army of advocates and activists to defeat bad bills and speak to legislators about women's health and human rights issues. Locally our goal is to increase our email action network by recruiting more than 7,000 – to reach a total of 45,000 – activists;
- Implement an electronic health records system to remain viable within the health care delivery system. Planned Parenthood was designated as an essential community health care provider through the Patient Protection and Affordable Care Act. This will

ease the transmission of patient information and billing to the new third party insurers, including Medicaid. This conversion is mandatory for our survival as a health care provider and essential to the three million American women and men who depend on Planned Parenthood as their primary health care provider. Our goal is to increase that patient number to five million nationally by 2016.

Planned Parenthood will keep on fighting for the health of our community. The legislators visited by our youth activists pictured below know that women and men are watching...



Barbara A. Zdravecky
President/CEO

Call Center *continued from page 1*

an average hold time of less than one minute. This demonstrates a very high level of customer service for our patients.

In an effort to improve access to birth control for our patients, the Call Center took over the Mail-A-Pill Program, through which patients can receive their monthly prescription through the mail. The program has continued to grow and respond to the increased demand from

patients looking to decrease their driving time and costs.

The Call Center is currently staffed by its full-time Manager, Gillian Dean, Assistant Manager, Heather Walding, and six full-time staff, three of whom speak Spanish, and two of whom have been with the Planned Parenthood Call Center since the very beginning. The Call Center is available six days a week.



In July, scores of Planned Parenthood public affairs staff, joined by over 100 youth activists from around the country, gathered near the Capitol in Washington, DC after a day of lobbying members of Congress. Their message: Planned Parenthood's preventative services help more than 3 million women across the country and its funding must be preserved.

Victory for Women's Health:

Birth control will be covered with NO CO-PAYS

Planned Parenthood applauds the U.S. Department of Health and Human Services (HHS) decision to include the full range of FDA-approved contraceptive methods as women's preventive health care, making them available without co-pays or cost sharing. The HHS announcement follows a strong recommendation from the Institute of Medicine, an independent, nonpartisan medical body.

"This is a historic victory for women's health and women across the country," said Cecile Richards, president of Planned Parenthood Federation of America. "The decision by HHS is monumental for millions of women who have struggled with the cost of birth control and other essential health-care services such as cervical cancer and HIV screening."

HHS has designated eight specific services as women's preventive health care, including:

- ✓ Contraceptive methods and counseling;
- ✓ Annual well-woman preventive visits;
- ✓ Screening for cervical cancer/HPV;
- ✓ Counseling and screening for HIV;

- ✓ Counseling for sexually transmitted infections;
- ✓ Screening and counseling for interpersonal and domestic violence;
- ✓ Breastfeeding support, supplies, and counseling; and
- ✓ Screening for gestational diabetes.

This means that new insurance plans, beginning January 2013, must offer these preventive services without additional out-of-pocket costs or co-pays.

Eliminating co-pays for preventive health care will help reduce unintended pregnancies in the U.S. The unintended pregnancy rate in this country ranks among the highest in the developed world. In the U.S., nearly half of all pregnancies are unintended.

Birth control is also used to control and manage a wide range of health problems. Among other things, it can protect women against debilitating symptoms of endometriosis and reduce the risk of ovarian cancer. Most importantly, birth control allows women to plan and space their pregnancies, thus improving maternal, infant, and family health.

Planned Parenthood welcomes new leaders

Joining our Planned Parenthood Board this fall will be Peggy Abt and Dr. Ken Edelin from Sarasota County, Greg Porges from Manatee County and Tiffany Wimmer from Pinellas County. Our Board members hail from throughout our service area, from Lee County in the south to Pinellas and Hillsborough County in the north to Polk County in the east, providing governance, insight and oversight for our agency, and serving as ambassadors in their communities.

These new leaders, along with their fellow Board members, will help Planned Parenthood as it faces new challenges and works to keep services affordable and accessible in the coming years. [See CEO letter on page 2.]

Planned Parenthood owes a debt of gratitude for the commitment of outgoing Board Chair

Karin Grablin, who served on the Board for 12 years. During that time, Grablin watched the organization face funding cuts on the state and local level, anti-choice activities including protests at health centers, the economic downturn of 2008, and a barrage of restrictive legislation. Yet she saw our affiliate finish just one year in the red, an impressive achievement.

“Despite all of the challenges during my Board years, I also had the pleasure of watching the organization complete a very successful capital campaign to build a beautiful new headquarters in Sarasota, create and produce several award-winning plays by the SOURCE Teen Theater, open a new clinic in Manatee County, establish a call center to service the seven

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Planned Parenthood funding supported by most Americans

Several recent polls suggest that a majority of American voters oppose cutting off Planned Parenthood funding. According to a new Gallup poll, only 40% of Americans surveyed would support a law prohibiting health clinics that provide abortions from receiving federal funds for other purposes, such as family planning services. Only one-third of respondents polled by Harris Interactive/Health Day in 2011 think that Planned Parenthood should be defunded, compared to 55% of voters who said the organization’s funding should be kept in place.



**I
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New Leaders *continued from previous page*

clinics system-wide, hire a wonderful medical director, Dr. Sujatha Prabhakaran, for the first time, forge new educational partnerships with the USF Tampa medical school, and start a funded medical research program, to name a few accomplishments,” Grablin said. “There is simply no keeping a good organization down!”

Our incoming Board Chair, Carolyn Johnson, is from Sarasota County and has been involved in social activism throughout her life. She was raised in Cleveland, Ohio with well-educated, forward-looking parents. One experience that shaped Carolyn’s perception of the world was the family’s move to Mexico, where she saw the effects of desperate poverty and rapid population growth on local communities.

Johnson’s mother, who became a member of ZPG (Zero Population Growth), took her to a Planned Parenthood health center for her first gynecological visit. She attended the University of Michigan, majored in political science and went on to the University of Denver to get a Masters in history. She planned to serve in the State Department but married an OB-GYN and settled [albeit quite happily] for a very different life than she had imagined, moving to Sarasota in 1975 to join her parents and grandparents.

Her husband, Bob, joined the Planned Parenthood board as a physician representative soon after they came to town. He also worked for the Sarasota County Health Department as an obstetrician, delivering babies and providing gynecological services. Planned Parenthood runs in the family: their daughter-in-law, Dr. Krista Toomre, also serves on our Planned Parenthood Board.

Carolyn’s local leadership roles include serving as chair for the Board of the Ringling College of Art and Design and the John and Mabel Ringling Museum of Art, work in local schools



Planned
Parenthood
Board Chair
Carolyn Johnson

and more. She is a graduate of Leadership Sarasota and Leadership Florida.

She is passionately committed to the work of Planned Parenthood. “My core beliefs come from concern over rampant population growth and the consequences to our environment,” she asserts.

The initiative she sees as the most important for Planned Parenthood is our continued leadership in ensuring the rights of our daughters and granddaughters. “No one should be able to impose their beliefs on us and, yet, this is exactly what is happening,” she says.

“Providing quality women’s healthcare and educating men and women about their reproductive life and their responsibilities are fundamental directives of PP,” Carolyn says.

Karin Grablin has great confidence in the new leadership’s ability to meet the organization’s fundamental directives. “As I passed the gavel to Carolyn back in June, I couldn’t be more proud of Planned Parenthood’s accomplishments, or more confident that the Board’s new leader is the right person for the job, at the right time,” she said. “While she will likely preside over some challenging times ahead, she has a great team supporting her, and I know the organization will continue to thrive under her leadership.”

Medical research program UPDATE



Our affiliate's research program has been in full bloom this past spring and summer, with projects that included the completion of our first pilot study concerning Depo-Provera, hosting researchers from universities across the country, closing enrollment for a national pap smear trial, and enrolling participants in a survey study. Research Coordinator Ashley Sweet and Medical Director Suzie Prabhakaran have also submitted a results manuscript for publication in a medical journal, and have had an abstract accepted for presentation at the Society of Family Planning's annual conference in Washington, D.C. in October.

In the summer of 2010, we began enrollment for our first internally developed research study, titled: *The Self Administration of Depot Medroxyprogesterone Acetate for Contraception: Feasibility and Acceptability.*

The study measured 50 women's attitudes toward and experiences with self-injecting the contraceptive Depo Provera. Women were taught self-injection in either the Tampa or Ft. Myers health center and, after exhibiting proficiency, were sent home with three additional at-home doses; responses were measured by four identical post-injection paper surveys. Subjects received a \$25 retail gift card for each survey they submitted. Just over one year later, the results show that, overall, 87% of participants found self-injection to be easy, 95% found it convenient, and 94% would recommend the method to other women. Our overall continuation rate was 74%.

After tabulating the data, Prabhakaran and Sweet completed a results manuscript that will be submitted to a reproductive health journal for publication in the coming months. As we wait to share the results within the medical journal community, an abstract of the results from the first three injections has been accepted by the Society of Family Planning's national conference, and will be published

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Medical Update *continued from previous page*

in the journal *Contraception*. Prabhakaran and Sweet will present their findings at the conference in Washington, D.C. in October. We are elated to contribute our data to the broader reproductive health science community.

In late spring we completed enrollment for a **national pap smear trial**, sponsored by the pharmaceutical company BD. Women ages 21-35 were invited to participate in this trial that will continue through the next two years. More than 300 women enrolled in our Tampa and Ft Myers health centers. Participants received a Pap and HPV test free of charge, and were given a \$25 retail gift card as remuneration for participation. We are proud to offer this cutting-edge research opportunity to the women we serve.

We continue to **build relationships with research institutions around the country**, and this season we've been working closely with

researchers from the University of California, San Francisco (UCSF). In May we hosted two UCSF researchers as they administered reproductive health surveys to more than 400 women ages 15-65 via iPad devices in our Tampa, Lakeland, and Ft. Myers health centers.

In July, Sweet began enrolling women in another reproductive health study conducted by UCSF. This study measures **women's experiences with and opinions about birth control** in the form of a 15-minute self-administered paper survey. Women who enroll are also invited to participate in four additional 10-minute surveys over the next year, which will be administered by UCSF research staff. A total of 80 women ages 18-25 are invited to participate in our Winter Haven and Sarasota locations. Once enrolled, participants receive \$20 remuneration for each survey completed. Researchers hope to use the data to better understand women's experiences with contraception, in hopes of making effective birth control more accessible.

As we look toward this fall and winter, we are anxious to initiate more internally-developed research studies, and will continue to contribute quality data to the broader scientific community.

Save These Dates



Saturday, October 29, 2011: Safe Sex Halloween Bash (Sarasota)

Thursday, November 10, 2011: High Tea at High Noon (Sarasota)

Sunday, November 13, 2011: Cocktails at Cove Café (Lee)

Monday, January 23, 2012: Manatee Choice Affair Luncheon

Tuesday, January 24, 2012: Lee Choice Affair Luncheon

Thursday, February 2, 2012: Hillsborough Choice Affair Luncheon

Tuesday, March 6, 2012: 46th Annual Dinner Celebration (Sarasota)

Friday, April 13, 2012: The Art of Safe Sex (Hillsborough)

Date TBA:

Pinellas Choice Affair Luncheon



Volunteer Spotlight

Three-year Safe Sex: Halloween Bash co-chair Liebe Gamble has a deep, dark side – but you’d never know it by looking at her. She is young, tall and stunning, capably manages her family business and home (with husband Billy and her beloved dogs), and volunteers for groups including the Warren Backpack Program, Selby Gardens, Ringling Museum and Sarasota Arts Council. But her ideas, which have vaulted Planned Parenthood’s Safe Sex event to the top of the social scene, are downright scary. Listening to her expound on her vision for the event makes one wonder just where she got so twisted . . . but to see the results of months of brainstorming and hard labor affirms just how lucky we are to have her on our team.

Liebe was born in Sarasota, moved to Los Angeles and then returned here eight years ago to manage and create jewelry lines for the family’s upscale jewelry store, June Simmons Designs, located in downtown Sarasota.

She has been attending Planned Parenthood functions since her return to Sarasota and then, four years ago, threw herself into a more active role by taking the reins – along with co-chair and current Board member Kyla Weiner – of the Safe Sex event, which was due for a makeover. “The staff at PP has been exceptional to work with. Kyla and I have been given a lot of creative freedom to transform the Bash and, hopefully, give it a new push in staying on top of the ‘must attend’ events in our community,” she said. “The committee is full of dynamic and creative people. We have had a lot of fun!”

The efforts have paid off: the Halloween Bash has been recognized numerous times in area publications for Best Décor, first runner up as Best Party/Gala, and former *Herald-Tribune* social columnist Heather Dunhill said the event “. . .set the standard by which all Halloween parties will be judged.”

It’s not just about making a great event. “The most important task to me is to make sure that PP can continue to be a funded and trusted health care provider to all women, no matter your economic situation,” Liebe says. “Making sure that women can continue to access the health care PP provides and keeping them in touch with their reproductive ‘destiny’ is a profound and critical tool.”



Liebe Gamble astride one of the many giant inflatable duckies that were placed in the ladies’ room at the 2010 Halloween Bash

Liebe encourages others to come to the event – and get involved with our organization. “It has been beyond rewarding for me . . . being in the PP family is an awesome experience. You are surrounded by intelligent and passionate people marching forward to a healthier and safer society.”

Planned Parenthood is fortunate to count Liebe among those intelligent and passionate people!

Planned Parenthood embarks on new branding campaign

Since its inception, Planned Parenthood has been a lightning rod for controversy. There has been no shortage of opponents disagreeing with our work on religious and social grounds – whether it has to do with restricting control over women’s bodies, abortion, or our insistence on human rights for all. From national politicians spreading disinformation on the floor of Congress to various anti-choice groups disseminating blatant lies about our organization and our work, a lack of awareness of Planned Parenthood’s work has made it much more difficult for us to gain – and maintain – legislative support.

In 2007, the Planned Parenthood affiliate in Orange and San Bernardino Counties embarked on a massive research project, with 34 focus groups, 1,200 telephone surveys and 400 youth intercepts. The purpose of this project was threefold: business development; to better combat our opposition which has traditionally controlled the messaging surrounding reproductive choice; and to strengthen Planned Parenthood’s position with regard to health care reform.

California talked to its community and listened, and compiled vast research. They discovered that even when interview subjects objected to abortion, few of them preferred a world without Planned

Parenthood. They discovered that, for most, the presence of Planned Parenthood is reassuring to community members, ensuring affordable access to compassionate health care. Most importantly, they found that people counted on Planned Parenthood to always be there.

The California affiliate created an advertising campaign using billboards, TV, radio spots, print ads, messages from the CEO, and social networking sites, utilizing the findings of the brand research. And the results have been very good.

In 2010, the Florida affiliates joined together to purchase the branding campaign for use in our state, and affiliates across the country have been joining the effort as well. The campaign has elements crossing numerous media platforms and utilizes the key phrase, “Someone You Know” to personalize and educate the community about the various services we offer. (See sample below and more on page 15.) The messaging incorporates not only a variety of medical services but also our culture of inclusion and compassion.

This fall, our Planned Parenthood launches the new brand in ads appearing in print, college student directories, on various websites, on radio ads and in public spaces.

We’re excited about this opportunity to engage more patients and educate the community about our full range of services.



*Someone you know just got a new job :)
But it doesn't come with health insurance :(*

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Become a visionary partner

While you may not have a crystal ball to see what the economy and stock market are likely to do, your “vision” can have a lasting success and impression on our community.

As you reflect on your assets and income, consider this . . .

With interest rates at a 45-year low, wouldn't you like to find something paying 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!

Your age determines whether you receive 5.2% (age 70) or over 7% (beginning at age 85) – guaranteed!

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 Visionary 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 our Development Office at (941)365.3913, ext. 1113 with questions or for more information.

In February, with Planned Parenthood at the center of the U.S. government budget shutdown crisis, the Planned Parenthood Federation of America instituted the “I Stand with Planned Parenthood” campaign, which helped to engage more than 1.2 million advocates for our cause and raise significant funds. Part of the campaign included gathering patient and advocate stories to use for education and public relations purposes. Here are stories from our service area:

Hillsborough County

“I relied on Planned Parenthood when I had no health insurance through work and not enough money to purchase it on my own. PP provided me with yearly pap smears and pelvic exams for a nominal fee. I hope PP will always be there for women who care about their health and want to ensure they get proper preventative care.”

—*Laura H., Tampa*

Lee County

“... Planned Parenthood saved my life. While I was in the PP office, with just the intention of getting my pills and getting out, they informed me that my blood count was 6 out of 14 units – less than half full. They called the emergency room and reserved me a place so I could walk right in and get the blood I needed. It was awesome enough that Planned Parenthood arranged for my red carpet treatment, but they also arrange for it to be at no cost to me, as per my financial situation. The doctor at the hospital said that if I had not gone to Planned Parenthood, I would have bled out in a matter of days. For all my womanly needs, Planned Parenthood has been there for me. They provide me with way more care than I’m paying for.”

—*Brittany W., Fort Myers*

Manatee County

“My first experience with Planned Parenthood was when I was 17 years old. I was having sex with my boyfriend and the condom broke. Clearly not ready for a baby, I went to PP to get ‘the morning after pill.’ Later in life, I used their services for STD education, awareness and testing. I also used to get my birth control pills there when I was between jobs and couldn’t afford the medication. I’m not sure whether I am pro-choice or pro-life for myself, but I surely do not want to find out. I use Planned Parenthood to give me the chance to become pregnant when and if I am ready.”

—*Helen S., Bradenton*

Pinellas County

“I came from a strong Catholic background. I attended Catholic school from pre-K to 8th grade and, while the school tried their best to provide an array of education about sexual health, the dogma of the religion won out and abstinence-only sex ed was the only one I received. Even when I got to high school, the teacher’s knowledge was limited and I did not receive the proper education regarding safe sex practices. It wasn’t until my senior year of high school that I finally became sexually active, but Planned Parenthood was right there to help me. They gave me an entrance exam and screened me for STDs, talked with me about safe sex, and prescribed me birth control. I will be forever thankful for them being there when no one else was.”

—*Samantha B., St. Petersburg*

Polk County

Since the start of Planned Parenthood's patient advocacy campaign – an effort to educate and engage patients in advocating for Planned Parenthood – the Polk County Health Center staff members have been working hard to get our name out in the community. One health center staff member recently helped to start a VOX (Voices for Choice) program at USF, and has attended health fairs with our Polk outreach educator. A health center staff member also attended a bike night at a local hot spot in Lakeland – she had our pink “Stand with Planned Parenthood” banner displayed for everyone to see and handed out our promotional goody bags and other health center information. At Planned Parenthood, everyone is working to market our services and do outreach!

Sarasota County

The special events season opens in Sarasota with two popular, annual events:

Co-chairs Liebe Gamble and Kyla Weiner return to lead the **Safe Sex: Halloween Bash**, which will be held at the Van Wezel Performing Arts Hall on Saturday, Oct. 29, from 9:00pm-1:00am. The event will feature an open bar, frightfully delicious late-night bites by Michael's On East, a DJ and dancing, live entertainment, costume

contests, our famous take-home “shag bags,” and shocking surprises. Van Wezel's Grand Foyer will be utterly transformed. Cost: \$75/advance, \$100/door. Go to www.SafeSexHalloweenBash.com for sponsorships and tickets.

The 15th annual edition of **High Tea at High Noon**, which is co-chaired by Peggy Abt, Kathy Bush, Mindy Mast and Carol Williams, will feature a mimosa reception, high tea luncheon catered by Michael's On East, and a high-energy fashion show produced especially for Planned Parenthood by Marsha Panuce. This year's fashions include dramatic jewelry fashions by June Simmons Designs; children's wear by L. Kids; current styles by Foxy Lady; and gorgeous, trend-setting wear by Dream Weaver. The event takes place on Thursday, Nov. 10 at 12:00pm at Van Wezel Performing Arts Hall. Tickets are \$60; sponsorships are available. Go to www.HighTeaatHighNoon.org.

Rebecca Butler



High Tea at High Noon 2010 attendees (from l-r) Lisa Kates, Laura Leeming, Barbara Sulton and Laura Proctor



Ben Ditty/Photo

Safe Sex attendees Shane Saah and Bridgid Hewes re-enact 'Unconditional Surrender' during the 2010 Halloween Bash

Cocktail Party Conversation

You're attending the summer cocktail bash of the season and everyone's in a great mood – until Eloise starts talking politics and, in so doing, launches into an attack on the new Affordable Care Act. You shudder because you know how much this new law will help women and want to rise to the occasion but don't know where to start. Here you go:

“Oh, Eloise, no. There may be some things about the new law that we cannot all agree on but this I know for sure: the new health care reform law represents the single biggest advancement in women's health in 45 years. The Health and Human Services department in Washington has just ruled that the full range of contraceptive methods will be considered preventive care and thus available to women without co-pays or cost sharing. One of the great things about the new health care law is that it makes preventive health care affordable for American women. Did you know that the average American woman spends 30 years of her life trying not to get pregnant? Access to birth control is absolutely essential to women's health, to reduce the high rate of unintended pregnancy and need for abortion. Come on, let's drink a toast to health care reform and women's health!

Impact

Special thanks to the following organizations and foundations:

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

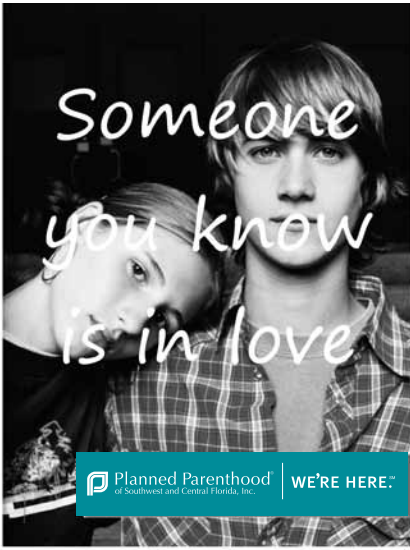
Cowles Charitable Trust for its support of our programs and services in Pinellas and Polk counties.

Heartland for Children, the foster care program serving Polk, Highlands and Hardee Counties, for its continuing support of our medical services and education programs.

The William Stamps Farish Fund for its continuing support of our Hillsborough County medical services and education programs.

Planned Parenthood Foundation for its support of our Hillsborough Health Center expansion and security updates.

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



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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Our Health Center Locations

Fort Myers Center
239.481.9999

Lakeland Cowles Center
863.665.5735

Manatee Center
941.567.3800

Sarasota Walt Cannon Center
941.953.4060

Pinellas Center
727.898.8199

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813.980.3555

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863.293.7494