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**CEO'S PERSPECTIVES**

I am very excited to join the Planned Parenthood Keystone (PPKey) team as the organization's new president/CEO. I am hoping that my 25 years experience in public policy, electoral, and non-profit executive leadership working for women's rights, progress policy, and social justice agencies will serve me well in my new role.

For the last eight years, I was the vice president for public policy for Planned Parenthood South Atlantic as well as the executive director of Planned Parenthood Votes! South Atlantic based in Raleigh, North Carolina. In my role, I oversaw the political and electoral work for four states: NC, SC, WV and VA. I increased funding for public affairs by 160% in six years and planned the legislative strategy that led to three federal court victories including overturning mandatory ultrasound requirements. In addition, I have fought against defunding of Planned Parenthood efforts, worked with school administrators in Virginia to secure changes to the sex education curriculum, and mandated education to South Carolina public school students on HPV and vaccine availability.

I look forward to using my previous experiences to continue increasing access to PPKey's services, whether it is through expansion of hours and services at our medical centers or online health services to better serve our rural counties. We must be able to meet the growing needs of the communities we serve and continue to provide care to our patients no matter what. I also want to thank Leslie K. Brown, who was the President/CEO for the last 19 months, for her leadership and ensuring PPKey's continued growth during the transition.

Your steadfast support has allowed PPKey to meet the needs of the communities we serve and together we will continue to build on these successes - thank you for your commitment! I simply cannot wait to work with you on furthering Planned Parenthood's mission.

Warmly,

Melissa L. Reed, President/CEO

**CALLING ALL VOLUNTEERS!**

Our grassroots organizers will be holding many voter registration and **Get Out The Vote (GOTV)** events prior to November's election. This is work that focuses on educating people in your community about how to register and the importance of voting. Contact us at 717.781.2294 or [volunteer@planitpa.org](mailto:volunteer@planitpa.org).

# Development Perspectives

## INTRODUCING THE KEYSTONE HERITAGE SOCIETY



PPKey's Development Department recently launched the *Keystone Heritage Society* which recognizes donors who ensure Planned Parenthood Keystone's future by naming us in their will or estate plans. *Keystone Heritage Society* gifts provide a foundation for future support for Planned Parenthood Keystone's medical services, education and training programs, and advocacy efforts.

A *Keystone Heritage Society* gift will ensure that your personal and philanthropic wishes are recorded and protected into the future. Protecting access to essential health care services for future generations depends on building a strong and sustainable future.

If you would like more information about the Keystone Heritage Society or other PPKey giving programs, please contact us by calling 610.709.6080 or e-mailing [development@planitpa.org](mailto:development@planitpa.org).

## UPCOMING EVENTS - SAVE THE DATES

### ◆ KEYSTONE CARES ◆

To celebrate Planned Parenthood's 100 year diamond anniversary this fall, Bucks County's signature event, the Blue Moon Auction, is being transformed into *KEYSTONE CARES*.

This exciting, new event will take place on Sunday afternoon, October 30<sup>th</sup>, at the beautiful Hotel du Village in New Hope. *Keystone Cares* will include a live and silent auction, music, great food and drinks, and the chance for us to come together and celebrate 100 years of Planned Parenthood!



### JAZZ NIGHT

We're thrilled to announce the new location for our 26<sup>th</sup> annual **JAZZ NIGHT** - John Wright Restaurant, overlooking the beautiful Susquehanna River.

The event will feature world class jazz, the Lee Glatfelter Memorial Silent Auction and a celebration of Planned Parenthood's 100 year diamond anniversary with PPKey's supporters. Please join us on Saturday November 12<sup>th</sup> in Wrightsville, PA.

**Save the Date** postcards will be arriving soon for both signature events. If you would like us to include your friends on our mailing list, contact us at [development@planitpa.org](mailto:development@planitpa.org) or call 610.709.6061. If you'd like to join our planning committees, contact us at [volunteer@planitpa.org](mailto:volunteer@planitpa.org) or call 717.781.2294.

# Medical Perspectives

## EVERYBODY DESERVES EXPERT HEALTH CARE



“ I've been coming here for over 12 years. I won't go anywhere else. The girls are super helpful and friendly. The doc has been the same woman the entire time and she's very knowledgeable. They offer all kinds of screenings and help with every question. They gave me information and pamphlets to take home to stay knowledgeable and spread the word. They have a woman there to help with insurance problems.

I feel safe going there. They don't pressure me or make me feel uncomfortable. Make sure you make an appointment because sometimes they have a lot of walk ins. You can even make the appointment online. I've moved six times since I've been going here and each time is further away, but I refuse to go anywhere else. Thank you, Planned Parenthood, for always being here! ”

## SAME DAY LONG ACTING REVERSIBLE CONTRACEPTION (LARC )

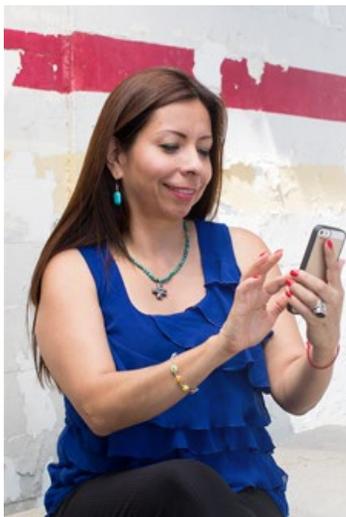
Birth control pills are currently the most popular contraceptive among American women, followed by condoms. These methods are especially susceptible to human error and have high failure rates. Of 100 women who rely on birth control pills, about six get pregnant every year. By contrast, long-acting reversible contraceptives (LARCs) like Intrauterine Devices (IUDs) and implants are placed by health professionals and last for at least three years after insertion. They are **20 times more effective at preventing pregnancy than the pill**, with failure rates between 0.2 and 0.8 percent.



Recent data shows that about 12 percent of contraceptive users choose LARCs. Many more likely would if they had easier access. Currently the devices can be expensive and require multiple trips to a provider. Studies find that only about half of those who say they want an IUD come back for a follow-up insertion appointment. We are determined to remove these barriers for our patients!

PPKey is proud to increase access by providing same day LARCs in our medical centers. We have worked to reduce the number of visits to ensure that our patients have access to these highly effective, long-lasting methods of birth control.

## MEETING OUR PATIENTS WHERE THEY ARE



Research tells us that our patients live on their phones.

Our patients tell us they live on their phones.

We are listening and meeting them where they are.

In the past year, PPKey has invested in the most current digital marketing, online appointment scheduling, and record keeping for our patients. They can search online for *Birth Control*, *STDs* or *Abortion*, and the nearest PPKey medical center pops up with automatic links to our Online Appointment Schedule.

Following all appointments, patients are encouraged to set up their individual Patient Portal account which allows them to access their PPKey medical records and get test results as soon as they are available.

Visit [planitpa.org](http://planitpa.org) to see how we are meeting our patients where they are.

# Education Perspectives

## UNFORGETTABLE SEX ED

Remember your high school “sex ed” class? You might recall some basic anatomy, lots of STD and unintended pregnancy scare tactics, a brief mention of contraception and probably no discussion whatsoever of sexual orientation. It’s well-documented that basic human sexuality education in the United States inadequately prepares our young people for real life decisions they will face during their lives.



Lisa Duncan

In 2004, Lisa Duncan accepted a health education position at the Twin Valley High School in Morgantown, PA. The visionary superintendent, who choose to be proactive in the prevention of teen pregnancy and spread of STDs, promised Lisa that she could write and teach the comprehensive sexuality curriculum, based on the National Health Education Standards, without interference.

During her intensive research, Lisa discovered that Planned Parenthood was the expert in the field of sexuality education and she integrated huge portions of knowledge and methodology into the curriculum. Following board approval, Lisa reached out to Planned

Throughout the school year, Mrs. Duncan would often be asked *“When are you bringing Planned Parenthood back?”*

And a truly awesome moment was when one student announced *“I will never have sex again without a condom!”*

Parenthood’s Reading based community educator to supplement classroom learning with an hour and a half session focused on contraception.

Offered four times a year and reaching nearly 250 10<sup>th</sup> grade students each year, it quickly became a student favorite. The

lessons embraced humor, respect, and thoroughly researched, age appropriate, medically accurate human sexuality information that would last a lifetime.

Upon her retirement in 2015, school officials declared her *“one of the most effective and beloved teachers in the district, highlighting her highly effective method for teaching students about human sexuality in positive, nonjudgmental ways.”* Lisa is thoroughly enjoying retirement in Florida, but reached out to us recently saying, *“Planned Parenthood is doing such important work for the health of our young people, but is probably the most misunderstood organization in the country.”*

## THANK YOU, S. L. GIMBEL FOUNDATION

PPKey’s Education Department is the proud recipient of a grant from the S. L. Gimbel Foundation to fund our work with LGBTQA+ youth and professionals who serve them. This generous funding will allow us to continue providing our three weekly programs for LGBTQA+ youth; The Spectrum, The Curve and The Rainbow Room, serving more than 300 young people each year.



The funding will allow us to host our first ever **Youth Development Summit** in 2017. This one-day gathering will provide an opportunity for the youth from our three LGBTQA+ programs to connect, build a larger support network, and plan and implement a collaborative project.

Additionally, the grant will fund professional trainings aimed at helping schools and other youth-serving organizations. Adults will be provided with the knowledge they need to understand and support LGBTQA+ youth through twelve free professional trainings. Contact us at [education@planitpa.org](mailto:education@planitpa.org) to learn more about scheduling these important trainings.

## HEALTH RESOURCE CENTER



On April 19<sup>th</sup>, we launched our newest education program. Our **Health Resource Center (HRC)** operates with funding provided by AccessMatters. This innovative program is based at I-LEAD Charter School in Reading, PA.

The HRC model places a part-time community health educator at a specific school to provide a wide range of services to improve adolescent sexual health. Our HRC services include comprehensive sexuality education, drop-in office hours, referrals for sexual and reproductive health care, and access to safer sex supplies. Our educator will also implement several on campus health awareness campaigns throughout the year focused on topics related to sexual health.

By the end of June, the HRC had served 86 students through individual sessions, and 94 students through a five session sex ed program during I-LEAD’s health classes. Over 650 condoms were distributed to students. We are so excited about how much this program has already achieved and hope to be able to replicate this model in other counties in the future.

# Advocacy Perspectives

## HOUSE BILL 1948 - PA ABORTION BAN LEGISLATION



On Monday, April 11<sup>th</sup>, Planned Parenthood held a press conference to highlight the dangerous Abortion Ban Legislation (HB 1948) that had been introduced in the Pennsylvania House of Representatives. Cecile Richards, PPFA President/CEO, Governor Tom Wolf, and three patient advocates were among the speakers at the press conference. The patient advocates told their personal stories of having an abortion after 20 weeks and about how a ban would have taken away their ability to make the best decision for their families. It was a very powerful moment and helped show the legislature how bad this bill is for women. Immediately following the press conference, Harrisburg legislators tabled a final vote on this particular bill.

However, on June 21<sup>st</sup>, the House fast tracked the legislation and brought HB 1948 up for a vote which was passed by a vote of 132 to 65. HB 1948 was approved by the Senate Judiciary Committee on July 11<sup>th</sup> and may be brought up for a vote in the Senate in the fall. In light of HB 1948 and the June 27<sup>th</sup> Supreme Court decision, The Women's Law Project sent an open letter to Pennsylvania Senate Leadership stating, "In light of Monday's U.S. Supreme Court decision in *Whole Woman's Health v Hellerstedt*, we urge you to remove House Bill 1948 from further consideration."

## POWER OF PINK

Nearly 40 PPKey volunteer leaders and staff members traveled to Pittsburgh for the **Power of Pink National Membership Summit** May 12 -14<sup>th</sup>. This was the largest volunteer summit in Planned Parenthood history, involving nearly 1,000 volunteer leaders from 48 states! The three-day event was packed with skill building sessions, inspiring speakers, and a rally attended by 1,000 supporters from across the country. Participants took action by canvassing and phone banking encouraging people to register to vote. Others participated in direct action trainings with The Black Out Collective, which provides on-the-ground support that prioritizes the liberation of Black people. PA brought nearly 150 supporters to the event, who have collectively pledged 2,400 volunteer hours this summer to protect access to abortion, stand with Planned Parenthood as a health care provider, and **Pink Out the Vote!**



## LANDMARK RULING PROTECTS ACCESS TO SAFE, LEGAL ABORTION



On Monday, June 27, 2016, the Supreme Court of the United States, in a landmark ruling, protected access to safe, legal abortion by blocking two unconstitutional Texas restrictions targeted at abortion providers. The legislation closed all but nine abortion providers in the entire state, possibly denying access to abortion for 5.4 million Texas women of reproductive age. As the Court recognized, "neither of these provisions offers medical benefits sufficient to justify the burdens upon access that each imposes."

As we celebrate this victory, our work is far from done. This ruling gives us an opening to re-evaluate PA's current restrictions and paves the way for the courts and lawmakers to reject these dangerous laws.

Want to stay in the loop about dangerous legislation in Harrisburg? Visit our "Get Involved" page at [planitpa.org](http://planitpa.org). Sign up for Action Alerts or volunteer with our Public Affairs Department. Contact us at [volunteer@planitpa.org](mailto:volunteer@planitpa.org).

## BECOME A TRAINED ADVOCATE AND SHARE YOUR STORY!



We are excited to announce that we are launching a **Speakers Bureau** for our affiliate. Storytelling is a powerful tactic in our organizing work used to build a narrative based on the lived experiences of the folks most impacted by Planned Parenthood services. With politicians determined to take away women's access to quality, affordable health care, it's never been more important to share your story and show that Planned Parenthood is a vital organization in your community.

The **Speakers Bureau** will be a group of volunteer leaders who are trained in storytelling as a tool for change and speaking with media in order to be effective advocates for PPKey. They will be available to share their stories in various capacities across the affiliate including recruitment for events and volunteer opportunities, as well as advocacy efforts, from grassroots to legislative meetings, and development opportunities. Our goal is to have a core group of volunteers who can be deployed to help us advance PPKey's mission. If you are interested in participating in this initiative, or know someone who has a powerful story to share, contact us at [advocacy@planitpa.org](mailto:advocacy@planitpa.org).

**RESPECT**  
**EQUALITY**  
**FREEDOM**  
**NO JUDGEMENTS**  
**LGBTQA+ RIGHTS ARE HUMAN RIGHTS**  
 **Planned Parenthood**®

PPKey staff and volunteers will be tabling at seven PRIDE events this summer. Be sure to stop by and say hello.

Find information about PRIDE events in your community by visiting us on Facebook or at [planitpa.org](http://planitpa.org).



Amber and Chance tabled at Reading Pride on July 17<sup>th</sup>



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