

The uninsured wouldn't let website headaches keep them down! Thanks to the Affordable Care Act, over 8 million people have signed up for health insurance, getting access to coverage from which they were previously excluded. As one of the biggest advocates for the law, Planned Parenthood played a big role in getting the word out and helping people enroll.

Our affiliate launched an intensive Health Center Advocacy Program (HCAP) in 5 of our 7 health centers: Tampa, St Petersburg, Lakeland, Winter Haven, and Sarasota. Our organizers talked with people in our waiting rooms, educating them about the ACA, distributing voter registration forms, and signing people up as supporters! We had a great impact locally, and were recognized nationally; our work was highlighted by Planned Parenthood Federation of America on a number of social media sites.

In a little over 4 months our HCAP program:

- Helped 852 people begin the enrollment process
- Signed up 2,875 new supporters
- Distributed 424 voter registration forms

In addition, we partnered with PPEA and the other Florida affiliates to run a strong organizing program in key counties around



the state – Hillsborough, Orange, Broward, Palm Beach, and Miami-Dade. By the end of March, Planned Parenthood's statewide program:

- Helped 19,729 people sign up for health insurance
- Distributed 7,329 voter registration forms
- Signed up 42,771 new supporters

We have been a proud advocate of the Affordable Care Act from the very beginning, and are thrilled at the improvements that have come about as a result. We're excited by the number of people who have gained access

*continued on page 4*

## IN THIS ISSUE:

3 Legislative Update

4 ACA on the Move

5 Updates from Education staff

6 Celebrating Planned Parenthood

9 jim lamp: Legacy Spotlight

10 Upcoming Events

# A LETTER FROM OUR CEO



Dear Planned Parenthood Friends,

This Spring, we've had a number of events and campaigns celebrating my 20 years at the helm of Planned Parenthood of Southwest and Central Florida, and I want to thank you all for making them such a resounding success.

I've been talking a lot lately about how I never envisioned myself as a "company girl." It's a title I can readily claim after 20 years here, but it's really the "company" part of "company girl" that has cemented me here. It's your company that has kept me focused and supported me during tough times – elections lost, health centers threatened by howling protestors, and painful decisions to cut staffing in the economic downturn.

Together, we've grown this essential community health business into a well-respected, compassionate nonprofit that employs over 100 people, and makes our southwest Florida community a better place for over 30,000 women and their families to realize healthy planned lives each year.

This work wouldn't be possible without our dedicated Planned Parenthood local and national staff, a few of whom have been doing this for longer than I have. I'd also like to recognize my former board chair, Carol Stillman, who hired me, and my current board chair, Carolyn Johnson, who has strategically guided the affiliate during these exciting – yet tumultuous – times that have come about due to Obamacare.

When I was recruited for this job, one of the motivating factors was my conviction that I could play a part in ending reproductive injustice for my daughter, who was then just 2 years old. Though we're still working to ensure that every individual can make decisions about their reproductive lives on their own terms, we've made great strides in expanding access to quality, affordable healthcare.

When I look back, I'm so proud of what we've accomplished, and of all of the patients we've helped. And when I look ahead, I'm excited by all of the goals I know we can reach when we come together. Our generous donors, our passionate activists, our fierce volunteers, and our dedicated staff are a powerful force, and I know that we will all continue to be here for the women and men who rely on us. No matter what.

A handwritten signature in black ink that reads "Barbara Zdravecky". The signature is fluid and cursive.

Barbara Zdravecky, President/CEO

# LEGISLATIVE UPDATE

This year's legislative session got off to a quick start in Florida: by the second day, legislators had already put women's health in their crosshairs. Session started with six anti-women's health bills filed – 3 in the House and 3 identical bills in the Senate:

- **PASSED: SB 918 by Sen. Flores/HB 1047 by Rep. Adkins – “Relating to Termination of Pregnancy”**  
This bill dramatically narrows current health exceptions in a way that puts women's lives and health in jeopardy.
- **DEFEATED: SB 1602 by Sen. Evers/HB 551 by Rep. Van Zant – “Relating to Abortion”**  
This was a broad and vaguely written bill that would have imposed politically motivated restrictions on a woman's access to safe, legal abortion.
- **DEFEATED: SB 1510 by Sen. Evers/HB 545 by Rep. Van Zant – “Florida for Life”**  
HB 545 would have banned safe, legal abortion in Florida.

It's almost unbelievable that once again the legislature chose to focus on restricting access to health care instead of expanding it to those who need it most.

While there were 2 bills filed relating to accepting federal funds to expand health care coverage, leadership in the House and Governor's office made it clear from the start that expansion won't be happening this year. Since January 1, 2014, Florida has missed out on \$15 million per day that would greatly increase access to family planning services – including birth control and life-saving cancer screenings – and general preventive care.

Our public policy team is fighting every day to protect and expand access to the essential health care Planned Parenthood provides. Together with advocates like you, we know that we can keep on making a difference in our communities.

Want to join our fight? Sign up at [www.fappa.org/get-involved](http://www.fappa.org/get-involved)



Supporters on the Capitol Steps at this year's Legislative Summit!

## Doctors on a Bus!

In March, Dr. Suzie Prabhakaran, Vice President of Medical Affairs/Medical Director, joined other Florida physicians on the Doctors for America *Coverage is Good Medicine Bus Tour*. Doctors for America focuses on improving access to affordable quality care for everybody, and the head of the national organization, Dr. Vivek Murthy, is the current nominee for the US Surgeon General.



Drs. Sujatha Prabhakaran, Owen Linder and Vanessa Cullins

As the Florida State Director for Doctors for America, Dr. Prabhakaran was part of their 2012 Patients over Politics bus tour which traveled from the Republican National Convention in Tampa to the Democratic National Convention in Charlotte, NC. “It was a lot of fun, and people really responded to treating health care as a basic medical issue,

rather than a political one.”

At four stops, the physicians educated community members about the new coverage available through the Affordable Care Act. At each of the four stops in Tampa, Orlando, Jacksonville and Tallahassee, navigators were available to help sign people up for coverage.

Dr. Vanessa Cullins, Vice President for External Medical Affairs at Planned Parenthood Federation of America, is based in Jacksonville and also participated in the bus tour. The tour was a collaborative effort between Doctors for America, Planned Parenthood of Southwest and Central Florida, and Planned Parenthood of North Florida. Approximately 100 people signed up for insurance at tour stops and many more learned about the coverage options available both through education by the physicians as well as the newspaper, radio and television coverage at the stops.

“Some questions came up at every stop (‘what will a new plan cover’ and ‘how much will it cost’), but I especially liked being able to talk with people about some of their individual issues; It was great to be able to tell people who had been having trouble getting insurance that they would be covered regardless of their previous health issues,” shared Dr. Prabhakaran.

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to health care but recognize there’s still a long way to go. With Governor Scott and the legislature’s refusal to expand Medicaid, over 1 million Floridians are still stuck in a difficult situation. That’s why we’re going to continue to fight for full expansion so everyone can have access to the medical services they need and deserve.

The fight for access to healthcare isn’t over. But with 8 million insured through the exchanges and an additional 9 million who bought plans directly from insurance companies, more people have access than ever before. We’re looking forward to continuing this progress, and to making sure that we can be there for our patients. No matter what.

## Updates from our educators!

Zara Barrie, Assistant Director of the SOURCE Theatre talks about the new production of Secrets they've debuted this year:

I've been involved with The SOURCE Theatre for over 10 years. I couldn't count the number of times hairs on my arms have stood up, hijacked by chills, as I witnessed the life-changing effects of a SOURCE Production. However, nothing could prepare me for the experience of performing Secrets at one of our area's PACE Schools for girls. Secrets is a powerful production written by our own SOURCE Director/Producer KT Curran, and tells the story of thirteen diverse teenagers, all of whom are hiding a painful secret. From my director's chair, I studied the reactions of the girls from PACE. As the scenes played out in front of their eyes, you could see each girl re-evaluating her life. After the show, an educator asked the girls if the play inspired them to make a change in their lives. Every single girl raised her hand.



The room was now made up of empowered girls, ready to find their voices.

Keith Babb, Coordinator of our TOP® initiative, which reaches the most vulnerable teens with a positive youth development program in Hillsborough, Manatee, Pinellas and Polk Counties, talks about a new project that his TOP® club at North Boulevard Homes, a public housing development in Tampa, took on:

It's the time of year where everyone has a green thumb, so our teens decided to plant some flowers to beautify their area. North Boulevard Homes do not have any type of flowers within the community and the flowers that our teens planted not only brightened up their day but it also brightened up their community. Our teens planted flowers around a centrally located tree, and they have agreed to take turns watering them and ensuring that they grow and thrive!



# EVENTS



## ***Celebrating Planned Parenthood!***

In March, we were thrilled to celebrate CEO Barbara Zdravecky's 20th anniversary with Planned Parenthood with PPFAs President Cecile Richards and almost 600 revelers! Our event raised over \$250,000 to support the work of our staff, volunteers and advocates, and to ensure that we will be able to continue offering high quality, affordable healthcare – no matter what.





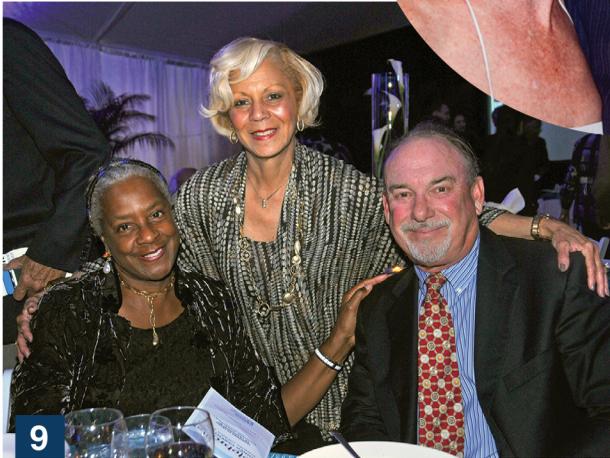
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- 1: Cecile Richards and Barbara Zdravecky
- 2: Mark Steinwachs, Sarah Risher, Jarred Wilson
- 3: Flashmob on stage
- 4: Board members Gerri Aaron (left) and Peggy Abt (right) with Marvin Albert
- 5: Laura Proctor, Bonnie Silverman
- 6: Carolyn Fitzpatrick, Eleanor Merritt Darlington
- 7: Judy Bennett, Bob Carter, past Board Chair Karin Grablin
- 8: *Celebrate!* Chairs Clare and Rich Segall
- 9: Ardell Otten, Barbara Edelin, Jeff Otten
- 10: Board member Dee Jeffers, Charlie Mahan and Board Chair Carolyn Johnson
- 11: Maureen Maguire, Cecile Richards, Marcia Foote, Barbara Banks



11

# EVENTS



- 12: Loving BAZ (Barbara A. Zdravecky)
- 13: Board members Barbara Siemer and Judy Cahn
- 14: Cornelia & Dick Matson
- 15: Susan Burns, Javier Suarez, Jr., Pam Daniel
- 16: Board member Carol Buchanan, Ruth Harshman

For more photos and event updates, such as *Don't Be a Fool, Get Yourself Tested;* *the Safe Summer Lovin' Bash,* *The Harvey Milk Festival,* and more, please visit our Facebook page at [facebook.com/myplannedparenthood](https://www.facebook.com/myplannedparenthood)



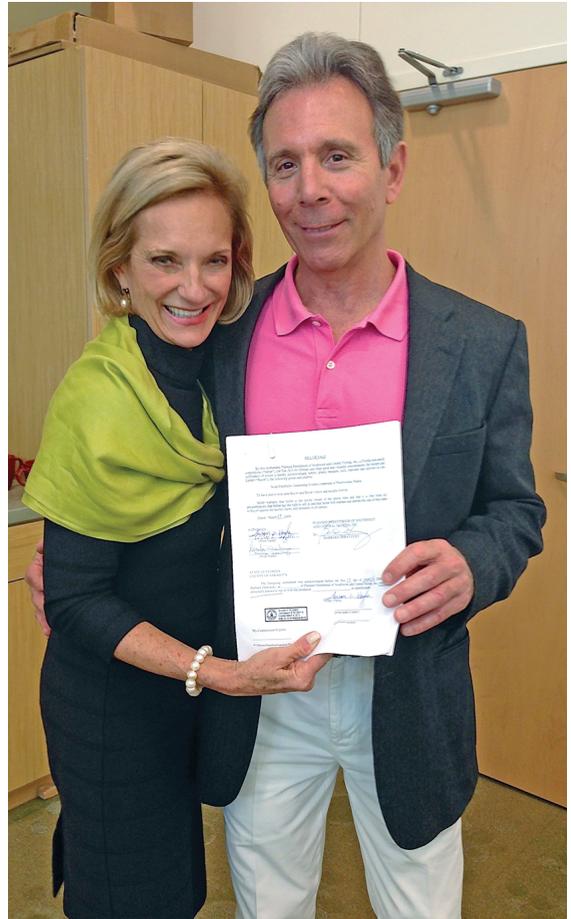
## Naming Your Support

Jim Lampl fell for Deborah when they were teenagers. Artistic and full of life, she suggested spelling their names in lowercase letters just like their favorite poet, e.e. cummings. When they decided to take the next step with their young love, they sought out Planned Parenthood for birth control. He remembers being immediately impressed by the quality of their services and the kindness of their staff, which kicked off a life-long commitment.

When Jim retired to the Sarasota community, he was introduced to fellow Pittsburgh transplant Planned Parenthood CEO Barbara Zdravecky. The green LEED construction plans for the new headquarters were a natural fit with his interests in women's healthcare, the environment, and conservation. This connection led to a partnership for 126 solar panels on the building's roof.

After that first project, his support only grew. He included our affiliate in his estate plans and generously provided for the ATM-like "pill window" in Sarasota that allows clients to get their birth control without having to enter the health center. And, when the empty lot next to the Sarasota building became available, Jim quickly decided to purchase it and donate it back to the organization. "Protesters had used the lot to harass patients and by owning it, it keeps the contact experience between patients and antis at a minimum."

Jim had initially considered making his gifts anonymously, but decided his open support might help others appreciate the importance of "standing with Planned Parenthood." That



Jim Lampl and CEO Barbara Zdravecky celebrate the final stage of our solar panel project

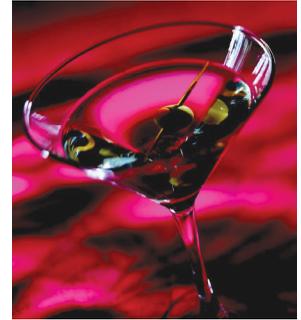
support extends to his restaurant, where he uses pink Planned Parenthood pens for all his business and customer transactions!

Planned Parenthood depends on Legacy Society members like Jim – and YOU – to play a critical role in sustaining the health services of men and women who depend on us. Contact Jan Chester at 941.556.1246 or [jan.chester@myplannedparenthood.org](mailto:jan.chester@myplannedparenthood.org) to take the next step in creating a meaningful legacy.

# COCKTAIL CONVERSATION

You're at a friend's summer picnic when Louise, another attendee, talks about how her son missed the enrollment period for the Affordable Care Act and she doesn't know when the next enrollment period is.

Being the educated supporter of Planned Parenthood that you are, you say to her:



“Louise, the next open enrollment period runs from November 15, 2014 through February 15, 2015. Unfortunately, folks who didn't enroll by March 31, 2014 must wait until the next enrollment period unless something significant changes in their lives, like losing existing insurance coverage, getting married, having a child, or moving to another state. For more information on special circumstances for enrollment, your son can visit [PlannedParenthoodInsuranceFacts.org](http://PlannedParenthoodInsuranceFacts.org)

Even if he doesn't qualify for a special circumstance, November's not far away and in a few months, your son can get the insurance he needs. [PlannedParenthoodInsuranceFacts.org](http://PlannedParenthoodInsuranceFacts.org) can help him learn about the best plans for him and how he can fit it into his budget.”

## Save the Date!

**Safe Sex Halloween Bash**  
Saturday, October 25, 2014  
Michael's On East in Sarasota

**High Tide at High Noon**  
Monday, November 17  
Sarasota Yacht Club

**Cocktails at Cove Café**  
Sunday, November 16  
Cypress Cove in Fort Myers

**Hamburger Mary's Drag Queen Bingo**  
Wednesday, December 3  
Ybor City, Tampa

## IMPACT!

### SPECIAL THANKS TO THE FOLLOWING ORGANIZATIONS, TRUSTS AND FOUNDATIONS

**The Brunckhorst Foundation** for continued support of our important programs and services.

**The H. Gladstone and Betty Pritchard McKeon Foundation** for support of our *BAZ Fund for the Future* challenge at our *Celebrate! Planned Parenthood* dinner.

**Jacarlene Foundation** for a gift to replace a microscope in our Tampa health center and for support of our TOP® initiative.

**Machamer Charitable Foundation** for support of our important programs and *BAZ Fund for the Future*.

**Stillinger Charitable Trust** for support of our SANE (Sexual Assault Nurse Examiner) program in Manatee County.

**Tarr Charitable Foundation** for support of our important programs and services.

**Zonta Foundation of Southwest Florida** for support of our services in Lee County.

# EVENTS



Home gatherings  
and wine tastings in  
Tampa Bay



Florida Planned Parenthood  
leaders (including VP Public  
Policy and Communications  
Kellie Dupree and CEO  
Barbara Zdravecky) visit with  
Senator Bill Nelson

## Care. No matter what.

### Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida is to ensure the right of all individuals to manage their sexual and reproductive health by providing medical services, education, and advocacy.

### Planned Parenthood® of Southwest and Central Florida

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**[MyPlannedParenthood.org](http://MyPlannedParenthood.org)**