

First Full-Time Medical Director Joins Affiliate

We are very pleased to announce that Dr. Sujatha (Suzie) Prabhakaran joined our team in July as Medical Director. In this capacity, Dr. Prabhakaran will direct the affiliate medical program, oversee seven full-time health centers and implement medical protocols that are consistent with Planned Parenthood Federation of America's medical standards.

Dr. Prabhakaran grew up in Toledo, Ohio, where she was surrounded by doctors (both of her parents and several uncles are physicians). She got her undergraduate degree in biology at the University of Toledo and her medical degree from the Medical College of Ohio. She obtained a master of public health degree from the University of North Carolina at Chapel Hill and this year completed a fellowship at the University of North Carolina, where she did research on women's health issues. Dr. Prabhakaran is licensed to practice medicine in North Carolina and Florida. She is sitting for her Boards in November.

A rotation at a Planned Parenthood clinic during medical school helped convince



Dr. Prabhakaran

Dr. Prabhakaran to become an OB/GYN and to be attracted to our affiliate as medical director. "I really admired Planned Parenthood's approach to health care. It wasn't just medical services; it included educational and policy concerns, as well. This, to me, is the sensible approach to reproductive health care."

Her goals as Medical Director are to work towards making abortion and reproductive health care not only less taboo in our society but an accepted part of health care. She is also hoping to collaborate more with local universities in teaching and engaging medical students and residents to become Planned Parenthood providers, as well as working to include our affiliate in more research opportunities.

When Dr. Prabhakaran is not working, she loves to travel, explore other cultures, eat in really good restaurants and go to theatre, dance, and other cultural attractions.

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A New Business Year

The impact of the economic downturn of 2009 produced unprecedented fiscal challenges for our Planned Parenthood. After nearly 15 years of continued growth capped off by the opening of a call center, a new health center in Bradenton, dedication of the extraordinary Headquarters on Central Avenue, expanding abortion access and expanding our services in a new location in Pinellas County, we were suddenly faced with a loss of nearly \$1.3 million of investment income, a reduced patient revenue slide, and a decrease in contributions from our donors as our community scrambled to find safe footing in the shifting world.

Our courageous team of Board leaders and staff implemented historic cuts in our new budget:

1. All Senior Team members took a 5% pay cut and Directors, a 2.5% cut.
2. Wages were frozen and no raises will be given.
3. Matching retirement benefit contributions were suspended.
4. Short term disability benefits were eliminated.
5. 10 positions were reduced, consolidated or eliminated (this is about 10% of our workforce).
6. Conference spending has been restricted.

Leadership is critical during this time of transition and the family of Planned Parenthood volunteers, advocates and staff is up to the task of identifying better ways to serve our clients and cut expenses while pushing for inclusion in health care reform:

1. We have increased hours for patient visits on weekends.
2. We are researching new grant opportunities to support operations and innovations.
3. We are initiating opportunities with research projects that will establish new revenue streams.
4. We are actively developing relationships with institutions of higher learning to develop formal partnerships to train nursing and medical students, residents and fellows.

And we are doing all of this with a leaner staffing mix.

I am proud that we are not doing business as usual during this tough time and am particularly excited about the opportunities Dr. Suzie Prabhakaran will bring to our organization. We do need you to continue to support our efforts now more than ever. The women and families we serve are counting on it. The Planned Parenthood staff is counting on it. And I'm counting on you to be there as we get on with business this new fiscal year.

As I head into my 16th year, I want to thank you for the honor of serving our Planned Parenthood as the CEO.

Cheers,

Barbara A. Zdravecky, President/CEO

Recognition for Barbara Zdravecky

We are thrilled to announce that President/CEO Barbara Zdravecky is one of the four women who will be honored by the Bradenton branch of the American Association of University Women this November at its Women of Achievement Luncheon. This event honors outstanding local women and also provides the AAUW branch with the resources to present scholarships to women who have decided to attend college at an older age.

New Pinellas Center

On July 1, we held the ribbon-cutting for our relocated and expanded Pinellas County health center, located at 4th and Gandy in mid-Pinellas County. Billboard advertising in the area has been attracting many new patients to the center.



Planned Parenthood Lobbies Congress on Health Care Reform



In July, more than 450 Planned Parenthood leaders from across the country traveled to Washington, D.C. for the national organization's annual **Organizing and Policy Summit** and to lobby Congress on health care reform. This year, teens and college students were invited to be part of it all. Having the energy of youth in attendance contributed greatly to the entire event (and brought the median age of the summit to about 25 years old). Attending were participants who started organizing back when we used index cards side by side with those teens who have grown up on Facebook – folks who phone bank and others who Twitter – so there was plenty for everyone to learn from each other. Our affiliate was pleased to chaperone three energetic students from the University of South Florida in Tampa's VOX chapter (Voices of Planned Parenthood), who traveled with us for the three-day event.

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The conference included a Congressional lobby day, which was also different than other years because the mood in Washington has changed. We were struck by how friendly everyone was on Capitol Hill, and you couldn't miss the Planned Parenthood lobby teams in bright pink health care T-shirts. The summit is about making our organizing and policy work bigger and better. Given the current national focus on health care reform, the timing could not have been better with the Senate and House of Representatives in the

throes of making critical decisions about coverage.

We were pleased to meet with **Congresswoman Kathy Castor (D-Tampa)** who is a member of the key House Energy and Commerce Committee, which had just begun deliberations on the health care reform bill. Congresswoman Castor reaffirmed her commitment to making sure women's reproductive health care is included in the final health reform package, and that essential community health centers like Planned Parenthood are included in health plan networks.

About Health Care Reform and Women's Reproductive Health Care

There can be no health care reform without full access to reproductive health care. The bottom line: women's basic health care must be a priority and that means women must not be worse off under health care reform than they are today. Reproductive health care **must** be covered and women **must** be able to access that care through providers they trust.

Millions of women rely on community health care facilities that provide a full range of care to women and families who desperately need it, and that is why it is essential that community providers like Planned Parenthood be included in health plan networks.

Planned Parenthood is lobbying hard on behalf of women's health. Building on the more than 12,000 calls and e-mails we have put into the committees considering health reform legislation so far, we will continue to send our message to key Congressional targets. While we know our advocacy efforts have made an impact on negotiations, we will not know the outcome until we see actual bill language.

During the debate this summer, in one day Planned Parenthood was singled out for attacks three separate times. Of course, our power in numbers is our greatest strength, and our advocates have been working with us to reach

out to both members of the Senate and House committees considering the legislation.

While timing and process are still uncertain, one thing is clear: opponents of women's health are launching an all-out offensive on women's access to reproductive health care. There is no more critical time for us to be fully engaged in this debate, and the work we are doing as a federation could not be more important for women's health.

So, please, if you have not already contacted **U.S. Senators Bill Nelson** and **Mel Martinez**, as well as your Congressional representative, please do so immediately. They need to hear from all of us that women's reproductive health care **MUST** be provided for in health care reform.

U.S. Senator Bill Nelson
United States Senate
Washington, DC 20510
202.224.5274

U.S. Senator Mel Martinez
United States Senator
Washington, DC 20510
202.224.3041

Volunteer Phone Bankers Advocate for Health Care Reform



Volunteers in Sarasota have been participating in a series of phone banks to help convince Congress to include women's reproductive health care in the new health care reform legislation. The phone banks are being coordinated by Planned Parenthood's national office in Washington, D.C. and by our state office (Florida Association of Planned Parenthood Affiliates). Volunteers are using a new automated dialing system that is fast ... and fun! Anyone wishing to join the phone banking effort should contact our public affairs department: 941.567.3808. We need your help!

MEDICAL NOTES

With so many of our family planning patients in economic turmoil and so many more unemployed and without health insurance, we are offering special incentives this summer to let community members know about our services.

With the recent decision to lower the age of access to **Plan B (Emergency Contraception)** over the counter to 17-year-olds, and our hope that all patients will have Plan B in their medicine cabinets, we are offering Plan B at \$20 this summer.

With the consolidation of our health centers in Polk County, we will offer **free pregnancy tests** during the coming year to help market our family planning services in Polk County.

To take advantage of social networking opportunities, we have increased our presence on **Facebook** in order to market our low-cost \$85 annual exam, Emergency Contraception and health center locations to those self-identifying as between the ages of 18-34 (our primary clientele).

To further market our low-cost services, we are **reaching out to restaurants, salons and other small businesses** to help their workforce (often under- or uninsured) learn about our exams, testing and information services. Volunteers have been stuffing bags with condoms, discount coupons, brochures about contraceptive options and candy, to be distributed throughout our service area.





Volunteer Spotlight

Why I Support Planned Parenthood

by Bonnie Silverman

A few years after moving to Sarasota in 1990, I started attending the annual Planned Parenthood dinners. I have always believed that Planned Parenthood is an important organization because they fight for women's reproductive rights and provide safe reproductive choices. The landmark win of *Roe vs. Wade* in 1973 has constantly been tested and threatened, and it is important to me that this ruling never be overturned.

My most memorable Planned Parenthood Annual Dinner was with speaker Morris Dees, the co-founder and chief trial counsel of the Southern Poverty Law Center, which is dedicated to suing racist organizations and handling other controversial discrimination cases. He spoke of his dear physician friend, an OB-GYN who believed in supporting a woman's right to choose, who was assassinated by a "pro-life" extremist as he arrived at a clinic where he provided women's reproductive health care and abortions. He paralleled what he did in his career in standing up for the rights of people who were being discriminated against with what his heroic friend stood for. The positive energy in the room full of Planned Parenthood supporters – who I always said "got it" – was palpable and unforgettable. I also remember Barbara Zdravecky pointing out that those protesting Planned Parenthood don't understand that we have a common goal, which is to prevent unintended pregnancies.

I got more involved, filling tables at the dinners with friends and helping provide additional support by collecting items for silent auctions each year. At first I felt that the atmosphere in businesses was very mixed – fear of offending clients who might not be Planned Parenthood supporters. As the threat to *Roe v. Wade* became greater



Bonnie Silverman

because of the increased visibility of a very loud and growing minority, I believed it was crucial to support this cause and was pleased to find that many local business owners felt the same way.

Four years ago, when a small parent group worked to remove Planned Parenthood educators from Sarasota County schools, I took an active role in recruiting parents and teachers as advocates, writing to school board members and sending emails to everyone I thought might feel the same way I did about the importance of

Planned Parenthood's comprehensive sex education.

I have always been inspired by Barbara Zdravecky. When Barbara speaks, it is the voice of reason, common sense and strength. Each year I have increased my level of work for the Annual Dinner's silent auction in order to ensure that each year is better and more successful than the last. I am proud to be a member of the committee overseeing the growth of our annual dinner from fewer than 300 supporters to more than 600.

Bonnie is a graduate of the University of Florida with a B.A. in Early Childhood Education. She received her master's degree in Elementary Education from Florida International University. In 1990 she moved to Sarasota with her husband, vascular surgeon Dr. Steven Silverman, and their two young children. Bonnie has held voluntary leadership positions with Temple Beth Sholom's Justin L. Wiesner Preschool Board, Sarasota County Medical Society Alliance and the Florida Holocaust Museum's Embracing Our Differences initiative. Bonnie has chaired the silent auction for Planned Parenthood's Annual Dinner for the past three years.

Join us on Facebook!

In an effort to better reach current and potential clients, provide factual sex education information, rally supporters for legislative issues and initiatives, and raise awareness of our organization, Planned Parenthood of Southwest and Central Florida has revamped and revitalized its **Facebook** page.

To help direct traffic to the site, we are regularly posting updates on Planned Parenthood medical services and specials, as well as facts about various forms of birth control, links to relevant and important news stories, and up-to-date event information. We will also post **YouTube** videos on the site: you'll want to check out the most recent video, produced by KT Curran of our **SOURCE Theatre**.

Please search for *Planned Parenthood of Southwest and Central Florida* on **Facebook** and become a fan, helping us strengthen our online presence and social networking potential. And you can always find us on the Web at **www.MyPlannedParenthood.org**.





IRA Newsletter Item Catches an Eye

Shortly after sending out the spring edition of our *Choice Notes* newsletter, our development office received a call from one of our supporters, Audrey Brodhag. A longtime supporter of Planned Parenthood’s mission, supporting each affiliate in the communities in which she has lived, Audrey was curious about the article, mentioning the possibility of leaving her IRA to our local Planned Parenthood.

She grew up in Milwaukee, Wisconsin, went to college in Madison, and moved to Connecticut after marrying her husband, Earl. With a theatre background, she welcomed the proximity to New York, taking advantage of the theatre, dance and cultural offerings provided by the City. After retirement, they moved to southwest Florida to pursue their love of sailing and golf.

Audrey has always held a strong belief in the mission of Planned Parenthood. Having been active with the League of Women Voters and knowing the importance of evaluating facts, she is very distressed that Planned Parenthood is mischaracterized by our opposition as only an abortion provider. She is firm in her convictions that *others* should not dictate a woman’s life choices.



Audrey Brodhag

Her motivation for including Planned Parenthood as the beneficiary of her IRA? While she finds she has less disposable income at the moment, she expects to leave her IRA intact, and knows her planned gift can help Planned Parenthood’s future clients. Even (and especially) in dire times, Audrey feels we can find ways to support causes important to us. While not wanting to be in the limelight, Audrey agreed to being highlighted in our *Choice Notes* newsletter in the hope that it would encourage someone else to include Planned Parenthood in their estate planning.

Please call our development office at 941.365.3913, ext. 1113 with any questions about including Planned Parenthood in your estate planning.

THE
PLANNED PARENTHOOD
FEDERATION OF AMERICA **PROMISE**

**The Promise: Creating hope for humanity, the
freedom to dream, to make
choices, and to live in peace
with our planet.**

Calendar of Events

—Save the Dates—

Call: 941.365.3913, ext. 1124 with questions about our upcoming events.

- **Tuesday, October 27, 2009 • 12 pm**
A Choice Affair Luncheon in Manatee County
Author Dr. Carol Cassell, who has headed up many successful pregnancy prevention projects, will discuss her upcoming book, “Beyond Knocked Up: The Personal Dilemmas and the Price We All Pay for Unplanned and Unwanted Pregnancies.” Cost: \$40 and up; sponsorships are available.
- **Thursday, November 19, 2009 • 12 pm**
High Tea at High Noon in Sarasota County
The 13th annual High Tea, co-chaired by Gloria and Marian Moss, features a wine reception, high tea buffet luncheon and a high-energy fashion show. Cost: \$50 and up; sponsorships are now available.
- **Saturday, October 31, 2009**
9 pm – 1 am
Safe Sex: Halloween Bash in Sarasota County
Liebe Gamble and Kyla Weiner co-chair a thrilling Halloween Bash featuring an open bar, DJ and dancing, late-night bites by Michael’s On East, costume contests and shocking surprises. Wear a costume or don’t... Cost: \$75/advance purchase, \$100/at the door; sponsorships are now available.
- **Last week of January 2010 (dates being finalized) • 12 pm**
Choice Affair Luncheons in Hillsborough, Lee and Pinellas Counties
Annual events recognizing the anniversary of *Roe v. Wade*. Cost: \$50 and up; sponsorships are available.
- **Tuesday, February 23, 2010 • 5:30 pm**
44th Annual Dinner Celebration held in Sarasota County
Annual dinner, co-chaired by Sally Yanowitz and Michael Shelton, celebrating Planned Parenthood of Southwest and Central Florida’s work. Florida Representative Keith Fitzgerald will be honored. Highlights to include silent auction, dinner and an update on health care reform by dynamic Planned Parenthood Federation of America president Cecile Richards. Cost: \$150 and up; sponsorships are available.
- **Sunday, November 15, 2009 • 4 pm**
Cocktails at Cove Café in Lee County
Annual event recognizing the importance of family planning services and prevention education. Cost: \$40 and up; sponsorships are available.

The following letters were written by our patients while waiting for their appointments. They are expressions of gratitude for Planned Parenthood's services and advice for their fellow patients. We hope you enjoy reading them:

Hillsborough

"I'm so thankful for Planned Parenthood not only because they have pills and various ways of protection, or testing, or abortion, but also because they have people and counselors that you can talk to whenever you're confused or worried. They also point out ALL the possible solutions."

— Paula

Lee

"I've been going to Planned Parenthood for five years – since I decided to have sex for the first time at 16 with a guy who was as interested as I was in being safe and responsible . . . No teenager should be reluctant or embarrassed to come to Planned Parenthood for help."

— Anonymous



Manatee



“My boyfriend and I talk a lot about sex and I’m going to be on the Pill when it happens. Thanks to Planned Parenthood for being here for all of us.”

— L.P.

Pinellas

“I want to take this opportunity to let you all know that I am very thankful for the services that you provide for women who want to be healthy and in control of their reproductive lives. I especially want to thank you for the abortion services you provide to women who do not want to be parents right now. It is a woman’s right to choose and, thankfully for this establishment, it is so. Please keep on keeping on.”

— *Anonymous*

Polk



“I’ve been a client here for about seven years. I always feel completely comfortable asking any questions I may have. I also believe that the care given by the staff here is of the utmost quality, not to mention the fairness of all your fees for service. Continue the great work!”

— *Charisse*

Sarasota

“I recently brought my 15-year-old to Planned Parenthood for what we thought would be a routine visit; unfortunately, it turned out to be more extensive than we anticipated. The staff has been so helpful and supportive . . . They have gone out of their way to make a frightened 15-year-old (and her frightened mother) feel informed and secure. I am so grateful for the people at Planned Parenthood who take the extra time that others do not.”

— *Mrs. D.*

A Memorial to an IMPORTANT PROVIDER

A Sarasota woman wrote to us immediately following the murder of Dr. George Tiller in Wichita, Kansas. She has given us permission to share her letter with our supporters.



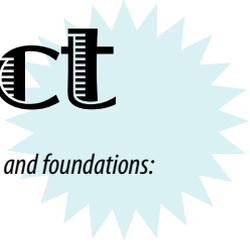
Our first child, Robin, died as an infant with multiple heart deformities. I was 24 weeks pregnant with our second child when we learned it would not survive birth. Semantics, but “my baby” turned into “my pregnancy.” I didn’t want to lose a second child, so we searched for a doctor who would perform a late term-abortion, illegal in Florida. The choices we had were Wichita, Kansas, or Belize. Over the three-day procedure, we got to know Dr. George Tiller as an incredible, principled, compassionate man. His clinic was the last resort for some such as me, there for medical reasons; others were seeking late-term abortions because they had been too scared to tell their parents, or because the boyfriend who said he would stand by had then split. All of the women, as well as those who accompanied us, participated in mandatory counseling. Dr. Tiller personally spoke with me and my husband about the threats to the clinic, his opposition to abortion used as birth control, and his unwavering commitment to a women’s right to choose.

A year later, Dr. Tiller called us to see if we would like to adopt a child. A bright, young college student had come to him for an abortion but she was too far along. This was his other way of helping, and it wasn’t the first time. We declined. Thankfully, I was pregnant again, and went on to have the first of two healthy children.

We have never forgotten this brave and compassionate man who was there for us and for so many others. His murder is a blow to women and those who love them, to reasonable people caught in unreasonable circumstances.

Sherry Svekis
Sarasota, FL

Impact



Special thanks to the following organizations and foundations:

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

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

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

Heartland for Children for support of our outreach prevention programs in Polk and Highlands Counties.

The Kates Foundation for its gift in support of our outreach prevention programs in Sarasota County.

Planned Parenthood Foundation for its gift in support of the security measures implemented in our new Gompertz Family Regional Headquarters.

Cocktail Party Conversation

At a summer lawn party, you overhear a conversation among a group of women about health care reform. Someone is saying that there is no use contacting members of Congress because health care reform is just too big and complicated – lobbying Congress won't do any good. Ah, but you're a woman and you know there's a lot at stake! Here's what you would say:

“You know, I can't help overhearing your conversation and I have to adamantly disagree. As women, we must make our voices heard – otherwise Congress will pass health care reform legislation that does not include women's reproductive health. We have to lobby hard to make our representatives understand that women's health is a top priority and that women must not be worse off after reform is passed than they were before. We also must make sure that community providers, like Planned Parenthood, HIV/AIDS clinics, etc. are included in health care networks. I, for one, plan to call both of our U.S. Senators and my member of Congress – often!”



Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida, Inc. is to ensure the right of all individuals to manage their sexual and reproductive health by providing direct services, education, and advocacy.

Planned Parenthood® of Southwest and Central Florida

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Gompertz Family Regional Headquarters

736 Central Avenue • Sarasota, FL 34236

Health Center Locations

Fort Myers Center

8595 College Pkwy. #B4 • 239-481-9999

Lakeland Cowles Center

2250 E. Edgewood Dr. • 863-665-5735

Manatee Center

1105 53rd Ave. E., Bradenton • 941-567-3800

Sarasota Walt Cannon Center

736 Central Avenue • 941-953-4060

Pinellas Center

10051 5th St. N. #109, St. Petersburg • 727-898-8199

Tampa Center

8068 N. 56th Street • 813-980-3555

Winter Haven Center

908 Spring Lake Square • 863-293-7494