

A Year of Triumph and Challenge

On July 1st, we celebrated our first year as a merged affiliate, and couldn't be prouder of the ways in which we've grown during these past 12 months. We've have been thrilled at how our staff have come together to make the transition as seamless for our patients as possible. They've have truly gone above and beyond all of our expectations, and are working together in ways both big and small to make sure that our



patients continue to get the best care possible. For one example, you can go to page six and see how our Orlando and Tampa staff came together to provide our patients with the excellent care they deserve and expect, even when our services were disrupted by politics.

And we've had no shortage of political impacts on our work during this first merged year! Last fall, we updated you on the challenges we were facing

as Florida began a baseless, politically motivated investigation into our health centers. We prevailed in our case challenging those investigations, and recently celebrated another vindication—the state of Florida has been ordered to pay for our legal fees from that fight.

That, however, was just the beginning—Florida's 2016 legislative session was particularly aggressive regarding reproductive health. In total, seven bills were sponsored to restrict access to safe and legal abortion. Notably, this included an all-out abortion ban that would have been one of the most extreme in the nation if it had passed.

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Save the date!

**Our first events
of the season
are coming—please
see page 15**

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As we look ahead to our 100th Anniversary as a national affiliate on October 16, 2016, we wanted to share some quotes from our patients and supporters, which are included throughout this issue. These experiences, along with every other one that our patients and education participants have, are why we've been here for the past century, and why we're going to keep being here in the years to come. No matter what.



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MyPlannedParenthood.org

Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida is to provide affordable access to comprehensive reproductive healthcare and accurate health information through patient care, education and advocacy.

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The American poet Robert Frost said, “**the best way out is always through,**” and that succinctly defines where this successful organization finds itself as I write this in this late summer of 2016. With perseverance, three individual affiliates completed a successful merger, withstood heinous media and political attacks, endured unsubstantiated accusations of criminal and administrative wrongdoing from Tallahassee and DC, and suffered through the betrayal of a legislature and the Governor with the passage of legislation that defunded and discriminated against us. We fought back.

Remarkably, almost 12 months later, Planned Parenthood has been exonerated in every state in the country, been found guilty of nothing, and had our funding restored. Through the power of the judicial branch of government, i.e. the Supreme Court of the United States, the federal courts and state courts, and through the brilliant diligence of our attorneys in Florida and at PPFA, justice prevailed.

Through the support of our Board of Directors, our donors, volunteers, and most importantly a very focused and determined staff, we made our budget, kept our doors open and are now readying to move into a year of expansion. This year, we are introducing new services like primary care in Sarasota as well as transgender care and miscarriage management; increasing access to long-acting contraception (LARCS), as well as research and education on Zika; expanding abortion services; providing easy access to patient forms online; identifying new community partners to increase access and more.

It's an energetic time at PPSWCF and after this year of getting **through**, we are **out** focusing on educating voters on our issues because elections have consequences. Just take a look at this past year. Hopefully that will motivate you to take your family and friends to the polls in November.

Onward!

With gratitude and respect,

A handwritten signature in black ink that reads "Barbara Zdravecky". The signature is fluid and cursive, written in a professional style.

Barbara Zdravecky, President/CEO

Move the Dot 2.0 Comes to PPSWCF!

Patients rely on our services and are grateful for them, but in our patient surveys, long wait times are one area in which they've asked us to do better. We are happy to report that we have had great results with an innovative solution called 'Move the Dot,' developed by Planned Parenthood Federation's Business Operation Team. It focuses on creating specific and measurable goals through two unique programs.

The Patient Activity Tracker (PAT) gives us precise information about what's going on in our health center on any given day. It interfaces with our electronic health records program (NextGen), and allows center staff and leadership the ability to conduct real-time tracking and monitoring of a patient's actual visit times from arrival to check-out.

Team Centered Patient Care (TCPC) gives staff the tools to develop improvements in our processes. An intensive intervention tool, it works by increasing productivity and reducing the time patients spend waiting before and during their appointments. PPFA partners with health center staff and leadership to conduct an intensive on-site review of health center operations and to implement immediate changes.

Here's how we've been rolling out these new programs over the past ten months:

In December 2015, our East Orlando staff and Senior Patient Services Director met with a group from PPFA to implement Move The Dot (MTD) 2.0 within the health center. The results were remarkable: average cycle times decreased by almost 40%, from 95 to 59 minutes. The changes came about quickly, but they've lasted! Over the last 9 months, the East Orlando site has been able to consistently maintain cycle times of less than 60 minutes, and the staff are considered "experts" on MTD 2.0 practices.

This June, MTD 2.0 came to the Kissimmee and Lakeland health centers. In the two day on-site training experience, staff from the East Orlando health center were on site to guide and support their fellow staff through the implementation of the changes. Once again, the results were remarkable: staff were able to see a total of almost 3.5 visits per hour compared to a pre-MTD average of 2.5, and decreased their total average cycle time.



Staff from Sarasota and Manatee after mastering their rollouts of MTD 2.0

In July, MTD 2.0 next travelled to our Sarasota and Manatee health centers, where 11 staff, including health center assistants and clinicians, participated in the three-day training. Once again, the results were impressive, as wait time was reduced by 14% and employee morale improved.

In August, just before we sent this issue to our printers, MTD 2.0 arrived in Tampa and St. Petersburg, where experienced staff joined with their two newest coworkers to collaborate on these improvements. Finally, Fort Myers, Naples, and Downtown Orlando will begin using it by the end of the year.

Overall, this program has helped us to reduce patient wait times in health centers, improve communication between front and back health center staff, improve morale of health center staff, reevaluate health center hours and available appointments based on patient cancellation rates, and improve our collection of data. We look forward to more successful patient experiences to come!

At age 23, I was diagnosed with a spot of cancer on the surface of my cervix. The local Planned Parenthood office provided a listening ear, [a colposcopy], and worked with me to do frequent pap smears to be sure the cancer was gone... This is only one of many times I depended on Planned Parenthood for information, support and care. They are and have always been a remarkable organization for women. I stand with them and proudly join the fight to support them.

Thank God for Planned Parenthood. I hitchhiked, then took a bus, a subway, then walked. It was very, very expensive—\$100 in 1973, a huge amount of money for which I owed many people for a long time to come. And that is the annual amount I have donated to Planned Parenthood every year since graduating college (with one exception), in gratitude for the important work only they are doing, helping desperate young women.

"Orlampa" - Health Center on the Move

On July 1, 2016 - one year to the day from our merger anniversary - our Tampa and Orlando staff went above and beyond to be there for our patients.



Due to the legislative barriers that had been put in place by HB 1411, our Orlando abortion patients could not be served in Orlando that day. (Though the bill was put on hold, the preliminary injunction came late in the evening on June 30th. Since patients were going to start arriving in less than 10 hours, we didn't want to change their appointments again.)

Instead, our Orlando staff packed up and headed over to Tampa! The team called themselves "Orlampa" and worked in unison to provide dual GYN/abortion services to our patients that day. The two teams worked together seamlessly to provide services to many PPSWCF patients.

Expanding our Services

We are very excited to announce that as of August 1st, we are now able to offer medication abortion—also known as abortion by pill—up to 10 weeks gestation. This will allow patients to access this service for an additional week without a price increase. We currently provide both medical and surgical abortion services in our Naples, Fort Myers, Sarasota, Tampa, St. Petersburg, Kissimmee, and Downtown Orlando sites, and are proud to be offering more options to our patients.

I have always been - and will forever be - grateful for Planned Parenthood, that little clinic in the plaza over the bridge where I grew up in South Florida, thankful that there was a place like that for someone like me who desperately needed affordable care and a kind ear to listen and help me understand what was going on with my young body. I know that my story isn't the only one; I know there are so many others who have benefited from the care they received. I don't know what I would have done back then so many years ago without them.

Planned Parenthood offered me information, resources, and the ability to make good and responsible choices when it came to my sexuality and my sexual health as a woman. I was poor. I needed help. Planned Parenthood made it possible for me to become who I am and accomplish what I have. They saved my life.

A Year of Firsts

SOURCE Productions is hard at work on our first feature film - *The First Time Club!* Adapted from our SOURCE Teen Theatre's play, this movie is about a group of teenage friends in a secret world of adventure, love, and betrayal. Exploring such themes as coming out, dating, sexually transmitted infections and HIV, *The First Time Club* is an intimate portrayal about teens whose friendship is tested when one of them becomes infected with HIV.



This project is a big undertaking: the crew of 12 includes a cinematographer, assistant director, sound technician, lighting gaffer, key grips, and digital colorist; the cast includes more than 60 young adults; and Artistic Director KT Curran is helping the project as its writer, producer, director and editor.

The movie is being filmed in multiple locations across Sarasota and Manatee counties. Plans are to tour the film to festivals across the US, and to then make it available online and to schools and youth groups across the country to help stop the spread of HIV in our youth. As of February this year, Florida was listed as having the most new HIV infections of any state. After some controversial revisions to the data by state officials, which removed more than 1,500 cases, we now rank third in the country for new HIV infections.

NATIONAL RECOGNITION

Central Florida's Reverend Bryan Fulwider was recognized at this year's PPFA National Conference as the recipient of the Reverends Betsy M. and Thomas R. Davis Distinguished Clergy Award.

The Davises devoted their lives to supporting reproductive choice and women's health. This annual award honors a religious leader who has made significant contributions to a local affiliate and to advancing the Planned Parenthood mission.



Rev. Fulwider has served for more than 30 years as an ordained minister in both the United Methodist Church and the United Church of Christ. He lectures and writes widely on interfaith and diversity issues, and teaches in a variety of areas, such as "Inter-Diversity," leadership, and sexual orientation and faith.

In 2012, with his friends and colleagues Rabbi Steve Engel and Imam Muhammad Musri, he founded the weekly radio show "Friends Talking Faith with The Three Wise Guys," which he co-hosts. Additionally, he is the founding President/CEO of the nonprofit Building US.

His involvement in the community also includes being the chairperson of the Interfaith Council of Central Florida, as well as serving on the boards of a number of local organizations, including The Innocence Project Florida and Habitat for Humanity Seminole County and Greater Apopka.

Throughout his ministry, Rev. Fulwider has been a strong supporter of Planned Parenthood's work. In Little Rock, Arkansas, he sat on Planned Parenthood's clergy advisory committee, he often speaks at Planned Parenthood events, and he has counseled many through the years to avail themselves of the wonderful health services of Planned Parenthood.

Locally, he has been instrumental in helping to initiate the clergy support organization for PPSWCF. He is a strong advocate for the rights of each woman to make her own decisions, and has been a leader in organizing support for our Interfaith Coalition Sign-On Letter.

We are deeply grateful for his ongoing support of Planned Parenthood, and for his unflinching dedication to this work.

Our advocacy and organizing work is focused on building power in Florida. We've had some great successes so far this year, and we're looking forward to building on them even more in the year ahead.

2016 has been a very full year already! Our cover story has more details on the success we've had in pushing back against the implementation of HB 1411, and we talk more about the Supreme Court case on page 10, but we know that the fight for full access to reproductive health is nowhere near over.

That's why we're actively investing in our young volunteers and campus chapters. This summer, more than 75 young activists came together at the University of Florida in Gainesville to train in storytelling and organizing. After taking part in Planned Parenthood Generation Action's Youth Power Summit, they left with new skills and work plans to implement strategic campaigns in their communities. Locally, we also hosted our second Speakers Bureau training in Kissimmee, lifting up the voices of 12 patient advocates.



Participants at this year's Youth Power Summit

At Planned Parenthood, we understand that our work is intersectional, and is a part of many social and cultural issues outside of our exam rooms and health centers. The tragic shootings at Orlando's Pulse nightclub, along with cases of police brutality and other lives lost to gun violence, have left us heartbroken. Our resolve remains strong, and we stand in solidarity with our partners who are pushing for full equality, gun safety measures, peace, and justice.

Change doesn't come with a quick burst of energy or enthusiasm. It comes with consistent persistence and passion for something greater than ourselves. Thank you for supporting us in our efforts to ensure that all people have the ability to lead healthy and happy lives.

What's Next: The Effects of Hellerstedt

The Supreme Court's landmark ruling this summer in *Whole Woman's Health v. Hellerstedt* clarified the limits that states can put on access to safe, legal abortion, and was a remarkable win for all of us who work to protect reproductive health and rights. By calling out disingenuous and dishonest laws, it will hopefully make them less likely to be sponsored and passed in the future.

Specifically, the case blocked two unconstitutional Texas restrictions that threatened to close all but nine health centers in the entire state, since the court recognized that "neither of these provisions offers medical benefits sufficient to justify the burdens upon access that each imposes." These kinds of restrictions are known as TRAP laws, an acronym for "Targeted Regulations of Abortion Providers." These policies impose onerous and often costly regulations on health centers that provide abortions—requirements that are not imposed on other medical facilities.

Florida is no stranger to TRAP laws or politically motivated restrictions on abortion access. Since Governor Rick Scott took office in 2011, we have seen state legislators sponsor more than 50 bills attacking access to reproductive health. While we won an injunction against HB1411, other court cases are still pending, and we know that these victories will not undo the past five years of damage on their own.

As we look forward, however, we see how this precedent sets a new standard for future legislation, and are hopeful that it will allow us to keep our focus where it belongs—on serving our patients and communities.

For a more in-depth analysis, please see Planned Parenthood Action's article online: bit.ly/PP-TX-USSC

I was treated wonderfully, in fact, Planned Parenthood saved my life. While I was in the Planned Parenthood office, with just the intention of getting my pills and getting out, they informed me that my blood count was 6 out of 14 units—half full. They called the emergency room and reserved me a place so I could walk right in and get the blood I needed. The doctor at the hospital said that if I had not gone to Planned Parenthood, I would have bled out in a matter of days. For all my womanly needs, Planned Parenthood has been there for me. They provide me with way more care than I'm paying for.

COMMUNITY IMPACT



Dr. Sujatha Prabhakaran, our VP of Medical Affairs, with WESH 2 in late July, discussing what women should know about the Zika virus and how our health centers can help.

Our volunteer escorts have been braving the weather all summer to welcome our patients!



At one of our 2016 Lobby Day meetings



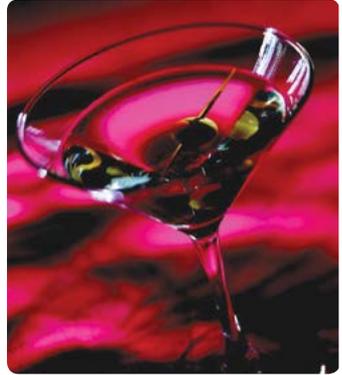
Staff and volunteers at this year's Pride parade in St. Petersburg

We were on a very tight income, so the local Planned Parenthood is where I went for my care. That clinic literally saved my sanity and I would even venture to say my life with helping me understand what was going on with my body. They took the time that I needed for appointments, provided me counsel and help to get me through a very scary and challenging time, and provided me the birth control medication necessary to get my severely painful and heavy, intense periods under control so that I could try to have a more normal life.

Cocktail Conversations

Your neighbor Jim asks **“What does ‘defunding’ Planned Parenthood mean, exactly?”** He’s been hearing about it being an issue in a lot of states, but he’s not sure what would actually change.

You explain that there is no blank check from the government that goes to Planned Parenthood. Quite the contrary, the only public funds that go toward Planned Parenthood in Florida are reimbursements for preventive care services that some low-income or Medicaid patients receive. Defunding Planned Parenthood not only leaves these thousands of Floridians with nowhere to go, it also strips away Planned Parenthood’s ability to apply for federal education grants too! Since many of these services are preventive, they have a huge impact on the well-being of our communities, and are too important to risk under political wrangling.



I’m just one of the many Americans who have been helped by Planned Parenthood. When I went as a teen, concerned about my health and wanting to be proactive, there was a way for a teen to afford services and maintain privacy. Had they not been around, I believe my health would have suffered. Planned Parenthood provided a safe environment, free of judgment, full of compassion, support, and medical care. Further, Planned Parenthood instilled practices in me. Now at 34 years old, I am healthy, happy and have never been late for my annual reproductive exams. So much of my health, reproductive practices and choices are because Planned Parenthood was there for me.

DONORS SUSTAIN OUR FUTURE

Stefanie Nelson of Naples exemplified many positive traits during her life, from her love of travel to her interest in the arts. She began giving to Planned Parenthood in 1983 and continued her support until her passing in 2015. Even then, she gave again by remembering Planned Parenthood of Southwest and Central Florida in her estate.

"We are so grateful for Mrs. Nelson's vision, and for her long-time generosity," said PPSWCF CEO Barbara Zdravecky. "She embodied what it meant to be impassioned about our cause for women and reproductive justice."



After growing up in the Netherlands, she worked as a decoder for the Dutch State Department in The Hague and then came to the United States to work for the Dutch Embassy in Washington, DC. She and her husband moved to Ottawa, and later bought a home in Florida. After her husband passed away, she remarried and resided in Naples until her death.

She was a big believer in Planned Parenthood. "She felt that it did so much good with educating and providing women's health services," said her daughter Stefanie Stevenson. "She never shared any stories with me as to why she was philanthropic or why she wanted to give back, but I would think that her survival and hardships through WWII in Nazi occupied Holland probably had a lot to do with it."

On behalf of the patients of Planned Parenthood, our team humbly gives thanks and remembrance to Stefanie Nelson for her generosity.

Planned Parenthood's Bequest Challenge: gifts for tomorrow make us stronger today

We are thrilled to be a part of this national challenge! When you name us in your will or trust, or as a beneficiary of your retirement account, we will receive a donation of up to \$25,000 (10% of your future gift's current value) from Planned Parenthood Federation of America. Your participation provides us with much needed support for our current work and will help ensure that we can provide these essential services for future generations.

(continued from page 1)

While we were able to defeat many of those attacks, House Bill 1411 made it through the legislative process and was signed into law.

A 13-page omnibus anti-reproductive health care package, this bill included Texas-style abortion restrictions, redefined gestational age in the face of science, threatened patient privacy, and defunded Planned Parenthood—an act that would have left thousands in Florida with no access to preventive care. We pushed back against this dangerous and disingenuous legislation before its passage; our volunteers made weekly trips to Tallahassee, met with legislators one-on-one, and testified during committee meetings.

However, HB 1411 passed along a mostly partisan line and we filed suit to stop its potentially devastating consequences from coming to pass. **We won a permanent injunction against this dangerous bill**, halting its full implementation and protecting Floridians' access to care. It's been a great capstone on a series of judicial victories, since it came after the good news about our legal fees, and after the nation got to celebrate the US Supreme Court's verdict against the broad restrictions on abortion access in Texas. (See page 10 for more details.)

While this injunction is unequivocally good news, we know that the coming legislative session is sure to bring new challenges to our ability to provide sexual and reproductive healthcare to the people in our communities. You can read more about how we're strengthening our capacity to hold our ground on these issues on page 9.

We know that the current political climate is one in which these fights will continue. We also know, however, that we will continue to face down these attacks, and that we have the support of our community to keep on providing the services that are unquestionably needed.

This perseverance is a fundamental part of who we are. In October, Planned Parenthood will mark its 100th anniversary as a national organization. Our celebrations will not only be honoring the work that we've done during that first century, they will also be honoring the temerity and steadfast ways in which so many people have defended our rights, even in the face of great obstacles. As we look back, we will draw on that history to know that we will continue to be here for our patients in the years to come. No matter what.



Help us celebrate our first 100 years! We hope you'll join us at one or more of our events throughout the affiliate as we honor the accomplishments of the past and launch the work of the future.

Our 2016-2017 Events

Sarasota: Safe Sex Halloween Bash
Saturday, October 29, 2016

Fort Myers: Cocktails at Cove Café
Sunday, November 13, 2016

Sarasota: High Tide at High Noon
Monday, November 14, 2016

Naples: Movie Screening—"Trapped"
Tuesday, November 15, 2016

Naples: Voices for Choice Luncheon
Tuesday, December 6, 2016

Naples: The Choice Affair Dinner
Saturday, February 4, 2017

Fort Myers: Choice Affair Luncheon
Wednesday February 15, 2017

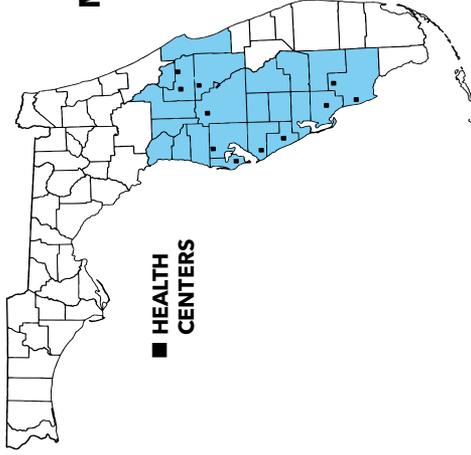
Sarasota: Celebrate Planned Parenthood Dinner
Thursday, March 9, 2017

Tampa: Choice Affair Luncheon
Tuesday April 4, 2017

Orlando: Generations Gala
Saturday, April 29, 2017

For more details, see MyPlannedParenthood.org/Events or our Facebook page: [facebook.com/PPSWCFL/events](https://www.facebook.com/PPSWCFL/events)

If I had not stumbled up on Planned Parenthood's affordable medical care, I do not know where I would be to this day. Exams were inexpensive, the staff was very friendly, and for once, I felt like someone cared about my condition and well-being instead of the size of my wallet. Thank you, Planned Parenthood, for saving my life.



Our Health Centers

Fort Myers ▪ **Immokalee** ▪ **Kissimmee** ▪ **Lakeland Cowles**
Manatee ▪ **Naples** ▪ **Orlando - Downtown** ▪ **Orlando - East**
Sarasota Walt Cannon ▪ **St. Petersburg** ▪ **Tampa**



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