



FOCUS

ON PLANNED PARENTHOOD

Planned Parenthood of the Great Northwest

Fall 2010

Huge Win for Northwest Youth!

by Kristen Glundberg-Prossor, Director of Public Affairs

Planned Parenthood

of the Great Northwest (PPGNW) has partnered with the Planned Parenthood affiliates of Columbia Willamette, Montana, Southwest Oregon, Mt. Baker, and Greater Washington and North Idaho to form The Northwest Coalition for Adolescent Health (NWCAH), which has been awarded \$20 million by the Office of Adolescent Health to replicate the Teen Outreach Program (TOP), an evidence-based youth development program aimed at reducing teen pregnancy. The program will focus on areas throughout the Northwest where teen birth and pregnancy rates are high and health disparities exist.

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Stronger Together

by Clover Simon, VP of Alaska (former PP of Alaska CEO) and Rebecca Poedy, VP of External Affairs (former PP of Idaho CEO)

Nearly two years have passed

since the Planned Parenthoods of Alaska, Idaho, and Western Washington merged to form Planned Parenthood of the Great Northwest (PPGNW).

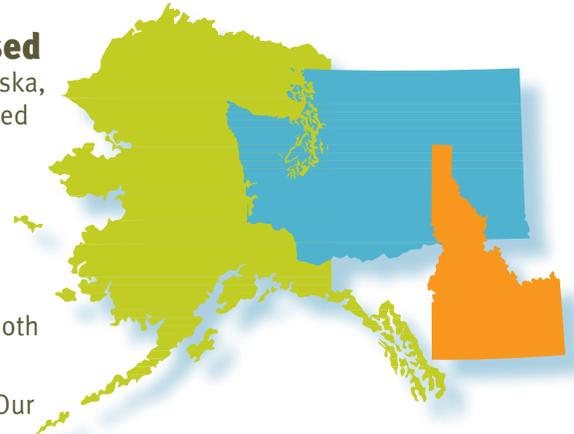
What has this merger meant for our ability to deliver our mission? Because we work on the ground in so many different communities, we are both large *and* local.

It is vital that we are locally relevant. Our programs and services are tailored to meet the unique needs of the neighborhoods we serve. Time and time again, we have found that being bigger has made us more accessible to the communities we serve. This isn't intuitive. When many of us think of mergers, we think of a giant business headquartered far from most of the clients it serves, eating up smaller fish around them and becoming increasingly removed from clients' day-to-day realities.

PPGNW is different because we're committed to remaining locally connected. Our board and executive team are comprised of leaders from the original affiliates who are based in all three states. We bring each state's unique challenges and opportunities to every key discussion; our various perspectives make for a richer dialogue and more creative solutions.

Some exciting examples of ways we've become *more* accessible and *more* local:

- One of our Idaho nurse practitioners is also licensed to practice in Alaska. During one of her routine clinical days in Idaho, we are able to connect her to patients in one of our remote Alaska health centers, and she provides service via telemedicine with the help of Alaska-based PPGNW medical assistants. When we don't have on-the-ground staff available, we have found a way to utilize technology and staff expertise to meet a patient's need for care.
- We've also applied this approach to our advocacy work. In our recent fight to prevent parental notification – Measure 2 – from passing in Alaska, we mobilized volunteer phone bankers not only in Alaska, but also in Idaho and Washington. We reached thousands more Alaskans than we ever could have before the merger combined our manpower. Ultimately, we have been clear: when you mess with any part of us, you mess with all of us!



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Executive Update

Message from Chris

We sit under a cloud

as we celebrate our collaborative successes. It's not the typical Northwest weather, but the continued economic storm faced by our clients and state government that has dampened the party.

Washington State is in a budget crisis. The governor recently announced the need to discontinue any program run by the Department of Social and Health Services that they are not legally obligated to offer. This may include the *Take Charge* program that provides family planning services to over 60,000 low income women in Washington State.

Someone you know is among that group. And while she doesn't know why the state would force cuts that would increase spending in the long run; she does know that when she needs help, she can come to us. She's learned to trust us and we're obligated to be here for her, just as we've been for others around the Great Northwest.

So we continue to assess the strengths of our combined resources. We're searching for additional efficiencies of operation and ways to extend our reach through technology. We're looking for additional ways to collaborate with other affiliates and partner organizations to offer services that may otherwise become unavailable. We continue to try to do more with less, because we cannot imagine a world without Planned Parenthood.



Yes, we're celebrating a remarkable grant award that will help a coalition of affiliates educate at-risk youth and prevent unintended pregnancies and lower drop-out rates. And we're welcoming the clients, supporters, and staff from what was Family Planning of Clallam County. And we're continuing the fight against inane legislation that requires parental notification in Alaska, or allows individuals in Idaho and Washington to refuse health care based on their ideology, even though it's their job.

But mostly, we're working hard to ensure that we're here in the future for someone you know. We're here for them because of your support and cannot imagine where we'd be without it. Together, we can build healthier communities.

A handwritten signature in blue ink that reads "Christine R. Charbonneau".

*Christine Charbonneau, CEO
Planned Parenthood
of the Great Northwest*

PPGNW Fall Legislative Overview

Field Report from Alaska **Measure 2 Passes**

by Clover Simon, VP of Alaska

While Measure 2, requiring parental notice prior to a minor's abortion, passed despite a valiant fight, we built support with coalition partners, Democrats, Independents, and even some Republican women. The resources invested in defeating the measure have organized and unified pro-choice Alaska. With the help of over 200 volunteers, we personally called and identified nearly 55,000 voters as pro-choice. We now have the tools to organize the whole state in the future.

We must ensure that no Alaska teenager fears that she can't legally obtain an abortion; our experience has shown that teens can become too afraid to seek help. Our PPGNW web site has been updated to provide instructions to Alaska teens and we've established the site www.teenpregnancysupport.com to feature announcements to teens as the Alaska Measure 2 rules develop.

What happens now with Measure 2? PPGNW and our partners are evaluating our legal options for a possible challenge. For more information on this and other Alaska reproductive health issues, please email ppactionak@ppgnw.org.

PPGNW Fall Legislative Overview

Field Report from Idaho

by Kristen Glundberg-Prossor, Director of Public Affairs

Idaho Public Affairs is transitioning from a busy summer of community outreach to an equally busy fall. In the past three months, the Idaho team has collected over 1,500 signatures for the *Women Lose When Pharmacists Refuse* petition to the Governor, recruited over 500 new supporters, and trained 50 new volunteers for PPGNW in Idaho.

As we enter the fall months, the Idaho team's days are filled with policy research for the upcoming legislative session. Along with Planned Parenthood's legislative allies, we are in the early stages of drafting legislation to amend and potentially repeal Senate Bill 1353, the Provider Conscience bill from 2010. SB 1353 allows all Idaho licensed medical providers the right to refuse select services based on their personal or moral beliefs. Additionally, the new law codifies the definition of emergency contraception as an "abortifacient drug" and completely disregards the accepted medical definition of contraception.

To sign our petition to the governor or for more information, please contact: ppactionid@ppgnw.org.

Field Report from Washington

by Kristen Glundberg-Prossor, Director of Public Affairs

PPGNW supports Initiative 1098 (I-1098) and here's why: 40,000 people in Washington have lost basic health coverage and 100,000 are on the waiting list. Four family planning clinics have already closed their doors during the current economic downturn. I-1098 will provide a stable funding source for health and education programs during bad economic times. I-1098 will cut taxes for small businesses and middle-class families while providing \$2 billion in revenue dedicated to education and health care priorities including birth control and family planning for Washington State citizens. Specifically, I-1098 will cut state property taxes by 20% and eliminate the B&O tax for small businesses. The initiative balances these cuts with a strictly limited income tax on the wealthiest 1.2% of households – that's for couples making \$400,000 per year or \$200,000 annually for individuals. We need to vote **YES on I-1098** to improve core services like health care and education. By voting **YES on I-1098**, we will cut property taxes for Washington families by 20% and help everyday middle-class people who struggle to get their basic health care needs met.

Additionally, Planned Parenthood urges **NO votes on I-1053 and I-1107**. I-1053 allows a small minority in the legislature the power to cause California-style partisan gridlock; I-1107 repeals the small, mostly temporary tax on non-essential items like candy, bottled water, gum, and soda. The money raised – more than \$100 million per year – goes to fund schools and vital health care services. By voting **NO on I-1053 and I-1107**, we will protect the ability of our state to close unfair tax loopholes and protect access to important safety net services – including birth control and cancer screenings – for the women and families of Washington State.

Get election information:
www.ppvw.org

Please Vote on 11/2!
YES on I-1098
NO on I-1053
NO on I-1107

WA State Board of Pharmacy Update

by Kristen Glundberg-Prossor, Director of Public Affairs

The Washington State Board of Pharmacy (BOP) has initiated steps to repeal its policy that patients' health comes first in favor of a weaker rule that would let any pharmacy or pharmacist refuse to fill patients' prescriptions for any reason – including their personal or religious beliefs about a patient or a particular medication.

Although the BOP has said that it seeks to improve access to medications, do not be fooled. If the Board reverses its current rule and allows a pharmacy to refuse to serve a patient, the Board will be *limiting* access to medications.

The BOP held two public hearings in September to hear comments. Planned Parenthood supporters attended in force. Thank you if you have already commented or attended one of these important hearings. If you haven't, please contact the BOP by November 4, when the board meets next. The BOP is taking comments on this issue through November 30, 2010, but please take action as soon as possible and urge the Board to not change this rule.

Changing the rule would be a step backwards for our state. Washingtonians expect the Board of Pharmacy to enact and enforce strong professional standards, and to ensure that patients' health care needs are paramount.

Take Action: You may send comments via email to Washington State Board of Pharmacy Program Manager Doreen Beebe: accesstomed.wsbop@doh.wa.gov.

If you need additional information, please contact ppactionwa@ppgnw.org.

PPGNW Education Programs

PPGNW currently operates four major education programs: Community, Family, Peer (Teen Council), and Youth Development. The Community and Peer Education programs are by far the largest, accounting for well more than half of our current education resources.

The grant award from the Office of Adolescent Health will help maintain and grow our current Youth Development programs located in Washington's King, Pierce, and Mason counties. Current programs in Lewis and Clallam counties will not be covered by the NWCAH grant award because they are not identified as "highest" risk areas by the Office of Adolescent Health.

This funding will allow NWCAH to replicate TOP in 73 targeted sites, in 27 counties that have the highest risk of teen pregnancy across the five Northwest states. Within these communities, NWCAH will target a diverse population of the highest risk youth in grades 7-12 in a mix of rural and urban communities. For PPGNW, that means implementation in Sitka, Bethel, and Fairbanks, Alaska; Canyon, Cassia, and Minidoka counties in Idaho; and additional programs in King, Mason, and Pierce counties in Washington.

The NWCAH program will reach over 8,000 youth over the five-year project period. The first year will be one of planning and piloting with staff, with TOP clubs added each of the next four years.



NORTHWEST COALITION OF ADOLESCENT HEALTH

Big Win for Youth *from page 1*

The PPGNW Education Leadership team worked hard to secure this grant. While the funding announcement was released in April, the PPGNW team met to begin creating vision and strategy in January. Once the announcement was released, there were only five weeks to turn that vision into a 100-page, compelling, and concisely-written proposal. Hundreds of hours of research, writing, and community and internal meetings led to the final product that resulted in the largest single award in the country, and certainly one that will change the lives of thousands of youth in the Northwest.

This funding will allow NWCAH to replicate TOP in 73 targeted sites, in 27 counties that have the highest risk of teen pregnancy across the five Northwest states. Within these communities, NWCAH plans to target a diverse population of the highest risk youth in grades 7-12 in a mix of rural and urban communities. The program will reach over 8,000 youth over the five-year project period.

TOP's foremost goal is to significantly reduce teen pregnancy and additionally: increase the numbers of youth who delay onset of sexual activity; increase the numbers of youth using protection when sexually active; significantly decrease academic course failure and school suspensions; and increase youth's positive attitude towards service and community engagement. TOP is an evidence-based program considered proven by the Federal government.

"We at Planned Parenthood have been providing life-changing Youth Development programs very similar to TOP to youth in western Washington for over 16 years," said Willa Marth, PPGNW Education Manager. "We know firsthand the power of these strong programs and are excited to have this unprecedented opportunity to not only expand our programs, but also to evaluate our successes."

The Teen Outreach Program has been proven to develop the positive potential of teens, thus leading them to more success and less risk-taking behaviors like teen violence, school failure, and teen pregnancy. TOP will take place in schools and community agencies in weekly sessions over a nine-month period. The curriculum includes age-appropriate sessions on relationships, communication, goal-setting, and sexual health along with a vital community service component.

"We are excited to partner with other youth-serving organizations and schools to provide this program across the region," said Marth. "TOP is good for communities, families, and youth. We believe that positive Youth Development programs like this not only reduce unintended teen pregnancies, but also promote positive social change."

Nearly 700,000 teens in the United States become pregnant each year. Teen mothers are more likely to drop out of school and fall into poverty. Children born to teen mothers also face significant life challenges. They are more likely to drop



Family Planning of Clallam County Joins PPGNW

by Jack Slowriver, Area Services Manager

Youth

out of school, experience unintended pregnancies early in life, and experience more financial and health disparities compared to children of older parents.

TOP's comprehensive youth development approach with at-risk youth has been tested across multiple settings over a 20-year period and has shown dramatic success in reducing teen pregnancy.

We are thrilled and honored to have received this funding and look forward to keeping our supporters updated about this program over the course of the five-year project. This grant was extremely competitive, and we believe that our ability to be good stewards of public funds is demonstrated through this award. However, this grant award only funds our Youth Development education program – only one of our four education programs – and none of this funding can be used for direct clinical services. Your continued support of our education and health care programs is extremely critical.

For more information about NWCAH or the TOP curricula, please contact Willa Marth at: willa.marth@ppgnw.org.

As of October 1, 2010, Family Planning of Clallam County's (FPCC) three health centers became part of Planned Parenthood for the Great Northwest (PPGNW). A free-standing not-for-profit for more than 35 years, FPCC has had a proud history of providing services in Port Angeles, Forks, and Sequim, as well as operating off-site Mobile Day Clinics in Olympic Peninsula rural communities and Native American reservations. The 23 full and part-time staff is excited to join PPGNW and continue to serve our common mission.

In the late spring of this year, FPCC's board and Executive Director Jack Slowriver looked at their recently-created strategic plan and realized they were spending too much effort simply trying to survive. As a small organization, FPCC's purchasing power was limited and increasing costs for professional liability insurance, lab fees, and contraceptives, coupled with a need to upgrade to electronic medical records made it increasingly difficult to imagine a scenario in which long-term viability was possible without significant organizational change.

In 2009, FPCC served 3,448 clients with a combined total of 5,483 medical visits, 84% of which were provided on a sliding fee scale. In addition to clinical services, FPCC offered a wide range of prevention and outreach programs including on-site health education at local middle and high schools, drug and alcohol treatment centers, community health fairs, and numerous social service venues. FPCC also manages programs for Youth Suicide Prevention; Male Involvement that includes parenting classes specifically for fathers; a Breast, Cervical, and Colon Health Program; and HIV Prevention Project. PPGNW is excited to learn more from these excellent programs.



U-Dist HC Moving to Northgate

by Michael Romo, Chief Operating Officer

After several years of searching for a replacement site, a new location has been found for our University District Health Center: 211 North Northgate Way, Suite 218, Seattle, at the corner of Northgate Way and Meridian. The new site will save approximately \$103,000 in rent annually, includes ample parking, and is located on a major access road to the Northgate Mall. The last day of operation at the current University District Health Center (4500 9th Avenue Northeast), will be Saturday, November 13, 2010.

We expect current University District clients will transfer to our Roosevelt Health Center located only a few blocks away, just north of 50th on Roosevelt Way. However, a large percentage of the University District's current client base is from the Northgate area and may choose the new site closer to home (4.1 miles from the current location).

We will open in Northgate, across I-5 from Northgate Mall, in the same building as Everest College, on December 1, 2010. Stay tuned for the Northgate Health Center Open House Celebration with the PPGNW Board of Directors in February 2011!

Idaho Supporters Look Ahead

by Erin Guerricabeitia, Development Officer

On October 5, 2010, PPGNW Idaho board members

Camille Oldenburg, Jennifer Banks, and Sharon Dollinger invited a group of local supporters to the home of Janna and Hamish Bell for a candid discussion with PPGNW President and CEO Christine Charbonneau and Vice President of External Affairs Rebecca Poedy. They spoke with guests about the Idaho polling results, indicating that while Idaho may be ranked as one of the top 10 most conservative states in the nation, the views of Idahoans on reproductive rights and health education issues reach further to the left than anyone may have guessed. (Please see the Summer 2010 issue of *FOCUS* for more details.) The highlight of the evening was hearing the applause when guests learned that Idahoans view Planned Parenthood much more favorably than our biggest anti-choice opponent.



Board member Camille Oldenburg (left) and PPGNW CEO Chris Charbonneau (second from left) mingle with supporters in Idaho.

The strategic plan and implementation in Idaho, including work to overturn Idaho's Pharmacist Refusal Bill, created quite a buzz amongst guests. Chris' announcement of the recent grant award for \$20 Million to fund Teen Pregnancy Prevention Programs (see NWCAH article for more detail) in Alaska, Idaho, Montana, Oregon, and Washington was also met with great excitement from the group.

Guests offered engaging feedback on the key strategies that PPGNW is looking to implement in the next year to meet Idaho needs. Many expressed that they were re-energized and felt progress could really be made in what was previously perceived as an uphill battle for reproductive rights in Idaho. With the new information on Idaho polling results and the current advancements being made in educational services, guests were excited to see that this is a battle that can be won in the near future with their continued support.

New Emergency Contraceptive Approved by the FDA

by Patricia Ploesch

Exciting news in reproductive health!

On August 13, 2010, the Federal Drug Administration (FDA) approved a new emergency contraception (EC) pill called ella[®]. Before the August ruling, ella was already available in 22 European countries. For the U.S., this now means that millions of women will have another option for maintaining control over their reproductive lives. Available only by prescription, ella is the first EC pill in the U.S. to maintain its efficacy for more than 72 hours. Like Plan B, ella inhibits ovulation by decreasing the amount of progesterone, which is a key hormone in pregnancy. Although many anti-choice groups like to claim that EC pills are abortifacients, extensive research has proven that neither Plan B nor ella terminate pregnancy.

PPGNW is already familiar with ella and its efficacy, as it participated in the 2008 clinical trials for the U.S. market. The Seattle, Kent, and University District health centers in Washington recruited and enrolled approximately 40 patients total. During the broader clinical trials for the U.S. market, researchers found that the side effects for ella are similar to Plan B: nausea, headache, uterine pain, fatigue, and dizziness. The upside for ella is its potential not only as an EC pill but, in lower doses, as a treatment for uterine fibroids as well.

The approval of ella is applauded by 20 women's health organizations, including the American College of Obstetricians and Gynecologists and, of course, Planned Parenthood Federation of America. PPGNW will begin offering ella in our health centers as soon as it's in stock, our standards and guidelines are updated, and medical staff has been trained. This will likely happen in early 2011.

With more than 3.1 million unintended pregnancies per year in the U.S., birth control methods will need to continually evolve to meet the diverse needs of women. With your help, PPGNW can continue to provide women with the most effective, up-to-date birth control options!

PPGNW Clinical Staff Extend Reach as Guest Experts

by Bill Fairchild, Marketing and Communications Director

Answering client questions is an integral part of each visit in our health centers. After all, providing age-appropriate, medically-accurate education about reproductive health is part of what we do best. But not all clients are comfortable asking every question and not everyone with a question is a client. Increasingly, many now turn to the internet for answers to everything. And now some of those responsible for the answers are turning to PPGNW for help.

This past summer Dr. Anna Kaminski, PPGNW Associate Medical Director, was invited by syndicated columnist Dan Savage as a guest expert on an episode of his call-in podcast. The Savage Lovecast has a weekly listenership of over 100,000. Dan answers all manner of love, sex, and relationship questions, and turns to guest experts when he feels the need for help.

“Dr. Anna Kaminski’s guest appearance on the July 13 show was extremely well received, with a ton of positive feedback,” says Savage Lovecast Producer, Nancy Hartunian. “Together, she and Dan answered a variety of questions: from whether herpes is a relationship deal-breaker to whether anti-choicers can date pro-choicers. Anna handled each question with tremendous intelligence, dignity, and humor.”

The success of Dr. Kaminski’s appearance on Lovecast led to an invitation to be a guest expert on Questionland®, a place for people to ask questions about Seattle, share information, and gather knowledge on any topic. The topic of Sexual Health was featured one week this past September. This time Dr. Kaminski was joined by PPGNW clinician, Anna Alston, in providing answers to a number of questions. “Over 25,000 people checked it out. So imagine some good was done,” states Questionland Director, Charles Borwick. “It’s nice to know that we (well, you...) got through to quite a few people with great information.”

Dan’s podcast is a free download from iTunes: <http://itunes.apple.com/us/podcast/savage-love-podcast/id201376301>

Dr. Kaminski is now a Resident Expert in Sex and Relationships at Questionland.com. Feel free to ask her questions there any time.

Stronger Together

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- In Washington, we have benefited by learning from the strategically different operations in our anti-choice states of Alaska and Idaho. This has strengthened our approach in matters ranging from public policy and community outreach strategy, to strengthening our business model to provide more mission-driven activities.

However, we do recognize that we have struggled to stay personally connected to our supporters throughout the region and are fully committed to turn that around. Your support and involvement with us remains critical at the local level. Despite our size, we need our local supporters to keep sharing our story and the stories of those whose lives we touch. We are establishing local Boards of Advocates in all three states as a way to stay connected and strong in our communities throughout western Washington, Idaho, and Alaska. We will be rolling out this program in the very near future; stay tuned on how you can get more involved to help keep us grounded and connected in your local community!

For more information, contact Liz Reilly at 206.328.7737 or liz.reilly@ppgnw.org.



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**We make a living by what we get.
We make a life by what we give.**

– Winston Churchill

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Your gift to Planned Parenthood of the Great Northwest will make a difference to the people in your community.

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