

the NEWSLETTER

Planned Parenthood *in Waco since 1939*

Spring/Summer 2010



A MESSAGE FROM OUR NEW CEO, FELICIA GOODMAN

May marked the 50th anniversary of the birth control pill by the US Food and Drug Administration in 1960. Even as golden anniversaries go, this was a big one. The anniversary should stir memories of changes big and small and should spark action to ensure that every woman who wishes to do so, benefits from the pill and other forms of birth control. This anniversary resonated with me because I became CEO of Planned Parenthood of Central Texas on May 1st.

Since high school, I have felt strongly about ensuring that everyone who needs medical care has access to it. My dedication to this cause led me to pursue a Master of Public Health degree at Columbia University. For the past two and a half years, I have been in the position of Director of Organizational Development here, and am passionate about our mission of providing comprehensive, quality healthcare and education to Central Texans.

Recently, I've had several conversations with friends and acquaintances who wonder why I care so much about Planned Parenthood.

I care because:

- I have seen how birth control enables women to plan their own futures by giving them the ability to make decisions about the type of education, employment, economics, and lifestyles they envision for themselves and their children. Planned Parenthood of Central Texas has provided health care to the daughters and grand-daughters of women who first came to our health center in Waco over seventy years ago.
- I have heard the stories women tell about the introduction of the pill which provide witness to how the pill changed their lives by enabling them to reach their potential and fulfill their dreams for their families.

- In the past 50 years with the help of the pill and other forms of birth control, the percentage of women who died as a result of pregnancy dropped by half. During that same period, there was a threefold decline in infant deaths. The percentage of unplanned pregnancies also declined, despite the fact that too many still occur. And as access to contraception has increased, the rate of abortion has decreased.
- For decades, the doctors and nurses at Planned Parenthood health centers in Central Texas have been offering trusted and reliable information to men and women, so they can pick a form of birth control that meets their particular needs. In addition to birth control needs, Central Texan men and women are served at Planned Parenthood through a range of services including breast and cervical cancer screenings, well-woman exams, sexually transmitted disease testing and treatment, abortion care, and comprehensive sex education. In 2009, the Planned Parenthood health centers in Waco and Marlin provided over 25,000 medical services to 12,762 individual clients.
- I know that even as we celebrate the pill's golden anniversary, we must remember that many men and women in our community still do not have access to affordable, effective birth control. In fact, the work of Planned Parenthood of Central Texas remains just as critical now as it was in 1939, when we first opened our doors.

We have much in which to take pride. However, there is more to do: there are still far too many unintended pregnancies and sexually transmitted diseases that could be avoided if only we could reach more people.

I look forward to working with you – the outstanding team of Planned Parenthood professionals, volunteers, and advocates to provide life-saving health care to Central Texans.

FAREWELL TO PAM SMALLWOOD

In April of this year, we said goodbye to Pam Smallwood. Pam had worked at PPCT for 30 years – the last ten as CEO. Under her leadership, Planned Parenthood saw many accomplishments, including a 46% increase in patient numbers since 2006. Pam has left Waco, but did not leave the Planned Parenthood family; she is now serving as the Chief Operating Officer of Planned Parenthood of the Texas Capital Region in Austin.



Bernard and Audre Rapoport Foundation Funds New Ultrasound



Pictured: Audre & Bernard Rapoport, Felicia Goodman, Pam Smallwood

Thanks to the Bernard and Audre Rapoport Foundation, the Audre Rapoport Health Center has a new state-of-the-art ultrasound machine. This new piece of equipment is a tremendous asset to our health center, helping to ensure efficient, quality care to our patients.

The new machine has a higher resolution than the previous model and delivers a higher quality image, allowing our clinicians to achieve advanced imaging and assisting in a more accurate diagnosis. We rely heavily on our ultrasound for gestational dating and to

confirm Intra-Uterine Contraception (IUC) placement. Additionally, the ultrasound machine has an internal hard drive, which permits the clinician to enter, store, and retrieve patient data and ultrasound images. As we move forward with Electronic Health Records, our new machine will enable the clinicians to transmit and save data and images directly from the machine to the patient's electronic record.

Having a new machine at the Audre Rapoport Health Center has allowed us to move the older model to the Mary Ruth Duncan Health Center (MRD) on Ross Avenue. Many patients at MRD use IUC for their birth control method. In the past, if we were unable to see the IUC strings, we had to refer the patient elsewhere for a pelvic ultrasound, which cost several hundred dollars and created a barrier to care for the patient. Now, we are able to perform the ultrasound at the MRD Health Center without referring the patient to another provider.

Thank you, Rapoport Foundation, for being a partner with Planned Parenthood and supporting our mission.

Melissa Lynn Named 2009 Employee of the Year

Melissa Lynn, Lead Clinician, was awarded employee of the year for 2009.

Some of the comments from co-workers who nominated Melissa for this award include:

- She is ALWAYS helpful. She is ALWAYS courteous and patient with staff, patients and visitors even when she is super busy!
- Her attitude should be a model for all of us – cheerful and friendly – top notch customer service.
- She is a great teacher and extremely knowledgeable in all areas of the services we provide.
- She is devoted to PP and her job.
- She always models best practices.

Melissa grew up in Waco as an only child and attended Waco Christian School. She graduated Valedictorian of her high school class. After high school, Melissa attended MCC and Mary Hardin-Baylor. She received her OB/GYN Nurse Practitioner degree through the Planned Parenthood OB/GYN Nurse Practitioner program and California State University.

Melissa began her career at Planned Parenthood in Waco in 1992. In 2000 she tried her hand at Labor and Delivery at Providence Health Center, missed the patient care at Planned Parenthood and came back to us in 2003.

She enjoys spending time with family and friends, being outdoors, home designing, and NBA Basketball (Go Mavericks!). Her husband, Michael, is a home builder and they have three children – two boys and a girl. Their daughter is the first and only girl on the Lynn side of the family in over 70 years! Melissa frequently volunteers for Mission Waco's Church Under the Bridge.

When asked why she works here, she says "I love working at Planned Parenthood. I love being able to help those in need and who are underserved. I love women's health. I get the best of both worlds here. It's pretty awesome."

Congratulations, Melissa! We are glad you are on our team.



We need gently read magazines for our male patients! May be dropped off at any of our health centers! Questions? Call 254-492-1783

Ribbon Cutting in Marlin

Planned Parenthood of Central Texas Marlin Health Center held an open house and ribbon cutting on April 29.

The Marlin Health Center opened in July 2007 and shared a building with the Texas Department of State Health Services on Green Street. In July, we moved to a more convenient location in the former Jack Welch Law Office on Bridge Street across from the Falls County Courthouse.

The Health Center is open on Thursdays from 9am - 3pm. Since we opened in 2007, over 1,750 patients have received services, which include well-woman exams,



Pap smears, breast exams, STD testing and treatment, birth control, and pregnancy testing.

We are proud to be a part of the Marlin community.

Planned Parenthood receives \$25,000 for Mammography and \$20,000 for Follow-Up Diagnostic Testing from the Central Texas Affiliate of the Susan G. Komen Foundation for 2010

The Central Texas Affiliate of The Susan G. Komen Foundation granted \$25,000 to the Planned Parenthood mammography program to provide screening for low-income women and an additional \$20,000 for abnormal mammography follow-up diagnostic testing for 2010. Planned Parenthood contracts with the Hillcrest Breast Screening Center and Providence Breast Health Center to provide mammography to selected low-income patients.

To be eligible for this program, women must be age 40 and over, uninsured, low-income, and underserved and have had a recent gynecological exam. This grant also allows women with a history of cancer who demonstrate a need for mammography, no matter their age, to participate in the program if they meet the eligibility requirements. By detecting breast cancer early, treatment can be started that many times is life saving.

The grant of \$20,000 is to provide diagnostic testing for women who have an abnormal mammography. The patient must meet the same eligibility requirements. The grant pays for Diagnostic Mammography and additional views, Breast Ultrasound Bilateral, Breast Ultrasound-guided Core Biopsy, and Stereotactic Breast Biopsy.

In 2009 we provided 487 mammograms and 162 diagnostic follow-up procedures for our patients. Since this program began in 2001, we have provided 2,683 mammograms to low-income women. These patients are so thankful to the Komen Foundation for affording them access to this life saving health care.

As a provider for the Texas Department of State Health Services Breast and Cervical Cancer Screening (BCCS) in the 10 county area surrounding/ including McLennan County, we have more patients coming through our doors. *Through BCCS, our public education about the need for breast screening has reached far more people than before.* The BCCS grant enhances the Komen Foundation mammogram program by allowing us to serve more women, *more comprehensively.* The Komen grant targets women 40 and over while BCCS targets women age 50 and over for breast screening.

The Central Texas Affiliate of the Susan G. Komen Foundation held their 10th Annual Komen Race for the Cure in Waco on April 24. The race was once again a successful fundraising event and means that the women of Central Texas will continue to benefit from their good work.

THANK YOU, CENTRAL TEXAS AFFILIATE OF THE SUSAN G. KOMEN FOUNDATION!

To apply for job opportunities at
Planned Parenthood Waco
Apply online at
www.ppwaco.org

**FOLLOW US ON
FACEBOOK
AND TWITTER**

YOU CAN HELP CHANGE THE LIVES OF WOMEN AND MEN IN OUR COMMUNITY

According to the Department of State Health Services, **there are 87,690 women in Planned Parenthood of Central Texas' 10 county service area* who cannot afford to get their annual exam and birth control.** With our current funding, Planned Parenthood of Central Texas can only serve 10% (8,769) of these women each year.

Since 2006, our agency has seen a 46% increase in patient numbers, but there's still so much more to do! Health indicators in Central Texas show alarmingly high STD rates, unacceptable levels of unplanned pregnancy, and needless suffering and death from cervical and breast cancer; teen pregnancy rates in Central Texas are higher than the State average, which is third highest in the nation.

In 2009, 50% of births in McLennan County were paid for by Medicaid; each of those births cost the taxpayer \$9,000. But the cost of providing a woman with birth control for a year at Planned Parenthood is \$185.

Planned Parenthood is cost efficient, and helps Central Texans:

- Plan their families
- Prevent STDs
- Prevent breast and cervical cancer
- Prevent teen pregnancies

Women and men in Central Texas need your help now more than ever.

Give to Planned Parenthood today!

Use the enclosed envelope to:

Mail your check or donate with a credit card;
Send in a tribute or memorial gift;
Sign up for a monthly donation by credit card or electronic fund transfer;
Include Planned Parenthood in your will;
Join Pledge-a-Picket.

OR Donate Online:

www.ppwaco.org

When giving online – **SELECT LOCAL** – to ensure that 100% of your gift goes to Planned Parenthood of Central Texas.

Questions? Please call 254-492-1783

**Planned Parenthood of Central Texas serves a 10 county area which includes Bell, Bosque, Coryell, Falls, Hill, Lampasas, Limestone, McLennan, Milam, and San Saba.*

Protesters Continue to Oppose Healthcare at Planned Parenthood!

Join Pledge-a-Picket to offset the opposition's impact on patient care!



Each week at our Audre Rapoport Health Center, every year at our Nobody's Fool education event, and occasionally at our family planning centers, people who oppose birth control, comprehensive sex education, and abortion care picket outside our facilities.

Join the Pledge-a-Picket program to show your opposition to the opposition!

Here's how it works: You sign up and agree to pay between \$0.25 and \$1.00 each time a protester comes to a Planned Parenthood health center or event. You receive an update on the protesters' activities and a monthly "bill" for your pledge, which can be capped. *(This is similar to sponsoring a runner in a charity marathon.)* **To sign up, please complete the form below and mail it in the enclosed envelope, or sign up online at www.ppwaco.org – click on "Get Involved in Waco."**

Since January 2002, Pledge-a-Picket has raised over \$71,000!

Yes, I want to Join Pledge-A-Picket

I pledge \$_____ per anti-Planned Parenthood protester.

Total pledge not to exceed \$_____per month.

Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

E-mail: _____

All contributions are tax-deductible.

Your pledge will be ongoing for a year unless you indicate otherwise.



Planned Parenthood participated at the Cinco de Mayo Celebration at Indian Spring Park. The event was sponsored by the City of Waco and LA LEY 104.1 FM.



Wednesday, July 21, 2010 • 8am-Noon
Waco Convention Center • \$5.00 Registration Fee
Boys & Girls Grades 5-9
Registrations welcome at the door
Scholarships and Transportation Available

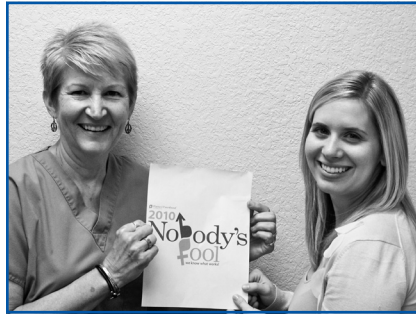
The purpose of Nobody's Fool® is to:

- Encourage abstinence
- Promote parent-child communication
- Give medically accurate and age-appropriate information about sexuality.

PARENT PREVIEW AND DINNER

Tuesday, July 20 • 6-7:30 pm
 Waco Convention Center • \$5.00 per family
 Register online at www.ppwaco.org

- Parent Preview gives parents tools and tips for continuing this important conversation for months and years to come
- Meet the faculty and experience the activities.



Pat Stone passing the Nobody's Fool® torch to Sarah Lake

Nobody's Fool® is coming of age! Planned Parenthood of Central Texas' 21st year of Nobody's Fool® is on July 21st, 2010. With this celebration we have a new logo, a new coordinator, and new curriculum.

For the last 21 years, Planned Parenthood has partnered with local churches and other non-profit organizations that work with young people to deliver information in a fun and interesting way to 400-500 kids. Trained health educators and volunteers lead workshops that are divided by grade and gender. The workshops include age appropriate objectives and activities that focus on important subjects relevant to preteens and young teenagers: puberty, dating, relationships, avoiding peer pressure, postponing sexual activity, preventing sexual abuse, preventing teen pregnancy, and preventing sexually transmitted diseases, including HIV.

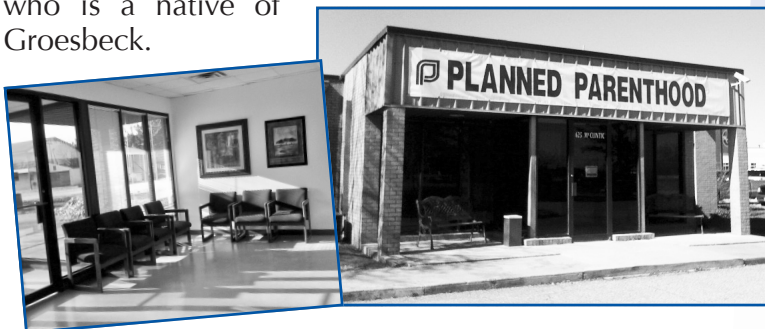
To register or volunteer, go to www.ppwaco.org, call 254-759-5777, or email nf@ppwaco.org.

Limestone County Health Center Relocates to Groesbeck

Planned Parenthood of Central Texas relocated our Limestone County Health Center from Mexia to Groesbeck at 625 McClintic Drive next to the Limestone Medical Center. The health center opened on February 18 and provides services every Thursday from 9 am to 3 pm.

Since we opened in Limestone County in 2007, over 1,050 patients have received services which include yearly well-woman exams, Pap smears, breast exams, birth control and pregnancy testing, and STD testing and treatment. We are pleased to be a part of the Groesbeck community.

At right is a letter we received from a rancher who is a native of Groesbeck.



Please allow me to welcome the Planned Parenthood clinic to our small town. During the 1970s I lived in Austin, Texas and became very familiar with the valuable community services PP provides. Thru the experiences of raising two very independent and adventurous daughters, I had routine contact with PP and acquired first hand knowledge of the anchor PP provides to young adults traveling down the "bumpy road." While our little town of Groesbeck is culturally a very conservative community, please be aware there exists strong support for the services your clinic provides. I would suggest each of your staff take a moment to look in the mirror - what you will see is a brave hero of the people. Thank you again for your commitment.

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MARY RUTH DUNCAN HEALTH CENTER
1121 Ross Avenue
(254) 759-5750

MARLIN HEALTH CENTER
146 Bridge Street • Marlin, Texas 76661
1-866-387-4256

LIMESTONE COUNTY HEALTH CENTER
625 McClintic Drive • Groesbeck, Texas 76642
1-866-387-4256

AUDRE RAPOPORT HEALTH CENTER
1927 Columbus Avenue
(254) 759-5772

ADMINISTRATION & AUDRE RAPOPORT LIBRARY
1121 Ross Avenue
ADMINISTRATION
(254) 759-5762
FAX - (254) 759-5761

www.ppwaco.org



MARY RUTH DUNCAN HEALTH CENTER, MARLIN HEALTH CENTER & AUDRE RAPOPORT HEALTH CENTER 2009 SERVICE REPORT

25,262	medical services	Total Unduplicated Patients 11,950
17,541	birth control patients	
4,341	Pap smears	
4,291	breast exams	
7,064	tests for STIs	
21,472	education visits	
6,244	pregnancy tests	
487	mammography	
162	diagnostic follow-up (mammography)	
1,360	emergency contraception	
553	surgical abortions*	
534	non-surgical abortions*	
526	colposcopy	
41	cryotherapy	
457	male services	
382	HIV tests	
25,262	HIV risk assessments	
260	HPV vaccine	
3,420	community education contacts	

98.3% of our patients at the Mary Ruth Duncan,
Marlin, and Groesbeck Health Centers live in poverty.
87% are adults (18 & over).

AGE	ETHNIC ORIGIN
Under 17 ... 13%	White... 37%
18-19 ... 14%	Black... 21%
20-24 ... 29%	Hispanic... 42%
25-29 ... 20%	
Over 30 ... 24%	

**These services are provided by a separate corporation-Planned Parenthood of Waco Family Planning and Surgical Services (PPWFPSS). In 2003, the Texas Legislature changed State law to require Planned Parenthood to establish separate corporations for providing family planning services and abortion services. Planned Parenthood of Central Texas is the family planning corporation. PPWFPSS is our abortion providing corporation.*

JOIN US FOR LUNCH AND A TOUR

We are continuing to showcase our Audre Rapoport Library, Administration Building, and the Mary Ruth Duncan Health Center at 1121 Ross Avenue to the community through "Lunch Stop at Planned Parenthood." Since this program began in 2004, we have had almost 80 groups participate. Most of our guests have never visited our health center and are surprised by the scope of professional health services we offer to our patients. They are also very interested to learn about the vast holdings on every aspect of reproductive health and sexuality in our Audre Rapoport Library. The tour ends with an informal lunch and an opportunity to ask questions.

Do you have a lunch bunch, study club, investment group, or other group that would be interested in learning more about Planned Parenthood? We would love to show you our facility. If a "Happy Hour" (late afternoon) works better for your group, we can do that, too. Please call Trudy Woodson (254) 492-1783 to schedule.

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Public Affairs Director Trudy Woodson