

Meeting People Where They Are

As Planned Parenthood Association of Utah (PPAU) completes 40 years of service in our pretty, great state, we reflect on the highs and lows of the last fiscal year.

Starting with a big high, late this summer the Department of Health and Human Services announced that under the Affordable Care Act many women's preventive services - most notably birth control - would be at no cost to women. This comes after extensive scientific review by the Institute of Medicine who determined the health benefits of family planning is a core primary preventive health care service. The recommendation validates the work and mission that we are committed to at PPAU.

In a year riddled with low points, the most offensive had to have occurred in early April. A politically motivated agenda from U.S. House of Representatives that began when they assumed power in 2011 came to a head by nearly shutting down the federal government simply because some Planned Parenthoods across the nation receive federal dollars to provide reproductive health care. Because of this threat, we met with Utah's delegation and also participated in an inspirational rally on the Mall with a sea of pink shirts "Standing With Planned Parenthood". The leadership blinked when the President said, "NO" and stood with Planned Parenthood. But the issues haven't died. They have now moved to the states and still continue in Washington.

Regardless of politics, in this annual report we are proud to highlight PPAU's new strategic plan for continuing our work for the next three years. *The priorities are:*

- Priority 1...* Leveraging technology to improve access to sexual health information and care
- Priority 2...* Continuing to build our political expertise to include grassroots advocacy and ensure access to our services
- Priority 3...* Recruiting and developing young, diverse leaders
- Priority 4...* Continuing to engage diverse communities to reduce health disparities and improve sexual health for our next generation

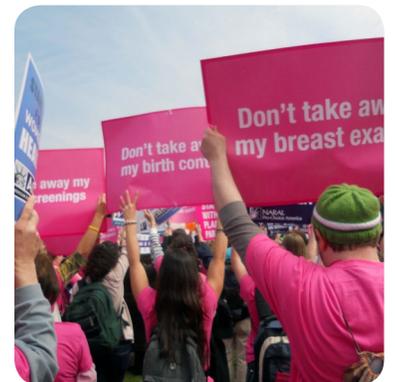
In these uncertain economic times it is even more essential to continue to improve, enhance, and ensure clinical, educational services, advocacy and organizational development. This plan is the result of collaboration between board and staff to reflect on the mission, vision, core operating values and assumptions underlying the organization's work. It also acknowledges the current opportunities and challenges for offering high quality reproductive health care in a world transformed by technology, a changing health care landscape, a generational shift and anti-choice lawmakers, both locally and nationally.

PPAU board and staff are honored to be stewards of your financial and emotional commitment and support of our work serving the people of Utah. Even as those opposed to our mission hurl insults and accusations at us we have participated in two extensive audits of our performance by the federal government and our national organization. Both concluded that PPAU's compliance with medical, accounting, governance, and state laws is solid. As we approach our next legislative session in Utah you can be confident in "Standing With Planned Parenthood" in protecting reproductive rights for men, women and teens!
Sarah Ilstrup, PPAU Board Chair & Karrie Galloway, PPAU CEO

PPAU staff and friends rally in Washington DC



Rally in Washington DC



Sarah Ilstrup (left), Karrie Galloway (right)



Priority 1... a world transformed by technology

Meaningful use is using certified electronic health record (EHR) technology to:

- Improve quality, safety, efficiency, and reduce health disparities
- Engage patients and family
- Improve care coordination and public health
- Maintain privacy and security of patient health information

Ultimately, it is hoped that the meaningful use compliance will result in:

- Better clinical outcomes
- Improved health outcomes
- Increased transparency and efficiency
- Empowered individuals
- More robust research data on health systems

With this in mind we will implement...NextMD.

NextMD: Forward-Thinking Electronic Health Records (EHR)

The NextMD software will complement our EHR system, and increase the efficiency for clinical staff to focus on providing clients with personalized medical care.

NextMD will not replace valuable face-to-face client interaction, but will supplement PPAU's high-quality health care services. It will provide a high-tech medium for clients to request prescription refills, schedule appointments, confirm or cancel an office visit and timely delivery of lab test results. Clients will also be able to review their medical record. The NextMD software will be an effective tool to communicate with clients and ensure follow-up care is addressed after lab results are obtained. PPAU is dedicated to streamlining services to reduce overall costs and the use of technological tools to improve the delivery of information.

Karrie receiving Ruth Green Award in DC



The Planned Parenthood Federation of America National CEO Award Honoring Karrie Galloway 2011

The Ruth Green Award was established in 1981 to honor a remarkable and talented woman who served Planned Parenthood as a volunteer, an executive director and as an ambassador-at-large for the mission of Planned Parenthood. She believed in the power of a strong partnership between a chief executive and board. The Ruth Green Award is the most prestigious recognition Planned Parenthood CEOs can receive from their peers. Karrie was presented with the award at the Planned Parenthood Federation Annual Meeting. Her family attended the ceremony. It was a special evening.

[Take me to www.ppau.org]

Priority 2... building political expertise and ensuring access to our services

PPAU's 501c4: As you may know, PPAU has two statewide organizations in Utah.

In addition to providing reproductive health care and education statewide we have a sister organization, our 501c4 political arm, Planned Parenthood Action Council (PPAC).

PPAC protects and promotes sexual and reproductive health and rights by educating voters, public officials, and candidates. So it is with great excitement and pleasure we welcome Heather Stringfellow as our new Vice President of Public Policy. Heather is a leader in the criminal justice community, involved in victim advocacy and public awareness surrounding the prevalence and prevention of sexual assault. Prior to her tenure as executive director of the Rape Recovery Center, which began in 2004, Heather served for 12 years as a police officer and award-winning sex crimes detective with the Salt Lake City Police Department. She is also a past board member of PPAU. Heather completed a Master's degree in Public Administration at the University of Utah.

Please welcome Heather as she embraces the reproductive-rights movement in Utah and focuses on the legal, logistical, and financial hurdles standing between women and control of their fertility. It's essential work, needed more than ever in today's hostile political climate.

Heather Stringfellow



[Take me to www.ppacutah.org]

Priority 3... developing young, diverse leaders & priority 4...
engaging diverse communities to improve sexual health for our next generation

Ready...Set...Engage: It's all about teens in 2011-2012

PPAU launched four new superb programs that engage youth to create lasting change.
Each of the programs are evidence based, time tested, and impactful.

WYMAN'S TEEN OUTREACH PROGRAM® (TOP): The PPAU "Teens are TOPS!" clubs are happening in Midvale, West Valley, Rose Park and Glendale. PPAU staff are trained to provide the Wyman TOP® curriculum, a 25 week youth development program that features community service learning, activities and fun group interaction. TOP® teens are 51% less likely to be involved in a pregnancy than their peers and 54% less likely to fail a course in school. Here's what teens in Midvale are saying about their TOP Club:

"I am a TOP member so I can get knowledge that can help me to be a leader." Paula 17
"I like to come to TOP because I get to meet new people. And I get good information kids really need." Michelle 15
"Coming to TOP is fun because we get food, a chance to hang with friends and learn about teen issues." Gilberto 14

TEEN SUCCESS: A program with a 20-year history of success in reducing second pregnancies among teen parents. PPAU partnered with the YWCA of Salt Lake City to launch the program in February 2011. The group meets weekly, supports 12 pregnant and parenting girls age 14 – 18 with life skills, support in reaching personal and educational goals and maintaining family size through the teen years. Guest speakers have included staff from the Legal Aid Society who discussed affordable legal services, a University of Utah Professor who addressed access to higher education, and YWCA educators who addressed boundaries and healthy relationships.

TEEN COUNCIL: PPAU is proud to roll out Teen Council, a peer education program developed over 20 years ago by Planned Parenthood of the Great Northwest. Teen Council empowers 10th-12th graders with in-depth education and training so they can effectively reach their peers with accurate information and education. These young women will be role models in our community, teach classes to middle schools, and shape the future of health education and advocacy.



LEAD Ambassadors and Karrie



LEAD AMBASSADORS (LIVING INTO EQUALITY, ACCEPTANCE AND DIVERSITY):

A group for LBGTQ youth and their allies offered by PPAU with the Grace Episcopal Church in St. George. The group includes presidents of several local Gay Straight Alliances. LEAD Ambassadors develop youth leadership skills, affirm individual identities and increase skills that promote healthy behavior. Here is what teen members are excited about and why they keep coming back to group.

"Information and training...Everything! Encompassing queer history, local LBGT issues. Issues within the education system....Safe sex, feeling safer in our respective sexualities, learning about safer sex, terminology, healthy relationships, coming out, and safe texting/technology."

PPAU EDUCATORS USE A POSITIVE AND PROACTIVE APPROACH to create safe places for honest and accurate conversations about sexuality. Education programs build skills and support individual decision-making about sexual health, health of their peers, and loved ones. Class topics are diverse, including healthy relationships, reproductive anatomy, contraception, STI's, puberty education and parent-child communication.

Annabel Sheinberg, PPAU Education Director

Call 801.521.2731, [\[Take me to PPAU Education online\]](#) or [\[e-mail\]](#)

Financials: for year ending June 30, 2011

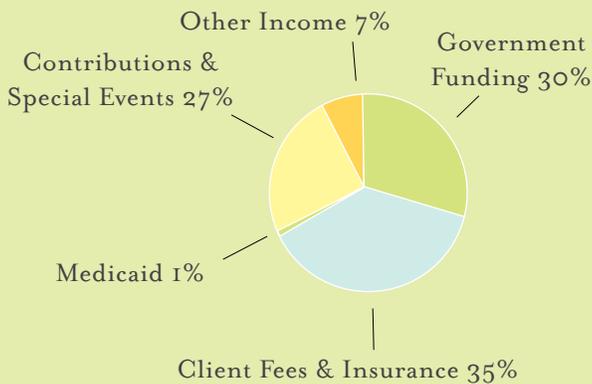
PPAU: Planned Parenthood Association of Utah. PPAC: Planned Parenthood Action Council.

Revenues	PPAU	PPAC	Total	Percent
Government Funding	2,141,400	0	2,141,400	30%
Client Fees & Insurance	2,526,400	0	2,526,400	35%
Medicaid	48,800	0	48,800	1%
Contributions & Special Events	1,706,900	194,700	1,901,600	27%
Other Income	515,100	7,900	523,000	7%
Total Revenues	6,938,500	202,600	7,141,100	100%

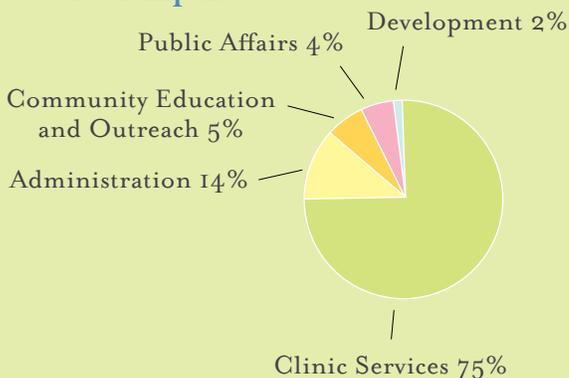
Expenses	PPAU	PPAC	Total	Percent
Clinic Services	4,991,200	0	4,991,200	75%
Administration	900,200	0	900,200	14%
Community Services	332,500	0	332,500	5%
Public Affairs	80,700	211,500	292,200	4%
Development	124,700	0	124,700	2%
Total Expenses	6,429,300	211,500	6,640,800	100%

Client Demographics Statistics: for year ending June 30, 2011

Total Revenues



Total Expenses



Total Visits 155,465

Total Patients 56,586

Emergency Contraception	29,024	Oral Contraceptives	94,933
Pap Smears	9,840	Depo Provera	13,480
Pregnancy Tests	10,753	Ring and Patch	32,480
HIV/AIDS Tests	7,482	Implanon	49
Vasectomy	107	IUD	1,052
Chlamydia and gonorrhea test	24,560	Colposcopy	256
Terminations	245	Cryotherapy	7

Age Groups

Under 15	154
15 to 19	3,126
20 to 24	30,895
25 to 29	11,615
Over 30	10,950

Ethnicity

Caucasian	70%
Other/Unknown	30%

Gender

Female	86%
Male	14%

Poverty Level

100% below	41,691
101% to 150%	6,895
151% to 200%	3,403
201% to 250%	1,699
Over 250%	2,898

Plan Your Legacy

Making a will is an important way to extend your love, care, generosity, and gratitude to family, friends and the charitable cause you care about.

Including Planned Parenthood Association of Utah in your will or estate plans is one of the most meaningful ways to support family planning and reproductive rights. This is the easiest form of charitable estate planning, and can be made through your estate or financial plans to include bequests designated in a will or living trust.

By supporting Planned Parenthood in this way, it is your tribute to give back to the community through an organization that supports your principles and values. It may also be your most meaningful opportunity to establish a legacy to an organization whose work is closest to your heart. Your legacy gift can give to future generations

Donate online – select Utah to keep your donation local
or contact the VP of Development at 801.521.2743 or e-mail