

CHOICE WORDS WINTER 2011



NEW MEDICAL SERVICES AT PPSWO

Planned Parenthood Southwest Ohio Region (PPSWO) is pleased to announce new and improved clinical services providing more reproductive choices for our patients. According to Becki Brenner, PPSWO CEO & President, "Our dedicated staff strives to be on the forefront of new practices and procedures to better aid our deserving patients." Below are a few examples:

Adiana® Permanent Contraception is a simple, safe, minimally invasive alternative to tubal ligation that permanently prevents pregnancy. The procedure generally takes less than 12 minutes and can be performed during an outpatient visit at our Mt. Auburn location. Permanent Sterilization is frequently requested by our patients. Our medical staff is pleased to offer this family planning option in early spring.



Effective February 1, 2011, the surgery department will offer **Moderate Conscious Sedation** for our patients accessing services for abortion. This additional anesthesia choice provides a level of sedation that will allow PPSWO to address patients' anxiety or concerns of discomfort.

On March 1, 2011, PPSWO will provide **Rapid HIV Testing**. This oral collection system allows rapid results and provides PPSWO the ability to immediately refer patients to appropriate providers if results are positive.

FAMILY PLANNING UNDER ATTACK — AGAIN!

The new 2011 Congress is actively deciding how to tackle the national debt. Unfortunately, Federal Funding for Family Planning, also known as Title X, established in the early 1970's by President Nixon, is on the chopping block.

Planned Parenthood is expecting a major push in Congress to roll back all discretionary, non-defense spending. This roll back could represent a 10% cut for Title X family planning funding and leaves an uncertain fate for the newly created Teen Pregnancy Prevention Initiative (TPPI), funding redirected from the unsuccessful Abstinence-only education in place since 2000.

Planned Parenthood Southwest Ohio Region (PPSWO) receives Title X funding. This funding allows us to provide free or low cost reproductive health services to over 23,000 patients annually. The impact of losing 14% of our budgeted revenue would be devastating to our patients and to PPSWO. No longer able to provide this critical health service to those most in need would result in unplanned pregnancies and increased critical health outcomes, for example undetected cervical or breast cancer.

These funding issues will play out in more depth as the Congress moves into the 2012 budget and appropriations process later this spring and summer. This is when we expect to see the attacks on Planned Parenthood. Rep. Mike Pence from Indiana introduced his standalone legislation (H.R. 217) to prohibit Title X family planning funding from going to health care providers that also provide abortion care with private funds. It is aimed squarely at Planned Parenthood, since it exempts hospitals from this provision.

Planned Parenthood expects some version of this legislation to be included in the House's 2012 Labor-HHS funding bill — either in the base bill or as an amendment. It is almost certain that this will pass the House, given its anti-choice majority. Our imperative will be to stop it in the Senate and make it politically disadvantageous to try to prevent millions of women, who rely on Planned Parenthood, from accessing their main source of basic preventive health care.

Planned Parenthood Southwest Ohio Region strengthens our community by preventing unintended pregnancy and empowering individuals with the knowledge, opportunity, and freedom to make private decisions about reproductive and sexual health.

PPSWO has Celebrity Attention!

Film and stage actress Kathleen Turner was in Cincinnati for a few weeks last fall appearing in a play entitled *High*. Ms. Turner serves on Planned Parenthood Federation of America's (PPFA) Board of Advocates; while in town she truly stepped up to the plate advocating on behalf of PPSWO. Ms. Turner graciously joined a pro-choice rally in front of the Elizabeth Campbell Center with many PPSWO volunteers to counter the anti-choice commencement of *40 Days for Life*. In addition to walking in the 90 degree heat, Ms. Turner also conducted two interviews with the media and produced a Public Service Announcement promoting our vital health services.



PPSWO Pro-Choice Picketers and Kathleen Turner



Kathleen Turner

HEALTH CENTER ADVOCACY PILOT PROGRAM

PPSWO was one of 5 affiliates nationwide selected by Planned Parenthood Federation of America to participate in a pilot program to increase our capacity to engage visitors in our health centers with issues that affect our services.

As always, our services and our public funding are a political football; health center advocacy is the only way that we can communicate to our patients that the essential services they enjoy can be augmented or jeopardized by policy initiatives.

The pilot program, implemented by Health Center Advocacy Coordinator **Lauren Blauvelt** and designed by Public Affairs Coordinator **Luke Brockmeier**, ran from September through December. A variable range of approaches were tested at all of our health centers, and the results were very closely tabulated so as to determine the best practices at engaging our patients. The program was based on the national Birth Control Matters campaign which advocates for prescription birth control with no out-of-pocket costs in all health plans. Visitors were asked by volunteers or by staff to sign the petition.

In mid-December, Ms. Blauvelt went to the Washington DC offices of PPFA with **Max Hardy** to report on the program. Mr. Hardy was selected because he was the health center staffer who had the most success — by far — in engaging the patients. At the health center where he is the primary point of contact, 15% of our patients signed the petition. If his technique is successfully implemented nationwide, the petition will get an extra 500,000 signatures.



Stacy Dunlap, PPSWO Volunteer



Lauren Blauvelt



Max Hardy, PPSWO Staff

REMEMBER TO ENROLL PPSWO ONTO YOUR CLUB DLM CARD!

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If you spend more than \$500 in 2011, PPSWO will benefit!
www.dorothyane.com/clubdml/goodneighborsign-up.html

PPSWO VOLUNTEER OPPORTUNITIES

Hopefully, all of our advocacy volunteering will center on the Birth Control Matters campaign to make prescription birth control free of out-of-pocket costs in all insurance plans; spreading the word about this initiative and gathering petition signatures in support of it are the best way to let people know about one of the most exciting measures in the **Affordable Care Act**.

The best way to spread the word is to tell our patients about it! We need volunteers to sit at tables in the Campbell Center and the Kettering-Philips Center and ask our patients to sign the petition. Since many of them are here to pay money for birth control, it is a very easy sales pitch! Health center advocacy is a great way to let the stakeholders of health care reform know why the bill is so beneficial, and a great way to remind our supporters of the essential services that we provide.

Another way to spread the word about Birth Control Matters is also one of the easiest: become a fan of PPSWO on Facebook and share our online petition. You can also check out a lot of our cool new interactive features!

We are also phonebanking once per month throughout the year. Hopefully, we will be gathering support for Birth Control Matters, but in all likelihood we will be fighting off some very bad bills from the most anti-choice General Assembly in recent memory. It's fairly certain that 2011 will present very important volunteer opportunities in the field of protest...

As always, we need general volunteers in the administrative offices and health centers.

Sometimes the most important way that you can fight for reproductive health is to take a little bit of clerical work off somebody else's plate.

If you are available to volunteer, please contact Luke Brockmeier at 513.824.7822 or lbrockmeier@ppsw.org

FROM THE CEO LIVE ACTION VIDEO



As we all know, the anti-choice community with help from key political leaders has taken on the task of defunding Planned Parenthood through several proposed legislative bills. Another tool of this campaign is the use of hidden cameras and taped visits to various Planned Parenthoods throughout the nation. Recently, *Live Action Network* released numerous recorded video assaults captured by persons pretending to be patients discussing sexually transmitted infections, underage girls, abortion and sex trafficking. The motivations of the anti-choice group *Live Action* is clear. As its spokesperson declared, "*Live Action* wants to 'take down' Planned Parenthood over the next 10 years by creating 'controversy' in the organization and making Planned Parenthood 'not feel safe.'"

Planned Parenthood's national office notified federal authorities. The FBI is collecting evidence from Planned Parenthood employees and health centers, as well as reviewing photos of the imposters caught on security videotape. Planned Parenthood brought this potential criminal activity to the attention of the highest legal authority in the United States with letters to the FBI and Attorney General Eric Holder.

For our donors and supporters who may have seen the damning video or read the numerous press articles regarding the incomprehensible behavior by a Planned Parenthood employee who fell prey to *Live Action's* tactics; please know that this encounter is not consistent with services and information provided by Planned Parenthood Southwest Ohio (PPSWO). We are appalled by the Planned Parenthood employee's behavior and erroneous response to the *Live Action* imposter posing as a patient. The employee's actions are both repugnant and unfortunate and totally against our practices and policies. PPSWO has a zero tolerance policy for staff members who skirt legal mandates; policy dictates swift action, and termination of any employee responding inappropriately or illegally to our patients. The New Jersey Planned Parenthood where this video occurred swiftly terminated the employee in question.

An essential part of PPSWO's mission is to protect teens and ensure they receive appropriate counseling and medical care. Planned Parenthood health center professionals take their responsibility as mandatory reporters of possible patient endangerment very seriously. PPSWO not only has an ethical obligation but a legal responsibility to report all relationships that meet the definition of reportable occurrences' under Ohio law. Protection of our patients from predatory, coercive, or inappropriate sexual contact is an imperative goal of our entire staff.

PPSWO is fully committed to delivering high-quality reproductive health care to our patients, complying with all laws, and upholding the highest ethical standards. PPSWO has delivered quality health care for over 80 years. Be assured, we are as committed as ever to meeting the vital reproductive health needs for Southwest Ohio and Northern Kentucky.

Becki Brenner

Dayton PUSH member and Wright State Medical Student **Kate Baker** attended the national Medical Students for Choice conference in Chicago. This was the second year that Kate attended the national conference. She is the leader of the Medical Students for Choice group at Wright State. The conference included breakout sessions like Patient Counseling Workshops, Methods in First and Second Trimester Abortions, as well as sessions on laws and politics relating to choice.



Kate Baker

Kate really enjoyed the physicians' provider panel session. The session topic involved physicians telling their stories about why they provide abortions. Kate reflected, "I always find it so inspiring to hear doctors talk about why they do this incredibly important work in the face of great adversity to their personal and professional lives. It quickly takes away any doubt I was feeling about being a future provider."

Over 400 students and physicians from all over the nation were in attendance. Kate used the opportunity to network and brainstorm ideas for future events for her own student group at Wright State University Boonshoft School of Medicine. Kate's goal is to inspire other medical students to become abortion providers or at least become an ally!



Becki Brenner CEO, Lyn Marsteller, John Pinney



DIAMOND GALA AWARDEES
Al Gerhardstein, Peter & Mary Levin, Chuck Yeiser, Lyn Marsteller, Morry Passer, Sue Ranshoff

The Diamond Gala: Night to Remember!

7th DIAMOND GALA RECOGNIZES LONGTIME SUPPORTER AND DEDICATED VOLUNTEER, LYN MARSTELLER

Lyn and over 225 fellow Planned Parenthood supporters convened at the Hyatt Regency Cincinnati November 6, 2010 to celebrate her many contributions to Planned Parenthood. Lyn has been actively engaged with Planned Parenthood since the early 1990's as an employee, volunteer, committee member, donor and past Chair of the Board; and, more importantly a longtime believer of our mission beginning in her college days. Sue Ranshoff gave a moving introductory speech, followed by Lyn's motivational acceptance.

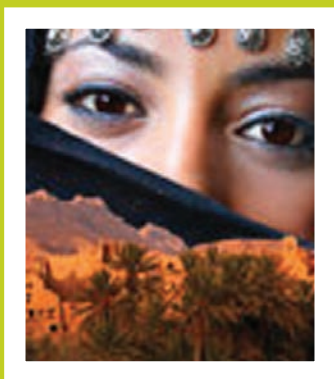
The Gala Committee graciously coordinated this event with record breaking sponsorships as well as raffle and auction totals garnering nearly \$100,000 in revenue. Many thanks to our Co-Chairs, Buff Leslie and Deb Schoolmaster and their dedicated Committee: Christine Carli, Anne Levin DeLyons, Tara Eaton, Patti Gaede, JoAnna Hortillosa, Carol Kabel, Amy Kattman, Kathy Norton, Morry & Pat Passer, Sue Ranshoff, Ellen Reister, Armina Stricklin, Karen Wachs, Martha Wolf and Marcy Wydman.



JoAnna Hortillosa, Kirstin Eismir, Nicole Johnson



Buff Leslie & Deb Schoolmaster, Co-Chairs



SAVE THE DATE!

TOUR THE GLOBE WITH PLANNED PARENTHOOD ON APRIL 10TH, 3RD STOP: **MOROCCO!**

Please join us on Sunday, April 10th at El Meson Restaurant in West Carrollton, Ohio for our third annual **Tour the Globe with Planned Parenthood** event. Enjoy an afternoon of authentic Moroccan cuisine and entertainment including a cooking demonstration, Belly Dancing, a special performance by Dayton Contemporary Dance Company II, and more! This year's event will be held from 4 pm to 8 pm. Tickets are \$75 and can be purchased online at www.ppswo.org.

For more information, please contact Karen Meade at 937-528-4678.

40th Annual 'Friends' Book Fair Success!

The Friends of Planned Parenthood held their **40th Annual Book Fair** Nov. 12th-14th at the Montgomery County Fairgrounds. The Annual Book Fair is one of PPSWO's largest fundraising events generating more than \$55,000.

The Friends of Planned Parenthood work throughout the year gathering more than 250,000 items including books, collectibles, CD's, DVD's, LP's, and more to sell. The Book Fair kicked off on Thursday, Nov. 11th with the Annual Book Fair Preview Party where close to 100 guests shopped while enjoying appetizers and live jazz.

Thank you to the Friends of Planned Parenthood and their many volunteers for all of their hard work to make this event happen year after year.

For information regarding donating items for the Book Fair, please go to: www.ppswo.org, or contact the Book Loft at 937-274-5835.



FAREWELL, GOOD FRIEND

The Friends of Planned Parenthood (FOPP) recently lost a true gem. President of FOPP, **Marilyn Bissett**, lost her 18 month battle with pancreatic cancer on December 18, 2010. You may recall seeing Marilyn working at the recent Book Fair. According to Karen Meade, Development Director Greater Miami Valley, Marilyn was working at the Book Loft one week before her passing. Marilyn considered the Friends her family, she had been a FOPP for the past 25 years. There will be a celebration of her life later this Spring. With a heavy heart Regina Landrum will become the new President of FOPP and dutifully carry on the mission of the Friends as well as further honor Marilyn's memory.

JEAN K. SPRITZ HEALTH CENTER DEDICATION

The Springdale Health Center was renamed to honor a wonderful champion of Planned Parenthood, **Jean K. Spritz** (1927-2010). The Jean K. Spritz Health Center dedication took place on November 26, 2010. Guests included Jean's children, grandchildren, close relatives and many more longtime friends. Through the generosity from Jean's family and friends, the health center received a much needed renovation. "All our patients, regardless of their income, deserve a pleasant office visit. The now vibrant Jean K. Spritz center is welcoming and re-energized, Jean would be proud," declares Becki Brenner, CEO & President during the dedication speech. Jean's family had the following inscribed on a plaque:

This facility is dedicated to Jean's vision of a woman's right to choose and to her passion for empowering women with the education and resources to ensure their access to family planning and medical services.



SUMMARY OF FINANCIAL ACTIVITIES

For Fiscal year July 1, 2009 through June 30, 2010

OPERATING REVENUE

Contributions, memorials, projects & special events . . .	\$1,054,681
Net patient fees	\$4,106,440
Education program fees, grants, video sales	\$166,231
Grants	\$1,176,994
Distribution from investment fund	\$947,074

TOTAL REVENUE \$7,451,420

EXPENSES

Program Services

Medical	\$4,980,071
Education and training	\$269,636
Advocacy	\$381,585
Public relations	\$41,591

TOTAL PROGRAM SERVICES \$5,672,883

Support Services

Management and general	\$1,387,544
Fundraising	\$404,614

TOTAL SUPPORT SERVICES \$1,792,158

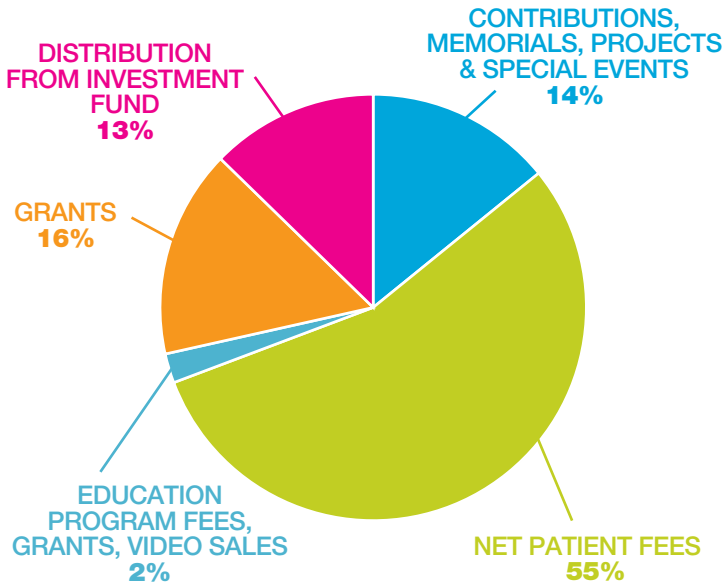
TOTAL EXPENSES \$7,465,041

EXPENSE ALLOCATIONS

Program Services	76%
Management & General	19%
Fundraising	5%

Consolidated results from FY2009-2010 audited financials.

AGENCY INCOME FY2010



CLIENT SERVICES RECAP

July 1, 2009 through June 30, 2010

SELECTED PATIENT NUMBERS

New Patients	14,128
Total Male Patients	687
Total Prenatal Patients	150
Total PPSWO Patients	23,804

SELECTED SERVICES

Sexually Transmitted Infection Tests	34,016
Pap Tests	7,681
Pregnancy Tests	12,682
Breast Exams	8,805
Emergency Contraceptives	1,649
Surgical Abortions	2,719
Medical Abortions	170
HIV Tests	1,303
Colposcopies	292

EDUCATION SERVICES

Education Program Participants	650
Education Training Programs	40

SANTA CAME TO PPSWO

This past December each PPSWO employee received a unique holiday gift from a generous donor — a \$100 Kroger gift card!

Donor John Cressey is a firm believer in PPSWO's mission. His mother, Helen, worked for Planned Parenthood in New York while John was a teen. In his letter enclosed with a gift card to each employee, John explained why he wanted to make such a philanthropic gesture. After working with disadvantaged children he saw first-hand, the devastating impact of being unwanted on a child's emotional health. It left him with the belief that every child should be a wanted child. He also appreciates the positive impact family planning can have on population growth.

John understands budgets are tight, yet PPSWO employees remain committed to helping others who need information and assistance so he took it upon himself to thank employees for their *commitment, courage, and perseverance*. PPSWO staff members were ecstatic that they were recognized for their good work. Thank you, John, for your considerate gift, your passion and dedication to reproductive choice.



Becki Brenner CEO and John Cressey

BOARD NEWS

- Thank you to **Laurie Steuri** for chairing the PPSWO Board these past two years. We thank you for your time and dedication and wish you well as you leave our Board. We also extend our gratitude as we say good bye to the following outgoing Board Members: Tom Crain, former Treasurer, Marie Flickinger, Linda Menz, Kathy Norton, Morry Passer and Rev. Richard Venus. PPSWO has not seen the last of these tireless supporters, many of them will serve on our foundation boards, leadership councils and special event committees.
- Congratulations to **Carol Kabel** PPSWO's new Board Chair, Vice-Chair Richard Wright, Treasurer Tony Nichols and Secretary Amy Kattman. A big welcome to PPSWO's incoming Board Members: Lori Askeland, Sarah Willhelm Greathouse, Rick Kay, Mike Moloney, Ellen Reister, Rita Stolper, Dr. Nita Walker and Dick Westheimer. **Thank you for your willingness to serve on the Board of Directors for PPSWO!**



Laurie Steuri



Carol Kabel

2010 EMPLOYEE OF THE YEAR

Connie Britton-Bonham is cherished among her co-workers, which is why she was recipient of the Dr. Joann H. Kersh Employee of the Year Award for 2010, presented to her at the 7th Annual Diamond Award Gala. Connie is warm, capable, and very well respected by her staff and patients. For the past 18 years, Connie has created an enjoyable work place experience in the very busy Surgical Center. PPSWO is thrilled to award such a deserving and dedicated staff member.



Connie Britton and Becki Brenner CEO



Top: Joyce Dickerson, Betty Burns - Sisters, Sondra Britton-Step Mom
Bottom: Calvin Bonham - Husband, Connie Britton, Eugene Britton - Father

JUANITA ROSE RETIRES AFTER 31 YEARS!

Juanita Rose has been a warm and friendly face at Planned Parenthood for the past 31 years. Juanita worked in several health centers and was viewed as a mother figure to her patients and fellow staff members. Juanita's appreciation for Planned Parenthood's mission is steadfast. She recalls in 1980 being unable to apply for the job because of human barricades barring entry to the Elizabeth Campbell facility. Juanita was persistent and finally made it through the line and we are glad she did. Thank you so much for all your years of service. Enjoy your time at home with your family. You will be missed.



Nina Schultz CFO, Juanita Rose

LEAVE A LEGACY TO PPSWO

Bequests received within the past 18 months 7/1/09 thru 12/31/10

Direct Bequests from the Estates of:

- Eva Jane Coombe \$100,000
- L. Patton Davis \$150,000
- Janet S. Hoffheimer \$5,000
- Margaret Meighan \$30,612
- Anonymous \$4,772
- Marilyn Schneeberger \$5,000
- Charlotte E. Smith \$20,000
- Jean K. Spritz \$50,616
- S. Charles Straus \$53,028
- Elizabeth Wagner \$500
- Esther Wagner \$350
- Ruth W. Westheimer \$200,000
- Jean Wolf \$90,951

Gifts given in Perpetuity (PPSWO to receive ongoing residual funds):

- Lola Louise Bonnell Trust
- Fred & Elisabeth Cole Endowment Fund
- Lucie M. Robbins Fund
- Mr. & Mrs. Donald M. Spindler Fund

Should you wish to leave a legacy, the will language is as follows:

"I give, devise, and bequeath to Planned Parenthood Southwest Ohio Region, Federal Tax ID 31-0536688, an Ohio non-profit corporation, administrative headquarters located at 2314 Auburn Avenue, Cincinnati, in the State of Ohio, 45219 (dollar amount, percentage, or ___ percent of the rest, residue, and remainder of my estate), to be used for its general purposes."

Declaration of Bequest Intent for Planned Parenthood Southwest Ohio

So that we may know your intention, please contact:

**Susan Cleverly,
Director of Annual Funds
PPSWO
2314 Auburn Avenue
Cincinnati, OH 45219
(513) 824-7810
scleverly@ppsw.org**



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Cincinnati, OH 45219

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2011 BOARD OF DIRECTORS

Carol Kabel, Chair	Lori Askeland	Ryan Levin	Rita Stolper
Richard Wright, Vice-Chair	Patricia Foster	Mike Moloney	Catherine Tuckerman
Tony Nichols, Treasurer	Chandra Gravely, M.D.	Ellen Reister	Charles Vella
Amy Kattman, Secretary	Sarah Willhelm Greathouse	Barb Sager	Nita Walker, M.D.
	Rick Kay	Stephanie Stoller	Dick Westheimer

HEALTH CENTERS

Elizabeth Campbell Center 2314 Auburn Avenue Cincinnati, Ohio 45219	Middletown Center 3537 Roosevelt Boulevard Middletown, Ohio 45044	Kettering/Philips Center 224 N. Wilkinson Street Dayton, Ohio 45402
Mary M. Yeiser Center 2016 Ferguson Road Cincinnati, Ohio 45238	Mary Stark Center 11 Ludlow Avenue Hamilton, Ohio 45011	Springfield Center 1061 North Bechtle Avenue Springfield, Ohio 45504
Clermont Center 834 Ohio Pike/St. Route 125 Withamsville, Ohio 45245	Jean K. Spritz Center 290 Northland Boulevard Cincinnati, Ohio 45246	Fairborn Center 530 E. Dayton-Yellow Springs Road Fairborn, Ohio 45324

Planned Parenthood Southwest Ohio Region relies on charitable contributions to provide its services. Support us online at:

WWW.SUPPORTPPSWO.ORG



Planned Parenthood Southwest Ohio Region is a not-for-profit community supported healthcare provider and member of Community Shares.