



“My heart is filled with gratitude and anticipation.”

PPWNM

WINTER 2014

Connection

CHANGE IN LEADERSHIP COMING IN 2015



Planned Parenthood of West and Northern Michigan

Planned Parenthood of West and Northern Michigan's long-serving president/CEO will step down in 2015 after 26 years in the role.

Katherine Humphrey announced her plans to the agency's board of directors and staff earlier this month, "When I came to Planned Parenthood, I had no idea what a life-changing experience this would be. Never could I have imagined the profound impact that serving such a powerful mission, in partnership with such extraordinary women and men, would have on me and my life."

Humphrey became president/CEO of Planned Parenthood Centers of West Michigan in 1988, the affiliate for seven counties. Eventually, through merger, the organization would become Planned Parenthood of West and Northern Michigan (PPWNM), operating eight health centers in a 52-county territory!

"Working side by side every day with the wonderful men and women of Planned Parenthood, I'm grateful that I have been able to play a small role in helping to improve the health and lives of women, men, young people, and families throughout West and

Northern Michigan," said Humphrey.

She added, "It's hard to think of an organization that has had a more profound impact than Planned Parenthood on the quality of life, the health, and the economic stability of individuals, families, and communities, here, and across the country."

It has not always been easy. Not surprisingly, Humphrey's life work and passion has sometimes been met with opposition, "It was our staff and supporters who buoyed me up when times have gotten tough, reminding me through their words and actions of why we are here, of the vital mission that we serve, and of the people who are counting on us to be there for them."

After 26 years on the job, things tend to come full-circle. For Humphrey that means book-ending her tenure with overseeing two major reconstruction projects, "During my first year, we started a major renovation project at our headquarters and health center at 425 Cherry Street. As I make this announcement to step down, we are just wrapping up another complete make-over

Cont'd. on back cover

What's INSIDE:

Health Care 2

Education 3

Advocacy 4

Development 5

Leadership & Locations ... 6



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BUILDING A BETTER FUTURE

Building projects are wrapping up in Grand Rapids, Marquette, Petoskey, and Traverse City where PPWNM has been making major improvements for over a year.

Work began in September 2013, on the Administration and Irwin/Martin Health Center building at 425 Cherry Street SE in Grand Rapids. This is the largest project — a complete building remodel that is expected to wrap up early in the new year. It includes a grand new two-story entry with fully remodelled health and education centers on the main floor, and administrative offices on the top floor.

PPWNM's Marquette, Petoskey, and Walker (Traverse City) health centers, all housed in buildings owned by PPWNM, are also part of the reconstruction project, although renovations at those sites are less extensive. The goal is to create functional and welcoming spaces reflective of the quality services PPWNM provides.

The Petoskey and Walker centers are finished except for

some final touches (read about the dedication ceremony for the Walker Center on page 5). The Marquette Center is still in the midst of renovations, which began this past September.

All PPWNM locations have remained open and fully functioning during construction.

The budget is nearly \$2 million in Grand Rapids, and \$500,000 for the other sites combined. Funds were raised through a capital campaign. Our design and building partner is Guy Bazzani and our architect is Richard Craig.



New entrance in Grand Rapids.

HI-TECH IMPROVEMENTS



PPWNM continues to improve the delivery of quality care to our patients through the increased use of technology. In past issues of the *PPWNM Connection* you've read about the implementation of our electronic health records and practice management system.

Now, PPWNM introduces its new Client Service Center, a combined call center and online patient portal that makes accessing Planned Parenthood care easier than ever!

The patient portal allows clients to set up a private, online account at ppwnm.org, and then log in to access such services as:

- scheduling appointments
- filling out forms online
- renewing prescriptions
- asking questions to medical providers

Our new call center is staffed Monday–Thursday, 9 a.m. – 7 p.m. and Friday, 9 a.m. – 4 p.m., and is taking all phone calls for PPWNM health centers and administrative offices. Callers may still be connected to their local PPWNM centers during regular business hours, and they may leave a message if the call center is closed, which will be answered the following business day.

Patients will also soon have the option of communicating via e-mail and text with PPWNM.

"It's about reaching out to our patients and meeting them where they are," said Vice President of Medical Services Bridget White.

"Young people spend a lot of time on their mobile phones and computers. We want to make sure they are just a few clicks, a phone call, or a quick message away from getting the help they need, when they need it."

Technology upgrades are being funded through a capital campaign. Some of the upgrades qualify for a federal government financial incentive program which has returned nearly \$500,000 to PPWNM, said White.

FAREWELL TO LEMMEN CENTER



We bid a sad farewell to PPWNM's Lemmen Health Center on December 30, 2014, ending 39 years of service to the Ionia community.

The first Planned Parenthood in Ionia opened in 1975. Our presence was felt even before then, as Planned Parenthood Association of Kent County assisted in opening Ionia County Family Planning Services (ICFPS) in 1970. Four years later Planned Parenthood took over ICFPS operations and made the official name change the following year.

Planned Parenthood Ionia has always been located in the Ionia County Health Department, which moved to its current location on Adams Street in 1994. The name change to Lemmen Health Center was made in 2012 to honor a generous lead donor to our Standing Tall capital campaign, Harvey Lemmen, an Ionia native.

Unfortunately, due to changes in health care delivery and increased competition, we no longer have the client base in Ionia to justify continued operations there. Sadly, we also say good-bye to some dear friends on staff with this closing. Clinician Gwen and office coordinator Carol are leaving Planned Parenthood after each has dedicated more than 25 years of service. We thank them profusely and wish them the very best!

Vice President of Medical Services Bridget White said, "Carol and Gwen have been an excellent team. Both have demonstrated their living commitment to mission and their exceptional compassion for patients they have cared for over so many years. This is a sad time while also a time to celebrate and honor their many years of service."

PPWNM will transfer the Lemmen name to another health center in the future, with Mr. Lemmen's blessing, White said. Patients are being referred to PPWNM in Grand Rapids.



JUST FOR PARENTS

Traverse City-area parents are invited to join us for Parent Night on Tuesday, January 13, 2015, at Suttons Bay High School, from 6:30 – 8 p.m.

PPWNM Education Specialist Carrie Ullery-Smith will conduct a training titled, How to Talk to Your Kids About Sex.

“It’s never too early to talk to your kids about sex,” said Ullery-Smith, “This workshop gives parents tools to handle their kids’ questions, and eventually, their behaviors relating to sex.”

Topics include age-appropriate messages about sex, how to incorporate your family values into your talks, and what parents need to know about kids, sex, and technology.

Register with Sue at (231) 271-8616.



JUST FOR TEENS

WANTED: Kent County youth, ages 12–19, for our winter 2015 Safer Choices Project at PPWNM.

Safer Choices is a comprehensive sex education program that is abstinence-based while also providing skills and tools to help young people make safe, safer, or hopefully, the safest, choices.

Classes are held for eight weeks on Tuesdays from 4:30 p.m. – 6:30 p.m., beginning January 6, 2015.

Students who complete all course requirements receive a \$25 gift card!

Safer Choices is activity-oriented, and students have fun meeting and interacting with youth from all over Kent County. Call (616) 774-7005 for application information today!



JUST FOR FAMILIES

Planned Parenthood has developed a Family TV Viewing Guide called “The TALK Show: Using TV to Talk to with Your Children About Sex.”

Ninety-seven percent of U.S. homes own a television. TV is part of most of our daily lives. It’s a fact that TV shows are filled with story lines relating to sexuality and relationships. These story lines can spark honest conversations with your kids about how they might behave in similar situations.

It’s also a chance for parents to share their values, expectations and hopes for their kids in relation to these situations.

Find the Guide under the “For Parents” tab on our website: ppwnm.org/parents.

NO TRICKS, JUST TREATS!

PPWNM’s Peer Leaders in Grand Rapids hit the streets October 23, delivering candy and condoms to students at Grand Rapids Community College for Halloween.

Dressed as fairies, a skeleton, a punk princess, or in their everyday outfit of “teen hero,” the Peer Leaders were met with smiles and enthusiasm by the GRCC community.

The first woman to receive a treat bag said we had “made her day,” and one professor promised to share his candy and condoms with his class saying, “This is an awesome idea.”

Another happy recipient said that he “loves what we [Planned Parenthood] do,” and someone even asked if they could make a donation!



STANDING UP TO HIV/AIDS



PPWNM Peer Leaders in Muskegon are educating their peers about HIV and AIDS. Peer leaders staffed a lunchroom information table at Muskegon High School (MHS) on World AIDS Day December 1, answering questions and having students pledge on red paper ribbons how they will stand up to HIV/AIDS.

Peer Leaders also hosted an educational workshop on December 3 at MHS, explaining to their peers what HIV/AIDS means, how it is transmitted, where to get tested (Planned Parenthood!), and how to stay protected. A guest speaker discussed living with HIV for the last two years, which Peer Leaders felt brought home the issue of making prevention a priority for youth.

In addition, Muskegon Middle School (MMS) students learned about HIV/AIDS in their Safer Choices Project class, which is taught by PPWNM educators, and also took the red-ribbon pledge.

Over 200 ribbons are now displayed at MHS and MMS!



TIME TO ENROLL!

The 2015 enrollment period for the Affordable Care Act's Health Insurance Marketplace is now open! Users can access the Marketplace at healthcare.gov to sign up for health insurance through February 15, 2015.

The Affordable Care Act makes health insurance more affordable for millions of people who are uninsured, and provides important benefits for all Americans. The law also requires most Americans to have health insurance. But this sign-up process can be daunting for some. Planned Parenthood is here to help!

Planned Parenthood has our patients covered, whether or not they have insurance. We accept most health insurance plans, and patients without insurance may qualify for funding assistance. PPWNM, with the help of our state office, Planned Parenthood Advocates of Michigan, is conducting outreach and education to ensure that current and future patients have access to information and any help they may need in signing up for health care coverage.

To learn more about the Affordable Care Act and to sign up for important updates, visit plannedparenthoodinsurancefacts.org or text ENROLL to 97779.

The Michigan Department of Community Health has also established a new health care program for Michigan residents called Healthy Michigan. Qualified residents must:

- be aged 19-64;
- have income below 138% of the federal poverty level;
- be a U.S. citizen, have a 5-year permanent resident card, or be a refugee or in a humanitarian immigration group; and
- not be enrolled in or eligible for Medicare.

To apply for Healthy Michigan visit michigan.gov/mibridges or call 1.855.789.5610.



OUT -N- ABOUT



PPWNM President/CEO Kathy Humphrey received the first-ever Betsy Vandercook Legacy Award at the Fountain Street Church Choice Fund fundraiser held October 16 in Grand Rapids. Vandercook was an advocate for women's rights who started the Choice Fund and chaired the committee until shortly before she died at age 82 earlier this year. The Choice Fund provides resources for women who wish to receive but can not afford an abortion. Humphrey was acknowledged for her work in advancing women's rights, health, and safety for more than 25 years.



Step up to the wheel! PPWNM Peer Leaders helped staff our booth at the Eastown Street Fair in Grand Rapids on September 13. Event-goers had the chance to spin the wheel, take an action, and win a prize!



PPWNM helped welcome students "back to school" across our region. Pictured: FSU in Big Rapids (left) and NMU in Marquette.



VOLUNTEER SPOTLIGHT: YOLANDA WEST



"I chose to volunteer at PPWNM because it is a public health-based organization that focuses on sexual and reproductive health for men, women, and youth of all backgrounds.

"Planned Parenthood is a trailblazer in reproductive health and safe sex practices. Being one of their volunteers is a dreamlike experience. If I am able to work for Planned Parenthood one day, it would definitely be the experience of a lifetime.

"My weekly work consists of database entry; marketing and promotion of safe sex at Grand Rapids area businesses, churches, and colleges; and preparing birth control packages for patients. No matter the job, it is satisfying to know that I am helping to keep people healthy.

"The primary objective of Planned Parenthood is prevention. This is what makes the organization one of the best in the public health world. As a student in the field of public health, I am lucky to be experiencing this mission first-hand as part of my studies and hope to one day work in this important field."

WALKER CENTER DEDICATION

PPWNM recently celebrated the dedication of its newly named and remodelled Karen Christensen Walker Health Center in Traverse City.

Nearly 40 people attended the event October 15, which included tours of the health center, hors d'oeuvres and wine, and a short dedication ceremony with comments from past employee, current volunteer and "always supporter" Jim Carruthers, Traverse City Mayor Pro Tem, and PPWNM's own Kathy Humphrey.

Carruthers recognized employees of Planned Parenthood as among, "the most caring, supportive, understanding and knowledgeable health professionals you could ever hope to visit," and praised the staff in Traverse City for maintaining that level of care during the last year of "dusty, dirty, loud, stinky construction — and seeing more patients than the year before."



He also read a letter of congratulations from Senator Carl Levin that read in part, "Planned Parenthood has provided first-rate health care to the women and men of Michigan since its opening. Your contributions to the health and well-being of this region are not to be underestimated."

Kathy Humphrey detailed Karen Christensen Walker's history with Planned Parenthood which began with her walking in to the health center to find out how she could make a difference locally — a direct result of her concerns about overpopulation and depletion of environmental resources.

Walker, her husband Edward, and children Joe (Jennifer) Walker and Alicia (Bryce Hundley) Walker were visibly moved when a dedication plaque was unveiled. Walker managed just a few humble words, "I just feel this work is important, and I could focus on it at a local level."



PPWNM celebrated its supporters in the Grand Rapids area at the annual Donor Reception, held December 10 at the University Club. Thanks to our gracious event underwriters, Meg Goebel and Kyle and Win Irwin. (See more photos from donor events on back cover.)



DONOR SPOTLIGHT: RON SVATORA

Ron and Roberta Svatora of Petoskey have been part of Planned Parenthood's monthly giving program for more than 16 years! After years of donating "on and off" they chose to make it a regular part of their monthly budget in the late 1990s, "Roberta and I were very bothered by the increasing backlash against Planned Parenthood, particularly from Right to Life and conservative lawmakers," said Svatora.

He recalls being excited about finally having access to the birth control pill in the mid-1960s, "As a married, financially-strapped graduate student with two kids, my wife at the time and I were not in a position to have, nor did we want any more children. I was relieved that I would be able to finish my education without that concern."

Svatora eventually was divorced then met and married Roberta in 1970, came

north skiing, and after having a son, moved north. The Svatoras have lived in the Harbor Springs/Petoskey area for more than 40 years, after moving from Southeast Michigan. He's now retired, but as a school social worker for the Charlevoix/Emmet ISD for twenty-two



years, Svatora remembers referring students and their parents to Planned Parenthood, "I have seen the effect that the lack of, and faulty, information regarding sexuality can have on our

young. Planned Parenthood is the only organization I know of that is trying to deal with that by providing comprehensive sexual education and services. We need to do everything we can to make sure young people are knowledgeable and informed about their sexuality and all of their options. And that they continue to have access to these options."

Besides "paying it forward" with his monthly donation, Svatora also puts his mouth where his money is, sounding off to lawmakers about his views through petition campaigns coordinated by Planned Parenthood Advocates of Michigan. (Sign up for these "Action Alerts" at miplannedparenthood.org/signup).

"Roberta and I believe that a woman's body belongs to her, not the legislature, or anyone else. And that is why we donate every month to keep Planned Parenthood alive in Petoskey."

cont'd. from front cover

of the same space. Just as was true with this building where I've spent so much of my life, it's time to reinvent myself once again!"

PPWNM will have some "high heels" to fill with Humphrey's departure. Jon Bylsma, chair of PPWNM's board of directors, said, "This organization has achieved much growth and success under Kathy's leadership. Her never-wavering positive attitude, passion, and ability to see every new challenge that Planned Parenthood has faced over the years as an opportunity for growth, change, and progress is an inspiration to everyone in the non-profit world."

Bylsma is an attorney and partner at Varnum LLP in Grand Rapids, and said PPWNM's outstanding reputation is one reason he joined its board four years ago, "PPWNM is known in the community for delivering exceptional health care services and being resolute about its mission of

education, quality care regardless of one's circumstances, and reproductive justice. Those who encounter PPWNM as advocates, patients, or education clients quickly realize they are dealing with quality and sensitivity — which perfectly describes Kathy herself."

Bylsma said the board would begin implementation of the agency's CEO Succession Plan in the near future.

Humphrey has planning to do as well. Looking ahead to the coming year, and indeed, the coming years, she said, "My heart is filled with gratitude and anticipation: the deepest gratitude for the mission and work of which I've been able to be a part for the past 26 years, and for the partnerships and the friendships that I've made along the way; and anticipation about what is to come — my new favorite phrase is "imagine the possibilities!"

Whatever the future holds, one thing is for sure, said Humphrey, "Planned Parenthood will be in my heart forever."

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After successful spring events in Grand Rapids and Marquette, PPWNM celebrated its Healthy Families fundraisers in Petoskey, Traverse City, and Muskegon (left to right) in the summer and fall.

ABOUT THIS PUBLICATION

This biannual newsletter is meant to provide updates about PPWNM, and information to aid our supporters in helping to further the cause of sexual health, responsibility, and

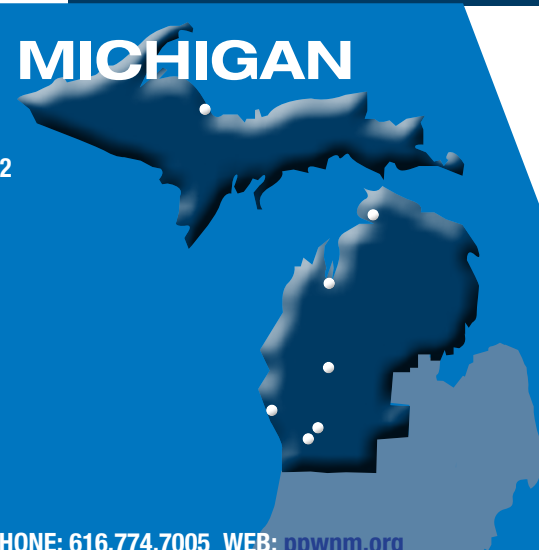
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Please consider making a gift to PPWNM that will help offset the costs of providing this information, as well as our other services. Thank you.

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SERVING WEST & NORTHERN MICHIGAN

- **Big Rapids Health Center:** 110 Sanborn Ave., Suite B, Big Rapids, MI 49307, 231.796.8612
- **Evenson Health Center:** 3641 Byron Center Ave. SW, Wyoming, MI 49519, 616.531.3070
- **Irwin/Martin Health Center:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.459.3101
- **Marquette Health Center:** 1219 N. Third St., Marquette, MI 49855, 906.225.5070
- **Muskegon Health Center:** 209 E. Apple Ave., Muskegon, MI 49442, 231.724.4415
- **Petoskey Health Center:** 1003 Spring St., Petoskey, MI 49770, 231.347.9692
- **Walker Health Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844



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