

# Dialogue

Winter Issue 2009

planned parenthood of the rocky mountains

visit our website at [www.pprm.org](http://www.pprm.org)



Vicki Cowart, President & CEO

## PRESIDENT OBAMA: THANK YOU FOR OVERTURNING THE GLOBAL GAG RULE!

The global gag rule was a threat to the health of millions of women. Clinics closed, contraceptive supplies dwindled, and women were left without basic and critical health care services. As a result, there were more unwanted pregnancies and unsafe abortions. Daily, one woman dies every minute due to pregnancy-related causes, including unsafe abortion, and over 200 million women in developing countries who wish to delay or end childbearing lack access to modern contraceptives. By overturning the global gag rule, President Obama has taken a tremendous first step toward promoting women's health around the world. Overseas health care providers will now be able to offer counseling, referrals, and services for the full range of reproductive health services without fear that the U.S. government will strip them of their funding.

**For more information, visit [www.plannedparenthood.org](http://www.plannedparenthood.org).**



*Thank you for helping us defeat Amendment 48! Planned Parenthood activists spent numerous hours canvassing streets, making phone calls, writing letters and waving signs on street corners to defeat this dangerous amendment. We would not have been successful without the help of supporters just like you.*

## Planned Parenthood & Protect Families Protect Choices Celebrate Passage of the Birth Control Protection Act

On Feb. 26 the Senate Health and Human Services Committee passed Senate Bill 225, commonly known as the Birth Control Protection Act, by a vote of 5 to 3. The bill aims to distinguish and define birth control separate from abortion. A clear definition of contraception currently does not exist legally, which has allowed the debate around abortion to extend to safe, effective methods of birth control.

The BCPA comes in aftermath of Amendment 48, which voters defeated during the November 2008 election. Amendment 48 proposed granting constitutional rights to a fertilized egg, including due process and inalienable rights and could have made certain forms of contraceptives illegal. The BCPA would essentially remove birth control from the abortion debate.

The bill was first introduced into Colorado General Assembly by Senator Betty Boyd on Feb. 18. To lobby support for the bill, PPRM along with its *Protect Families Protect Choices* coalition partners, mobilized supporters at the State Capitol and facilitated conversations with state senators. This organized effort held on Feb. 26 was part of Pro-Choice Lobby Day, an event hosted by the PFPC coalition. Nearly one hundred supporters came out to partake in Lobby Day activities.

"Lobby Day offered concerned citizens a hands-on experience to influence policy-makers at a time reproductive rights are not clearly defined," said PPRM President and CEO Vicki Cowart.

"All our supporters who came out for Lobby Day truly contributed to the bill's passing and to them we are thankful."

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## Our apologies...

We do our best to ensure that every donor who gives a gift of \$1,000 or more is recognized in our Annual Report. Our sincere apologies to the following supporters who gave to

Planned Parenthood's Annual Fund between Oct. 1, 2006 and Sept. 30, 2007 and were not recognized.

**\$5,000 to \$9,999**  
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**\$1,000 to \$2,499**  
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The mission of Planned Parenthood of the Rocky Mountains is to improve the quality of life by enabling all people to exercise individual choice in their own reproductive health.

[www.pprm.org](http://www.pprm.org)

## Together We are Building the Future



Many thanks to those who supported our *Building the Future* campaign and the opening of our 38th Avenue Campus. We have settled into our new space and our health center has quickly attracted new clients. One patient recently wrote, “This is beautiful, so warm and welcoming! I have been to a Planned Parenthood (health center) before and know the great service you provide. Now your building matches your service!”

The response from the community has been extremely positive. In an innovative approach to community engagement, our architect incorporated conference spaces for public use into

the building design and local groups started using them within a month of our grand opening. We also joined a local business association, which has enthusiastically welcomed us and the foot traffic that our new health center brings to the revitalized neighborhood.

President and CEO Vicki Cowart said, “This combined health center and administrative office coupled with the building’s spacious grounds reflect a vision made real through joyful but hard work by staff, volunteers and our more than 2,000 generous donors who made the \$10 million *Building the Future* campaign a success.”

**Dear Planned Parenthood:**

*I recently visited your facility for a surgical procedure and would like to thank your entire team for the care that I received. I found every person who I dealt with from the receptionist to the nurses and the doctor extremely friendly, kind, and professional. You should all be proud of the work you do and the care you provide.*

*Thank you for making my visit comfortable. I was truly impressed.*

*Warm regards, (name withheld)*

## Dedication and Commitment to our Mission Deserves Special Recognition

On a sunny day in August, we formally celebrated the grand opening of our new location on 38th Avenue in Denver. Two supporters in particular were celebrated with special recognition and awards.

### Margaret Sanger Award presented to Brett Miller, of Miller Design Works

Brett Miller is the creative genius behind our fantastic new client-centered health centers. Having worked on remodels of a number of PPRM health centers, Brett was a natural choice for the creative planning for our 38th Avenue Campus. A gifted architect who understands our mission, Brett exemplifies commitment to quality, dedication to purpose, and caring for our clients. We were honored to award Brett with the *Margaret Sanger Award* that recognizes individuals for exceptional contributions to increase accessible family planning services and honors

those who have shown exemplary leadership in furthering reproductive rights.

Brett's passion and dedication to creating physical spaces that are mutually beautiful and respectful has created health centers appreciated by PPRM clients and staff. We applauded Brett at our grand opening, unveiling a plaque in the Ruth Hopfenbeck Garden that reads: "Dedicated to Brett Miller by the employees of Planned Parenthood of the Rocky Mountains in appreciation for his commitment to design excellence for Planned Parenthood clients, volunteers, and staff."

### Sylvia M. Clark Award presented to Kevin Paul

A guiding force at PPRM, our general counsel Kevin Paul serves as our advocate, attorney and advisor. Anticipating and advising on legal matters including regulatory



*Brett Miller and Kevin Paul*

challenges, Kevin keeps the health of clients and that of the agency forefront in his advice. In recognition of his many contributions and years of dedication to preserving access to reproductive freedom, Kevin was honored with the first *Sylvia M. Clark Award*. For 17 years, Sylvia Clark was the President and CEO of PPRM and worked closely with Kevin Paul. A plaque in the front lobby of the new 38th Avenue Campus reads, "In honor of Kevin Paul, whose skilled leadership, advice, support, and advocacy have guided and assisted Planned Parenthood of the Rocky Mountains in its many accomplishments and activities."

## PPRM Passes Planned Parenthood Accreditation with Flying Colors

In October 2008, PPRM was evaluated by our national organization, Planned Parenthood Federation of America (PPFA). This rigorous evaluation occurs every four years and determines whether the affiliate retains the Planned Parenthood name. PPRM achieved full accreditation after a successful evaluation based on 100 indicators across every department. PPRM was commended for its excellence and financial and program strength. The review began with an audit of our agency bylaws, board policies, financial statements, and medical manuals, all of which passed unchanged (a rare achievement). During the course of the onsite audit, the PPFA team visited 17

health centers, reviewed almost seven hundred medical charts and interviewed PPRM's Board chair, departmental heads and senior management including the President and CEO. The audit team comprised four nurse practitioners and two physicians from PPFA and other affiliates.

At the conclusion of the accreditation process, the lead surveyor said,

***"You and your affiliate have set a new benchmark for affiliate excellence. I am still so impressed with your culture of improvement, your business operations, your training, etc. You must be proud."***

She expressed that PPRM's programs will be examples for other Planned Parenthood affiliates to emulate, positioning PPRM as a leader within the federation.

All of us at PPRM are proud of our culture of improvement, understanding of our business operations and commitment to training, leadership and excellence. This has been fostered by our change process, our strategic plan, and by the human infrastructure programs. We are excited to share this achievement.

# You Can Give and Recieve at Planned Parenthood

Many of PPRM’s supporters have created a Charitable Gift Annuity that supports the future of PPRM and pays them a steady, secure payment for life. Here are some common questions about this “gift that pays.”

## How does a gift annuity work?

In exchange for a gift of \$10,000 or more (or \$20,000+ for two annuitants), Planned Parenthood provides fixed, assured payment to you for the rest of your life. The amount of each payment is based on your age when you make the gift and will not change. After your lifetime, the balance of the account will go to PPRM’s Endowment.

## What will my gift annuity accomplish?

Just as a charitable gift annuity may be part of securing your financial future, charitable gift annuities help secure PPRM’s financial future for generations to come. Your gift ultimately will help reduce unintended pregnancies, expand access to contraception and education, and preserve choice.

## Will I receive tax benefits?

Yes, charitable gift annuities can provide excellent tax benefits, including:

- A partial income tax charitable deduction (*if you itemize your deductions*)
- Partially tax-free annuity payments
- Capital gains tax savings if you make the gift with appreciated stock (*it’s best that the stock be held longer than one year*)

## What if I want someone other than myself to receive annuity payments?

You may select any one or two people age 50 or older as annuitants — your spouse, your partner, or even your parents. If this interests you, we will include special information with your gift example.

## Do I have to make the gift with cash?

No, gift annuities can be funded directly with either cash or marketable stock. Other assets — from savings bonds to money market funds — can be sold and then used for an annuity.

## Are annuity payments safe?

Yes! Planned Parenthood Federation of America (PPFA) administers all of PPRM’s annuities. PPFA’s program exceeds strict state requirements for maintaining and investing reserves sufficient for all future payments.



Payments are further backed by PPFA assets, which, if ever needed, would be used for annuity payments.

## Is it difficult to set up a gift annuity?

No! It’s very easy. Once you complete a brief application and provide proof of age with your gift, your first annuity payment begins to accrue immediately. If interested in receiving a confidential, detailed gift example, please call us at 303. 813.7644.

### Selected Gift Annuity Rates

Age	Rate
65	5.3%
70	5.7%
75	6.3%
80	7.1%
85	8.1%
90+	9.5%

## Passion + Planned Parenthood = Volunteering!

Dear Planned Parenthood,

Last summer, while looking for a way to get involved with issues of women and health, I went into the Central Planned Parenthood health center in Denver and asked about volunteer opportunities. I expected to hand out flyers, file papers or other miscellaneous tasks while paid staff worked on the exciting stuff such as interacting with patients, answering questions about preventing pregnancies, and helping people get the services, care, and medically accurate answers that they need.

Five months later, I can say that this has been, without a doubt, the most fulfilling volunteer experience I have ever had. I was so impressed

with how I was treated, trained and supported. My volunteer career with Planned Parenthood has given me the opportunity to work with patients and receive valuable professional development and training. Working with Planned Parenthood’s dedicated and expert staff was also rewarding. In a country where so many people don’t have access to affordable health care, where comprehensive sex education is not a priority, and where rates of unwanted pregnancy are higher than any other developed country, I am so happy to be a part of an organization that works to provide all people with the services and education they need to be healthy, safe and happy.

-Health Center Volunteer at Denver Central

# Studies Show Abstinence-Only Programs Not Effective

Two recent Centers for Disease Control and Prevention (CDC) reports confirm what Planned Parenthood sees in our health centers firsthand everyday: abstinence-only programs deny teenagers lifesaving, medically accurate information and do nothing to prevent sexually transmitted diseases (STDs) and unintended pregnancies.

One study estimates that one in four (26 percent) young women between the ages of 14 and 19 in the United States – or 3.2 million teenage girls – is infected with at least one of the most common STDs (human papillomavirus (HPV), chlamydia, herpes simplex virus, and trichomoniasis).

“This study underscores what Planned Parenthood has stated for years: women, men and teens need to know how to protect themselves against sexually transmitted infections. They need medically accurate and age-appropriate information to make responsible decisions,” said PPRM President and CEO Vicki Cowart. “It is also critical that they have access to

affordable health care for vital testing and treatment.”

A second CDC report indicating teen birthrates have risen significantly in 26 states.

“We have a preventable public health problem in this country — an estimated 750,000 American teens will become pregnant this year and nearly four million will contract a sexually transmitted infection.”

“In the last decade, more than \$1.5 billion federal and state tax dollars have been wasted on ineffective abstinence-only programs that deny teenagers lifesaving information and jeopardize their health,” said Cowart. “The failed policies of the Bush administration’s abstinence-only programs have wasted more than 1.5 billion federal and state tax dollars and left our country with the highest rate of teen pregnancy of all the most developed countries in the world. It’s time to put that money toward programs that teach people

how to protect their health and make responsible decisions.

“We look forward to working with President Obama and the 111<sup>th</sup> Congress to put the right foot forward and stop funding dangerous abstinence-only programs that deny young people information about how to prevent pregnancy, protect their health and make responsible decisions.”

**For more information about Planned Parenthood’s education programs, visit us at [www.pprm.org](http://www.pprm.org) or call 303.321.7526.**

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Nationally, Colorado underperforms when it comes to contraception affordability and accessibility. The state ranks 17th in service availability, 40th in laws and policies, 45th in public funding, and 40th in efforts to help women obtain contraceptive services and supplies and to use them consistently and correctly over time. Nationally, Colorado has the 22nd highest teenage pregnancy rate.\*

“Access to a wide range of contraceptive methods is basic health care and Colorado can vastly improve in this arena,” said Cowart. “Ninety-eight percent of sexually active women in the U.S. use contraception at some point during their life. This fundamental right must be protected.”

The bill will now go to the full Senate floor for vote. Follow PPRM’s blog at <http://theactivist-prm.blogspot.com/> to track the progression of this legislation.

*\*Guttmacher Institute, the National Center for Health Statistics or Contraceptive Technology 2006*

## Children’s Health Insurance Program Reauthorization Act Signed



Score another victory for health care! On February 4, President Obama signed the Children’s Health Insurance Program Reauthorization Act of 2009

(CHIPRA) into law. Both the House and Senate voted overwhelmingly to pass this vital piece of legislation, which expands health coverage to 4.1 million children who would otherwise be uninsured. CHIPRA also expands coverage to pregnant women who are not eligible for coverage under Medicaid.

President Obama was on a roll, also lifting the Bush administration’s 2007 restrictions on CHIP income eligibility levels, which had the effect of denying coverage to tens of thousands of children. It’s clear that President Obama understands that all Americans — women, men, and children — need access to affordable health care.

# Planned Parenthood Applauds President Obama's 2010 Budget

## *Includes Expansion of Medicaid Family Planning Programs to Prevent Unintended Pregnancies and Strengthen Women's Health Care*

Planned Parenthood of the Rocky Mountains applauds President Barack Obama for supporting women's health and expanding family planning programs by assigning significant 2010 budget allocations to health care initiatives. Included in his budget provision is a measure to expand family planning under Medicaid, which would help extend basic health care to millions more women. The new administration is also committed to supporting evidence-based teen pregnancy prevention programs.

"We commend the president's actions to make family planning and basic health care services more accessible and affordable to millions of low-income women and their families," said Senior Vice President of Community Development Leslie Durgin.

Expanding family planning under Medicaid has been one of Planned

Parenthood's top priorities under our Prevention First Agenda. Also known as the Medicaid Family Planning State Option, it would simply allow states to expand their Medicaid family planning services, including cancer screenings and other preventive care, to more women in need, without having to go through the burdensome Medicaid waiver process.

The Medicaid Family Planning State Option would have a significant impact on women's health and is vital to expanding care to the millions of women who are losing either their jobs or their health insurance in this economic downturn. According to the Congressional Budget Office, this provision would provide coverage to 2.3 million low-income women by 2014. A study by the Guttmacher Institute finds that this flexible option would help 500,000 women avoid unplanned pregnancy.

Another priority in President Obama's budget blueprint is to reduce teen pregnancy through evidence-based sex education models.

"Planned Parenthood has proven that comprehensive, age-appropriate sex education does more to prevent unintended teen pregnancies than abstinence-only programs. We believe the new administration will only invest in programs proven effective in keeping teens healthy and safe," said Cowart. "Planned Parenthood looks forward to working with the new administration as we share a common goal to reduce unintended pregnancies and ensure that all women, regardless of income, have access to affordable care to lead healthy lives."



## Flex Your Muscle

The Planned Parenthood Action Network allows you to reach decision makers with the click of a button-for free. Join our network of over 40,000 activists by visiting [www.pprm.org](http://www.pprm.org) or by calling 303.321.PLAN.

## Planned Parenthood Receives Community Shares of Colorado 2008 Momentum Award



PPRM was recently awarded a *Momentum Award* from Community Shares of Colorado in recognition of our internal community shares campaign, the largest among organizational donors to Community Shares.

Accepting the award on behalf of PPRM were Tara Friedman, Director of Major and Planned Gifts and Katie Groke Ellis, Public Affairs Field Manager (pictured at left).



Dr. Sarah Weddington

## Roe v. Wade Anniversary Celebration

We were happy to host the *Protect Families Protect Choices* Roe event. Over 400 supporters joined us to hear Dr. Sarah Weddington to celebrate the 36<sup>th</sup> anniversary of *Roe v. Wade*. At the age of 26, Dr. Weddington successfully argued *Roe v. Wade* before the US Supreme Court in 1973.

Check out our *Roe Anniversary video on You Tube!*  
<http://www.youtube.com/>

## Look for Planned Parenthood at an Event Near You

PPRM's volunteer outreach team has been busy hitting the streets during the past few months. Efforts have included attending school health fairs, a metro Denver Valentine's Day Safe Sex Bar and Restaurant Outreach and outreach at several concerts at the Fillmore Auditorium in Denver.

Getting the word out about Planned Parenthood's affordable health care services is particularly critical during an economic downturn and the reality that the current economic crisis is directly influencing health care decisions.



*Coasters distributed during bar outreach*

**We need your help.** To get involved, contact PPRM's Marketing Outreach and Volunteer Program Coordinator at 303.813.7602, or via email at [Jaime.marston@pprm.org](mailto:Jaime.marston@pprm.org).



**With the help of our Intern, the Marketing department has also recently contacted and distributed Planned Parenthood brochures and coupons to 28 workforce centers, 23 human service departments and more than 100 shelters throughout PPRM's four-state region.**



## PPRM Welcomes Debbie Scheer as our Vice President of Education and Training

Debbie Scheer has been with Planned Parenthood of the Rocky Mountains for seven years and prior to her employment was a volunteer for almost two years. Debbie brings a unique set of skills to her new position as she has worked in every education program PPRM offers. Debbie has invested considerable time developing and implementing comprehensive sex education curriculum for individuals with developmental disabilities. Debbie believes strongly that every person has an inherent right to receive medically accurate, age-appropriate, honest sex education. Prior to the Vice President of Education and Professional Training position, Debbie was the Director of Community Education for two years.

## Be a PPRM Friend or Fan on Myspace or Facebook

Social networking has created new ways to communicate and share information. Social networking websites are being used regularly by millions of people, and it now seems that social networking will be an enduring part of everyday life.

To offer an example of the amount of traffic that these sites encounter on a monthly basis, [www.plannedparenthood.org](http://www.plannedparenthood.org) receives approximately 1.5 million visits or hits a month—compare that with the popular social site MySpace that has approximately 71 million hits a month. Facebook sees more than 130 million active users and is the most-trafficked social site worldwide. Planned Parenthood of the Rocky

Mountains boasts a strong presence on each of these social sites and has predominantly leveraged them for volunteer recruitment and the promotion of health center services. Other uses included answering basic questions, maintaining support of our local activists, informing the public of upcoming PPRM events and promoting our health center as a viable and affordable health care provider for the Rocky Mountain region.

Please visit [www.pprm.org](http://www.pprm.org) and click Get Involved Locally for more information.

### Are You Blogging?

PPRM also has a new blog and would love your input: <http://theactivist-pprm.blogspot.com/>



Please contact our Public Affairs department at 303.320.7526 if you would like to be a guest blogger.

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### Want Less Mail?

Our *Dialogue* newsletter is now available via email. If you would prefer an electronic version of this newsletter, please send your email address to [info.development@pprm.org](mailto:info.development@pprm.org).

# Save the date

## for the 22<sup>nd</sup> series of Choice Affairs to benefit Planned Parenthood's education programs

This year's parties begin in May and will run through the end of July. Join us for fabulous parties in incredible homes, a downtown retro bowling alley, yoga and smoothies at a posh spa, a politically incorrect evening of whiskey and cigars (men only), a kid's carnival, a special dinner with a local author, an intimate night watching movies in a unique theatre, a private feast prepared by a Boulder chef, a progressive gallery tour featuring two of Denver's most talented artists, an intimate cooking class with a well-known Denver chef, opulent cocktail parties and much more.

**For additional information, please call 303.813.7704.**



## Visit us @ [pprm.org](http://pprm.org)

Our website has been an increasingly effective tool for PPRM to receive donations, volunteer and job applications, and to drive clients to our health centers. Whether online users visit us for information, to volunteer or donate, they can also set up a health center appointment online at their convenience. Last year, 5,402 clients booked online health center appointments.