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CHOICE

Text Savvy Teens

WE GIVE TEENS THE TOOLS THEY NEED

by Maureen Kelly & Tammy Miller

In the early days of the education department there was an amazing new technology that added some flair to birth control programs: the film strip and audio tape! You would queue up the film strip, toss the tape into the portable tape machine and push play. With every beep, you would advance the film strip to reveal another color image of a birth control fact. This approach was so exciting, and as always, the education department was dedicated to trying out the newest and most technologically savvy way to provide sex education.

We're doing the same thing today! Our Chemung County teen pregnancy and STD prevention grant from the NYS Department of Health awarded technology funds for projects to provide information about sexual health in exciting new ways to our projectCAP program. This fall, we launched a confidential "text for info" program that puts important information in the palm of your hand. To find the nearest PPSFL health center, anyone with texting capabilities on their cell phone can text "findus" (make sure it's all one word) to 69866 to receive a text back asking for a zip code. Seconds later, they get the phone number, address, and hours for the closest Planned Parenthood. You can also text "intheknow" for helpful sexual health information.

Texting is an interesting topic for many reasons. It has become one of the most effective ways for our staff to get sexual health information to young people, and it's a mode of communication that can evoke anxiety for parents and professionals. The potential for misuse and a good dose of media-inspired fear about "sexting" has generated a lot of attention and discussion. A recently published study in *Pediatrics*, the official Journal of



We love to empower youth with the information they need!

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LETTER FROM JOE SAMMONS, CEO

Dear Friend –

This is the time of year that we look back and reflect on where we've been and begin to look ahead to the challenges and opportunities in the year to come.

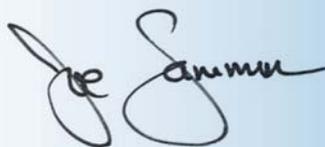
In 2011, we purchased a new health center in Hornell and we plan open our doors in the next few weeks. We sold our administrative office building in Horseheads – a critical part of our Long Term Space Plan to consolidate our offices and serve our community better. We began the long-awaited process of implementation of our new electronic medical records system, which we will complete in 2012. We spoke directly to many of our closest supporters and shared our vision for new health and education centers in Hornell, Ithaca, and Corning that will improve services to our patients while adding capacity to serve our patients in the years ahead. We stood together to fight back one of the most vicious assaults on reproductive health and Planned Parenthood in our history.

Some would say that it simply isn't possible to make big investments in our programs and facilities during the greatest economic recession in generations. Some would say that we couldn't fight back against such well-funded and determined attacks. But one in five women across the country have turned to Planned Parenthood for professional, non-judgmental, and confidential care; and we are the nation's most trusted and respected provider of reproductive health and education services. We have a lot to fight for, and a lot of work to do.

We will continue this work in 2012. From new IT systems to new health and education centers, we will make investments that will improve the services we provide throughout the Southern Finger Lakes. We will take on attacks against reproductive health and the essential preventive services we provide. Nearly 12,000 women and men from our communities will come through our doors to receive high quality health care, regardless of their income or insurance. We will offer almost 20,000 high quality health care visits to people in our communities, regardless of their income or insurance.

As you read this latest edition of our newsletter, I hope you will remember that all of this work is made possible this year and every year only because of your hard work, your spirit, and your support. To all of you – our staff, volunteers, board members, and supporters in the community – thank you for an incredible journey in 2011. I look forward to continuing that journey with you in 2012.

All my best,



Joe Sammons
President / CEO



GIVE THE GIFT OF ADVOCACY

In a better world, every woman would have access to affordable birth control, so she could choose and consistently use the method that works best for her.

In a better world, women facing an unintended pregnancy would have access to safe, legal abortion care and the power to choose whether and when to have children.

And in a better world, every young person would receive honest, accurate sex education to help them make informed choices about their bodies and lives.

Unfortunately, the world we live in doesn't always allow us all to meet these essential needs. This past year, we have witnessed the most aggressive legislative attacks on women's health and reproductive rights in a generation. Instead of focusing on jobs and the economy, anti-choice politicians have made it their priority to dismantle women's access to comprehensive health care: birth control, life-saving cancer screenings, testing and treatment for STDs, safe and legal abortion procedures, and a myriad of other services provided by Planned Parenthood.

We rallied our advocates to fight back, and we are not backing down. We made more phone calls, wrote more letters, and made more visits to Albany and Washington D.C. than ever before. We helped stop the federal defunding of family planning services. We demanded that our legislators fight legislation that would have virtually ended insurance coverage for abortion services. We successfully lobbied the Obama administration to recognize that birth control is an essential part of women's health care. With your help, we will do even more in 2012. Help us keep our community safe and healthy by donating to PPSFL today:

- » Check or money order or by credit card - by mail or online at PPSFL.ORG (select PPSFL from the drop down menu to ensure your gift stays in our community)
- » Stocks or bonds
- » Grant through your family foundation or donor-advised fund
- » Charitable gift annuity
- » Name PPSFL as a beneficiary in your will, life insurance policy, or retirement account

For more information, please call our Development Office at 607.796.0220 x309 or e-mail georgia.rennie@ppsfl.org.

GET ACTIVE

- » Interested in activism? Find out more about getting involved. Contact our Office of Public Affairs at 607.216.0021 x229 or action@ppsfl.org.

WE'RE IN LOVE WITH IMPLANON

The buzz in contraception today is long acting reversible contraceptives (LARCs), like Implanon. Tania Villa, a Physician Assistant at our Ithaca health center and our new Tompkins County College Sex Educator, tells us what's to love about Implanon and being an educator.

WHAT IS THE IMPLANT, IMPLANON?

Implanon is a matchstick-sized flexible plastic rod that is inserted in a woman's arm between her biceps and triceps muscles of her non-dominant arm, just under the skin. It contains progesterone which is slowly released into her bloodstream to help prevent ovulation, therefore preventing pregnancy.

WHAT SHOULD WE KNOW ABOUT THE IMPLANT?

The implant is very effective and it prevents pregnancy for 3 years. It is ranked among the top of the list of the most effective birth control methods, being over 99% effective. Implanon does not contain any estrogen, which makes it a great choice for women who are unable to use methods containing estrogen.

A back-up method is needed for the first week after insertion. Then, the patient needs only to occasionally feel her arm to check that the implant is still in place.

The most common possible side effect of Implanon is changes in menstrual cycles. Some women experience unpredictable or irregular bleeding; this is the most common reason some women choose to discontinue using this method. Other less common possible side effects are mood swings, weight gain, headaches, acne, and depression. Patients should talk to their health care provider if they are concerned with any side effects they experience.

This method does not prevent against sexually transmitted infections. Patients at risk of getting an STI will need to continue to use a barrier method with the implant.

The upfront cost of Implanon is more than some other methods that are paid monthly, but PPSFL offers a sliding fee scale, and many insurance plans cover the cost of the implant. If patients are worried about cost, we encourage them to contact us to determine if we can help make this method affordable for them with the sliding fee scale.



WHAT INSPIRED YOU TO JOIN THE EDUCATION TEAM?

I was actually an educator before I went to school to become a Physician Assistant. While working as a clinician for 4 years, I have been amazed by how many people lack knowledge about issues of sexuality. When a part-time educator position opened up, I thought it would be a great way to educate the community about healthy sexuality.

WHAT DO STUDENTS SEEM TO THINK ABOUT LARCS?

I think teaching college students about LARCs makes so much sense, because most of them still have a few years of school left. Why not choose a method that will prevent pregnancy until after graduation? Usually, students are hearing about this method for the first time. Being a clinician who inserts the implant at the health center as well as an educator, I can answer more in-depth questions about the insertion and removal process, along with side effects and contraindications. Women often approach me after programs because they are interested in getting the implant. If I can reach out to people and inform them of very reliable birth control methods and then also help get them into our health centers to start a method that works best for them, I feel like I'm making a difference.

GET CONTRACEPTION

- » Learn more and request an appointment time online at PPSFL.ORG.
- » Contact your nearest health center with questions or to make an appointment.
- » Already have Implanon? Tell us why you love it at facebook.com/ppsfli.

2012 Begins With Political Advocacy

PPSFL Rocks the Day of Action in Albany!

by Casey Martinson

In the midst of a political climate that has become increasingly hostile to reproductive rights and issues of sexual justice, Planned Parenthood supporters have rallied to the cause with a vigor and determination we haven't seen in many years. On January 9th, this uprising was in full force at the annual Day of Action organized by Family Planning Advocates (FPA), the organization that helps to coordinate the political efforts of Planned Parenthood affiliates throughout the state.

According to FPA, there was a record turnout at this year's event, and we are proud to say that PPSFL did its own part to set that record. Two years ago, the delegation from PPSFL was four people. Last year, 23 made the trip on a small bus, and this year, we had 28 people, including a diverse group of staff, board members, and community supporters.

The day started with a rally in the Legislative Office Building with several state political leaders addressing the crowd, including State Comptroller Tom DiNapoli, Speaker of the Assembly Sheldon Silver, Senate Minority Leader John Sampson, and Assembly Member Liz Krueger representing the Bipartisan Pro-Choice Legislative Caucus.

State Senator Andrea Stewart-Cousins got the whole crowd on its feet as she came to the podium. "Every bit of progress we've made," she said, "we've made because we fought, and then we remained vigilant. And that is what we have to do in order to pass on the legacy of freedom."

The PPSFL contingent was especially proud to see Dr. Rachel DeLong at the microphone during that hour. Dr. DeLong, who now heads the state health department's Bureau of Maternal and Child Health, spoke about how she got her start at Planned Parenthood of Tompkins County (PPTC) many years ago. She recalled how the staff at PPTC taught her the fundamentals of compassionate patient care while working in our Ithaca health center.

After a quick pause for group photos, the assembled crowd dispersed for one of the day's most important agenda items: meeting with our elected officials. Our first stop was a meeting with Senator Tom O'Mara.



Our largest group of activists in years proudly represented PPSFL in Albany.



Public Affairs Director Casey Martinson, Board Chair Steve Ruoff and his son, Jesse Ruoff clap in support of the inspiring speakers presenting in The Well of the Legislative Office Building.



PPSFL staff were thrilled to meet Dr. Rachel DeLong (second from left) whose career in public health started at PPTC.

We love our activists!

His district – the 53rd – includes all of Chemung, Schuyler, and Steuben counties, plus Ithaca and a good portion of Tompkins County. That meant that virtually everyone in our local delegation was a constituent, and he was quite impressed to see such a large crowd.

Smaller groups met with Assembly Members Christopher Friend and Barbara Lifton – a dedicated pro-choice supporter of our mission – just before they went into session with the rest of the Assembly for the first time this year. Another group met with staff in the office of Assembly Member Phil Palmesano. In each of these visits, our staff and volunteers helped put a human face on the essential mission of Planned Parenthood and its role in the community.

It was an exciting afternoon for everyone, but especially for those who had never been to the Capitol before. Volunteer patient escort Lee Marcus said, “It was so exciting to see how the process works up close, to get a glimpse of our representatives on their turf, and to tour the capitol building. But the best part was seeing our contingent in action. [It was] all very impressive and empowering...a great way to start the new year!”

The day seemed to fly by, and by 3:00 p.m., we were back on the bus and heading home, literally riding off into the sunset! Although everyone was tired after getting up two or three hours before dawn, there was no lack of life on the bus. In every row, people were laughing and talking about the events of the day. Despite looming challenges ahead, there is no doubt that 2012 is off to a very good start.

Planned Parenthood Advocacy in New York: 2012

Want to know what is keeping our advocates busy this year? Here are our priorities in the New York legislature:

- * **Funding for Family Planning Providers:** Family planning services – including contraception, life-saving cancer screenings, general wellness visits, screening and treatment for sexually transmitted infections, and more – are the core of the work we do in our health centers. In a down economy, more and more people are struggling to afford basic health care. Many of them turn to us because we are committed to providing our services regardless of a patient’s ability to pay. State grants help us keep that commitment.
- * **The Reproductive Health Act (RHA):** When New York repealed its ban on abortion in 1970 – three years before *Roe v. Wade* – it did so by simply striking out the relevant section of the criminal code that made it illegal. Unlike *Roe v. Wade*, it does not guarantee a woman’s right to an abortion if her *health* is in danger – only if her *life* is in danger. We need the Reproductive Health Act to ensure women don’t lose that important right if *Roe v. Wade* is ever overturned. RHA also ensures that women have a right to use OR refuse contraception, and it moves the regulation of abortion out of the criminal code and into medical practice law where it belongs. A modest measure with bipartisan support and the approval of 7 in 10 New York residents, RHA is a measure we need to pass today.
- * **Comprehensive Sex Education:** Our young people deserve comprehensive, medically accurate, sex education that will help protect them from unintended pregnancy and sexually transmitted infections. 77% of New Yorkers support such sex ed in public schools, and it is time to make it a required part of the curriculum state-wide.
- * **The Health Benefit Exchange:** Under the Affordable Care Act, every state is required to have a health insurance exchange where consumers can shop for the best insurance coverage for them. If New York takes prompt action to set up its own exchange, significant federal funding is available to offset the costs involved. But we need to pass legislation to make that happen. New York will lose out on that federal funding if it fails to act, and it would also mean that the federal government will be forced to set up an exchange for us, allowing less local control of the outcome.

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NEED TO CONTACT US?

Health Centers

Corning	962-4686
Elmira	734-3313
Hornell	324-1124
Ithaca	273-1513
Watkins Glen	535-0030

Admin. & Development Offices

Ithaca	273-1526
Horseheads	796-0220

Sexuality Education & Outreach

Tompkins County	216-0021
Chemung County	734-3313
Steuben County	962-4686

Rape Crisis of the Southern Tier

888-810-0093

TRIBUTES

Oct. 25, 2011 - Jan. 23, 2012

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Abortion Theological Work by Darcy C. Baster, MDiv

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We love our donors - thank you!

We Love Our Personal Solicitors

by Alicia Kenaley

They're tenacious, passionate, diligent, and fearless - and they've just had their best year since 2006! We'd like to thank our devoted network of personal solicitors for dedicating their time and resources to the important work of volunteer fundraising for PPSFL.

We rely on our personal solicitor network to help us achieve our annual fund goals. While we are still tallying up the final figures, we already know that between the hard work of our solicitors and the enthusiastic support of our donors, we are likely to exceed this year's annual fund goal of \$270,000 in unrestricted revenue. Unrestricted contributions are critical to the overall functioning of our organization and support of our mission, and help to ensure that every patient receives the quality care they need, regardless of their ability to pay for services.

This past year's personal solicitation effort was led by Kate Potteiger, retired Director of Major Gifts at Cornell University, former Executive Director of Planned Parenthood of Tompkins County, and Planned Parenthood volunteer extraordinaire. Her commitment and enthusiasm inspired staff and volunteers alike to get asking!

Bill Gates once said, "At the end of the day, what draws people to philanthropy is something universal—the connection to other human beings and the desire to make a difference. This is what tugs at people and makes them want to get involved, to imagine how they can help create a better world." Thank you, solicitors, for all that you do to make the world a better place!

TEXT SAVVY TEENS continued from cover

the Academy of Pediatrics, titled "Prevalence and Characteristics of Youth Sexting: A National Study," provides a useful reality check about how teens engage in sexting. Researchers spoke with 1,560 youth ages 10 through 17 to make research-based estimates on youth involvement in sexting. A total of 149 youth (9.6%) reported appearing in or creating nude or nearly nude images or receiving such images in the past year. Of note, only 1 youth reported forwarding or posting the image. Another important distinction is that more teens of those 149 (7.1%) reporting receiving images but did not appear in or create them. While 39 (2.5% of the 9.6%) reported appearing in or creating images. In the face of some earlier and widely cited – yet very flawed – studies that claimed 1 in 5 youth were involved in sexting, this research provides some reassurance and data to the contrary. **The bottom line is simple: the data suggest that appearing in, creating, or receiving sexual images is far from being a normative behavior for youth.**

» "Sexting" generally refers to sending sexual images or texts on a cell phone or other electronic device.

PPSFL educators have developed a program to help teens navigate technology safely and thoughtfully. Using current research and the input of teens, they have provided a fun and interactive lesson on "Practicing Safe Text" to teens all over our region. This lesson will be featured in the upcoming PPGNNJ *Teaching Safer Sex* book published this spring.

Sex educators' role is to help young people be informed and prepared to engage in smart and savvy ways with new technology – while we trust and respect them to make smart and savvy decisions for themselves as well.

WE THANK YOU FOR YOUR SUPPORT!

Our most heartfelt thanks to you for being a friend of Planned Parenthood of the Southern Finger Lakes!

2011 wasn't the easiest year for Planned Parenthood affiliates nationwide, but your support and spirit have made all the difference in helping our affiliate navigate these challenging times and focus on what we do best: promoting healthy sexuality and reproductive choice through exceptional services, honest education, and fearless advocacy.

Your support ensures that we are able to continue to serve as a safety net provider to the people in our community who need us most. Because of you, thousands of people each year receive the care they need, regardless of their ability to pay for services.

Though we've been dismayed by budget cuts and politically motivated attacks on our rights and access to care, we've been inspired by the passion of the many people who have been so generous with their contributions of time, energy, effort, and money. And while we don't yet know what surprises 2012 will bring, we do know that you're there for us. For that we are very grateful.

Happy Valentine's Day from the staff of Planned Parenthood!



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