



# Health in your Hands

Your ANNUAL REPORT  
FY 2015







In the new health care landscape it is critical for patients to have quick and easy access to services. Planned Parenthood Mar Monte has met this challenge by introducing new ways for the women and families we serve to receive excellent, affordable health care on their schedules in a way that's most convenient for them. Whether it's same-day appointments or our Online Appointment Scheduling service or the new PP Direct app that allows patients to get confidential STD- testing results on their phones, PPMM has kept pace with patients who need their health care to fit into busy lives with demanding work schedules, transportation challenges and complicated child-care situations.

PPMM has continued to provide our special brand of high-quality, trusted and affordable health care to an increasing number of patients that are newly insured through the Affordable Care Act, despite severely outdated Medicaid reimbursement rates in the two states we serve. We have provided services

for many new immigrant families, who remain ineligible for health coverage, including increased outreach to growing immigrant communities in parts of our service area. PPMM's award-winning education programs remain in high demand in our communities and schools, and generous support from donors has helped sustain them despite the steady erosion in public funding cuts. Though the regressive avalanche of restrictions on women's health care has continued unabated in 2015, PPMM's effective advocacy work has helped safeguard access to reproductive health care in California and Nevada.

As health care continues to change and adapt in this new era, PPMM remains steadfastly committed to serving all the patients who need us in all of our communities. We will be here to care for women, men, teens and families with excellent, affordable services they can always rely on.

*No matter what.*





Health  
Care

DELIVERING  
Care  
DRIVING Change

In addition to flexible walk-in visits and welcoming family and teen groups in our waiting rooms, PPMM has enhanced convenience in our health centers by embracing technology that makes health care more accessible for patients. We understand that people need to be able to care for themselves and their families at a time and place that works best for them.



- PPM successfully launched Online Appointment Scheduling (OAS) available in English and Spanish for family planning patients, new or continuing. After only three months, OAS accounted for more than 10% of all appointments, and that number is on a pace to more than double by next year.
- In San Mateo and Alameda Counties, the most recent additions to PPM's service area, we opened new health centers in Redwood City, Hayward and near the Coliseum in East Oakland. The three new centers have been enthusiastically welcomed by the communities around them.
- The Watsonville and North Stockton health centers implemented a new workflow redesign initiative. This system of streamlining processes at health centers has a dramatic positive effect on the patient experience as well as staff satisfaction, and the initiative will expand to more health centers next year.
- PPM launched the innovative mobile app, PP Direct, developed in association with Planned Parenthood Affiliates of California and Planned Parenthood Federation of America, which enables patients to test at home for the two most common and treatable sexually transmitted diseases (STDs), gonorrhea and chlamydia. Patients can receive their test results and treatment through the app, and early reviews have been very positive.
- PPM's "patient centered medical home" services provided at the Mountain View, Blossom Hill and Watsonville health centers achieved Level II National Committee for Quality Assurance certification, reflecting our commitment to providing excellent primary care with a team of medical staff focusing on each patient's overall health care needs.

363603 Family  
PLANNING  
VISITS

— 357469 —  
STD SCREENINGS

21739 FAMILY Medicine VISITS

2846 PRENATAL Visits



46369  
BREAST & CERVICAL  
CANCER VISITS

24419  
LARC visits

426778  
Total  
VISITS

18035  
Abortions

20555  
OTHER REPRODUCTIVE  
Services\*

\* includes lab only, pregnancy diagnosis, gestational estimate, post AB medication, exam no AB, post AB aspiration, spontaneous abortion, missed abortions, lumina insert, sterilizations, and options counseling

"PLANNED  
PARENTHOOD  
was a shoulder  
FOR ME TO LEAN ON  
— AND A —  
Safe Haven"

"When I came to this country eight years ago, I was in my first year of college and in my first romantic relationship. Planned Parenthood was a shoulder for me to lean on and a safe haven. They provided me with options that allowed me to graduate from college and safeguard my future. It is crucial for other women to have access to these services."

\*Teresa  
New immigrant/Patient/Advocate

\*Name has been changed





# Education & Outreach

# REACHING OUT Raising UP

Our educators continued to find engaging ways to inform students and community members about reproductive health in the face of dwindling public funding for education. PPMM programs have had a significant impact on stemming the spread of STDs, reducing the number of unintended pregnancies in California and Nevada counties and providing access to crucial health information for residents in remote, rural areas.



- Behavioral Health Services, first launched at the Westside and Watsonville health centers, began a new program at the Redwood City health center that focuses on fostering the bonding relationship between parent and child. The program, "Creciendo Juntos" (Growing Together) provides counseling and support for parents of young children, and a weekly support group is conducted in Spanish.
- PPMM educators in the Central Valley launched a series of sexuality education sessions for developmentally delayed adults, focusing on life skills and relationships. Since the sessions began, there has been an increasing demand for them in our service area.
- Kids in Common, a PPMM program in Santa Clara County, made further strides in its mission to advocate for policies, partnerships and investments that improve children's lives. It was one of only seven sites in the country chosen to spearhead new programming funded by the federal Social Innovation Fund. KIC coordinates the Opportunity Youth Partnership, which is managing a county-wide effort to connect youth with academic support and help them progress to post-secondary education.
- The Promotoras program for Spanish-speakers, ages 18-30, reached out to nearly 1,000 women in Stanislaus, San Joaquin and Monterey Counties. Teams of PPMM staff led trained volunteers who provided information to residents that have very limited access to health services about the importance of preventive care, including STD-testing and family planning.
- PPMM is participating in Monterey County's "Text for Salud" pilot outreach to Pajaro Valley farm workers who receive texts in Spanish about health issues, such as how to minimize exposure to pesticides.
- All 27 participants in PPMM's Teen Talk program for at-risk middle school students have remained enrolled in school and avoided a first pregnancy. More than 90% have maintained at least a 2.0 grade average. More than 20% have maintained a 4.0 grade average while in the program.
- Teen Success, PPMM's award-winning support program for pregnant and parenting teens, joined a project launched by the Fresno chapter of the American Civil Liberties Union to advocate on behalf of school-age mothers in Fresno Unified School District. Ten members of PPMM's local Teen Success group are participating.

# PROGRAM Participants

## MALE INVOLVEMENT PROGRAM

Education or outreach in Stanislaus County for young men

22

## TEEN TALK

An intensive weekly program for girls, ages 11-14, who are at very high risk for unplanned pregnancies

27

## PEER EDUCATORS/PROMOTORAS

Health education and outreach to and by migrant/Spanish speaking women, ages 18-30

59

## TEEN SUCCESS

Support groups for pregnant and parenting teens

259

## ADOLESCENT FAMILY LIFE PROGRAM/CAL-LEARN

Case management services for teen parents ages 12-20

413



# INDIVIDUALS REACHED THROUGH EDUCATIONAL PRESENTATIONS

23421 ELEMENTARY to HIGH SCHOOL STUDENTS

1063 PARENTS & CAREGIVERS

1770 MEMBERS of THE FARMWORKER and MIGRANT communities

34919 COMMUNITY OUTREACH & EDUCATION

"The information  
YOU GIVE  
OUR STUDENTS  
could be considered  
-LIFE-  
SAVING"

"Thank you for presenting to my Adult Transition Program students. I love the way [PPMM is] able to present information in a way that our students can understand. In so many ways, the information that you give our students could be considered life-saving with relationships, self-confidence and physical health. I hear about it throughout the year when the students tell me something [PPMM] taught them, or they ask when you will come again because they have a question for you."

\* Nancy  
Manager of disabled adult  
programs/K-12 school district

\*Name has been changed





Advocacy

# pushing FORWARD PUSHING BACK

In a year that included U.S. Supreme Court rulings allowing certain employers to deny contraception coverage to female employees and anti-abortion-rights protesters to cross previously protected "buffer zones" around women's health clinics, PPMM bucked the national trend by fighting successfully for legislation that protected access to reproductive health care. PPMM staff effectively lobbied legislators and recruited new volunteers and community partners to promote reproductive justice for the women and families we serve.



- In California, PPMM helped to win the passage of a bill and a resolution protecting reproductive rights. SB 1053 ensured that women have access to a full range of contraceptives without cost-sharing or denial of coverage. SR 55 affirmed the rights of women to control their reproductive health care in the wake of the U.S. Supreme Court ruling that allowed some employers to deny coverage of contraceptives.
- In Nevada, PPMM rallied supporters to contact their legislators and reject a proposed bill that would have threatened the safety of the most vulnerable teenagers by requiring girls under the age of 18 to notify their parents before having an abortion.
- PPMM worked tirelessly with colleagues from other states to help defeat dangerous "personhood" constitutional amendments in Colorado and North Dakota that would have severely restricted reproductive rights and health care.
- Four young women sponsored by PPMM – two from California and two from Nevada – were accepted to PPFA's Generation Action Fellowship program and will work with PPMM staff to engage students on their college campuses to actively support reproductive justice issues.
- PPMM produced a short video featuring patients who told their stories of what our services have meant to them. The video has been viewed thousands of times on YouTube from PPMM's Facebook page, and it has been an effective advocacy tool with our community partners, especially in the Central Valley.

1526930

ACTIONS  
taken by  
INDIVIDUALS  
to either  
engage the  
PUBLIC  
or  
influence  
PUBLIC  
POLICY

95 Coalition  
PARTNERS

173 Capitol Day  
ATTENDEES

77 POSITIVE NEWS STORIES  
about PPMM

15971 E-MAIL  
activists



OVER 1190214 **SOCIAL MEDIA IMPRESSIONS**

798706 **URGENT ACTION E-MAILS sent to ACTIVISTS**

6618 **SOCIAL MEDIA POSTS**

280398 **Total Supporters**

"We need  
**PEOPLE**  
who are willing to  
**FIGHT FOR**  
Women's  
**RIGHTS**"

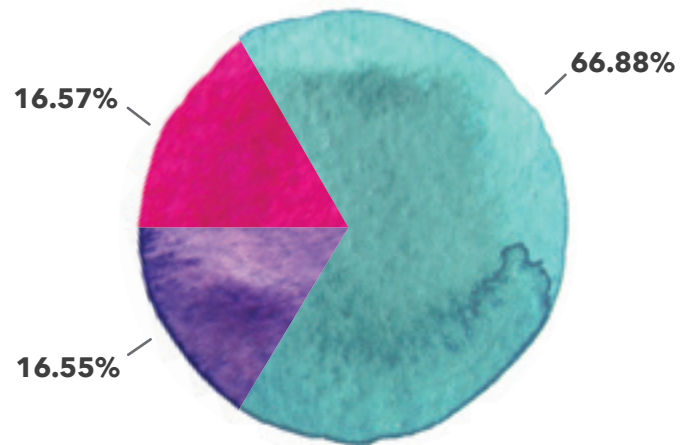
"Through volunteering, I've learned about all the other things that Planned Parenthood does. There's a lot of outreach to the community to get people to vote and volunteer ... We need people who are willing to fight for women's rights across the country and within Nevada, as well. That's why I've committed to be part of the Generation Action fellowship and work to increase support and engagement among youth and communities of color for Planned Parenthood for the next two years."

\*Celia  
College student/Volunteer/Advocate

\*Name has been changed

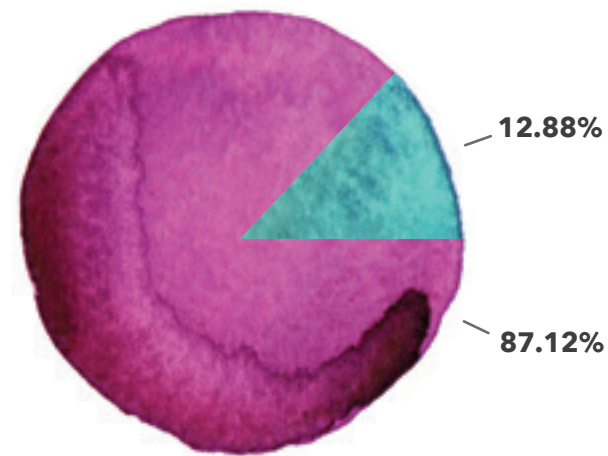


# Client DEMOGRAPHICS



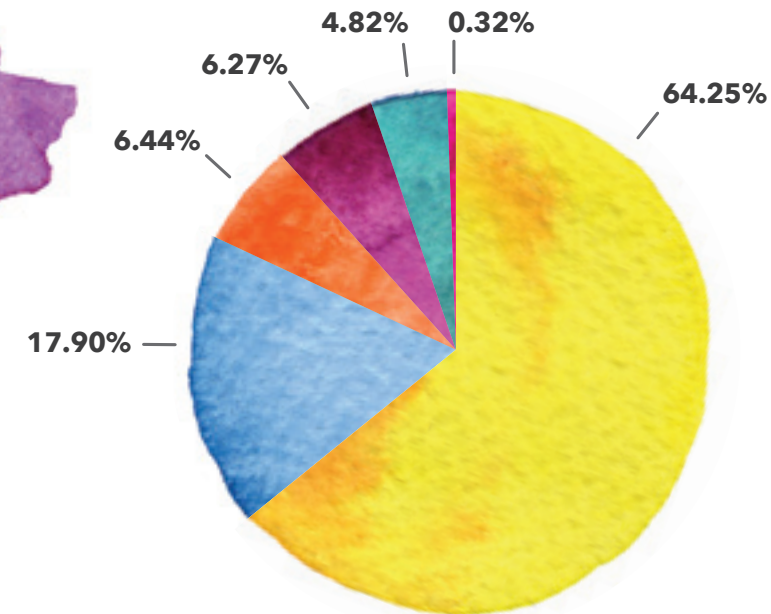
**AGES**

- 19 and under 37,751
- 20 to 34 152,379
- 35 and over 37,713
- Total 227,843**



**SEX**

- Female 198,486
- Male 29,356
- Other 1
- Total 227,843**



**ETHNICITY**

- Latino 146,388
- White 40,791
- Asian/Pacific Islander 4,677
- African American 14,289
- Multi-racial/Other/Unknown 10,977
- Native American/Alaskan Native 721
- Total 227,843**

**Of the 227,843 patients served by PPMM in FY15:**

**74%** live below 100% of the Federal Poverty Level (2015 FPL annual income for one person is \$11,770)

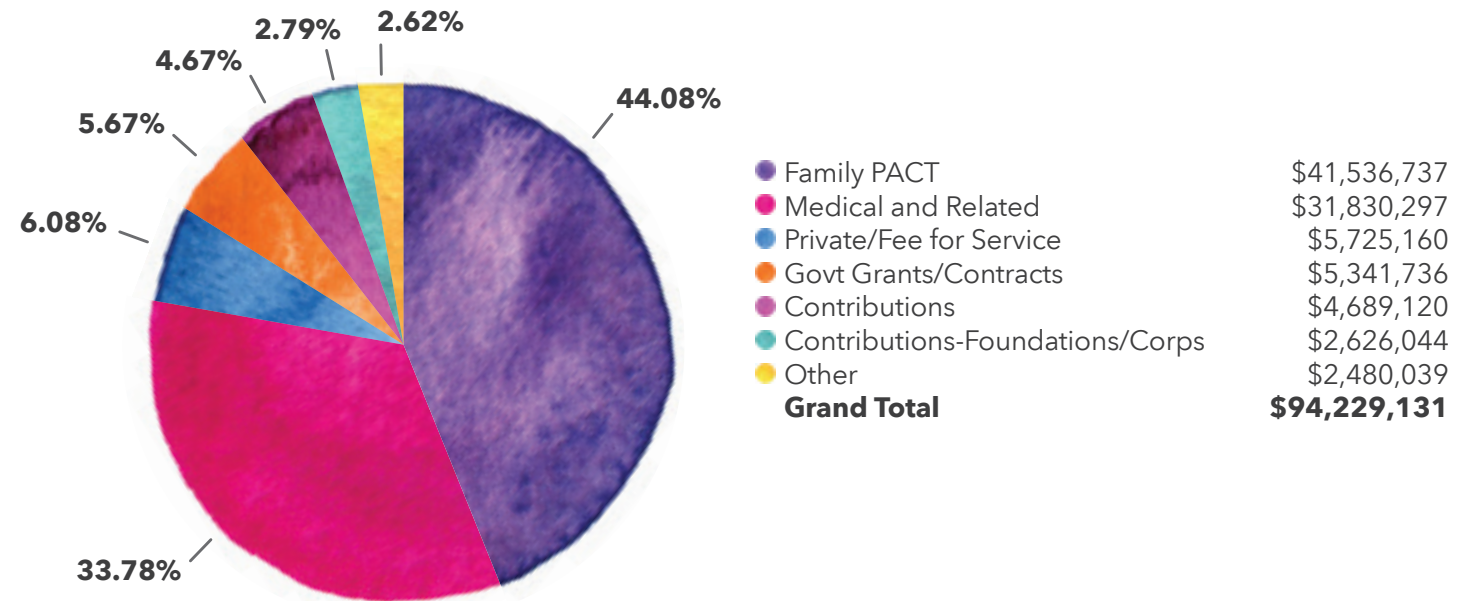
**94%** live at or below 200% of the Federal Poverty Level

**34%** are insured by Medi-Cal

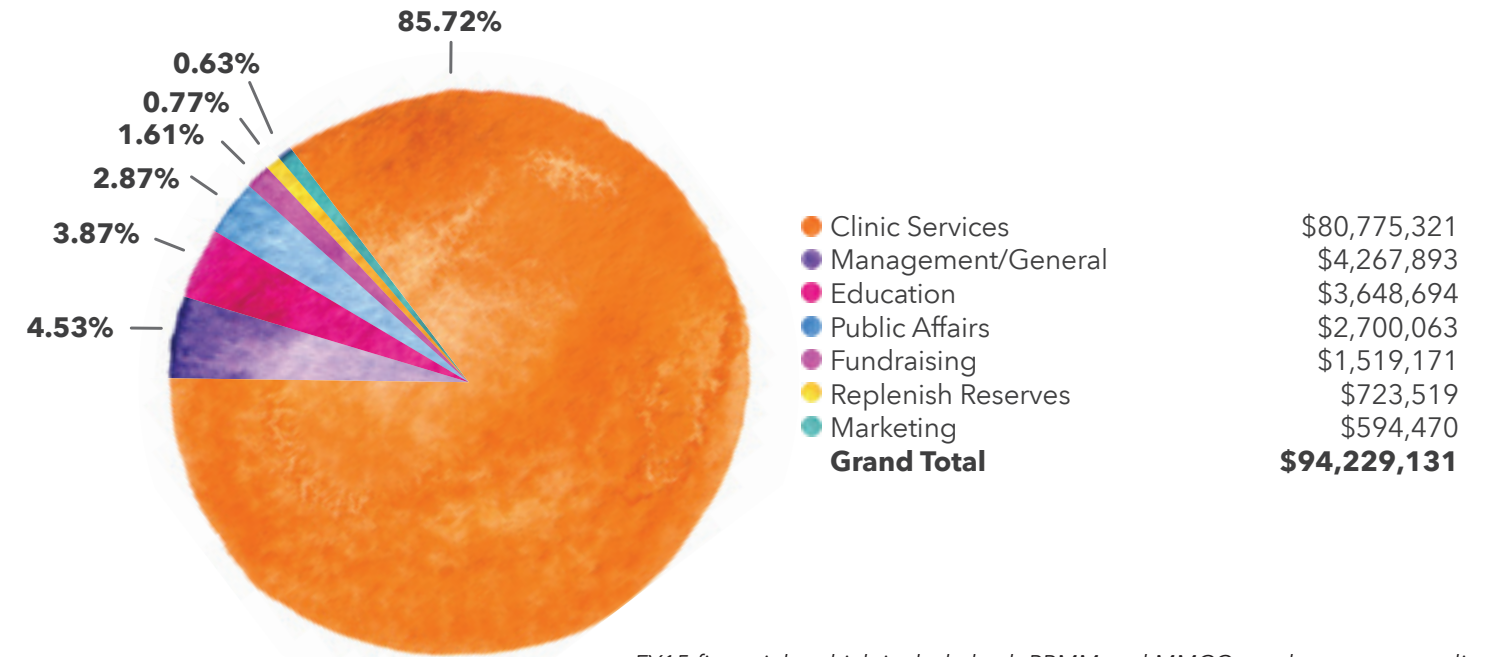
**49%** are covered by California's Family PACT program, which provides contraceptives for those living up to 200% of FPL, and who don't have ACA insurance.



# SOURCES of FUNDS



# USES of FUNDS



FY15 financials, which include both PPMM and MMCC numbers, are unaudited, and are subject to change upon completion of PPMM's external financial audit.



# Health Center Locations



- Coverage Area
- P Executive & Administrative Offices
- ★ New Health Center

## CALIFORNIA

**1 Alameda County**  
Hayward  
West Oakland  
★ East Oakland/  
Coliseum  
Community Sites

**2 Fresno County**  
Fresno:  
Family First  
Fulton Street  
Community Site

**3 Kern County**  
Bakersfield

**4 Madera County**  
Madera

**5 Merced County**  
Merced

**6 Monterey County**  
Salinas  
Seaside

**7 Placer County**  
Roseville

**8 Sacramento County**  
North Highlands  
Sacramento:  
B Street  
Capitol Plaza  
Fruitridge

**9 San Joaquin County**  
Manteca  
Stockton:  
Eastland Plaza  
North  
Tracy

**10 San Mateo County**  
Redwood City  
San Mateo  
Community Site

**11 Santa Clara County**  
Foothill College  
Gilroy  
Mar Monte  
Community Clinic  
Mountain View  
San Jose:  
The Alameda  
Blossom Hill  
Eastside  
Community Site

**12 Santa Cruz County**  
Santa Cruz  
Watsonville

**13 Stanislaus County**  
Modesto

**14 Sutter County**  
Yuba City

**15 Tulare County**  
Community Sites

**16 Yolo County**  
Woodland

## NEVADA

**17 Washoe County**  
Reno

## BOARD OF DIRECTORS

Cathryn Rivera Hernandez  
*Chair*

Karen Grove  
*Past Chair*

Diane Savage  
*Vice Chair*

Cole Wilbur  
*Treasurer*

Francisco Silva  
*Secretary*

Sono Aibe  
Tanuja Bahal  
Christine Fey  
Esther Franco  
Joan Gallo  
Margaret Gill  
Frannie Hall Kieschnick\*  
Jodi Hicks  
Claudie Kiti Bustamante  
Latika Malkani  
Hilary McLean  
Margo Pisceovich  
Genevieve Shiroma  
Diane Van Maren  
Linda Williams

## MANAGEMENT TEAM

Linda Williams  
*President and CEO*

Liz Figueroa  
*Vice President  
Public Affairs*

Stephanie Merrell  
*Chief Operating Officer*

Dorothy Furgerson, M.D.  
*Chief Medical Officer*

Patricia Williams  
*Chief Development Officer*

Catherine Valentine  
*General Counsel*

Rayroz Dodson-Crawford  
*Chief Financial Officer*

Rochelle Noone  
*Associate Vice President  
Human Resources*

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## EXECUTIVE AND ADMINISTRATIVE OFFICES

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[ppmarmonte.org](http://ppmarmonte.org)

[twitter.com/ppmarmonte](https://twitter.com/ppmarmonte)

[fb.com/plannedparenthoodmm](https://fb.com/plannedparenthoodmm)

[instagram.com/ppmarmonte](https://instagram.com/ppmarmonte)

[youtube.com/user/PlannedParenthoodMM](https://youtube.com/user/PlannedParenthoodMM)





# Our Mission

is to ensure that every individual has the knowledge, opportunity, and freedom to make every child a wanted child and every family a healthy family.



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