



FOCUS

ON PLANNED PARENTHOOD

Planned Parenthood of the Great Northwest

Summer 2012

Court Upholds Affordable Care Act

By Kristen Glundberg-Prossor

An estimated 750,000 women and men in Alaska, Idaho, and Washington will gain insurance coverage.

On June 28, 2012, the U.S. Supreme Court upheld the constitutionality of the Affordable Care Act in a 5-4 split with Chief Justice John Roberts voting with the moderate members of the Court. Planned Parenthood applauds this decision which will have a profound and concrete impact on millions of people's lives. The Affordable Care Act is one of the greatest advances in women's health in a generation in that it defines women's health care as preventive care. **The law will provide access to birth control and cancer screenings without co-pays, guaranteed direct access to OB/**

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Celebrating Our Life-Changing Sex Education Programs

By Jodi Bernstein and Liz Reilly

What an inspiring day! On Saturday, July 7, we hosted a Sex Ed Block Party at our Seattle office to celebrate and spread the word about Planned Parenthood of the Great Northwest's acclaimed education programs. Over 300 attendees listened to speakers who described the impact of our programs and participated in workshops such as, *When Values Guide Decisions*. There was also some good fun, including live music, a beer garden, sexuality jeopardy, and condom relays. Now don't you wish you'd been there?!



Shambricia Spencer, Cecile Richards, Tim McCleod, Chris Charbonneau

Cecile Richards, President of Planned Parenthood Federation of America, spoke of her ardent commitment to and belief in the essential role of sexuality education in fulfilling Planned Parenthood's mission.

An Education Showcase tent featured information on each of our education programs, including Teen Council, a peer education program we created in Washington 20 years ago. Teen Council has now trained thousands of teen leaders to be accurate resources on sexual health to their peers, and many of those leaders came to this event to share how their lives were changed through their experience with us. Some, now in their late thirties, brought their partners and kids; it was a real joy for this to be a family celebration. We were also excited to announce that our Peer Education Institute (kick-started last year thanks to a generous gift from a local donor) has developed and is about to publish a Teen Council program curriculum, so we can train organizations around the country to implement this program. We have recently expanded Teen Council to Juneau,

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Executive Update Message from Christine Charbonneau

Were you awake at seven AM

to hear the Supreme Court announce that they had upheld the Affordable Care Act (ACA), also known as “Obamacare?”

I was; I and my staff arrived at work that day both incredibly relieved and invigorated. We talked about how we had all collectively been holding our breath, hoping for the correct decision. It’s exciting to think about what this means, especially for women.

For the first time in our lives, being female will no longer be a pre-existing condition – women will not pay more for insurance than men (even if you take childbearing out of the equation!).

Young people up to age 26 will be able to stay on their parents’ insurance policies, giving them a chance to get educated, and start their own living-wage jobs with insurance packages of their own, and not suffer a “gap.” This piece of the law has already been implemented, but make no mistake, this benefit is available because the ACA passed.

Women will be able to get well woman exams, birth control, sexually transmitted infection screening, breast and cervical cancer screenings, and the like with no deductible payments and no co-pays for their contraceptives.

Insurance will be accessible with no exclusions allowed for pre-existing conditions, like pregnancy or a previous abnormal pap smear. There will be no lifetime insurance caps which bankrupt families of seriously ill people.

There will be mechanisms for most Americans to get insurance coverage, adding 32 million people to the rolls.

However, we know from the experience in Massachusetts that about 10 percent of the people in our communities will fall through the cracks in this system. They will be those who are unable to navigate a complicated system, people who cannot read, the undocumented, and people with chaotic lives. In other words, those most in need of care. PPGNW is already working to make sure that we stay healthy in order to provide care to those who need us most as the dust settles.

PPGNW is getting ready for an influx of people, starting in August of 2012 when some provisions “go live” and for most on January 1, 2014, when the law takes effect in its entirety.

We are preparing by making sure we are using the most advanced technology in all areas of our work. We recently completed implementation of Electronic Medical Records at all of our health centers, which will ensure that we can quickly meet the needs of patients who move between our states or need prompt referrals to other providers.

We are increasing the services we provide via telemedicine, so when staff in one health center have a window of time between appointments, they can essentially skype with remote clients in another health center who need a



prescription for birth control, allowing us to maximize our staff capacity and expand access to our patients.

In a really divisive and politically charged year, it was wonderful to have the chance to get together recently in Seattle with several hundred supporters and Cecile Richards, President of PPFA, to celebrate the work we do that we should all be able to agree on: sex education that prepares teens for healthy relationships and fulfilling lives. As we grow our capacity to reach many more people with health services in the next couple of years, we also hope to expand our education work, so that ultimately, more people come to us for prevention than for treatment. We are in the midst of helping to shape a vastly different, more preventive, and more accessible health care environment. Because of your support, we’re here for those who need us now and we’ll be here in 2014 and beyond.

Christine R. Charbonneau
Christine Charbonneau, CEO

Health Care Reform Implementation Update

By Jennifer Allen

As we awaited the Supreme Court's decision

about whether all or part of the Affordable Care Act, the federal health care reform law, will be upheld, Planned Parenthood of the Great Northwest was preparing to make the most of it!

Implementation of the Affordable Care Act started shortly after the bill passed in 2010 and is slated to be fully in place by January 2014. This is GREAT news for all Americans, and especially for our patients. Some of our greatest successes in the ACA include a requirement that health plans cover preventive services like birth control, breast and cervical cancer screenings, and annual well woman exams without co-pays.

The Affordable Care Act also requires that every American have health insurance by 2014, which they'll get through Medicaid, their employer, or purchase through a Health Insurance Exchange. States have the option of setting up and monitoring their own Exchanges, or they can defer to the federal government to set up an Exchange for them, and either way we're watching closely to ensure the plans on the exchange support quality reproductive health care.

In Washington, which is at the forefront of Affordable Care Act implementation, Planned Parenthood is a leader among many stakeholders taking part in the process, working hard with government, coalition partners, and our activists to make sure that the full range of reproductive health services, including abortion, will be covered for Washingtonians.

The process is less transparent in our other states. Idaho has decided not to pursue its own Exchange implementation, which means the federal government will take charge of setting up the Health Insurance

Exchange there. In Alaska, the governor has begun work on what that state exchange might look like, but is moving forward with very little stakeholder input.

However in every state, our health centers are preparing for this big change in our health care, and Planned Parenthood Votes Northwest staff are working hard to ensure the right to choose Planned Parenthood as a trusted health care provider.

Whatever comes our way, we're ready with an amazing field team building and channeling the ever-growing activism of Alaskans, Idahoans, and Washingtonians who aren't going to stand still for restrictions on women's health!

- In Washington we are continuing to push forward on the Reproductive Parity Act to combat the Nelson abortion restrictions in the Affordable Care Act and assure equity in health care by requiring that Washington insurance plans cover abortion.
- In Alaska, we're working to protect public funding for abortion. This equal access to abortion for low-income Alaskan women is assured under Alaska's constitution, but anti-choice zealots continue to try to narrow and/or eliminate this funding and access. Our team is out in front of this issue educating the public and helping activists begin to talk about fairness.
- And of course things are never dull in Idaho, where our team is working to fortify activists and the legislature to hold strong against future challenges that could include anything from a personhood initiative to give "rights" to fertilized eggs, to a new mandatory ultrasound bill, to even a possible return of attempts to ban birth control coverage in insurance.

Thank You for GivingBIG!

We're elated over raising

\$195,000 through the Seattle Foundation's GiveBIG Day on May 2. We received the highest number of individual donations – 1,217 unique gifts – of over twelve hundred participating nonprofits.

GiveBIG, the Seattle Foundation's 24-hour online campaign, allows supporters to donate to nonprofits across the Northwest. The gifts are then increased with a portion of the Seattle Foundation's stretch pool. Additionally, three donors offered dollar-for-dollar challenge grants to encourage support of PPGNW specifically. Our \$195,000 became over \$260,000 with the stretch pool and challenge grants.

"We couldn't be happier or more grateful to our generous community," said Liz Reilly, Director of Development at PPGNW. "An army of supporters sent a clear message to those who would 'get rid of' Planned Parenthood that birth control is just as essential to improving lives as books and the arts. These gifts will enable us to provide a wide range of preventive health services – including life-saving cancer screenings, birth control, prevention and treatment of STDs, sexual health education, and more – to all who need this essential care."

According to Reilly, PPGNW brought in three times as many gifts as last year, and nearly three times the money. Hundreds of these gifts came from people who have never given to us before. "Thank you to everyone who gave to PPGNW that day, our amazing volunteers and board members for getting the word out, and The Seattle Foundation for organizing an incredible day of giving that benefits our entire community."

Teen Council Block Party

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"Teen Council was a place of safety for me. It was where I could feel that what I did mattered."

Alaska, and hope to expand to Sun Valley and Boise, Idaho soon as well. In fact, Teen Council is going international, as the U.N. recently contacted us requesting the curriculum!

We were also thrilled to celebrate the work of our other education programs, including our Teen Outreach Program® (TOP), a teen pregnancy prevention program which has been *proven to reduce pregnancy rates by 53 percent and school drop-out rates by 60 percent*. We are implementing this program in 53 sites with high teen pregnancy rates across Alaska, Idaho, and Washington.

Interestingly, sex ed makes up less than 20 percent of the program's curriculum, which is more broadly about building self-esteem, developing relationship skills, setting life goals, and being an active, productive member of the community. This program addresses the whole person, and helps teens value themselves enough to dream of and plan for a successful future.

When we finally closed our gates at 7:00 PM, over 100 former Teen Council members (our "alums") stayed on to

re-connect over dinner. One alum shared how he recently realized when his own child started asking questions about bodies that he was much better prepared to have that conversation than his own parents had been — thanks to Teen Council.

We know without a doubt that PPGNW education programs have changed the lives of many, improved health outcomes, and injected positive, healthy sexuality messages into our

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Interview with PPFA President Cecile Richards

“Education is the Best Prevention!”

Let's start with a general question: What's the biggest challenge that Planned Parenthood faces today?

Over the past two years, we've witnessed the most aggressive legislative assaults on access to women's health care in a generation. A record number of bills have been introduced in Congress and the states aimed at restricting women's access to health care. We've got to help people understand what's at stake, and what they can do about it.

You are obviously very passionate about comprehensive sex education. Why are these programs so important and what can we do better to preserve and advocate for them?

Sex education and access to birth control have made a significant difference in pregnancy rates among teens and young adults. But the teen pregnancy rate in this country is still far higher than it should be and we need to be particularly concerned about continued disparities in the progress that has been made. So the need for sex education is tremendous. This is some of the most important work Planned Parenthood does — when we help young people prevent pregnancy and STDs, we protect their future.

Was it easy for you to talk to your own children about the “birds and the bees?” Do you have any advice for parents about when and how to start these conversations?

These can be difficult conversations for a parent, and you have to look for the teachable moments. Our kids are constantly bombarded by images or conversations about sex, and we have to have these conversations with them openly and hon-

estly. We have to constantly check in with our kids about what's going on in their lives. “The talk” is no longer just a one-time event, it's a lifelong conversation. It's also important to make sure we listen, not just talk at our kids.

What brought you to Planned Parenthood? What in your opinion makes Planned Parenthood such an awesome organization?

There's no other organization like this one. We're the nation's leading reproductive health care provider, and also one of the country's leading advocates. We give people the tools they need to live happy, healthy, fulfilling lives. I am so inspired by the people I meet when I travel the country for Planned Parenthood — current patients, people who came to our health centers 40 years ago, staff members who could do anything in the world but choose to be here, and volunteers who make all of our work possible. I've always been lucky to have opportunities to work on the issues I care about. I feel like I'm exactly where I'm supposed to be right now, and I honestly can't imagine doing anything else.

Favorite word? Upheld!

Least favorite word? Can't.

Favorite sound? Texas Coast.



1992 Teen Council alumni
with Cecile Richards

Teen Council Party

communities. With your continued support, our education programs will grow and more young people will have access to the tools to stay healthy and pursue their dreams — so that more people come to us for birth control than abortion, and for STD testing rather than STD treatment. Education is the key to prevention, and we couldn't do it without you!

Please be on the lookout for some powerful videos and stories from this event coming soon on Facebook and at upcoming events, and please share them to help spread the word about the value of these programs. Especially in a divisive political climate, we should all be able to agree on the importance of preparing teens for healthy and successful lives. Pass it on!

Join
Us



September 22:

By Heather Wiker

Planned Parenthood of the Great Northwest has signed on as a partner organization for the Lifelong AIDS Alliance's *Seattle AIDS Walk*. Held on September 22, the event is a 5K march of support and remembrance through the streets of Seattle's Capitol Hill neighborhood. The *AIDS Walk* brings thousands of people together to raise funds and awareness in the local fight against HIV and AIDS.

75% of Planned Parenthood Team funds raised, large or small, for the Seattle AIDS Walk & Run will help support free HIV testing PPGNW will provide on World AIDS Day 2012. The other 25% of any gift we raise will go to the Lifelong AIDS Alliance, to directly support the local fight against HIV and AIDS in our community.

Please join our team or sponsor us as we walk to honor those who have been affected by the disease and to offer hope for a future without AIDS. Interested? Contact Heather Wiker at heather.wiker@ppgnw.org or 206.328.7733.

Planned Parenthood is here with an open mind, a caring touch, and extraordinarily sophisticated tools and expertise. We believe that health care is a basic human right – one that's dispensed freely and without judgment to every person – regardless of race, gender, sexual orientation, class, age, or ability to pay. Lifelong AIDS Alliance works to prevent new HIV infections and provide basic human services to people in need, including food, housing, and insurance coverage.

Affordable Care Act

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GYN providers without referrals, and end discriminatory practices against women, such as charging women higher premiums and denying coverage for "pre-existing conditions."

"At Planned Parenthood, we know how important this law and this decision are for women and families, because we see the need for affordable health care every day," said Christine Charbonneau, CEO of Planned Parenthood of the Great Northwest. "Women who come into Planned Parenthood health centers often struggle to balance paying for birth control and health services with paying for textbooks, groceries, or gas for the car. The Affordable Care Act will make those decisions easier for women across the country. The practical and immediate effect of this law will be to enhance the health and well-being of American women and their families," added Charbonneau.

As a result of the Affordable Care Act, 31,875 Alaska, 64,347 Idaho and 209,177 Washington State women of reproductive age will gain new health insurance coverage. Health care providers that focus on family planning increasingly contract with private insurance companies. According to the Guttmacher Institute, 33 percent of all family planning providers now contract with private insurers – and 49 percent of Planned Parenthood health centers have contracts with private insurance companies.

Below are just a few things the health care law does to improve women's health.

- Starting in August 2012 (NOW!), new health plans will cover important preventive services without any co-pays for enrollees. These services include birth control, breast and cervical

cancer screenings, and annual well woman exams. Birth control will be treated like any other preventive prescription under the Affordable Care Act, and will be available without co-pays or deductibles.

- Women will have direct access to OB/GYN providers. Many insurance plans have required that women see another doctor before they can get a routine check-up with an OB/GYN provider. Women can now access their OB/GYN directly without a referral or approval from the insurance company.
- Young adults can now stay on their parent's health insurance until age 26, even if they are married, not living with their parents, or not in school.
- Women will no longer be discriminated against in health insurance. Today, women are often charged much higher rates for health insurance coverage just because they are women. For example, a healthy 22-year-old woman can be charged premiums 150 percent higher than a 22-year-old man. The health care law ends this practice starting in 2014.

The outcry from those who oppose this law will be deafening. Already House Republicans have vowed to take out sections of the law between now and the November elections. With the current Senate Democratic majority it is unlikely that this will happen, but the fate of full implementation of the Affordable Care Act hangs in the balance until the new Congress is elected. It is vitally important for all of us who care about affordable health care to understand the new law and its many tangible benefits. We must be strong and vocal advocates as those who oppose health care reform attempt to dismantle it.



PPGNW Provides Free Day of STD Testing

By Kristen Glundberg-Prossor

The fourth annual GYT: Get Yourself Tested campaign rolled across Alaska, Idaho, and Washington during the month of April culminating with our first-ever free day of testing at PPGNW health centers on April 30. On that day alone we provided 250 chlamydia and gonorrhea tests – and peace of mind – free of charge. More than half of the tests provided were for new patients, indicating that cost has prohibited many in need from accessing care. One hundred percent of the funding for the day of testing came from donor support through the *Someone You Know* fund. Thank you PPGNW donors!

GYT is a collaborative campaign between Planned Parenthood, the Centers for Disease Control and Prevention, Kaiser Family Foundation, and MTV. The campaign is designed to address the high rates of STDs among those under 25 and to normalize the discussion of the problem and break down social barriers to getting tested. **GYT** encourages individuals to, “Know yourself. Know your status.”

“STDs often have no symptoms, so many people who are infected don’t know it. Getting tested is simply a basic part of staying healthy,” said Dr. Anna Kaminski, PPGNW Medical Director. “Lack of information, misconceptions, or social stigma can keep many young people from getting tested for STDs, but people should know that testing is easier than ever before. Planned Parenthood is here to help people get tested and stay healthy.”

Planned Parenthood health centers across the Northwest offer affordable STD testing throughout the year, and we welcome patients of every background. For more information about **GYT**, please visit www.GYTnow.org.

PPGNW Health Center Opens Doors on First Hill

After months of preparation, planning, and anticipation, PPGNW opened its new health center on Seattle’s First Hill, adjacent to Swedish hospital, on May 8, 2012. The health center is located on the 10th floor of the Nordstrom Tower and will provide a full range of reproductive health services including first and second trimester abortion care.

The First Hill location was not originally on PPGNW’s strategic radar. As you may recall, when Swedish Health Services affiliated with Providence (a Catholic health system), they were prohibited from providing non-emergency abortion services. Swedish asked Planned Parenthood to open a full service health center providing non-emergency abortion services in close proximity to the Swedish campus to assure seamless care for their patients. Swedish will continue to care for women with emergency needs but can now easily refer their patients across the sky-bridge to the Planned Parenthood office for a full range of reproductive care, from well woman exams to vasectomies and non-emergency abortions.

The First Hill Health Center is open Wednesday through Friday. To make an appointment, please call 1.800.230.PLAN (7526).

Tacoma Health Center

From its earliest days (1983), Planned Parenthood of Pierce County was committed to the Hilltop neighborhood in Tacoma. At the time, that area was most in need of services, and the Board of the affiliate was intent on making that health center successful. Now, over 30 years from its opening, the Tacoma Health Center is one of our busiest, yet our original building is crumbling and several of the exam rooms are so small that they cannot accommodate stirrups. In addition, the waiting room is so tight that it is frequently overcrowded.

We are happy to announce that we have found a new building just six blocks away on Martin Luther King Jr. Way and still in the Tacoma Hilltop neighborhood! This new health center will have twice the number of useable exam rooms, enabling us to provide expert quality care in a professional environment to our current patients, and will allow us to manage the estimated 33 percent increase in demand in the area once health care reform expands access to preventive care. We are looking forward to another 30 years of commitment and dedication to Pierce County in a building that will both meet our needs and allow us to fulfill our mission.





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If you have any questions about giving stock, or would like to let us know that you'll be making a transfer to us, please contact us at 1.866.674.2538 or gifts@ppgnw.org. Thanks in advance for your support!

*Please note that our old gift account with TD Ameritrade will remain active through January 2013. If you've recently made a transfer to us via the old account, rest assured that it will reach us.

