

# choice**w**ords

Summer 2012



Planned Parenthood®  
of the Pacific Southwest

## Health Care Reform Upheld!

Planned Parenthood is very pleased that the U.S. Supreme Court recently upheld the constitutionality of the signature achievement of President Obama's first term, the Affordable Care Act (ACA). This decision is a tremendous victory for women's health and all Americans.



President Barack Obama greets doctors and nurses following his remarks about health care reform.

The Supreme Court upheld critical protections for women's health, but the real credit for this victory belongs to the lawmakers, including President Obama, who fought so hard for this law — and to millions of people like you who stood up and spoke out again and again for health care reform. We are especially grateful to our local Representatives Susan Davis and Bob Filner, and Senators Boxer and Feinstein, for their leadership and support of this landmark legislation.

Californians will benefit greatly from implementation of the ACA. Here in California, nearly 5 million people will gain health care coverage, more than half of them women. In addition, more than 350,000 young adults are insured through their parents' coverage, more than 10,000 people who were denied coverage due to pre-existing conditions now have coverage, and more than 315,000 seniors will get new help in affording their prescription drugs.

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# Mission Statement

The mission of Planned Parenthood of the Pacific Southwest is to ensure broad public access to reproductive health care through direct service, education and advocacy.

Planned Parenthood believes in the fundamental right of each individual to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being.

We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy.

We further believe that such self-determination will contribute to an enhancement of the quality of life and strong family relationships.

## choicewords

Choice Words is a quarterly newsletter published by Planned Parenthood of the Pacific Southwest.

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# Health Care Reform Upheld!

Continued from previous page

Important to Planned Parenthood and the patients we serve nationally, more than 45 million women have already received coverage for preventive health screenings – including mammograms and pap tests – at no cost since August 2010, and millions more will be able to get free screenings in the coming years. Also, women in other states will be guaranteed direct access to OB/GYN providers without first needing a referral (California women already have this right).



PPPSW Binational Affairs and Latino Engagement Manager Aracely Rodriguez joined with House Minority Leader Nancy Pelosi and representatives of Planned Parenthood to discuss the Affordable Care Act at a national news conference in Washington, D.C.

As we work to improve access to contraception and life-saving preventive health care services, we are especially pleased that the Supreme Court's decision ensures that millions of women will have access to birth control without a co-pay starting in August 2012, protecting their health, saving them money, and giving them control over whether and when to start families.



Birth control should not be a political issue, and patients who come to Planned Parenthood are not trying to make a political statement. They are coming for critical services like cancer screenings, well woman exams, STI testing and treatment, and contraception. These are basic health care needs, and an economic concern for millions of women. With the new health care law, women who currently spend up to \$600 per

year on birth control will now be fully covered. That is about five weeks of groceries for a family of four, nine tanks of gas in a minivan, or one semester of college textbooks.

Planned Parenthood is going about the important work of planning for the environment post health care reform, with a goal of serving more patients than ever before. Though the work is complicated, we know that in the end, this Supreme Court decision will have a significant positive impact on women. Millions of women— many who had no coverage or inadequate coverage before— will have access to affordable, quality health care.

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PPPSW is going green!!!

Choice Words is printed on recycled paper.



# words from Darrah

Dear Friends,

When people learn that I am the CEO of Planned Parenthood, they usually have a story about how our organization has positively impacted their life or the life of someone they know. Sometimes they share their personal story about coming to Planned Parenthood when they needed birth control, testing for an STI or a pregnancy test. Then they ask the inevitable question: Doesn't it get old being under constant attack by anti-choice politicians?

I would be lying if I said that it is not disconcerting to be constantly defending the basic human rights we hold so dear. To us, it seems obvious that a woman should have the right to choose, and that men and women deserve access to high-quality health care regardless of their income, insurance status, race or ethnicity. Sadly, some have made a career of blockading Planned Parenthood health centers, trying to intimidate staff, and drafting laws and initiatives that aim to limit access to basic health care like birth control. In spite of their efforts, we will never let them deter us from doing our incredibly important work.

Defending a woman's right to basic health care can be exhausting. But what keeps us all so passionately committed is the immensely satisfying feeling we get knowing we provide compassionate, non-judgmental care to people when they need it most.

One of our center managers recently shared a tragic story that touched me deeply. She recalled a 15-year-old patient who came to the center after she was raped by three young men at her apartment complex pool. This was not the first time the girl had been assaulted, but dismissed it by saying that "stuff like this" happens to her regularly because she is hearing impaired. Our center staff not only provided the medical assistance the girl requested, but explained that what had happened to her was an act of criminal violence. Our staff reported the incident and explained to the girl that, unlike what she may have been told, rape is never the fault of the victim.

A few weeks later the girl and her mother returned to the center to thank Planned Parenthood staff for being there at a critical time. She also shared that her attackers had



by **Darrah DiGiorgio Johnson**  
President & CEO

been arrested and that she was beginning therapy.

I cannot imagine what that day would have been like for that young woman if Planned Parenthood had not been here to help her navigate a tragic life situation. Every single day our staff helps women and men receive the care they need – even if it is the simple need to access birth control or receive their well-woman exam. Many of our patients come to us at a vulnerable point in their lives and we are always here for them, no matter what they need.

Although I say it frequently, it cannot be said enough: Thank you for supporting Planned Parenthood. Our staff and volunteers are able to do this hard work because of wonderful supporters like you who make it possible for us to provide caring, compassionate service when people need it the most.



# letter

from the Board Chair

by **Jennifer Dreyer**  
Board Chair

One of my favorite parts of serving as Board Chair of Planned Parenthood of the Pacific Southwest is engaging in rigorous discussion with our leadership as we set the course for our future. Recently, our diverse Board of Directors – deep thinkers who come from legal, medical, financial, academic and business backgrounds – met to discuss our diverse regional needs and begin the process of crafting a strategic plan for the next five years.

The Board of Directors dedicated its June meeting to asking tough questions about how we balance the great need for our services in a financially sustainable way. We asked ourselves how Planned Parenthood would continue to thrive when health care reform is fully implemented. We talked about the political and economic environment in Southern California and across the country. The Board's dialogue will continue over the summer months as we plan for all possible scenarios. Very few things are certain, but we know we can count on more political attacks against Planned Parenthood and women's health. As you know, advocacy is an essential part of our mission, so we will always work to protect the right to access birth control, testing for sexually transmitted infections, breast cancer screenings, abortion care, and other reproductive and sexual health care services. Our advocacy efforts require more time and work than ever as the intensity and frequency of our opponent's attacks have increased.

I find it fascinating (and disheartening) that the message of abortion opponents has not changed in the last 20 years. They still make the same medically inaccurate claims, but they do so far more doggedly than ever before. Even when the medical community, the news media and mainstream voters repeatedly discount these claims, opponents of birth control and legal abortion cite the same old mistruths. If only our opponents would use this tenacity to work toward preventing unintended pregnancy, they could have such a positive impact on our world.

We appreciate all you do to support the essential services of Planned Parenthood of the Pacific Southwest. We know that without your continued support we would not be able to provide services for women, men and teens who might not otherwise have access to care. Know that your Board and staff leadership is engaging in a disciplined and thoughtful dialogue about the future that will allow us to have an even greater impact on the region than ever before.

**Thank You!**

# We are Planned Parenthood



**Steve Fuss**  
STAFF

My mother worked as a nurse in the labor and delivery ward of a hospital for 30 years, so she was a staunch supporter of women's reproductive rights. She told me that she has seen firsthand what the world would be like without Planned Parenthood and is extremely supportive of my work here. Eight years ago, when I told my grandmother I accepted a position at the agency, her eyes lit with joy. Because she served on the California Board of Directors of her church and was in her sixties, I didn't know how she would view Planned Parenthood. As it turns out, I had nothing to worry about. She couldn't stop bragging to her friends.

I am constantly blown away by the level of energy and passion everyone brings to this organization. It's infectious. It's so rewarding to know that I work at an agency that gives back so much to the community. While our leaders exercise fiscal responsibility, our work is not just about the bottom line. It's about creating healthy communities and that is a tremendous source of pride and satisfaction for me.



**Estela Blanco**  
BOARD MEMBER

I became involved with Planned Parenthood through my volunteering with a local chapter of the National Organization for Women (NOW) and my professional work in public health. I always admired the work of Planned Parenthood, as it brought together two parts of how I see the world: the importance of empowering women and a focus on prevention as the key to long-term positive health outcomes. While the organization clearly focuses on reproductive rights, it is part of a larger and important movement of justice and equality. I see reproductive choice as an essential part of total human equity—only when women can manage their fertility are they able to fully participate in economic and educational opportunities, activities essential for the mitigation of poverty. I have been fortunate to have been able to travel extensively throughout the world, where I have seen firsthand how the lack of reproductive rights was directly related to the cycle of poverty. Those experiences also showed me how far we have come in the U.S. and how much we have to fight for.

I have served on the Board of Directors of Planned Parenthood of the Pacific Southwest (PPPSW) since 2010 and it has been incredibly rewarding. I appreciate that PPPSW has made great efforts to diversify its board of directors. I love introducing myself as a board member to staff and community members, many of who look at me surprisingly and say "I didn't know board members could be so young!" This is one of the many things that makes PPPSW exceptional—they value all/every perspectives.

Many of my fellow, more senior, reproductive rights activists worry about people—and especially women—from 'my' generation. They are concerned that we take growing up in a post-Roe v. Wade era for granted and that we may not fully appreciate the choices we have available, that they had to fight for. While I certainly cannot speak for my entire generation, I can reassure them that yes, we care, yes we are concerned, and no we will not allow the rights we enjoy, or are privileged enough to take for granted, to be taken away. We may not be as visible as our foremothers and sisters to whom we owe an enormous debt of gratitude, but when challenged we, like them, will rise up (be it in person or from behind our computers). And Planned Parenthood will be there to support, encourage and empower us, the next generation, in continuing the work of social, economic, educational and reproductive equality.



**Boi Truong**  
VOLUNTEER

When I first met Luis Montero at a school health resource fair about five months ago, he was talking about Planned Parenthood and its mission. At that moment, I was drawn to the organization. I came home, ran to my computer, and did research about Planned Parenthood. After a few clicks, I was totally in love with the organization. I applied for Youth Leadership Academy the next day.

I know many teens in my school who got pregnant and some of them were unintended. As a peer, friend, student and citizen of this community, I want to do something. I want to be like a hummingbird that will never give up even when things get tough; I believe that my little effort can make a difference, even if it's a very small difference. I volunteer for Teen Capitol Day, Healthy Neighborhoods Outreach and the Youth Leadership Academy. I feel very proud of myself for all the work I've been doing with the organization. Safety is everything for me; I want my loved ones to be safe and healthy. My goal is to make City Heights a healthy community. Also, at the end of the day, it feels really good to know that you are helping out others in your community who need it.

# 49<sup>th</sup> Anniversary Dinner

**Wow, what a night!**

Planned Parenthood of the Pacific Southwest's 49th Anniversary Dinner was teeming with **1,500 friends and supporters**. After nearly half a century of holding this event and uniting communities in the fight for women's rights, we not only broke our attendance record, we also raised an incredible **\$1.1 million!**

Through the generosity of our Honorary Committee and the exciting \$49,000 Matching Gift Challenge (which inspired more than \$200,000 in donations), this year's Anniversary Dinner was our affiliate's most successful to date.

As you know, every single dollar raised at this event will go directly back into the communities we serve in San Diego, Riverside and Imperial counties, ensuring that the tens of thousands of patients who depend on us continue to have access to PPSW's health services, education and advocacy programs

From Representative Jackie Speier's moving acceptance of the Champion of Choice award to Planned Parenthood Federation of America's President Cecile Richards' stirring call to action, inspired guests went home with greater insight into the essential services Planned Parenthood provides and the challenges we face.

For their generous and inspiring support, we offer special thanks to Honorary Chairs Andy Achterkirchen, Rita and Richard Atkinson, Joan Bernstein, Paula and Herb Engel, Joan and Irwin Jacobs, Gwendolyn and Jay Meyer and Christy Walton; as well as \$49,000 Matching Gift Challenge donors The Karney Flaster Family Foundation and The Strauss Family Foundation.



PPPSW Board Members



PPPSW President & CEO Darrah DiGiorgio Johnson, Congressman Jerry Sanders, PPFA President Cecile Richards and PP Action Fund Board Chair Julie Bornstein



Patient monologue performed by actress



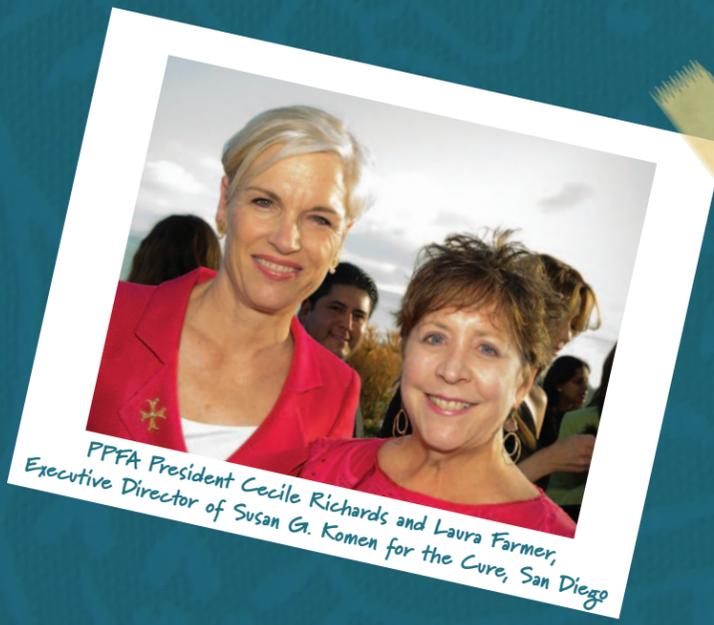
Irwin and Joan Jacobs with Lori and Bill Walton



Youth Leadership Academy teens



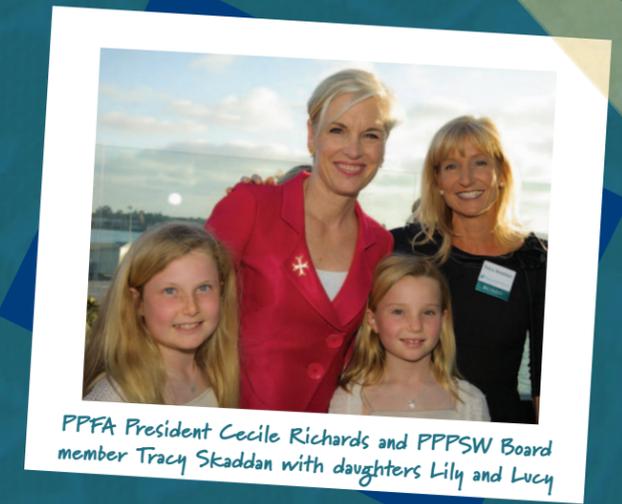
Event Co-Chairs Susanna Flaster and Kathleen L. Strauss, Ph.D.



PPFA President Cecile Richards and Laura Farmer, Executive Director of Susan G. Komen for the Cure, San Diego



Guests at 49<sup>th</sup> Anniversary Dinner



PPFA President Cecile Richards and PPSW Board member Tracy Skaddan with daughters Lily and Lucy

# Teen Capitol Day 2012



# TEENNS

1.



5.

5. I really enjoyed having Assemblymember Atkins speak to us. It was great and it opened my eyes to the world of politics.  
*Paola E.*

6. The best way to learn is by having the opportunity to turn theory into practice and that's what we have done through the Youth Leadership Academy!  
*Jenny W.*

7. Today's YLA Graduation was awesome! I feel that I've grown so much as a person and am ready for success.  
*Bella D.*

8. I really like working with Planned Parenthood. Everything is so interesting.  
*Selene M.*



2.



4.



6.



1. Teen Capitol Day was a truly life changing experience. The opportunity to make such a difference and voice my opinions was the most empowering thing I've ever done.  
*Emily F.*

2. I really liked our PPPSW table at Capitol Day. It was fun to have people do our activities and make buttons. I think people enjoyed guessing which kind of birth control was in each box. I even learned more about contraception from it!  
*Jennifer K.*

3. The march from the capitol was inspiring. Everyone stopped to see what was happening and through chants they learned what we stood for.  
*Karan D.*

4. It was empowering to realize that Assembly Member Marty Block relied on us to clarify issues about the two bills Planned Parenthood wanted him to support. This filled me with such pride. After all, I'm just a high school freshman and a member of the State Assembly trusted me to help him decide how he will vote.  
*Katie O.*



7.



8.

# Youth Leadership Academy



# Foundation News

## California awards PREP funding to PPPSW



PPPSW has been awarded nearly \$1.74 million over the next two and a half years to prevent pregnancy and sexually transmitted infections among the most vulnerable teen populations in Riverside County.

**Thanks** to the hard work of the Community Engagement and Development Teams, PPPSW has secured a competitive Personal Responsibility Education Program (PREP) grant from the California Department of Public Health. This state grant, totaling nearly \$1.74 million, will provide funding through 2015 to replicate evidence-based program models (EBPMs) in Riverside County aimed at reducing and preventing teen pregnancy and STI rates. This marks the first time in nearly 15 years the agency has received this large of a grant from the state. Our agency has been tasked with implementing the EBPMs among youth ages 10-19 who are homeless, in foster care, living in rural areas or in geographic areas with high teen birth rates, or come from racial or ethnic minority groups.

CBHI Coordinator **Jacquie Vargas** and CBHI Specialist **Karla Cardenas** are two of the nine Community Engagement staff that will facilitate presentations for the PREP grant.

EBPMs are programs that have been scientifically proven through research to be effective at preventing teen pregnancies, reducing sexually transmitted

infections, or reducing rates of associated sexual risk behaviors. EBPMs also prepare youth for adulthood by incorporating topics such as healthy relationships, positive adolescent development, and healthy life skills (goal-setting, communication, stress management, etc.). For our target populations we will be implementing three programs: Be Proud! Be Responsible!; ¡Cuidate!; and Sexual Health and Adolescent Risk Prevention (SHARP). The Community Engagement team has successfully been using two of these EBPMs since last year.

State funds will be used to support all facets of the program, from the cost to purchase curricula to the cost of travel. The grant allows us to continue the teen pregnancy and STI prevention work we've started and do so much more. Participants will receive high-quality, evidence-based, comprehensive sexuality education, and they will do so in group sessions with healthy food and refreshments. PREP also allows us to host semiannual teen-parent conferences in both Eastern and Western Riverside County.



Jacquie Vargas leads a discussion at the Coachella Valley office.



Did you know that you can get rid of that old clunker collecting dust in your garage by donating it to PPPSW?

**DONATE YOUR CAR TODAY** by calling 619-881-4606, or emailing [hwatchler@planned.org](mailto:hwatchler@planned.org), and make a fresh start while supporting the programs and services of Planned Parenthood of the Pacific Southwest!

# PLANNED GIVING

Bequests help PPPSW maintain important health care services

When you include a provision in your will or trust for the benefit of PPPSW and the services we deliver, you provide essential resources that will ensure continued excellent health care for our community.

A bequest is simple to arrange, reduces your taxable estate, and allows you to retain your assets throughout your lifetime. The flexibility of a bequest permits you to designate a specific dollar amount, a percentage of your estate, or a piece of property to PPPSW. Furthermore, you can benefit a specific service, help build the PPPSW endowment, or leave an unrestricted gift to PPPSW. There is no required minimum amount to leave to PPPSW – every amount makes a difference!

**Suggested specific language for you to use in your will or living trust is available at our website, [www.planned.org/legacy](http://www.planned.org/legacy), or contact Pam Becker in the Development department at 619-881-4531 or [pbecker@planned.org](mailto:pbecker@planned.org)**



Pam Becker  
Director of Major Gifts & Planned Giving.

If you have already taken steps to include PPPSW in your estate plan, please let us know so that we can express our gratitude to you during your lifetime. Donors who support PPPSW through an estate commitment are invited to become members of the Legacy Circle. Members receive invitations to special PPPSW events and recognition in an honor roll of contributors (unless you would prefer to remain anonymous).

Defining your legacy is one of the most important decisions you will make in your lifetime. When you create or revise your estate plan, we hope you will include PPPSW among your beneficiaries.

PPPSW is grateful for the generous gifts received as realized bequests in 2012. These donations make a significant difference and help support PPPSW activities.

**Thank you to:**

Barbara Hallman  
Thelma and Victor Lindblade  
Marjorie Tess  
And two Anonymous Donors

## LEGACY CIRCLE

M E M B E R S

The Legacy Circle is composed of those who have included PPPSW in their estate plans.

- |                                  |  |
|----------------------------------|--|
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| K. Andrew Achterkirchen          | Merle K. Lewis                             |
| Nicole Angelucci, Esq.           | Dorothy Lindberg                           |
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| Ann Laddon                       | Leslie S. Zoref                            |
| Alva Lane                        |  |
| Betty* & Ed Law                  |  |

\*deceased  
List as of July 6, 2012

### Estate Gifts

Planned Parenthood of the Pacific Southwest is especially grateful for the bequests it has received. The following people made generous gifts to Planned Parenthood of the Pacific Southwest through their estate and provided essential resources that support reproductive health care services in our community.

- |                               |                                   |
|-------------------------------|-----------------------------------|
| Anonymous (4)                 | Sandra Jeffers                    |
| Muriel Adams                  | Clyde A. Joslyn                   |
| Carolyn Ann Ahlers            | Louisa Kassler                    |
| Bud & Polly Aldigé            | Kern Family Trust                 |
| Carol Ash                     | Martha-Ann Klimo                  |
| Henry S. & Marietta W. Aurand | Victor & Thelma Lindblade         |
| Ann Baerwald                  | Yolanda Luney                     |
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| Jack Epstein                  | Thomas & Helen Slaven             |
| Fannie & Lewis Fisher         | Norma Sullivan                    |
| Leslie Jane Hahn              | Marjorie Tess                     |
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In Remembrance of \_\_\_\_\_

In Celebration of \_\_\_\_\_

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Please charge my:  Visa  MC  Amex  Discover

Account # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

**This Gift is from:**

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Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

(in case we have questions about your gift request)

**Please send a Gift Card to:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

PPPSW will promptly acknowledge your gift and send an appropriate gift card to the name you designated above. Gifts in Honor, Gifts in Remembrance and Gifts in Celebration are fully tax-deductible. **THANK YOU FOR YOUR GIFT.**

I have named Planned Parenthood in my will.

**Please return using the envelope provided.**