

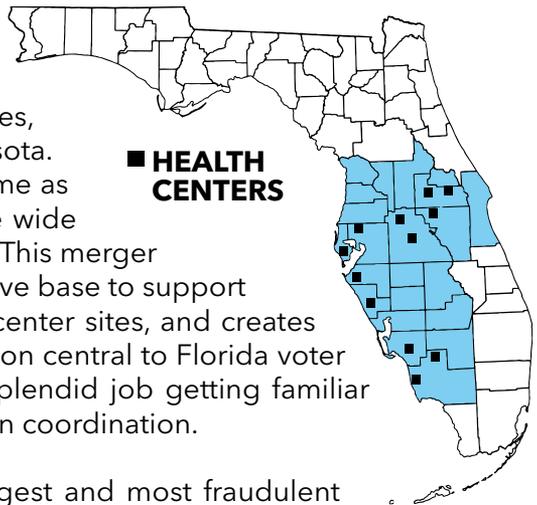
The Tumultuous Summer of 2015



Just as we were celebrating the happy culmination of six months' intensive work, research and planning to consolidate three major Planned Parenthood affiliates, we were hit with the most corrosive and fraudulent assault in our history.

We hadn't expected to put our new merger through this kind of test within its first few weeks, but Planned Parenthood of Collier County, Greater Orlando and Southwest and Central Florida (PPSWCF) have proven that we are, in fact, stronger together.

The new affiliate comprises 22 counties, with 12 health centers and 176 employees, and is headquartered in Sarasota. We adopted the PPSWCF name as it appropriately describes the wide geographic region we serve. This merger provides a strong administrative base to support the local efforts at all health center sites, and creates a significant geo-political region central to Florida voter mobilization. All staff did a splendid job getting familiar with each other and working in coordination.



Then - the news hit. The largest and most fraudulent video scandal perpetrated upon Planned Parenthood and American women's access to abortion services broke out through a series of heavily edited and inflammatory videos. Shortly after, a series of sophisticated technical hacks into our online presence virtually shut us down.

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The orchestrated political attack included emergency inspections of our health centers and demands for defunding Planned Parenthood on the national and state levels. Our own Governor Rick Scott ordered emergency inspections as well, though it is known that Planned Parenthood in Florida does **not** have tissue donation programs. Nevertheless, the Florida Agency for Health Care Administration (AHCA) erroneously claimed that three of our centers violated their definitions of first trimester abortions, completely contradicting the prevailing law. Our lawyers and the ACLU are lined up to fight - you can read more on page 3. In addition, two bad bills have already been filed in Tallahassee so far this year.

As I write this, the enormous toll on our staff is obvious. Harassment and intimidation by fraudulent callers has increased. Protestors and organized rallies are somewhat predictable, but facing upset friends and family members who have no experience with this political and disturbing theater has been very, very tough. Through it all, our staff have pushed through, shown up for work, and continued to provide compassionate care to our patients.

But despite everything, we are stronger than ever since our merger. We're united in our effort to deliver a strong positive message to the media, to our patients, and to our coalition partners. We now must work to raise funds to help cover legal fees (\$50,000 in the month of August alone) and operational cost increases due to the fact that so many of our senior staff and public policy team are involved in the pushback legally, in the media, and in the legislature. We had not reached a "business as usual" tempo post-merger, let alone post nuclear video attack. But through it all **we remain focused on taking care of women.** With your help, our health center doors will stay open—No Matter What.

Onward-



Barbara Zdravecky, President/CEO

Fiction vs. Fact

FICTION: They say Planned Parenthood harvests and sells fetal body parts for profit.

FACT: Two Planned Parenthood affiliates at the behest of their patients do arrange for humane transfer of fetal material to research facilities to help in the fight against devastating diseases such as cancer, HIV/AIDS and Parkinson's. Recent articles in the New England Journal of Medicine and other research publications have provided a thorough history of this research, including how a panel appointed by President Regan approved these policies.

FICTION: They say that their protests and investigations are about fetal tissue programs.

FACT: It's really about denying women access to healthcare. The misinformation that has been spread about tissue donation programs is merely a smokescreen to hide the real goals of these attacks - shutting down our services.

FICTION: The Florida Agency for Health Care Administration erroneously claimed three of our health centers (St. Petersburg, Ft. Myers and Naples) were not in compliance with their definitions of first trimester abortion.

FACT: We are following the law, and always have been. Their claim completely contradicts 2006 findings from a court case we instigated to make sure that the law was clear.

FICTION: They think they have us on the run.

FACT: We are prepared, and we will prevail against these actions which are - at their core - political plays. We are working with a team of lawyers: regulatory, criminal, based nationally and in Florida, to defend ourselves. We also have our friends at the ACLU fighting the 24-hour waiting period for abortions, based on legislation that Gov. Scott signed into law in July. There is currently a stay in place, but more volleying is expected in the coming months.

For more facts, and an uplifting look at how we are best represented, take a look at Cecile Richards' appearance before Congress on September 29. Go to www.c-span.org and search for Cecile Richards Planned Parenthood Funding.

WHAT YOU CAN DO

You're at a cocktail party talking with your new neighbor Terrence when the topic **of recent smear campaigns against Planned Parenthood** comes up. "I know about all of the people whose lives are improved by Planned Parenthood, but I wish there were something I could show people who we are that would spread as easily as those videos."

You might respond: "*Some of our local volunteers were wondering that same thing!* They were inspired by the popular social media project *Humans of New York*, and created *Humans of Planned Parenthood*. It features personal stories of Planned Parenthood staff, volunteers, donors, and patients, and anyone across the country can submit their story.

It's become an instant success - it got over 4,000 likes in one week - and it's just kept growing. Seeing the wide scope of all of the people who are impacted by what we do is incredibly meaningful, and it brings us back to the fact that we're all in this together.

Visit facebook.com/HumansOfPP to learn more!

Volunteer Program

We are so grateful for our volunteers and volunteer leaders, especially during this time of extraordinary need. The support that we have across our new 22 county service area is remarkable, and volunteers from across our region have bonded, both in person at national and regional meetings and through affiliate-wide conference calls. We are stronger together, and grateful to be building volunteer power across I-4 and I-75.



Central Florida volunteers gather at our Downtown Orlando Health Center to fight back against the latest smear campaign through organizing.



Health Center Escorting is one of the most important volunteer roles for PPSWCF, and is a volunteer opportunity available at multiple health centers.

Are you interested in becoming a PPSWCF volunteer?

We're here to help! Volunteer opportunities vary, and can be found in all three elements of Planned Parenthood's work: health care, education, and advocacy, including canvassing, tabling, letter-writing, patient escorting, phone-banking and administrative office help.

Email volunteer@ppswcf.org to learn more!

Always Advancing Patient Care

The three-affiliate merger has energized the entire Patient Services Team! We have been working to take the best practices from each of our Health Centers and bring them together to use throughout our region. For example, in Orlando, nurses assist clinicians with follow-up and telephone triage, freeing up the clinicians to focus on patients at the Health Center. We are grateful for a grant from PFFA in recognition of our need to implement this crucial technological portion of our merger.



Jackie Sanchez, St. Petersburg Health Center Manager, with the Naples staff after training them on the new EHR system



Orlando staff training on new EHR system

Expanding Medical Research

Our focus on patients means that we're always looking for new ways to improve our services. This year, we'll begin offering patients across our service area the opportunity to enroll in an externally-funded Human Papillomavirus (HPV) study. In a nutshell, this study looks at whether a new test for HPV is as effective as other FDA approved HPV tests. What makes this product special is that, if approved by the FDA, cervical samples can be processed in a machine on-site and we will have the results in under an hour! Providing patients with test results so quickly can make a huge difference to their peace of mind, and in the opportunities we have for follow up care and counseling.



Research Program Manager Ashley Sweet with our Medical Director, Dr. Sujatha Prabhakaran in Chicago for a planning meeting with the Cepheid HPV Study team.

Generation Action Conference

Our volunteers are passionate about bringing reproductive freedom and justice to all. This year, we took a team of 17 youth leaders to Washington DC for Planned Parenthood's national Generation Action Conference, and they wasted no time! Our members attended dynamic plenaries, breakout sessions, and connected with other youth leaders from across the country.



Team PPSWCF at the conference, and meeting with Congresswoman Kathy Castor of Tampa/St. Petersburg. Rep. Castor recently played a key role in fighting against the defunding efforts that have been taking place nationally.



Generation Action attendees in front of the US Capitol

Want to Make Your Voice Heard?

Join us for our lobby days in 2016! We'll be headed to Tallahassee in January and February this year - please contact our Public Policy Department for more information!

publicpolicy@myplannedparenthood.org

Taking Action in Tallahassee

Each legislative session we take multiple trips to Tallahassee to build relationships with our elected officials, hold them accountable, and have an impact on the legislative process. Below are some scenes from last legislative session; stay tuned for information to join us in 2016.



Our students loved meeting Rep. Heather Fitzenhagen of Lee County



Selfie stick photo with Rep. Dwight Dudley of Pinellas County.



Delivering 7500 petitions against HB633 - the bill authorizing the 24-hour waiting period - to the Speaker's office.



With Senator Darren Soto of Orlando.



Volunteers play an active role in our first press conference in Tallahassee during legislative session.



Advocates and staff gathered in Tallahassee to protest pending actions limiting women's access to abortion and health care.

Meet our new merged board leadership - ready to help steer our new affiliate through the challenges ahead

Chair:

Carolyn Johnson, Sarasota

Board member since 2008



Carolyn is a retired educator, businesswoman, and avid traveler. She is heavily involved in the Sarasota community, having served on the boards of the Ringling College of Art and Design, the Ringling College Library Association, Leadership Florida, the Sarasota Women's Alliance, and many others in addition to Planned Parenthood. She has advocated on behalf of children's welfare and education; the environment, climate change, and population; and arts and cultural education.

Vice Chair:

Laurie Cowan Phillips, Naples

Board member since 2013



Laurie is a senior executive with 35 years of experience in the healthcare industry. In her work at Children's Hospital in Boston, Lowell General Hospital, the Massachusetts Department of Health, and a national healthcare consulting firm, Laurie served as a strategist and negotiator and helped lead these organizations toward better client outcomes. She brings this experience to Planned Parenthood as an advocate and supporter. Laurie is involved in the Naples community, and also serves on the Moorings Park Continuing Care Community Board.

Standing against opposition around the state!



Supporters in front of Orlando and Tampa health centers responding to a day of protests planned in the wake of political attacks against Planned Parenthood nationally.

Vice Chair: Hon. Martha O. Haynie, Orlando
Board member since 2009



Marty is a CPA and has served professionally with Walt Disney World, Ernst and Young, her own CPA practice, and 3 years as Finance Director of the Florida Symphony Orchestra. She was elected Orange County Comptroller in 1988 and has held this office ever since. She graduated cum laude from the University of West Florida in accounting and has been a Florida Certified Public Accountant since 1981. Marty serves on multiple government boards and task forces and is proud to advocate for equality and diversity.

Vice Chair: Felice Schulaner, Sarasota
Board member since 2014



Felice is a senior executive in Human Resources, serving most recently as the Executive Director of the Coach Foundation and formerly as the Senior Vice President of Human Resources for Coach, Inc. Her career spans 30 years, including work with Optimark Technologies, Salant Corporation, American Express, and Macy's. She is a New College Trustee and Chair of the New College Foundation Board, and is on the board of the Visible Men Academy, a new charter school in Bradenton, FL, as well as the Sarasota Community Foundation.



In Sarasota, opposition rallies were especially well attended after Republican Party leaders emailed a call to all members, asking them to protest against us.



Supporters rally in front of our Fort Myers health center.
Photo via Natalie Mendenhall

For more photos and event updates, such as our volunteer patient escorts, counter-protests and more, please visit our Facebook page!

[Facebook.com/PPSWCFL](https://www.facebook.com/PPSWCFL)

Here for our patients, wherever they are

Regardless of what's happening on the news, we know that our patients still need accurate information about sex, relationships, birth control, sexually transmitted infections and other concerns. Since these questions can come up at any time day or night, we're excited to have two free text-messaging services available to our patients and community members.

In Collier, Hendry, and Glades Counties, we have a local program, *In Case You're Curious (ICYC)*, that offers quick, confidential answers to personal questions. Since the program launched in September 2014, over 500 questions have been asked of the panel of health experts who reply to each message. Topics include first-time sexual experiences, birth control, and sexually transmitted infections and diseases.

It's very simple to use: text PPCC to 57890; once a confirmation text is received, questions can be texted anytime with responses sent within 24 hours.

For those outside of these areas, a national service hosted by PPFA is available as well; text 774636 for more information.

Successes in preventing teen pregnancy in the Orlando area

Two federally-funded Teen Pregnancy Prevention Programs in the Orlando area noted some great successes this summer. The projects developed a number of new, innovative methods, and their scope was impressive – over 1,000 youth graduated from these programs, and thousands more were reached with messages of responsibility, identifying risky sexual behaviors, increasing condom use, and prevention of teen pregnancy and sexually transmitted diseases and infections.

Among their notable accomplishments, the programs pioneered the use of video conferencing to provide follow-up sessions, dramatically



Left to right: Ebony Section, Cristina Calandrucchio, Samantha Daley, Jahnay Lee, ShaKara Ames, Ronessa Strickland-Roberts, Latanya Jones, Yasmin Andre, Caitlin Gallardo, Ashleigh Woodruff, and Yarira Feliciano.

improving program retention. Evaluation of the program in 2015 showed that the Safer Sex Intervention program was a leading program for retention and engagement of study participants with a phenomenal 98% 9-month retention rate - highly remarkable in the research world.

Both programs relied heavily on social media to keep teen participants engaged and to continue education over the intervention period. Education staff used smartphones and tablets to stay in touch with the millennial participants and worked - quite literally at times - around the clock to support program participants.

SOURCE around the world!

Our SOURCE Productions program, based in Sarasota, provides education through live performances and filmed media focusing on issues including pregnancy prevention, HIV/AIDS awareness, bullying, and alcohol and drug abuse. Our newest film, *When the Party Ends*, highlights the alarming increase of HIV in 20-something gay men (a July article in the Tampa Bay Times noted that Florida now has the highest number of new HIV diagnoses in the nation). The film was created in association with Community AIDS Network, along with support from Our Sarasota Fund and the McCauley-Brown Fund from the Community Foundation of Sarasota.

It's still going strong after its premiere at the Sarasota Film Festival in April, sold out screenings in the Short Film Corner at the Cannes Film Festival in May, and many well received showings this fall at Commfest Global



Frankie LaPace, Co-Writer and Actor,
and KT Curran, Co-Writer and Director
of *When the Party Ends*, at the 68th
Cannes Film Festival

International Film Festival in Toronto, the Fabulous Independent Film Festival in Sarasota, and the Tampa Bay International Gay and Lesbian Film Festival. It also recently received the Merit Award from the Awareness Film Festival in Los Angeles.

The hard work of the cast, crew, volunteers, donors and supporters continues to shine through as audiences keep responding to it so positively, and in such numbers.

Legacy Society Spotlight

Eva Brinson was born in Berlin, Germany and, after moving around the world with her Navy husband during the 50's, moved to Orlando in 1959. She is pleased to have been among the Alliance members of the First Unitarian Church in Orlando who established the local Planned Parenthood, and has remained an ardent supporter and advocate.



A former medical technologist who loves traveling, she feels that every program of Planned Parenthood is essential, and included Planned Parenthood in her estate because she believes "everyone has the right to make their own decisions and shouldn't be stopped from making those decisions."

Rita Fenichel lived in northern New Jersey for most of her life and found her way to Planned Parenthood in the mid-70's as a volunteer. There, she found an enlightened group of people who shared her vision and concern for the underserved women, men and teens in her community, and began serving on the local New Jersey Board to ensure that affordable and accessible reproductive health care services remained available in her community.



Rita knows Planned Parenthood's work is vital and she continued to volunteer after moving to Sarasota. She has chosen to include Planned Parenthood in her estate plans because Planned Parenthood is the organization she feels most connected to, and felt her estate plan was a wonderful and convenient way to leave a lasting legacy.

Generations Gala



This year's Generations Gala in Orlando was a great success, energizing our supporters and raising funds for our core services! Pictured are chairs Maria Ruiz Margenot and Dr. Boyd Lindsley with Andrea Hays, and a shot of guests enjoying the silent auction.

Legacy Society Spotlight



Cole Caruso is a native Floridian, and he's recently returned to the Naples area to enjoy the tranquility of the ocean and join the Board of our Planned Parenthood! He's been actively involved with Planned Parenthood since he was 15, when he joined the SOURCE theatre program in Sarasota. "I ended up becoming an activist and learning so much about myself and the world thanks to Planned Parenthood and the SOURCE."

Cole's passion for a number of causes is evident through his business - an in-home care service for people of all ages with disabilities - as well as his other volunteer work, which has included serving on the board of the Foundation for the Developmentally Disabled. Including us in his estate is one aspect of that dedication. "I won't give up, and I know Planned Parenthood won't either."

When you include Planned Parenthood of Southwest and Central Florida in your will and estate plans, you join our Legacy Society. You help ensure that young women and men will continue to receive low-cost health care and responsible messages of prevention and safety.

Please call Jan Chester at 941-556-1246 with questions or for more information.

Our 2015 - 2016 Events

Orlando:	2015 Generations Gala: 9/26/15
Sarasota:	Safe Sex Halloween Bash: 10/30/15
Fort Myers:	Cocktails at Cove Café: 11/15/15
Sarasota:	High Tide at High Noon: 11/16/15
Tampa:	Hamburger Mary's: 12/9/15
Naples:	Voices of Choice Luncheon: 12/15/15
Tampa:	Alan Cumming Performance and Meet-and-Greet: 1/24/16
Manatee:	"Talk About PP" Breakfast: 1/28/16
Fort Myers:	Choice Affair Luncheon: 2/3/16
Naples:	The Choice Affair Dinner: 2/6/16
Sarasota:	Celebrate! Planned Parenthood Dinner: 3/3/16
Tampa Bay:	Choice Affair Luncheon: 4/5/16

ORGANIZING WITH OUR COMMUNITY



Cards that our patients and supporters have sent in to our providers in the wake of the recent negative attacks - we are truly stronger together!



Staff tabling at the Big Cypress Health Fair in Naples.



Supporters Courtney Cravens and Betty Ford at our GYT (Get Yourself Tested) push in Naples.



Every month, volunteers hit the streets of downtown Orlando to pass out over 1,000 condoms, which all have a sticker that guides people to our website.



Staff, volunteers and supporters at this year's St. Pete pride parade.



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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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Stand With Planned Parenthood!

We've gotten a lot of questions about how to help out during this time of upheaval, and we're sure you have, too! Here are some different ways to help support the truth in the face of so many false attacks.

1. Write a Letter to the Editor

Many individual voices together can make an impact that goes beyond all of the press conferences and interviews that we could ever hold. Write from the heart at home, or come to one of our Community Action Team meetings to join in with others doing the same.

2. Share Your Story

What brought you to Planned Parenthood? Are you one of the 1 in 5 women who's used our services? What inspired you to become a supporter of this movement and this work?

Particularly when it comes to reproductive health, public conversations often forget about the people who are at the heart of all of this. By talking about your particular connection to Planned Parenthood, you can help to bring the focus back where it belongs.

3. Join Our Action Alert Networks

You can text "Stand With PP" to **69866** to join our mobile action network, sign up for our email list at [SignUp.MyPlannedParenthood.org](https://www.signupmyplannedparenthood.org), or contact us at volunteer@myplannedparenthood.org to learn more about volunteer opportunities (or see page 4 for more information on that).

4. Make a Donation

Especially as we work to fight back against baseless investigations and false claims, your support is more vital than ever. These attacks only serve to make us more determined to keep providing affordable, low cost sexual and reproductive health services to our communities.

Please use the envelope in this newsletter or go online to:

[MyPlannedParenthood.org/Donate](https://www.MyPlannedParenthood.org/Donate)

5. Follow Us on Social Media

News is running at a breakneck pace these days, and we want to be sure you have all of the information that you need! You can find us at [Facebook.com/PPSWCFL](https://www.facebook.com/PPSWCFL) and on [Twitter@PlannedParSWCFL](https://twitter.com/PlannedParSWCFL).