

PPWNNM

connection

Winter 2011

Meet the New Board

These are trying times. The entire country is buffeted by extremism on both the right and the left. Based on the latest teen pregnancy rates, it is clear that the abstinence only programs have been without success. Now, more than ever, the country needs a health care organization that is open to all people, regardless of their ability to pay; one that provides essential, prevention based health care; informs and educates with the truth rather than some religious or moral bias; and continues to help all without passing judgment on any. That organization is Planned Parenthood.

I am delighted to be your new Chair and urge all of you to help us continue our efforts to make this organization a better one.

I would like to thank three board members who have just completed their terms for their help in many ways during the past few years: Mary McDonald Barnum and Dianette Hight of Grand Rapids and Susan Peimer of Marquette. Thank you for your service.

Equally as important, our current Board of Directors (listed at right), including five new members, now has the responsibility of moving forward and seeing to it that PPWNNM prospers, serving more people throughout west and northern Michigan than ever before. Thank you for your commitment to our future.

As the need for Planned Parenthood's services continues to grow, I am certain that these dedicated board members will see to it that we rise to the occasion. Together, with our extremely talented and committed staff, we look forward to the challenges before us and we will grasp the opportunities as they come so that PPWNNM continues to fulfill its mission.



PPWNNM Board Chair
Bob Eleveld

FY2010-11 Board of Directors

Claudia Bajema, Grand Rapids
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Beth Casady, Marquette*
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Kristen Ray, Grand Rapids
Miriam Schulingkamp, Walloon Lake*
John Sebastian, Grand Rapids
Michael Williams, Grand Rapids
Tony Zimmermann, Grand Rapids

* New members (learn more about them on page 6)

Our MISSION:

To promote and ensure reproductive and sexual health, responsibility, and freedom.

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"Click" for your Connection

If you are not already on our mailing list, and you would like to receive an electronic copy of this newsletter, please let us know! E-mail your request to donations@ppwnm.org. Include your name, phone number, and the personal e-mail address where you would like to receive the *PPWNNM Connection* and *Annual Report*.

New Computer System Benefits Clients

As of November 8, 2010, all eight PPWNM health centers have transitioned to new medical computer software called MTrak. This was the final step in transitioning after merger in late 2007 from two separate software systems to one, and from seven separate databases to one database that all centers access. This means that a PPWNM client can now seek services at any of our clinics, and staff have access to that client's prior services and related data from any PPWNM site (without having to access the client's paper chart).

"The new MTrak system also makes it easier for us to track the necessary data needed for required reporting, and allows us to bill our clients and manage third party claims much more effectively and efficiently," said Diane Brady, PPWNM COO. "It's already a big time-saver, and we expect it to be a money-saver in the long run."

Current MTrak capabilities include:

- Easy access to all client data
- Standardized data reporting
- Customizable reports for prioritized data outcome measurements
- Customizable fields for client data collection
- System print outs of client invoices (with regular monthly billings)

- Simple access to manage third party claims (i.e. uploading, submitting, and recording/transferring payments)

Soon to come in MTrak:

- Staff scheduling
- Client appointment scheduling
- "No show" reports
- Further development of productivity reports

Welcome Back Dr. VerBerg!

Longtime friend of Planned Parenthood and former Planned Parenthood of Northern Michigan Medical Director for 25 years, Dr. Daniel VerBerg, has been named PPWNM Ultrasound Director in Petoskey. The Petoskey Center is the only PPWNM health center to conduct ultrasounds. Nurse Practitioner Shelley Paulsen is certified to perform the procedure, used to determine how long a woman has been pregnant. In his new role, Dr. VerBerg will be responsible for reviewing those ultrasound charts.



Dr. VerBerg receives PPWNM's Founders' Award in 2009. With Board Member Sandra McClurg, President/CEO Katherine Humphrey.

Am I Pregnant? Tool Helps Answer Timeless Question

Planned Parenthood Federation of America has launched a new online tool to help women answer the age-old question: "Am I pregnant?" The widget — named "Am I Pregnant?SM" — asks users a short series of questions in a dynamic interactive format about whether or not they've had sex; if they use birth control and if so, was it used correctly; if they would like to be pregnant at this time; and other questions. Based on each individual's answers, the online tool



helps women determine when to take a pregnancy test. For women that indicate they do not want to be pregnant at this time, the tool helps them determine if emergency contraception may help them prevent pregnancy. The tool also allows women to locate pregnancy testing or contraceptive services in their area. The new widget is provided for informational purposes only, and does not constitute medical advice, diagnosis, or treatment. Find it at plannedparenthood.org.

Client Voices

"For many years I used Planned Parenthood for all of my female health needs. Planned Parenthood gave me access to well-woman visits, pregnancy tests, and educated guidance of my choices as a woman. I would not have had any health care without them."

~ Holly, Rockford

"Planned Parenthood is a wonderful program. I took their Peer Education class and that was an amazing experience I would never trade. The class taught me more than I can ever describe and then I went around teaching others. To this day my friends are impressed about how much I know."

~ Kayleigh, Big Rapids

"As a young professional, I am struggling daily. I have health insurance, however, pregnancy prevention care is not covered. Planned Parenthood provides much-needed services and fills a void left by most insurance providers for discounts based on income for pregnancy prevention resources."

~ Lia, Cadillac

"I've been coming to Planned Parenthood since I was 16. Michelle at the Evenson clinic has been a saint. She's always so helpful and accomodating. Just thought someone should know."

~ Megan, Rockford

"I didn't have any insurance or money when I moved back to Petoskey in 2009. I went to Planned Parenthood for my check-up and the staff was so helpful and nice. And they approved me for Plan First! to cover the cost of my care."

~Jacqueline, Petoskey

Fighting Back Against Bullying in Schools

Bullying issues in schools have made headlines across the nation this year. Now the government is even getting involved. In a recent announcement sent to more than 20,000 schools, school districts, colleges, and universities, the Department of Education and the Office for Civil Rights asks schools to take the necessary steps to end harassment in schools, and eliminate hostile environments. It also reminds schools that in severe cases, the Department of Justice may become involved, and schools risk losing funding.

Federal officials are not creating new policies, but rather clarifying that civil rights statutes that protect students from discrimination include protection of LGBTQ students from harassment for "failing to conform to sexual stereotypes." In the coming year, the Department of Education will begin workshops nationwide to train school administrators on anti-bullying measures.

Talking the Talk About Sex

Advice from Planned Parenthood's Dr. Vanessa Cullins

Question: Help! My child was caught watching porn at a friend's house. How do I talk to her about what she saw?

Answer: Even though it is illegal for minors to purchase pornography, young people are very likely to encounter it before they become adults. So, parental guidance is very helpful. The most important thing kids need to know about pornography is that it most often does not depict reality. It may also lead to unrealistic expectations about sex and sexuality. Adolescents want to know what is normal, and they want to know if they are normal. They need to know that most of the pornographic images they encounter will not be normal in three important ways.



First: the models or actors in pornographic images are often chosen for abnormally large sex organs and breasts. Their bodies are cosmetically, and often surgically or hormonally, enhanced. And their images are often altered in the printing or photographic process. Hair and blemishes are removed. Musculature and facial features are highlighted. And teeth are straightened and whitened. We can let our kids know that they will grow up to have healthy sex lives without looking like this.

Second: in staging sexually explicit scenes for the camera, models and actors often take fairly uncomfortable positions to allow their sex organs to be seen while having sex. This makes the sex acts themselves quite unrealistic. We can let our kids know that they should not expect sex to be like this in real life.

Third: a lot of pornography is tailored for individuals who have quite a narrow range of sometimes uncommon sexual preferences. We can let our kids know that they should not expect themselves to find all pornographic images interesting or arousing.

Finally, we need to acknowledge that many healthy, caring adults use pornography. Most of them use it to enhance their sex lives knowing that it is much more about fantasy than it is about reality.

PPWNM has an established anti-bullying program, Healthy Peer Relations (HPR), which teaches 4th to 7th grade students anti-bullying techniques that focus on promoting and encouraging by-standers to take a stand against the bully. In the Traverse City and Petoskey areas, PPWNM education specialists are working to establish programs for other grade levels and for school staff and administrators, as well as a program on cyber-bullying. PPWNM hopes to encourage more schools to adopt anti-bullying policies, and more teachers to establish a school environment where students feel safe reporting issues. "We hope to get students involved in taking back their schools from the bullies and in taking a stand when they see someone being harassed," said PPWNM Education Specialist Caitlin Koucky.

Parents: Get tips for talking to your kids about sex, answers for their toughest questions, ideas for family activities that encourage communication, and more! Log on to ppwnm.org.

SAFER CHOICES PROJECT: Teens Wanted for Winter Sessions

PPWNM is now enrolling for winter 2011 sessions of its Safer Choices Project (SCP) in Grand Rapids.

Programs will be held at PPWNM's Cherry St. location, and at Plymouth Congregational Church. The Cherry St. sessions will be held after school, with times and dates to be determined, based on student availability. The Plymouth Church sessions are scheduled for four Sundays in a row, from noon to 4 p.m. beginning January 16, 2011.

SCP is a 15-hour comprehensive sexuality education program for teens, which provides information and skills to help them make safer choices when it comes to their relationships and their bodies. The Project focuses on: anatomy and physiology, parent/teen communication, healthy relationships, abstinence skills, birth control, and sexually transmitted infections.

Teens who complete the course receive a \$25 gift card. Parents agree to attend a parent session and receive a free Parent Toolkit of resources that encourage communication with their teens after the class.

Any interested young people in Kent County ages 12-18 are invited to apply by going to ppwnm.org to print off an application, or by calling 616.774.7005 to receive one in the mail.

Safer Choices Project
A teen pregnancy prevention initiative



2011 Advocacy Campaign:

Birth Control Matters

Did you know more than half of young adult women say that birth control is so expensive they have a hard time paying for it? It's hard to believe, but it is true.

Out-of-pocket costs for birth control can be very expensive, especially for many young and low-income women, and can result in women using birth control inconsistently or not at all. Co-pays for birth control pills typically range between \$15 and \$50 per month.

Birth control is basic, preventive health care, but 55 percent of women age 18–34 report that there has been a time when the cost of prescription birth control was so prohibitive, they did not use birth control consistently. It's no wonder the U.S. has one of the highest rates of unplanned pregnancy in the developed world.

As part of the health care reform law that passed Congress last spring, new health insurance plans will be required to fully cover women's preventive health care services with no co-pays to their members. Simply put, this means that women will no longer need to pay out-of-pocket fees for preventive health care.

As it should, the law explicitly puts lifesaving mammograms for detecting breast cancer and Pap tests for detecting cervical cancer on the list of services that must be provided to patients with no out-of-pocket fees. However, prescription birth control was not automatically put on the list. To determine whether the government should put prescription birth control on the list, it has asked a panel of medical experts to study this matter and make recommendations about which other preventive health care, including birth control, should be included as women's preventive care with no out-of-pocket co-pays.

We have the power to make sure women can get prescription birth control without high costs getting in the way. We have the power to make sure that women will no longer be forced to choose between paying for birth control and paying for school or rent.

You can make a difference at this crucial time! Join Planned Parenthood's Birth Control Matters effort to make prescription birth control available without co-pays, enable women to choose the method that works best for them, and reduce the number of unintended pregnancies. Sign the petition at birthcontrolmatters.org.



The Planned Parenthood Promise

Creating hope for humanity:

The power to dream, to make choices, and to live in peace with the planet.

Volunteer spotlight



We're always on the look-out, but it's not often that we find a "wonder-gem" of a volunteer. However, we have that in Taylor Wondergem. (Yes, that's really her last name!)

Taylor initially was introduced to PPWNM as an episodic volunteer helping with the 2009 End of Year mailing. In April 2010, Taylor became an official PPWNM volunteer and a founding member of our young adult advocacy group, JET.

In the time she has been with us, Taylor's dedication to, and passion for, the Planned Parenthood mission has exceeded expectations, "If I could have eight of Taylor, I would have the best group in the country!" stated Dani Vilella, PPWNM public affairs specialist, who oversees the JET group.

"Volunteering for Planned Parenthood has given me the opportunity to advocate for issues I am passionate about, such as women's reproductive rights," said Taylor. "Through my involvement with JET, I have been able to enrich my advocacy skills while also promoting reproductive health and education."

Taylor is a full-time psychology student at GVSU who plans on attending graduate school for a master's degree in human sexuality.

If you would like more information about our volunteer program or JET, e-mail volunteers@ppwnm.org.

Stay Informed Stay in Touch

You don't have to wait for the *PPWNM Connection* to stay informed. Just subscribe to our RSS feed so you can receive updates about what's being posted on our website, ppwnm.org. Or, like us on [Facebook](https://www.facebook.com/ppwnm) or follow us on [Twitter](https://twitter.com/ppwnm) for up-to-the-minute messages.



PPWNM Donors Surpass Fundraising Goal!

PPWNM is thrilled to announce that supporters have surpassed the agency's \$1 million dollar annual fund goal! Total raised through donations for fiscal year 2009-10, which ended September 30, is \$1,025,000, a record for PPWNM.

"This amount accounts for nearly a quarter of our annual revenue, so these donations are vital to our ability to provide health care to some of the most vulnerable members of our communities," said Jim Norton, PPWNM vice president of resource development. "On behalf of our clients, I want to thank all of our 2,025 supporters who made donations last year."

In addition to surpassing the fundraising goal, the number of PPWNM supporters has grown nearly 18 percent over the past two years, in the midst of economic downturns. "It's very rewarding to know that people understand the critical need, and the value of our services; but also that they trust us to be good stewards of their gifts." In fact, 85 percent of money raised by PPWNM goes directly toward providing services.

PPWNM also secured \$155,000 in grant commitments from 23 different private foundations in FY09-10. Norton again credits PPWNM supporters for their role in securing some of that funding, "Our donors have been great about making us aware of other opportunities and sources for income that are available in our communities. We certainly appreciate, and encourage, that kind of input."

Norton added that work is already well underway for another big year, and PPWNM is optimistic that community support will continue to grow in 2011.

Holiday Cheer

PPWNM celebrated another great year with its popular donor thank you receptions.

In Traverse City Betsy and Scrub Calcutt opened their home to graciously host 76 supporters on December 8. This year the winter weather didn't seem to deter many guests, including long-time supporters and a number of new faces.



Traverse City Reception

The Grand Rapids reception was held December 9 at the University Club. 180 guests attended the event, graciously underwritten by Meg Goebel, and Kyle and Win Irwin. Kyle explained to the crowd that it was Win's mom who instilled the importance of Planned Parenthood into the family, "And now as a grandma, I'm looking at the fourth generation of Irwin family Planned Parenthood supporters," she said.



Grand Rapids Reception



PPWNM staff and guests



The Petoskey Donor Appreciation Reception will be held Friday, February 4, 2011, at the Harbor Springs History Museum.

Muskegon Supports Healthy Families

Unusually mild and sunny late-fall weather greeted about 50 guests of PPWNM to the lakeshore in Muskegon on November 11 for the community's first-ever Healthy Families Luncheon. Longtime supporters invited friends, family members, and co-workers to enjoy lunch and the opportunity to learn more about PPWNM's return to the area.

The luncheon took place at GVSU's Michigan Alternative and Renewable Energy Center, and featured a wonderful citrus chicken salad with fruit and bread catered by local favorite The Hearthstone.

Patti Groessl of Harbor Psychological Associates served as emcee, introducing PPWNM's President/CEO Kathy Humphrey, who thanked supporters; and VP of Medical Services Bridget White, who shared the personal stories of several clients who have visited the Muskegon Center since it reopened last spring.

Former client Tambyla Cobb shared her story of giving back to Planned Parenthood, 24 years after

first becoming a client, by recently writing a grant for PPWNM for a college course, which was approved. PPWNM will receive \$4,600 from the Community Foundation for Muskegon County for HPV and HIV testing for low income women in Muskegon County in 2011.

Early returns showed the first-time Muskegon Luncheon raised more than \$3,600. Organizer Janet Carbonneau-Jones hopes to build on that momentum in the Muskegon community next year, "It's such a warm and welcoming community. We are thrilled that we have been able to return to providing services in Muskegon in 2010, and that we are reconnecting with our supporters there."



Luncheon attendees prepare their donation forms.

PPWNM Board of Directors

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Charles W. Newton III, MD

*Newsletter Editor/
Director of Communications*
Julie McKeiver

New Board Members

Beth Casady of Marquette is the Director of Operations & Government Relations for Upper Peninsula Health Plan. She is a member of the PPWNM-Marquette Development committee and has been involved with the Healthy Families Luncheon. She has also served as a board member for several organizations in her community. Beth “believes in reproductive freedom and sex education that is based in truth.” With her background in health care operations and government relations, she will contribute much in terms of strategic planning, coalition building, and advocacy.

Hilary Grant of Spring Lake is “deeply committed to women’s rights and the reproductive health and freedom of all people.” She went door-to-door in Ottawa County for Obama’s Presidential campaign. She has also volunteered for C3 Exchange and Fred Johnson’s campaign for Congress. Hilary graduated from Butler University with a B.A. degree in Spanish and International Studies. She works as an Administrative Assistant for Anlaan Corporation, a heavy highway contracting company. As a new board member, Hilary “hopes to learn more about the goals of PPWNM and to do whatever she can to help achieve them.”

Rachel Mraz of Grand Rapids is passionate about Planned Parenthood’s mission. She is a Wealth Management Advisor with Merrill Lynch and has a Masters Degree in Financial Services with a concentration in Philanthropic and Tax Planning. She is a young, accomplished professional, business and community leader, and philanthropist. She has served on many boards and committees and looks forward to “contributing her perspective on women’s access to health care, board experience and knowledge in the area of finance with PPWNM.”

Dr. Sylvia Mupepi of Grand Rapids is a Professor of Maternal Child Nursing at GVSU Kirkhof College of Nursing. She is a certified Nurse Midwife, Community/Public Health Nurse, and Adult Health and Nurse Educator. She looks forward to “sharing her knowledge and experience of working with diverse and vulnerable populations to improve the quality of life for the clients served by PPWNM.” She has worked with international organizations to gain insight into health and socially related problems that Planned Parenthood addresses. Sylvia is “committed to social justice.”

Miriam Schulingkamp of Walloon Lake is an international trade attorney with many hours of community service in areas ranging from the arts to health care. She currently serves on the Northern Michigan Regional Hospital Foundation Board and has held a number of leadership roles in various organizations. She is also a member of Hestia, a women’s giving circle in Petoskey/Harbor Springs and chairs on their committee to review grant requests from nonprofit organizations including PPWNM. She and her husband David are the proud parents of three children Thomas, 21, Lashley, 19, and Rachel, 14. Miriam is “very concerned about the future of women’s reproductive rights and has become keenly aware of the importance of Planned Parenthood for the health care of local women.”

This publication is meant to provide updates about PPWNM and information to aid supporters in furthering the cause of reproductive rights for all. If you have comments, corrections, or suggestions please call our Director of Communications at 616.774.7005, or e-mail publicrelations@ppwnm.org. Please consider making a gift to PPWNM that will help offset the costs of providing this information, as well as our other services.

Serving West and Northern Michigan

- **Administrative Headquarters:** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.774.7005
- **Big Rapids Center:** 110 Sanborn Ave., Suite B, Big Rapids, MI 49307, 231.796.8612
- **Cherry St. Center (Irwin/Martin):** 425 Cherry St. SE, Grand Rapids, MI 49503, 616.459.3101
- **Evenson Center:** 3641 Byron Center Ave. SW, Wyoming, MI 49519, 616.531.3070
- **Ionia Center:** 175 E. Adams St., Ionia, MI 48846, 616.527.3340
- **Marquette Center:** 1219 N. Third St., Marquette, MI 49855, 906.225.5070
- **Muskegon Center:** 209 E. Apple Ave., Muskegon, MI 49442, 231.724.4415
- **Petoskey Center:** 1003 Spring St., Petoskey, MI 49770, 231.347.9692
- **Traverse City Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844

For more information log on to ppwnm.org

