

PPWNNM connection

Spring 2012

New Mission, Plan Move PPWNNM Forward

These are very exciting and challenging times for PPWNNM. Moving forward within the context of an ever-changing and politically volatile health care environment takes planning, prioritizing, hard work, and a passionate, unwavering commitment to our cause.

PPWNNM just completed the process of identifying key strategic priorities for the next three years; a process which also brought us to a subtle change in our mission (see Mission Statement at right). The framework for our strategic plan is the recently adopted Vision, Goal, and Strategic Priorities for the Planned Parenthood Federation of America (PPFA), our parent organization. The Vision for PPFA's strategic plan is as follows: "Together we will create the healthiest generation ever by putting sexuality education and sexual health care in the hands of young people — giving them the information and power they need to shape a healthier future." The Goal: "We will transform Planned Parenthood into the go-to source for sexuality education and sexual health information and care for young women and men."

Through a comprehensive assessment and planning process, the PPWNNM leadership team and board of directors completed an environmental scan, evaluated organizational structure, conducted interviews with PPWNNM staff, solicited input from Planned Parenthood affiliates of similar size and from other non-profits, and engaged in numerous intensive facilitated planning sessions. Our bottom line focus and commitment throughout the process: PPWNNM's mission, our vision, and, ultimately, the needs of the individuals, families, and communities we serve throughout West and Northern Michigan.

Out of this process came six strategic priorities that will guide our work through 2014:

- Financial independence through diversified funding and cost containment.
- Robust technology, including the implementation of an electronic health records and practice management system.
- Attracting, developing, and retaining high performance staff.
- Collaborations and partnerships to serve broader, more diverse constituencies.
- Being a competitive and networked provider of sexual health care and education.
- Voracious advocacy to strengthen community and political awareness, engagement, and support.

Acknowledging the challenges that come with change, I also want to underscore the opportunities that change can present. I invite you to join me and all of our extraordinary PPWNNM staff, volunteers, donors, and friends to work in partnership together to build on our strengths and create an even more vital organization in service to our mission and to our communities. Together, we will create an organization that is recognized as the center of excellence for sexual and reproductive health care, deeply integrated into the communities we serve and central to strong healthy families and healthy communities across the region. I am ever inspired by the profoundly important work that we do and I am excited about the future that we will create together for the women, men, and families of today and for the generations to come.



Kathy Humphrey,
PPWNNM President/CEO

Our MISSION:

To promote and ensure
sexual health,
responsibility,
and justice.

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Stay Informed Stay in Touch

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



PPWNM Reveals its *Best Kept Secrets*

Best Kept SECRETS

*Psst...
Pass It On!*

For too many people, sexual health remains a secret: something talked about in hushed tones, rumors passed along through word-of-mouth. We know there are many people in need of our services and for some it's just a matter of discovering that we are here for them.

Recent attacks against Planned Parenthood have been based on misinformation or a lack of understanding about what we do. So we are sharing some of the Best Kept Secrets about Planned Parenthood in 2012 — shredding the myths and spreading reliable, useful information.

In 2012 we are shouting it from the rooftops: WE ARE HERE for you, your loved ones, neighbors, and friends; providing affordable services and professional, private care. And we're not just shouting it — we're showing it — with two special offers, designed to get people motivated to take positive actions toward their sexual health and safety. From now through April 30, 2012:

1. New clients to PPWNM can receive one month of FREE BIRTH CONTROL (pills, patch, ring, or shot).
2. New or existing clients can receive an STD (sexually transmitted disease) testing package (chlamydia, gonorrhea, and HIV) for just \$50.

In addition to these two special offers, we are revealing Best Kept Secrets weekly through April on our webpage, ppwnm.org/bestkeptsecrets, and sharing them on our [Facebook](#) page and [Twitter](#) feed. Some secrets so far have touched on:

- How to avoid the “silent killer” of women
- An ancient method of birth control that is still one of the most effective
- Why you could be passing along an STD without even knowing it
- Benefits of the birth control “shot” (Depo-Provera)

Of course, the best part about a secret is sharing it! Our campaign asks our fans/friends/followers to “Psst...Pass it on!” Like us on Facebook or follow us on Twitter, then share our weekly Best Kept Secrets with your own fans/friends/followers. Or, find the weekly updates on our Best Kept Secrets webpage, which allows you to easily share content, or sign up for our website's RSS feed.

Psst...Pass it on!

Family's Gift Supports Cancer Screening

Thanks to generous supporters, PPWNM has been able to expand its colposcopy program, offering this potentially life-saving service at our health centers in Kent County, Petoskey, and Traverse City.

When an abnormality is discovered during a routine Pap test, the next step in detecting a problem is colposcopy: a procedure using a special magnifying device to look at the vulva, vagina, and cervix. If a problem is seen during colposcopy, a small sample of tissue may be taken from the cervix and looked at more closely under a microscope.

“Most of the women we see are under or uninsured,” stated PPWNM Nurse Practitioner

Shelley Paulsen. “They would not be having this critical procedure if they could not rely on Planned Parenthood for help.”

After a gift of \$16,000 from the Hestia Women's Giving Circle in Petoskey to purchase a colposcope and pay for Paulsen's training to conduct the procedures, the Dole Family Foundation has now granted \$35,000 over two years to PPWNM — a significant portion will fund colposcopies for women in need in Traverse City.

“My health and well being is always a top priority, but this procedure was going to have to wait,” shared one client who benefitted from the Dole gift. “I cried with relief when your amazing staff called and told me they had found help.”



Nurse Shelley Paulsen with colposcope.

Client Voices

“I lost my job of 15 years and my husband's employer cut off medical benefits. At this difficult financial time I sure can't afford another baby. Planned Parenthood helps so much with affordable birth control and yearly physical exams. Thank you Planned Parenthood!”

~ Erin, Grand Rapids

“I came to Planned Parenthood in Big Rapids and they gave me all the information I needed to know. They were very kind staff and I hope to have Planned Parenthood's service for a very long time.”

~ Ashlie, Lakeview

“My nurse was the living embodiment of what I would want to be with my patients. Her attentiveness, the respect and dignity she gave me as a person, her non-judgement and her thorough information are all qualities I believed were lost. I am very happy with my visit.”

~ Amy, Mackinac Island

“Planned Parenthood has helped me wait to have another child. I have two already, and by their contraceptives being affordable I am able to wait until I am ready to have any more children”

~ Amanda, Comstock Park

“I'm a college student, daughter, sister, girlfriend. I have lots of plans in my life. Planned Parenthood helps me to achieve these goals so I can choose when things happen.”

~ Anonymous

“Without Planned Parenthood I'm afraid to see what would happen to all the people who rely on their services. But worse, I'm afraid of what kind of world we would live in that could stifle progress and knowledge.”

~ Dana, Grand Rapids

? Ready or Not ?

PPWNM's Unique Board Game

Demonstrates Perils of Teen Parenting



Sometime the best way to learn a lesson is hands-on. That's the idea behind Ready or Not: The Teen Parenting Game. Created, developed, and designed exclusively by PPWNM staff and volunteers, the game thrusts players into

real-life scenarios where they are teen parents coping with raising newborns.

Players use basic math skills to work out monthly budgets, pay bills, juggle work and school, struggle with reliable transportation and maintaining a safe home environment; all while caring for baby's most basic needs and dealing with unexpected surprises that can impact their financial situations.

"A lot of research went into the creation of the scenarios to ensure that they are reflective of how income and expenses play out in the real world," said Staci Rickman, PPWNM director of education and youth advocacy services. "Unfortunately, just as in real life, it's usually a rough road for the teen parent."

A favorite for years in PPWNM education programs, the 2012 version of Ready or Not has been updated and upgraded, with improved graphics, packaging, and playing materials; as well as the most current financial data. It is now available to the public for just \$40.

"Over 250 students piloted the revised version and their input helped us design situations that are real and relevant to teens today," said Rickman.

One teen commented, "The game made me realize that I am not ready to be a teen parent any time soon and that I need to start making better choices."

Health educators commented that they loved the game and that their students did too, "It is such a fun learning tool!"

Ready or Not is ideal for use in a classroom or youth program, or in a family with adolescents. Ideally the game is played with an adult moderator. To learn more or place an order call (616) 774-7005 or visit ppwnm.org/readyornot.

Safer Choices Project

Expands to Serve More Teens

PPWNM proudly announced the expansion of the Safer Choices Project into the city of Muskegon starting in the fall of 2011. Students and parents at Steele and Bunker Middle Schools are currently taking advantage of this evidence-based initiative which offers young people the information, skills, and support they need to develop healthy relationships and prevent early, unprotected intercourse and unintended pregnancy, as well as sexually transmitted infections (STIs) including HIV.

The Project includes a two-hour program for parents/guardians of enrolled students, aimed at improving communication between adults and their kids on the topic of sexual health. Parents/guardians who complete this program receive a Parent Toolkit (available in English or Spanish) featuring information, games, and tips to help further parent-child communication at home (this kit also available for purchase).

New National Sex Ed Standards

The goal of the *National Sexuality Education Standards: Core Content and Skills, K-12* is to provide clear, consistent and direct guidance on the essential minimum, core content for sexuality education that is developmentally and age-appropriate. The standards were developed to address the inconsistent implementation of sexuality education nationwide and the limited time allocated to teaching the topic. The result of an ongoing initiative, the Future of Sex Education, these standards were released in a special publication of the *Journal of School Health* in January 2012. The standards were designed to:

- Outline essential content and skills for sex education K-12 given student needs, limited teacher preparation, and typically available time and resources.
- Assist schools in designing and delivering sex education that is planned, sequential, and part of a comprehensive school health education approach.
- Provide a clear rationale for teaching sex education at different grade levels that is evidence-informed, age-appropriate and theory driven.
- Support schools in improving academic performance by addressing a content area that is both highly relevant to students and directly related to high school graduation rates.
- Present sexual development as a normal, natural, healthy part of every health education curriculum.
- Offer clear recommendations for school personnel on what is age-appropriate to teach students at different grade levels.
- Translate an emerging body of research related to school-based sexuality education so that it can be put into practice in the classroom

PPWNM is proud to remind our clients and supporters that our available curricula and lessons address the following seven topics, chosen as the minimum essential content and skills for K-12 sexuality education: anatomy and physiology, puberty and adolescent development, identity, pregnancy and reproduction, sexually transmitted infections including HIV, healthy relationships, and personal safety.

Want to know more? Click on futureofsexed.org.

Safer Choices Project
A teen pregnancy prevention initiative



Grant awards through the Michigan Department of Community Health and generous PPWNM donor support enables us to provide the Safer Choices curriculum to hundreds of students ages 12–18 in Muskegon, Grand Rapids, and Wyoming.

The newly revised Ready or Not game (see article this page) is one of the learning activities in the Safer Choices curriculum. Check out ppwnm.org for more information on Safer Choices, the Parent Toolkit, or Ready or Not game.

Michigan Anti-Choice Politics in 2012

While the federal government's focus on Planned Parenthood, women, and birth control has been dominating the news, state-level government has been waging its own war on women over the past year. 2011 saw the introduction of hundreds of anti-choice measures into state legislatures. The vast majority were defeated; but the 2012 anti-choice crusade is shaping up to be worse.

Although Michigan has not made national headlines for its anti-choice legislation (yet), our state legislators have certainly not been idle. Based on current and proposed legislation thus far, the reproductive justice community in Michigan will face many battles this year. Much of the legislation echoes attempted — and failed — federal legislation from 2011. This includes a ban designed to stop insurance providers from covering abortion services, as well as an exclusion of abortion providers in the new health insurance exchanges, and a state-level Planned Parenthood defunding bill.

Many Michiganders on both sides of the choice debate think that Michigan lawmakers are spending far too much time focused on social issues and not nearly enough time fixing Michigan's employment and economic problems. Unfortunately, there are 18 anti-choice bills already on the docket (at this writing) for the Michigan legislature's 2012 session. We expect many more to be added as states continue to react to extreme federal legislation as well as anti-choice efforts in other states. Here is a sample of some of the anti-choice legislation expected in Michigan in 2012:

- \$1M liability coverage mandate for physicians who perform abortions
- Abortion restriction after 19 weeks
- Revised ultrasound requirements
- Fetal remains disposal
- Telemedicine restrictions

PPWNM will continue to monitor and fight against laws that further restrict women's access to essential reproductive health care. It may be a long and difficult year, but with the help of our passionate supporters and advocates, we will continue to defeat lawmakers and legislation that push a radically conservative agenda while doing nothing to move Michigan toward economic success.

See article below for info on how to stay informed, or get involved!

Get Involved: Take Action!

From birth control bans to defunding attempts, women's health care is under attack and it does not seem to be letting up. PPWNM wants to remind women and those who love them that there are plenty of ways for the "little gal" to fight back. From simple acts of support, to long-term commitments, PPWNM makes it easy for you to get involved and take action.

Simple acts include staying informed by liking our page on **Facebook** or following our feed on **Twitter**. Go to ppwnm.org to link to our social media sites. Check out the photos below, plus many more, on our "**DC, we want our BC!**" photo petition on Facebook, where you are invited to make your own sign and e-mail your photo for consideration

to publicaffairs@ppwnm.org.

On our website you can also sign up for our **Action Alert Network** to receive periodic e-mail updates and invitations to sign online petitions telling your elected officials how you feel about issues related to our cause. Or, stay informed by reading our monthly **Public Affairs Pulse** issues-oriented newsletter under the "About Us" section.

If you are interested in a bigger commitment, we are always looking for **volunteers**. Print and fill out the Volunteer Interest Form found in the "Volunteer" section of our website, or e-mail publicaffairs@ppwnm.org to sign up for our **Get Out the Vote** efforts in late summer-early fall.

Negative Attacks Motivate Positive Action



When Jordan Nannestad of Marquette noticed a backlash against Planned Parenthood last year by some in her community she decided to do something.

"I didn't believe in what was being said and thought that the best way I could show my support to Planned Parenthood was to give them some of my own time," she explained. "I think that Planned Parenthood is so beneficial to people and I like knowing that I am spending time helping and supporting them."

Jordan was born and raised on the Big Island of Hawaii. She has lived in Marquette for three years and is a full time communications major with an art and writing minor at Northern Michigan University (NMU). Jordan has been volunteering with PPWNM's Marquette Health Center for eight months.

"I tabled for the first time with Erica (veteran volunteer and contract employee) at the Academic Mall of NMU recently. But I do all sorts of tasks every week, like filing, laundry, shredding, hole punching, stocking. I even put together a bulletin board for the front entrance, which I loved doing. I stay motivated through the more mundane tasks because the people here are so cool!"

When she's not in school, Jordan enjoys hiking, biking, music, and promoting PPWNM's services.

"This semester I took a public speaking class. We were required to give a persuasive speech and I chose to persuade my classmates to get tested for sexually transmitted infections and to use contraceptives. I encouraged them to take full advantage of all that Planned Parenthood has to offer. I felt so proud talking to my peers about Planned Parenthood and how important it is to take care of their bodies."



Healthy Families, Strong Supporters

As PPWNM gears up for another year of fund-and-friend-raising at our flagship Healthy Families events, co-founder Janet Boyles is already looking forward to seeing old friends and meeting new supporters at the Grand Rapids luncheon, "I love the fact that it keeps growing and becoming more diverse with many more men and younger faces in the crowd than when we began. It's just gotten better and better!"

Janet Boyles and friends Nancy Lubbers and Sue Fuller were behind the very first Healthy Families Luncheon in Grand Rapids in the early 2000s. About 20 people attended a kick-off event in the fall of 2003 to build support for Planned Parenthood's Peer Education program and brainstorm creative ideas to support additional programs for young people. That event culminated in the first "official" Healthy Families Luncheon in the spring of 2004 at Cascade Country Club, with about 100 people attending. Last year's Grand Rapids event drew more than 400!

Boyles, and her husband John, have been Planned Parenthood supporters nearly all their lives. They married while both were still in college at the University of Michigan, pursuing nursing and law degrees respectively. The young, goal-oriented couple relied on the Planned Parenthood health center on campus, "It was very important for us to be able to plan our

family and to be able to graduate," said Janet, who earned her master's degree and raised three children with her husband.

John would go on to practice law and co-own the famous Mr. Fables local restaurant chain, while Janet worked as a pediatric nurse educator, and served on the Planned Parenthood board in Kent County when the local agency was just starting up in the 1960s, "In my work as a nurse educator, I saw first-hand the downward destructive spiral in which teen mothers were trapped. They would drop out of school to care for babies, had inadequate parenting skills and no money. They would become isolated from their peers, lonely and depressed, and would turn to drugs, or end up in bad relationships out of desperation. It was clear to me that educating our youth about sexual health and family planning offered the means to stop this downward spiral."

Nearly 60 years after that first visit to Planned Parenthood, the Boyles are still very active as PPWNM Circle of Friends supporters. Their many other community causes include Goodwill, John Ball Zoo Society, East Congregational Church, the arts, and of course, the University of Michigan, "I think the more education that our young people can receive, we're all going to benefit from it," said John. "And that goes for sex education, too."



Left to right: Full house at Traverse City's Healthy Families Luncheon; stellar volunteer Patricia Woolcott honored with Founders' Award at Petoskey's Healthy Families Reception; Lowry family entertains with song of support at Grand Rapids Healthy Families Luncheon (2011 events).

Healthy Families, Fun Fundraisers!

Healthy Families fundraisers are a great way to celebrate the mission of PPWNM and to share with our supporters the impact that donors make in the lives of those we serve.

In 2011, Healthy Families events held in five communities raised a total of \$180,065 from 909 donors:

- Grand Rapids = \$85,800
- Marquette = \$16,833
- Muskegon = \$4,045
- Petoskey = \$28,742
- Traverse City = \$44,645

The annual events raise money to help us provide services to individuals and families in West and Northern Michigan. Last year PPWNM was able to serve more than 31,000 people with health care and sexuality education programs.

Most Healthy Families events are luncheons; the Petoskey event is held in the evening. Lead supporters sign on as table captains, and invite family and friends to join them for a complementary lunch, an opportunity to learn more about PPWNM through guest speakers, and of course, to consider making a donation to our worthy cause.

Learn more about how the Healthy Families events began in the article to the left; and mark your calendar for this year's events, below.

Mark Your Calendar: Healthy Families Events

Marquette Luncheon
May 3

Grand Rapids Luncheon
May 10

Petoskey Benefit
June 14

Traverse City Luncheon
September 25

Muskegon Luncheon
Date TBA

Not on our guest list? Let us know! We'd love for you to attend. Call (616)774-7005 or e-mail donations@ppwnm.org

Healthy Families. Strong Communities. Plan On It!

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New Board Members at PPWNM

PPWNM welcomes three new members to its board of directors for fiscal year 2011–12. The new members began their terms on October 1, 2011.

First, we say farewell and thank you to two retiring members: Claudia Bajema of Grand Rapids began her service on the board for Planned Parenthood Centers of West Michigan (PPCWM) in 2004 and became part of the PPWNM board after a merger in 2007. Bajema served on several committees during her tenure. Sandra McClurg of Harbor Springs served on the Planned Parenthood Northern Michigan board of directors from 2002–2006, and then the PPWNM board after merger, acting as chairperson from 2008–10.

New board members in 2011–12 are Marty Hair Amlin of Harbor Springs, Peggy Leven of Caledonia, and Peter Lundeen of Grand Rapids.

Marty Amlin is a freelance editor/writer who has worked for the Detroit Free Press and the Associated Press. She currently volunteers with several organizations in the Harbor Springs area, “As a long-time believer in Planned Parenthood’s mission, I have always hoped to have the opportunity to serve on its board. I hope to broaden my understanding of the organization and its activities, as well as the current challenges it faces,” said Amlin.

Peggy Leven is the owner/manager of Animal Medical Center in Wyoming. She is involved in board work or fundraising for several Grand Rapids-area organizations that focus on women and families. Leven hopes “to be a part of ensuring the future viability of Planned Parenthood and women’s access to health services, despite the political assault on both.”

Peter Lundeen is a physician solution architect at Spectrum Health. Peter graduated from the University of Michigan Medical School and interned at Butterworth Hospital, completing his residency in family practice in Grand Rapids. During that time he received some of his gynecological training and almost all of his family planning experience at Planned Parenthood while “moonlighting” in our clinics. Peter was the medical director of PPCWM from 2003-2005 and has served on our Medical Advisory Committee as well as our board. He has been on the Priority Health board of directors since 2003. Peter will utilize his past experience with Planned Parenthood and current work with Spectrum Health to assist PPWNM in implementing and leveraging electronic health records for documenting client care, “Additionally, I believe I can assist Planned Parenthood in developing and implementing strategies toward creating strategic partnerships with other health care organizations and physician groups in West Michigan,” said Lundeen.

Board leadership remains largely the same in FY2011-12, with one change: Miriam Schulingkamp is serving in the role of secretary. Over the next year, the Board will be focused on instituting PPWNM’s new strategic plan and priorities (see cover story), and continuing to reach out on behalf of Planned Parenthood in the communities where they serve. Many thanks to our returning and new board members for your hard work and dedication to PPWNM!



This publication is meant to provide updates about PPWNM, and information to aid supporters in furthering the cause of sexual health, responsibility, and justice 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 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
- **Lemmen Health Center:** 175 E. Adams St., Ionia, MI 48846, 616.527.3340
- **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
- **Traverse City Health Center:** 1135 E. Eighth St., Traverse City, MI 49686, 231.929.1844

For more information log on to ppwnm.org

