

UPDATE

A Newsletter of Planned Parenthood Association of the Mercer Area, Inc.

AN EPIC YEAR IN THE FIGHT TO DEFEND ACCESS TO REPRODUCTIVE HEALTH CARE

January 22, 2011 marked the 38th anniversary of *Roe v Wade*, the Supreme Court decision which decriminalized abortion in the United States. Over twenty staff, board members, activists, and volunteers braved the cold to commemorate the anniversary in our annual Honk and Wave in Princeton.

This year's anniversary kicked off an already epic year in the fight to defend access to the full range of reproductive health care options. Like no other year in recent history, 2011 has not only seen abortion rights re-emerge as a hot button issue, but also issues over access to contraception and basic health care services.

All 50 states have introduced anti-choice legislation

Legislatures in all 50 states have introduced anti-choice legislation since the start of 2011. Particularly draconian is a new law in South Dakota which forces a woman to wait

72 hours before obtaining abortion care. In the interim, she is required to obtain 'counseling' from an anti-choice crisis pregnancy center. These are unregulated, typically unlicensed facilities run by private groups whose main goal is to discourage women from seeking abortion care; they have been known to use misinformation, intimidation, and lies to further their agenda. Planned Parenthood and our allies are planning on challenging this anti-woman legislation in court.

Attempts to completely defund Planned Parenthood

Equally disturbing is the recent attempt by elected officials on the federal level to completely defund Planned Parenthood. Emboldened anti-choice leaders in the U.S. House of Representatives introduced legislation which would prohibit all Planned Parenthood affiliates from receiving any federal funding for preventative health care services like contraception and cervical cancer screenings; no federal funding has paid for abortion care since the passage of the Hyde Amendment in 1976. Fortunately, our pro-choice champions in the U.S. Senate listened to the tens of thousands of women and men who stood up for Planned Parenthood and defeated this attempt to make family planning services inaccessible to our communities.

Despite the heartening defeat of anti-family planning legislation on a national level and – moreover – the groundswell of support for Planned Parenthood across the country and the globe – there is still cause for concern.

Pro-choice champions in the U.S. Senate listened to the tens of thousands of women and men who stood up for Planned Parenthood.

There are 370 plus anti-choice bills (current as of this writing) wending their way through the state legislatures in every state. For the second year in a row, New Jersey Governor Christie has completely eliminated funding for family planning services in his state budget, further risking the ability of providers like Planned Parenthood to provide health care services to low-income women and their families.

For the most up-to-date information and action you can take to help Planned Parenthood continue to provide high quality, confidential reproductive health care services, please visit www.plannedparenthood.org or find us on Facebook at www.facebook.com/plannedparenthoodmercer.

WILL YOU STAND WITH PLANNED PARENTHOOD?

Dear Valued Supporters:



CONTACT:

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These are challenging times for Planned Parenthood. Though Planned Parenthood has survived a defunding attempt at the national level, the effort to defund Planned Parenthood at the state level is alarming. Governors and/or state legislatures in Wisconsin, Tennessee, North Carolina, Minnesota, Texas, Indiana and Kansas are well on the way in their defunding efforts. In all seven of these states the efforts are targeted at reducing funding that is solely used for preventive health care and birth control services. In Oklahoma, the state legislature attempted to eliminate funding for a program that provides low-income women, infants and children free nutrition education and vouchers to purchase food and baby formula for the simple fact that Planned Parenthood housed the program. This Planned Parenthood site does not provide abortions but does provide information on abortion to patients who request it.

Here in New Jersey, for the second year in a row, Governor Christie has eliminated all funding for family planning services. As a result of last year's cuts, family planning health centers in Dover, Brown's Mill, Mount Holly, Cherry Hill, Millville and Bayonne have closed their doors. All of the funding that was cut was dedicated to preventive services and the provision of birth control. The ironic and tragic consequence of this cut in family planning funding is that those who oppose abortion will themselves be the cause of the increase in the rate of unintended pregnancy - which will result in either more abortions or more women having children at a time in their lives when they had not planned to.

The state of New Jersey must realize that spending on family planning is fiscally responsible. On May 19, 2011, the Guttmacher Institute released a report revealing the cost to the taxpayer of unintended pregnancy. **For New Jersey, the public cost for births resulting from unintended pregnancy is \$283,000,000 annually**, and that data was collected for 2006, which was prior to the Christie cuts. The cost for the nation is more than \$11 billion each year.

In their fervor to eliminate access to abortion in this country, the anti-choice movement has decided that eliminating Planned Parenthood is their primary goal. And while we are proud abortion providers, abortion represents 3% of the services that we provide nationally. The other 97% of our work is dedicated to ensuring that women and men are healthy and that women become pregnant at the time of their choosing.

In short, Planned Parenthood is 97% family planning and 3% abortion.

We look to you, our donors and supporters, to help us protect all of the people who come to us for services. Whether it is the newly-unemployed twenty-five year old woman who comes to us for her annual exam and cervical and breast cancer screenings or the mother who brings in her seventeen-year-old daughter for education on avoiding pregnancy, we plan to be here to meet the needs of our community. With your help we will weather this storm and ensure that women and their families get the care they need and the right to decide if, when and how many children they desire.

Xan Blake
President & CEO

Latino Outreach

At Planned Parenthood, we take pride in our responsiveness to the needs of our community. One example of this is the development and success of our work with Mercer County's Latino community.

According to the 2010 U.S. Census data, the Hispanic population is on the rise. The number of Hispanics in Trenton increased by more than 10,000 during the last decade, from 18,391 in 2000 to 28,621 last year, a 55.6 percent jump. The group officially eclipsed the number of white residents in the city by more than 1,000.

We are aware that many in the Latino community face significant barriers in accessing reproductive health care. For example, the rate of cervical cancer in the United States is about twice as high among Latinas than among non-Hispanic whites, and the death rate due to cervical cancer is

In 2007 the national birthrate for Hispanic teenagers was 3 times that of non-Hispanic white teenagers.

about 50% higher for Latinas. These disparities are thought to result from low rates of pap testing and failure to follow up with treatment. In addition, the rate of unintended pregnancies for Latinas is almost two times what it is for white women. In 2007 the national birthrate for Hispanic teenagers was three times that of non-Hispanic white teenagers. In New Jersey there is even greater disparity.

In response to the increase in population and the grave need for access to health care services in the Latino community, Planned Parenthood

has employed a staff member for the past five years who conducts education and outreach within the ever-growing Latino community in Mercer County. She oftentimes works with recent immigrants who are unaware of their right to health care or even how to access health care (many are immigrants from countries where reproductive health care is completely inaccessible or – in many cases – legally limited). Latino patients often cite language and cultural

The death rate due to cervical cancer is about 50% higher for Latinas.

differences as a barrier to getting the assistance they need. Other barriers include cost, transportation and fear of unknown medical procedures. Our outreach coordinator provides all of her programs in Spanish and English and is particularly sensitive to the needs of those becoming acquainted with a new country and culture.

Our engagement with the Latino community extends into our health centers – all of our health care services are provided in both Spanish and English, as well as all of our patient literature and forms. We also conducted our first bilingual advertising campaign in 2010 with bus shelter advertisements around the city of Trenton which highlighted Emergency Contraception as a safe and effective way to prevent unintended pregnancy. We are proud to be recognized as the area's leading resource in bilingual/bicultural reproductive health services and education.

A Win-Win Situation

Experience the satisfaction of contributing to Planned Parenthood during your lifetime while still receiving an income from your gift.

You can earn up to 9.8% with a Planned Parenthood Charitable Gift Annuity.

A Charitable Gift Annuity provides a fixed income for life (based on your age), an immediate charitable tax deduction, and may reduce your taxes. Besides the security of receiving a steady income stream for the rest of your life, you can have the satisfaction of supporting the work and mission of Planned Parenthood. It's a win-win situation.

GIFT ANNUITY RATES / SINGLE LIFE

(rates effective 7/1/2011)

AGE	RATE
70	5.8
75	6.5
80	7.5
85	8.4
90	9.8

SAMPLE CHARITABLE GIFT ANNUITY:

One Annuitant, Age 75
Gift \$25,000
Charitable Deduction \$10,406
Annuity Rate 6.5%
Annuity Payments \$1,625/year

MINIMUM AGE:

70 years old

MINIMUM GIFT:

\$10,000 for one annuitant
\$20,000 for two annuitants

Interested in our Charitable Gift Annuity program?

For your free illustration and information on Charitable Gift Annuities, please call Patty Burch Byers at 609-964-7954 or email patty.byers@ppmercer.org.

Grand Re-Opening: Trenton Health Center

We are pleased to announce the grand re-opening of our completely renovated flagship health care center in Trenton. This massive project, funded by generous donors to our capital campaign, has resulted in a state-of-the-art facility.

The outdated facade of the East State Street building has been replaced with a contemporary, eye-catching exterior with a large sign to help the community find Planned Parenthood. In addition, the first floor of the building's exterior has enhanced safety features to secure the staff

and clients of Planned Parenthood. The interior health center has been designed for increased efficiencies, privacy and spaciousness for our clients.

The renovated health center has been very well received by both clients and staff. "We are so fortunate to be able to offer our clients a high quality health center environment that matches the high quality care we have been providing for decades," commented Vice President of Health Services, Allison Howe.

JOIN US AS WE CELEBRATE
*the completed renovation
of our flagship Health Center*

TUESDAY JUNE 14, 2011
6:00 – 8:00 P.M.
Program – 7:00 p.m.

*437 East State Street
Trenton, NJ 08608*

*RSVP by June 10th to the
Development Office
609.964.7955
info@ppmercer.org*

Stand On The Brand

For too many years, our brand has been defined by a small, but very vocal, opposition. By utilizing a strong brand voice and brand image, we can show our communities who Planned Parenthood really is, the breadth of services we provide, the people we serve and stand up for, and the great work we do every day to build healthier communities.

Planned Parenthood affiliates nationwide are introducing a new brand tagline, "Planned Parenthood | WE'RE HERE." as well as a new advertising campaign, "Someone You Know . . ."

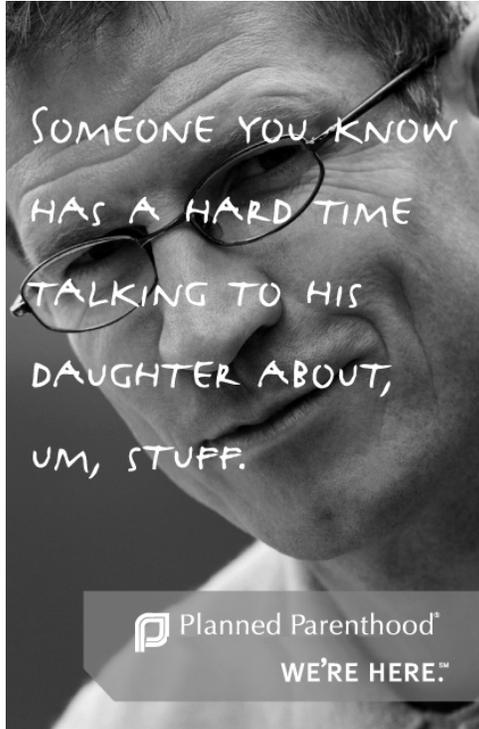
This campaign is designed to capture, promote and strengthen our brand promise. We look forward to sharing elements of the campaign with you in the coming months.



Someone you know is planning her pregnancy.

Planned Parenthood®
WE'RE HERE.™

Well-woman exams · Family planning · Breast health care
HIV testing · Emergency contraception · Cancer screenings



SOMEONE YOU KNOW HAS A HARD TIME TALKING TO HIS DAUGHTER ABOUT, UM, STUFF.

Planned Parenthood®
WE'RE HERE.™

Comprehensive sex education · Training for professionals
Parent education · Community outreach · Peer-to-peer education
betterthansexED.org hotlines



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If you're one of the 1 in 5 American women who's been helped by Planned Parenthood, raise your hand.

For months, Planned Parenthood and the women, men, and teens who rely on us have been under attack like never before. Extreme anti-choice groups and their allies in Congress have tried to bar Planned Parenthood clinics from all federal funding. They have sought to discredit the doctors, nurses, and medical staff who dedicate their lives to improving women's health. They have flooded the media with attacks not only on Planned Parenthood health centers, but also the women who turn to these clinics for basic care.

If you are among the three million women, men, and young people who turn to Planned Parenthood for preventive health care each year: Raise your hand. If you have a family member or best friend who has ever been cared for at a Planned Parenthood health center: Raise your hand.

If you believe in the lifesaving health care our doctors and nurses provide each year – one million Pap tests, 830,000 breast exams, and four million HIV and STD tests and treatments: Raise your hand. If you believe that Planned Parenthood health centers should not be shut down: Raise your hand. If you believe that we must stop congressional efforts to put Planned Parenthood out of business: Raise your hand.

Raise your hand. Raise it now.

To find out how to help and give, go to www.raiseyourhand.org

Planned Parenthood Federation of America
434 West 33rd Street
New York, NY 10001

 Planned Parenthood® | WE'RE HERE.™
Standing with women and families since 1916

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