



Planned Parenthood of West and Northern Michigan

October 2013

The Public Affairs Pulse

Keeping You on Top of Legislative & Advocacy Issues

Health Insurance Marketplace Opens October 1

The long-awaited launch of the new Health Insurance Marketplace is upon us! Established as the main implementation strategy of the Affordable Care Act (ACA) to enroll people in health insurance coverage, the Marketplace is user-friendly, online venue that allows people to easily compare plans for which they are eligible and choose coverage options that are right for them and their families.

The launch of the health care marketplace, in conjunction with recent Michigan legislation to expand Medicaid, will provide health insurance access to nearly 500,000 Michiganders.

Planned Parenthood Affiliates of Michigan (PPAM) is proud to be a Certified Application Counselor organization. In this role, selected PPAM staff, interns, and volunteers will be hosting events around the state to help educate and enroll people in the new health insurance marketplace. We will be partnering with other Affordable Care Act education organizations such as Enroll America and Michigan Consumers for Healthcare to engage in active outreach and awareness-raising to let people know that they might be eligible for the new Marketplace health coverage.

For more information on what is available on the new Marketplace, please visit www.healthcare.gov. To join our mailing list for updates on the ACA

and how it can help you, including insurance plans work with Planned Parenthood, please visit: <http://www.plannedparenthoodhealthinsurancefacts.org>

If you live in the Grand Rapids area and are looking for more information about the Marketplace, a way to educate your organization, or an opportunity to work with Application Specialists, please email dani.vilella@ppmchoice.org.

40 Days for CHOICE Campaign

GRAND RAPIDS — Planned Parenthood and its coalition partners the Fountain Street Church Choice Fund (FSCCF) and the National Organization for Women Grand Rapids (NOW GR) have partnered in a comprehensive pro-choice campaign called 40 Days for Choice to actively counteract the traditional 40 Days for Life anti-choice campaign run by Right to Life.

Each year, in the fall, Right to Life and other anti-choice groups run a 40-day long campaign against abortion providers and pro-choice supporters nationwide. This consists of protestors standing outside of abortion clinics and other pro-choice entities 24 hours per day. Many times the protestors are praying, sometimes they are holding signs and harassing clinic patients.

The 40 Days for Choice counter-protest campaign is a way to show support for clinic workers, patients and advocates. The campaign runs from September 25 through November 3.

During this time, 40 Days of Choice is hosting multiple events. There is a virtual counter-protest where supporters can “purchase” a day online with all funds raised going to the Fountain Street Church Choice Fund which provides direct financial assistance to women for abortion procedures. In addition to this, Fountain Street Church Choice Fund is hosting a Celebration of Choice on October 18, with wine, food and music.

Supporters can also participate by writing a thank-you note to clinic staff as a part of the 40 Letters for Choice project, designed to counter the negative impacts of anti-choice protestors with positive messages from the community.

To participate in any of these events or activities, please email dani.vilella@ppmchoice.org.

Upcoming Opportunities

Grand Rapids: October 14 — Women in Leadership Summit at GRCC

Grand Rapids: October 15 — Women in Leadership Feminist Activist Training at GRCC

Volunteers NEEDED! Planned Parenthood Advocates of Michigan is looking for volunteers interested in doing data entry to help us check signatures from the recent Right to Life “No Taxes for Abortion” petition.

If you are interested in any of the above opportunities, please email dani.vilella@ppmchoice.org.

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