



Planned Parenthood of West and Northern Michigan

PPWNM Connection

SUMMER 2014

CELEBRATING A GOLDEN ANNIVERSARY

The first Planned Parenthood in our region was organized in Kent County in 1964. This year we celebrate our 50th anniversary!

The organization was founded as the Planned Parenthood Association of Kent County (PPAKC) by United Community Services (United Way), Detroit Planned Parenthood, Michigan Department of Public Health, Kent County Health Department, Mary Kindel (Mrs. Thomas Kindel), and Helen Martin (Mrs. John Martin), in cooperation with Senior Minister Duncan Littlefair of Fountain Street Church. An administrative office and two birth control clinics were operating by the following year.

Over the next five decades, PPAKC expanded its territory, opened many more health centers, and closed some, and merged with other Planned Parenthoods in our region to form what is today known as Planned Parenthood of West and Northern Michigan (PPWNM).

Our 50th anniversary celebration culminated on Tuesday, May 6, at the 2014 Grand Rapids Healthy Families

Luncheon: Celebrating a Half-Century of Service. PPWNM welcomed special guest, Cecile Richards, president of the Planned Parenthood Federation of America, who served as keynote speaker and held a reception with PPWNM's most loyal supporters. You can read more about the 50th anniversary celebration on page six.

As part of our 50th anniversary, PPWNM is also undertaking major remodeling projects at its flagship building in Grand Rapids, and at health centers in Marquette, Petoskey, and Traverse City. The goal is to transform our health centers into warm and welcoming spaces within a professional medical setting; and to modernize and update our office environment. It will be the first major renovation of the building at 425 Cherry Street SE in Grand Rapids since we celebrated our 25th anniversary in 1989! Read more about these remodeling projects on page two.

If you would like to see a slide show of photos looking back over our 50-year history, you can view a pdf version by clicking this link: <http://bit.ly/1kRnTkp>.

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BUILDING A BETTER FUTURE

PPWNM has made major strides in a significant reconstruction project that began last fall, impacting several of our health centers and our administrative headquarters.

Work began in September 2013, on the Administration and Irwin/Martin Health Center building at 425 Cherry Street SE in Grand Rapids. Along with our design and building partner, Guy Bazzani, and our architect, Richard Craig, we are pleased to be creating for our clients a completely updated and modernized medical and educational facility. The renovation will provide expanded medical space by creating additional exam and procedure rooms that will allow us to offer a wider range of services. Education services are being relocated to the main level, putting all public services on the same floor and reinforcing the connection between education and health services that is the core of our mission.

Administrative staff are now working in state-of-the-art and modernized new offices on the top floor, while health and

education center reconstruction is still underway.

PPWNM's Marquette, Petoskey, and Walker (Traverse City) health centers, all housed in buildings owned by PPWNM, are also part of the reconstruction project, although renovations at those sites are less extensive. The goal is to create updated, functional facilities reflective of the quality services PPWNM provides.

The Petoskey Health Center is nearly complete, while the Walker Center is still in the midst of construction, and work is set to begin soon in Marquette.

All PPWNM locations remain open and fully functioning during construction. Ribbon cuttings and open houses will be held at each location upon completion, later this year.

Funds for the renovations are being provided by the Standing Tall capital campaign — read more about the campaign on page five. The budget is nearly \$2 million in Grand Rapids and \$500,000 for the other sites combined.



Grand Rapids exterior, new administrative offices; Traverse City new façade

CLIENT VOICES

"I was here quite a few years ago for STD testing when I was single, homeless, and living in the woods. You treated me with kindness and respect even though my clothes were dirty and I looked a little rough. I never forgot that."
~ male client in Muskegon

"Your staff was incredibly kind and helpful. I did not feel judged at all."
~ client in Grand Rapids

"The staff here is AMAZING! I could go to a regular OBGYN office but choose to come to Planned Parenthood because everyone is so nice. They are doing a fantastic job. 100 times better than any OBGYN office I have ever been to."
~ client in Big Rapids

"I was late for my appointment and they were kind enough to see me on their lunch. Thank you!"
~ client in Ionia

"Thank you for helping me sign up for health insurance. I knew you would have the answers!"
~ client in Traverse City

"I could never hope to repay you but please know what an enormous difference you've made for me — and certainly countless others."
~ client in Marquette

HEALTH CARE COVERAGE CHANGES IMPACT CLIENTS

With many recent changes to the health care insurance and delivery system in the U.S., Planned Parenthood has been working to make sure our clients can continue to receive affordable, quality medical care whether or not they have health insurance.

Planned Parenthood played a major role in helping to inform people about their options under the new Affordable Care Act and to sign people up for insurance plans offered through the Health Insurance Marketplace during open enrollment last fall and winter — read more about this effort on page four.

Here in Michigan, there is also a new Medicaid expansion program called Healthy Michigan Plan, for which many of our clients are eligible. This plan covers birth control and other services offered by PPWNM. We have applications at all of our health centers and work with clients to help them apply for this coverage. The State of Michigan has ended its family planning

insurance program called Plan First, with former Plan First clients being encouraged to apply for the Healthy Michigan Plan.

PPWNM is an in-network provider with nearly all health insurance plans including private plans, those offered through the Health Insurance Marketplace, Medicaid, and the Healthy Michigan Plan. That means clients can use their new insurance plans to receive their health care services at PPWNM as always, and without a referral. The cost to a client depends on her coverage, but some services are covered at no cost to the client.

Clients without health insurance, or those seeking confidential care, still have the option of paying for services using our sliding fee scale, which is based on an individual's income.





JUST FOR PARENTS

PPWNM hosted two Talk Early Talk Often workshops for parents this past spring, one each in Grand Rapids and Muskegon.

The workshops are conducted by Parent Action for Healthy Kids and hosted by PPWNM as part of a grant from the State of Michigan for our Safer Choices Project. Safer Choices is a sex education curriculum for teens taught by PPWNM educators in schools, churches, and other community locations. The program stresses family communication about healthy relationships, and includes a parent night component.

To add your name to our email list for workshops or classes, call 616.774.7005 or email education@ppwnm.org.

TALKING TO YOUR KIDS ABOUT S-E-X



PPWNM education specialist Carrie Ullery-Smith says the “Big Sex Talk” is dead, favoring an approach of frequent “little sex talks” over the one-and-done method.

Carrie shared this advice, and much more, in a front-page article in the Traverse City Record-Eagle promoting her parent workshop, How to Talk to Your Kids About Sex, held April 29 in Sutton’s Bay. For those who could not attend, Carrie offered some helpful advice in the article:

“Kids actually want to talk about this at home; they want to know what the rules and expectations are. But if they’re made to feel shame, or if they’re lied to, kids won’t have that conversation again.”

Carrie added that these conversations take place almost starting from birth — teaching kids the real names for body parts is a good place to start.

PPWNM offers a Parent Toolkit full of helpful advice for parents, and games to help parents and their children better communicate, which can help make those “little sex talks” much easier. The Parent Toolkit is available for just \$5 by calling 616.774.7005.

Research shows that when children talk with their parents about sex, family values, and expectations, they tend to postpone sexual relationships longer than kids who don’t.

“Take a deep breath, close your eyes and jump,” says Carrie. “You can do it!”



JUST FOR TEENS

Teens took the lead at the Real Voices, Real Choices youth summit in Muskegon earlier this year.

Three PPWNM peer leaders from Muskegon helped plan and present the day-long summit, attended by over 100 youth.

The event focused on substance abuse prevention, sexual health, and violence prevention. PPWNM peer leaders led sessions on how relationships impact your sexual health.

Attendees were also able to connect with youth-serving community agencies that hosted information tables, including PPWNM. The take-away message was that youth are innovative, energetic, and capable of making healthy decisions!



JUST FOR EDUCATORS

PPWNM peer leaders are highly trained teens who help us teach other teens in our sex education programs. Our peer leaders were on the learning end at a recent statewide summit.

“Find Your Voice, Speak Your Truth, Share Your Story” was the theme of the summit, held in Flint in April. Three PPWNM peer leaders were among 40 Planned Parenthood youths who attended. They chose from workshops in music, spoken word, animation, and creative writing/blogging to learn how to share their stories in a creative and impactful way. By the end, youth were prepared to share those stories with state lawmakers during a Teen Lobby Day held in Lansing in May.

GREAT NEWS!

U.S. teen pregnancy rates have reached their lowest levels in nearly 40 years, with fewer teens becoming pregnant that at any time since tracking began. Latest figures are for 2010 in the [Guttmacher report](#) released in May 2014, showing teen pregnancies have declined dramatically, as have the births and abortions that result.

Planned Parenthood is thrilled to see a record low in teen pregnancy rates. We are proud to provide the sex education and access to services that help teens prevent unintended pregnancies, and we are gratified that these efforts have contributed to this historic low in teen pregnancy rates.

When it comes to lowering the teen pregnancy rate, we know what works: access to birth control and sex education have made a significant difference in reducing teen pregnancy. When young people have accurate information and resources, they make responsible decisions.

To learn more about enrolling your child in our programs, call 616.774.7005.

PLANNED PARENTHOOD HELPS PEOPLE GET COVERED!



We all remember the rough start for the Affordable Care Act's (ACA) Health Insurance Marketplace open enrollment period last fall. But Planned Parenthood was here to help navigate people through the sometimes daunting process.

Our partners at Planned Parenthood Affiliates of Michigan (PPAM) conducted a statewide ACA Outreach, Education, and Enrollment Program, in conjunction with Planned Parenthood nationwide, from October 1, 2013, through March 31, 2014.

Seeking to fulfill Planned Parenthood's mission of access to health care for all, PPAM trained 64 dedicated volunteers to become Certified Application Counselors (CACs) who donated 3,500 volunteer hours conducting one-on-one enrollment, and ACA trainings, in eight target communities including Grand Rapids and Traverse City (in our region).

Education: Through PPAM's ACA Outreach, Education, and Enrollment Program, staff and CACs trained 4,400 Outreach Champions at more than 80 training events, presenting the PPAM Affordable Care Act Basics presentation. This training provided people with the information and skills they needed to educate their friends, families, and other community members about the benefits of the ACA and the importance of signing up for health insurance.

Planned Parenthood also educated people on the fact that we accept most health insurance plans included on the Exchange, and that the newly insured can receive their health services at Planned Parenthood. Read more about health insurance changes impacting our clients on page two.

Enrollment assistance: PPAM also provided in-person ACA enrollment assistance in PPWNM health centers and in partnership with our community partner organizations. Helping people apply for health insurance online and by phone at more than 100 office appointments and 160 community events statewide, PPAM staff and CACs enrolled 550 Michiganders in new, affordable health insurance plans!

160	events
83	presentations
4,423	people
691	shifts
3,484	hours
28	media hits
553	enrollment assists
28	volunteers

GETTING INVOLVED

If you read or hear about the issues women are facing when it comes to simply accessing basic health care, and feel like you want get involved and do something to help, give us a call!

We have several ways for you to get involved — from “a little involved” to “very involved” — the choice is up to you.

The first step to getting involved is getting informed. You can learn about the work that Planned Parenthood does, the care that we provide, and the issues that impact our work, by checking out our website at ppwnm.org, or the Planned Parenthood Federation of America website at plannedparenthood.org. You can also like PPWNM on Facebook or follow us on Twitter for more up-to-the-minute information. Just search for PPWNM on Facebook or Twitter to find us.

PPWNM also has volunteer opportunities, mostly for clerical work or helping us with fundraising or marketing campaigns. Contact our administrative offices in Grand Rapids at 616.774.7005, or the PPWNM health center in your community by calling 800.230.PLAN.

And we are always in need of donations to help us serve our low income clients. Contact our administrative office by phone, or email donations@ppwnm.org to make your gift!

Act. No matter what.

GET READY TO CAST YOUR VOTE!

The present Michigan Legislature is more hostile toward women in terms of access to reproductive health care information and services than any we have seen in decades. More than 45 bills designed to restrict access to preventive health care and safe, legal abortions were introduced in the 2011-12 legislative session.

In 2013, the attacks on Planned Parenthood and women's health continued. Most recently, the Legislature utilized a rarely-used maneuver to pass a ban on insurance coverage for abortion services. The ban, initiated by Right to Life, applies even in cases of rape, incest or if a woman's health is in danger.

The response to the misguided actions of the Michigan Legislature has been overwhelming. Michigan women — and those who love them — are watching, and we are ready. We are ready to fight back against lawmakers who want to ban abortion, block access to birth control, and strip us of the rights we have worked so hard to secure.

We have had enough of politicians who ignore the majority — the voices of citizens, voters, and medical and public health professionals. We are determined hold politicians accountable for forcing their own ideological agendas on millions of Michiganders.

This is a mid-term election year and the elections will have an impact on a host of issues affecting Michigan families including access to health care, the economy, education, and equality. We remind and encourage everyone to get registered to vote and to cast their ballots in the upcoming elections. The primary election is August 5 and the general election is November 4. The last day to become a registered voter and vote in the primary is July 7; for the general election, the last day to register is October 6.

Here is a link to the list of candidates running for state offices in Michigan in the upcoming primary election: <http://bit.ly/1cGiVq7>. Consult your county and city clerks offices or websites for more information about local races.

2014 HEALTHY FAMILIES
LUNCHEON
CELEBRATING A
HALF-CENTURY OF
SERVICE.



Planned
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Care. No matter what.
Planned Parenthood of
West and Northern Michigan

PPWNM celebrated 50 years, at the Healthy Families Luncheon in Grand Rapids on May 6. Planned Parenthood Federation of America President, Cecile Richards, joined the celebration as special guest and keynote speaker — the first time a sitting PPFA president has visited the affiliate.

Held at the internationally acclaimed Frederik Meijer Gardens and Sculpture Park, the luncheon drew a capacity crowd of nearly 500. After social hour, lunch, and a slide show highlighting PPWNM's first 50 years, PPWNM President/CEO Kathy Humphrey introduced Cecile, who told the crowd, "You are very lucky to have Kathy, who has dedicated 25 years of her life to this organization."

During her remarks, Cecile touched on many current issues, from the work that Planned Parenthood conducted to support enrollment in the Affordable Care Act (read more on page four), to the technological changes influencing how we do our work, and specific political challenges we've faced here in Michigan.

She discussed the importance of youth involvement, as we work to beat back our political foes, "There was a nine-year-old boy at a rally with his mom who tweeted, 'I thought I would be spending my summer at the pool and Six Flags amusement park. Who knew that instead I would be changing the world?'"

Cecile then talked about the impressive advocacy work of one local teen and her mom: Ellie Grossman and mom Stacy are responsible for securing comprehensive sexuality education in their school district, taught by PPWNM educators. Ellie is a PPWNM peer leader and Stacy leads the Parent Protection Connection, a PPWNM parent group that raises awareness about comprehensive sex education in schools. (They are pictured with Cecile, below left.)

In closing, Cecile urged guests to get involved and donate, "There are hundreds of thousands of women's lives that have changed because of the people in this room. And we're just getting started!"

The event surpassed its \$100,000 goal and a great time was had by all!

PPWNM in Marquette celebrated its eighth Healthy Families Luncheon on May 14 at Northern Michigan University with over 100 supporters.

The annual Martha Hatch award, named for an Upper Peninsula nurse who promoted family planning and aided families during the Great Depression, was awarded to Ross Nicholson, a United Methodist minister who has been involved in the social justice movement since the 1960s. Nicholson is also a past Planned Parenthood president.

The year, special tribute was paid to the late Scott Blanchard, who served as a Planned Parenthood executive director in Northern Michigan for nearly 20 years. Blanchard died last November at age 56. Before his death from a terminal illness, Blanchard made a commitment to PPWNM of more than \$50,000.

This year's Marquette luncheon raised nearly \$15,000!



2014 Martha Hatch award winner Ross Nicholson and PPWNM President/CEO Kathy Humphrey.



STANDING TALL AFTER CAPITAL CAMPAIGN

PPWNM completed a two-year capital campaign in the spring, surpassing the original \$3 million goal, thanks to a special group of generous supporters! To date, 29 commitments have been made to the Standing Tall campaign, totaling \$4.1 million!

"We were blown away by the level of interest, and the generosity, of our donors," said Standing Tall Co-chair Rev. Doug Van Doren, Pastor of Plymouth United Church of Christ in Grand Rapids. "We can't thank our community of supporters enough."

In addition to an annual campaign which raises \$1.1 million for PPWNM operations, the Standing Tall campaign was created to raise money

for three critical special needs: facility renovations, technology upgrades, and endowment fund. Read about our renovation projects on page two. Technology upgrades have included a new electronic patient record and practice management system, with PPWNM currently in phase two of a three-phase overhaul projected to cost \$1 million. And the campaign funded a \$1 million addition to PPWNM's endowment fund to help ensure a strong future for the agency.

During the campaign PPWNM's Ionia Health Center was renamed the Lemmen Health Center in honor of a leadership gift from Grand Rapids-area philanthropist Harvey Lemmen, originally of

Ionia. Planned Parenthood in Traverse City is now named the Karen Christensen Walker Health Center in honor of a major gift from Edward C. and Karen C. Walker and family, of Traverse City.

"Our generous lead donors paved the way for us to reach out to a broader base of supporters who answered the call to help us make substantial changes that are already benefitting our clients and communities," said Standing Tall Co-chair Betsy Calcutt of Traverse City.

While the special campaign has closed, those wishing to donate to PPWNM's annual fund should contact the development department at 616.774.7005.

OUT -N- ABOUT

PPWNM loves to take its “show on the road” to let people know about our health centers and services, and that we are here for them, no matter what! Here is a look at what we’ve been up to so far in 2014.



Left: Celebrating MLK Day at Muskegon H.S. (Teen peer leaders working our booth!) Right: West MI Women’s Expo in March.



Left: Project Connect in Petoskey. Right: Spring Break Survival Day at Northwestern MI College in Traverse City.



Left: Students from Grand Valley State U. distribute promotional door hangers in Grand Rapids. Right: Grand Rapids PRIDE parade.



ABOUT THIS PUBLICATION

This biannual newsletter is meant to provide updates about PPWNM, and information to aid our supporters in helping to further the cause of sexual health, responsibility, and

justice for all. If you have comments, corrections, or suggestions for improving this publication, please contact our Communications Manager at 616.774.7005 or email

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. Thank you.

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- **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
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