



# FOCUS

## ON PLANNED PARENTHOOD

Planned Parenthood of the Great Northwest

Winter 2010

### PPGNW Implements Customer Service Initiative

#### The merger that created

Planned Parenthood of the Great Northwest (PPGNW) also created an opportunity to closely examine the organization’s external and internal customer service. The effort comes from a strong desire on the part of the executive team and the board of directors to retain more patients, improve brand identity, and increase employee satisfaction and retention in 2010 and beyond.

“It’s not like we weren’t providing good customer service before this,” says Carole Miller, vice president of education, training, and organizational effectiveness, “but this gave us the opportunity to recognize and standardize the behaviors that make us not just good, but outstanding — both to our patients

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### PPGNW is Preferred Provider of F.L.A.S.H. Training in Idaho

**Expanding access to medically accurate sex education** in a rural state like Idaho is a challenge. Limited program budgets and staffing make it logistically impossible for PPGNW to provide medically accurate sex education to all youth who need it. Now, thanks to an agreement with the Center for Health Training in Idaho, PPGNW has been tapped to train health education leadership teams throughout Idaho how to successfully teach a nationally recognized program with a funny name.

*Family Life and Sexual Health (F.L.A.S.H.)* is a program that was developed by Washington State’s King County Public Health Department and is now widely used by school districts throughout the United States and Canada. *F.L.A.S.H.* is a series of comprehensive, age-appropriate curricula for grades 4/5/6, grades 7/8, grades 9/10/11, and for those in special education programs. The beauty of *F.L.A.S.H.* is that it builds knowledge and skills over time.

Teaching sexual health is unlike teaching any other subject. Teachers must know how to maintain safe learning environments, answer difficult questions appropriately, act in accordance with state mandates, and promote respect for individual and family values. During the



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# And a Pinch to Grow On

## Happy Birthday to us!

Planned Parenthood of the Great Northwest (PPGNW) was officially one year old as of the first of the year. But don't expect to see this chubby-cheeked youngster crawling. Due to political realities, the economy, and the needs of our patients, this baby was born to run.

Somebody cue the Springsteen track.

But run we must, 2010 is well upon us and our proverbial plate is full of challenges and goals. I would like to use my FOCUS column inches to let you know where we are going this year. I'm excited, even though I might sound out of breath sometimes.

We have completed our telemedicine pilot to benefit our most rural sites. In some areas in Alaska, patients do not have access to the services of a clinician without traveling to the closest large town, which can involve both boat and plane trips. In a recent pilot test of this technology, a PPGNW clinician in Idaho, licensed in Alaska, with the help of medical assistants at our health center in Soldotna, Alaska, provided routine examinations and even prescribed contraception to seven patients in Soldotna, using video conferencing and data transfer technologies. All involved felt it was a great success! We will be rolling out this new technology in Juneau and other rural health centers in Alaska soon.

We will implement electronic medical records (EMR) at the majority of our health centers in 2010. The obstacles in our way are many, but suffice it to say we are completely redesigning the workflow of all 28 of our health centers. We need to rebuild reporting templates, connect interfaces with our lab in Bremerton, Washington, and much more. There are server vs. cloud storage options, and even funding with the President's stimulus package. But we are moving forward in a way that most of our patients will begin seeing the benefits of EMR within the calendar year.

We are beginning to plan for two new health centers in Idaho — one in the greater Boise area and one in the eastern part of the state. This will require massive amounts of time, energy, and determination. We probably won't cut any ribbons in 2010, but we will be well on our way by the end of the year.

We will step up our communication efforts in 2010, utilizing new media like Facebook and Twitter to keep patients, constituents, and supporters informed. We will be a bigger voice for reproductive health and rights in Idaho and Alaska, while keeping the volume high in western Washington. This will be the year we take our successful education efforts, like *Washington Talks*, to a whole new level in all three states.



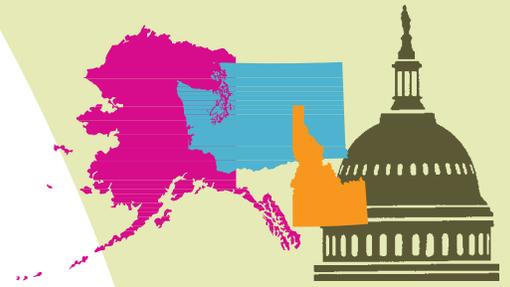
Finally, we will make sure our policy victories get implemented and stay put. It is beyond frustrating when hard-won policy breakthroughs somehow stall on their way to implementation. I have just heard from our Legal Director that the pharmacist refusal case we thought was resolved in Washington is bracing for a new challenge from the pharmacists who filed the original lawsuit. Plus we will be battling pharmacist refusal initiatives in Alaska and Idaho as well.

So happy birthday, indeed. And don't be surprised if you see this baby wearing running shoes.

*Christine R. Charbonneau*

Christine R. Charbonneau,  
President/CEO

# Legislative Update



Legislative sessions are moving full steam ahead in Alaska, Idaho, and Washington. The PPGNW public affairs team is working to defeat legislation harmful to reproductive health services as well as championing measures to increase access to services. As the legislative challenges in each state reflect, PPGNW's lobbying team works in three very different political environments.

**For more information or to contact your legislators, please see the telephone numbers below.**

## Alaska

Initiative supporters have turned in 47,000 signatures, roughly 30% more than is needed to qualify, for a ballot initiative requiring *Parental Consent and Notice* from a parent before a girl under the age of 18 could obtain an abortion in the State of Alaska. PPGNW is closely monitoring the signature verification process currently underway, and we are prepared and dedicated to defeating the measure if it qualifies. The truth is, no law can mandate family communication, and this law would put Alaska's most vulnerable teens at risk. The real solution to teen pregnancy is caring adults, good education, and talking to our teens about healthy sexual behavior long before an unintended pregnancy. Currently in the legislature, House Bill (HB) 35, parental notice, is similar to the initiative.

Additional harmful and restrictive legislation in Alaska includes: HB 259, mandating drug and alcohol testing for public assistance recipients; Senate Bill (SB) 197, a pharmacy refusal measure; HB 34, "partial birth" abortion ban; SB 15, regarding notification of fetal pain, anesthesia, informed procedure, and ultrasound before an abortion; and SB 16, fetal personhood, a measure to define personhood at conception.

PPGNW supports SB 13, increasing Denali Kid Care to 200% of the federal poverty level; SB 42, breast feeding in the workplace; and increasing funding for chlamydia testing and treatment.

## Idaho

The Idaho public affairs team is working to defeat SB 1270, a broad refusal clause that expands the definition of a health care professional to any person "licensed, certified or registered by the State of Idaho to deliver health care." It further defines health care service as "abortion, dispensation of an abortifacient drug or drugs that may act as abortifacients, human embryonic stem cell research, human embryo cloning, euthanasia or assisted suicide."

Additional anti-choice bills potentially include a fetal death certificate measure (narrowly defeated by the 2009 Idaho legislature), and a bill sponsoring the creation of an Idaho anti-choice license plate.

PPGNW will be working with the Idaho American Civil Liberties Union and other coalition groups on passing anti-shackling legislation, restricting the use of shackles on female inmates during labor and after delivery.

## Washington

Budget woes continue to dominate PPGNW's Washington legislative agenda. The \$3 million hole in the Washington family planning budget, if not restored, will likely result in the closure of 19 family planning clinics across the state.

Washington activists are also working to further protect women's health with HB 2837/SB 6452, legislation creating more accuracy, transparency, and privacy at limited service pregnancy centers. Opposed to abortion, these centers offer free pregnancy tests, "pregnancy options counseling," and ultrasound imaging. Women seeking medical care at these centers often receive false or misleading information, or are denied needed referrals for reproductive health care.

**Good news!** As of January 29, the Washington State House and Senate passed SHB 1180/SSB5282, the Safe Baby Bottle Act, banning Bisphenol-A (BPA) from cups, bottles and food packaging for children.

### For more information on PPGNW's legislative agenda in your state, contact:

Alaska: Clover Simon, (907) 770-9705 or [Clover.simon@ppgnw.org](mailto:Clover.simon@ppgnw.org)  
Idaho: Stacy Falkner, (208) 376-2277 ext. 11 or [Stacy.falkner@ppgnw.org](mailto:Stacy.falkner@ppgnw.org)  
Washington: Kristen Glundberg-Prossor, (206) 328-7714 or [Kristen.glundberg-prossor@ppgnw.org](mailto:Kristen.glundberg-prossor@ppgnw.org)

### Please call your legislators regarding the above legislation in your state.

Alaska Legislative Information Office: (907) 465-4648  
Idaho Statehouse: (208) 332-1000  
Washington Legislative Hotline: (800) 562-6000

## Podcast Team Contributes to National Birth Control Project *Lights, camera, learn!*



**The team from PPGNW who produces “Speaking of Sex”** – the award winning audio and video podcast – has created a series of short videos that are featured on the Planned Parenthood Federation of America (PPFA) website, [plannedparenthood.org](http://plannedparenthood.org).

A collaboration between PPFA and the Association for Reproductive Health Professionals, the 36 videos (18 in English, 18 in Spanish) are about a minute in length and each one talks about a different method of birth control. Nathan Engebretson, PPGNW educational media production specialist, was selected to produce the videos due to his groundbreaking work in new media with *Speaking of Sex*.

“Everyone learns differently,” said Julia Piercey, PPGNW director of education, training, and organizational effectiveness, “by using new media, we’re connecting with a younger, more ‘wired’ generation of people who really need to know about birth control.”

You can view the videos by going to the birth control pages of [plannedparenthood.org](http://plannedparenthood.org). You can also see them at [youtube.com/plannedparenthood](http://youtube.com/plannedparenthood).

## **F.L.A.S.H.** *from page 1*

fall and winter months of 2009 and 2010, two-day trainings are taking place in Coeur d’Alene, Boise, and Pocatello. Through these courses, PPGNW trainers will provide professionals the tools, knowledge, and skills necessary to appropriately conduct sexual health education. In turn, these newly trained teachers will provide opportunities for Idaho youth to access age-appropriate sexual health education in their own communities.

In addition to providing training, the Idaho PPGNW education staff teaches *Youth in the Know*, a program that provides 12 hours of medically accurate sexual health education to students age 13 to 18 over a six week course. Classes are taught at the PPGNW administration building in Boise and in community settings in Canyon County. *Youth in the Know* facilitators have effectively used social networking sites like Facebook and Twitter to spread the word about classes. Program graduates use their knowledge to help educate their peers, enroll new students for *Youth in the Know*, and volunteer at health fairs and as classroom assistants.

PPGNW would like to thank the Whittenberger Foundation for their support of prevention-based education programs for underserved populations in Idaho. The job of delivering comprehensive sexual health education is always a concerted effort, and we truly appreciate the cooperation we receive from all of our partners.



## A Career Well Done



**Lu Arendt,** PPGNW's Vice President of External Affairs, is retiring at the end of January 2010, after 20 years of "official" service to the movement – which doesn't begin to tell her story.

Lu came to Planned Parenthood as a volunteer. For many years she worked as a professional

stockbroker (having had to file a lawsuit to get that job, as women were not allowed to be stockbrokers at the time!) and to ensure her place in heaven, she helped women coming to Planned Parenthood's Kenmore health center one night a week.

After we were invited out of United Way when we declared our intention to begin abortion services, it became clear to us that we needed to grow our own fundraising ability. Lu embraced that challenge, and has gone on to raise over 80 million dollars in support of Planned Parenthood's mission during her career. We cannot thank her enough for helping us tell you, our supporters, our story so that you would all be so generous.

Lu plans to help us as a consultant for a year as we transition. Liberated from an "every day" schedule, she wants to travel the world with her husband, Uwe, enjoy her grandchildren, and train her fabulous poodle, Raven, for agility competitions.

Thanks Lu, on behalf of all of those we have served, with your help.

## PPGNW's Director of Clinician Services Wins National Award

**We are proud to announce the winner** of PPFA's 2009 Miriam Manisoff Award is PPGNW's Director of Clinician Services, Victoria Fletcher. The award honors an advanced practice clinician who has demonstrated a significant contribution to the advancement of the roles of clinicians in the areas of clinical practice, scholarship, and/or leadership.

Victoria stood out among the 17 other well-qualified nominees across the country by leading over 100 registered nurses and advanced registered nurse practitioners (ARNPs) at PPGNW. She is active in her community as the current director of the Health Coalition for Communities of Color in Tacoma, Washington, and the immediate past board chairperson of WithinReach, a nonprofit working to improve maternal, child, and family health.

"Now is the time to think again about growing our own pool of nurse practitioners," said Victoria in her acceptance speech, "by providing tuition reimbursement, student loan repayment, and flexible work schedules for employees who wish to attend nurse practitioner educational programs."

Victoria was already an experienced nurse when she became an ARNP at Planned Parenthood of Western Washington in 2002. The Director of Clinician Services position became open in 2007 and Victoria was the obvious choice for this leadership role. In the time since, she has demonstrated exemplary leadership of the clinical staff at what is now PPGNW.





## Trouble Calling

**Unfortunately, not everyone** who contacts Planned Parenthood is honestly seeking medical care, or any of the other services we provide. Although these calls are rare, they are troubling when they occur. Not only do these calls take time away from legitimate patients who need our help, they often are made by individuals trying to gain information to distort for political purposes. Even scarier, some callers are trying to breach our security safeguards, putting patients and staff at risk.

When Alaska, Idaho, and western Washington merged to form PPGNW, it became apparent that we needed to overcome our geographic hurdles and find a new way to give employees guidelines, tips, strategies, and actions they could use to identify and stop these attacks before they cause damage.

PPGNW's education and training department took up the challenge by creating an e-learning module called *Managing Suspicious Encounters (MSE)*. The

reasons for using an e-learning module for *MSE* became immediately obvious to the team; we now have nearly 500 employees that stretch out over three states and thousands of miles. Trying to schedule individual sessions with trainers would be costly, and delivery of the training would be far too slow.

The *MSE* course uses video and animation to present the employee with a variety of situations that could be used by someone on the outside trying to do us harm. In addition, employees become experts in PPGNW's policies and procedures for responding to and avoiding suspicious encounters, and can then document the situation for later review.

One of the best aspects of delivering *MSE* online is that employees can take the course when they have the time. This has resulted in better compliance, and health centers do not have to close down for training. Approximately 350 staff completed the training within the first four weeks of launching the module last summer.

But perhaps the finest achievement for *MSE* is what is happening with the program now, which speaks volumes about how we do things at PPGNW. Word of *MSE*'s success has made it to the highest levels of our national federation. The module is currently being modified for use across the country. Soon Planned Parenthood affiliates nationwide will use *MSE* to train their employees.

We're proud of our education and training department for creating this vital learning system, and certain the result will be a safer future for our organization and patients.

## Customer Service

from page 1

and to each other as professionals."

In creating the customer service initiative, PPGNW incorporated a year's worth of research conducted by a consulting firm that put day-to-day practices under the microscope.

The firm acted as "mystery shoppers"

posing as typical clients by calling PPGNW's different departments on the phone, and even came in to our health centers as patients. Their 36 page report outlined what PPGNW is doing right and where customer service can be improved.

Using this information, the Customer Service Team identified six standards that should be demonstrated throughout every employee's work day. They are:

- **Delight:** Do something memorable to make your customers happy
- **Respect:** Respect, value, and understand your customers
- **Recovery:** Actively recover service when something goes wrong
- **Cleanliness:** Provide an environment that is clean, comfortable, and well-maintained
- **Communication:** Communication should positively impact all customer interactions
- **Professionalism:** Represent PPGNW in a professional and courteous manner





The next step was implementation of these standards with PPGNW's nearly 500 employees.

All managers attended a two-day leadership training to learn new skills and discuss how to support their teams around our new customer

service standards. Following these trainings, each department completed a five-hour training comprised of activities, discussion of the six customer service standards, and how to apply them to internal and external situations.

But the customer service initiative did not end there. The team's work plan for 2010 involves new ways to help the staff interact with the six standards, including "shout outs" to employees who demonstrate exemplary customer service, as well as benchmarks for personal and departmental accountability to the new standards.

PPGNW realizes that patients, donors, activists, and supporters are in fact customers. And customers have choices of where they go and who they support. In a way, by sharing this customer service initiative with you, we're asking for your help. We treasure your feedback as another way to measure our success.

We're available to talk. And we have the time.

Contact: Carole Miller at (206) 328-6807 or [Carole.miller@ppgnw.org](mailto:Carole.miller@ppgnw.org)

## Washington Teens Take Their Concerns to Olympia

**Washington State legislators were impressed** when 92 Planned Parenthood (PP) teen peer educators from three PP affiliates across Washington descended on Olympia in what has become an annual tradition of citizen activism on the celebration of the birthday of Martin Luther King, Jr.

PP peer educators, who provide sexuality and teen health information to hundreds of high school students each year, offer a unique perspective that legislators don't often hear – powerful stories about the realities of being a teen in 2010. The teens met with 36 senators and representatives from their districts to bring attention to two important issues in the 2010 legislative session.



*Representative Clibborn with members of Planned Parenthood Teens*

The first issue is restoring a \$3 million hole in Washington's family planning budget. One teen spoke of how her 17-year-old sister has been unable to get affordable birth control due to recent cuts in public funding. The teens told their legislators that according to the Guttmacher Institute, each dollar invested in family planning saves the state \$4.39 in care costs of unintended pregnancy. Unless the money is restored in the supplemental budget, at least 19 family planning centers around the state are likely to close. According to Jennifer Allen, PP Votes! Washington's director of public policy, this could result in over 3,000 more unintended pregnancies in 2010 among the 12,500 people who will lose services.

Their second message was support for SHB 1180/SSB 5282, the Safe Baby Bottle Act, a bill to phase out the use of the toxic chemical Bisphenol-A (BPA) in baby bottles and children's food containers sold in Washington. PP teens spoke with their legislators about how they believe the government should be responsible for protecting them and other children from exposure to BPA. Over 218 studies have shown that exposure to BPA, even at low levels, can potentially cause cancer, heart disease, obesity, diabetes, reproductive problems, and hyperactivity.

Teen Lobby Day is a precursor to Washington Reproductive Health and Rights Lobby Day, held jointly by Washington State PP affiliates and NARAL Pro-Choice Washington, on February 1, 2010. This year, nearly 300 citizen lobbyists urged legislators in Olympia to restore \$3 million in necessary family planning funding. Lobbyists also brought their support for HB 2837/SB 6452, new legislation requiring limited service (crisis) pregnancy centers to provide medically accurate information and transparency regarding what services they do, and do not provide.



# Planned Parenthood® of the Great Northwest

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## Matching Miles for Choice

If you could book your next flight, keep all of your  
bonus miles, and let PPGNW receive  
a MATCH of your miles, would you do it?  
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