



# FOCUS

ON PLANNED PARENTHOOD

Planned Parenthood of the Great Northwest

Summer 2010

## Idaho Polling Reveals Wide Support

Rebecca Poedy  
VP of External Affairs

**We all know** what happens when assumptions are made. Pre-conceived notions often come back to haunt us. That's why Planned Parenthood of the Great Northwest (PPGNW) strives to make informed decisions based on facts.

It would be easy for us to rely on stereotypes regarding the thoughts and attitudes of our community members in Alaska and Idaho. Don't we all know Alaska is populated by nothing but rogue mavericks and Idaho with conservative survivalists?

The good news is the truth is much different. Research was required to fully inform our understanding of the population we serve in Idaho.

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## Cecile's Alaskan Adventure!

Liz Reilly  
Director of Development

**In early June,** Planned Parenthood Federation of America President Cecile Richards joined Planned Parenthood of the Great Northwest (PPGNW) President and CEO Christine Charbonneau on an action-packed Alaskan tour. Throughout their trip, they shared their vision for health care reform's benefits for women, as well as the continuing role of Planned Parenthood in creating innovative ways to address women's reproductive

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*Cecile and Chris with future Iditarod champions.*

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*The crowd at the Fairbanks luncheon.*

# Executive Update



## What a summer!

### I'm exhausted just reading

about all the work that's been done the past four months. Not only was Planned Parenthood present at community events throughout the Great Northwest, generating awareness of local health centers and larger issues, we conducted a public opinion poll in Idaho to gain deeper understanding of what matters most to our friends in that state, while collaborating with advocates from around the nation to support Alaskans Against Government Mandates to defeat Alaska Ballot Measure 2 on August 24, 2010.

Cecile Richards, Planned Parenthood Federation of America President, joined me for a trip to Fairbanks and Anchorage where we were able to meet local supporters and reunite with our Alaska health center staff, leadership team, and board members. While our main goal was to raise funds and awareness of Alaska's "No on 2" efforts, the highlight of the trip was our visit to Susan Butcher's Trail Breaker Kennel. The late Iditarod Champion was a pillar of strength. Her legacy emphasizes the endurance required to ensure the individual freedom of self-determination.

The majority of voters polled in Idaho don't need that reminder. They already believe that we should all have the ability to make private, personal decisions. And they back up that belief by advocating for access to real sex education to help young people stay informed. In fact, the results of polling by Lake Research Partners indicates that Idahoans are more aligned with Planned Parenthood than their own state legislature on a number of fronts, including the fight to overturn the recently passed Pharmacy Refusal law.

As you read and learn more about perceptions in Idaho, know that PPGNW is already actively extending access to

age-appropriate, medically accurate sex education in Idaho's rural communities. We've partnered to bring an evidence-based HIV prevention program to Latino youth in multiple regions of rural Idaho. A grant from the Wood River Valley Women's Charitable Foundation and our ongoing partnership with the Center for Community and Justice will help us extend our reach even further.

But the best education comes from parents; kids tell us they're the ones they trust the most. This October, Planned Parenthood affiliates throughout the northwest will be offering workshops for parents to help them learn how to communicate with their children. In its second year, *Families are Talking* will teach parents how to break through barriers and have open dialogue with their kids about family decisions, values, and boundaries.

And while we all prepare to go back to school, we need to again honor my friend and colleague Carole Miller, PPGNW Vice President of Education, Training, and Organizational Effectiveness. Recent recipient of the Joan Helmich Educator of the Year Award, Carole's been recognized by the Association of Planned Parenthood Leaders in Education (APPLE) as the 2010 Golden Apple Award winner, given to the Vice President / Education Director of the Year for being the person who best exemplifies the highest standards of leadership. Congratulations, Carole!

Yes, it's been an eventful summer. But as I look around at all the mission-driven staff and supporters who're making things happen, it's no wonder we're able to get so much done!

Respectfully,

**Christine Charbonneau, CEO**  
Planned Parenthood of the Great Northwest

## PPGNW: Out and About, Summer 2010

**Kristen Glundberg-Prossor**  
Director of Public Affairs

**Energetic** Planned Parenthood field organizers and volunteers have been blanketing the Great Northwest all summer at festivals, fairs, and parades. Perhaps you've seen the bright pink t-shirts and clipboards on a corner near you? These friendly Planned Parenthood representatives have been in your neighborhood spreading the word about Planned Parenthood health services and other critical policy issues that impact PPGNW's work in Alaska, Idaho, and Washington. The overwhelming response from Northwest communities has been positive and robust with hundreds of activists signing up to volunteer on behalf of Planned Parenthood. It's gratifying to meet and hear from so many of our supporters throughout the region.

**In Idaho**, Planned Parenthood organizers have reached over 25,000 individuals through PPGNW's attendance at Susan G. Komen Race for the Cure, Boise Pride, Goddess Fest, and at the Western Idaho Fair. PPGNW organizers and volunteers continue to educate Idahoans about the recently passed and enacted Refusal Clause that allows all licensed medical providers in Idaho the right to refuse services based on their personal or moral beliefs. PPGNW has collected thousands of signatures on the *Women Lose When Pharmacists Refuse* petition to the Governor.

*more on page 3*



For more information on this campaign or to get involved, please email: [ppactionid@ppgnw.org](mailto:ppactionid@ppgnw.org).

**In Washington**, field organizers and volunteers have attended over 25 events throughout the Puget Sound – from Island to Thurston County. Organizers have been talking about “OMG GYT!” (“Oh, My Gosh! Get Yourself Tested!”) This is PPGNW’s campaign to promote getting yourself tested and talking about sexually transmitted infections. As always, PPGNW has been a valuable resource for moms and dads who look for assistance and information to better communicate with their children about sexual health issues.

Washington advocates have also been educating the public about limited service pregnancy centers, otherwise known as Crisis Pregnancy Centers. These centers often give false or misleading health information; they withhold medical records and deny needed referrals for reproductive health care. Over 1,000 Washingtonians have signed Planned Parenthood’s petition in support of legislation to protect women’s health by improving accuracy, transparency, and privacy at limited service pregnancy centers.



*Women Lose When Pharmacists Refuse.*

**Washington Pharmacy Refusal Update: Trial Delayed – Women’s Health at Risk**

On July 12, in an unexpected turn of events, the State of Washington through the Attorney General’s Office, joined by the plaintiffs in the case – that’s the people who are suing to restrict women’s access to health care – filed a motion with the court requesting a delay to the lawsuit brought by two pharmacists and a pharmacy to a Washington State Board of Pharmacy rule requiring all licensed pharmacies to fill patients’ prescriptions, regardless of an individual pharmacist’s personal beliefs.

That delay has been granted and the trial will now be put on hold while the Board of Pharmacy reopens debate on whether a pharmacist should have the right to decide whether to give you your legally prescribed medications based on his or her personal beliefs.

The Governor’s office, Attorney General Rob McKenna, and the Board of Pharmacy need to hear from you TODAY that you support women and all citizens’ access to the medications they need, when they need them. For more information on this or the limited service pregnancy centers petition, please email: [ppactionwa@ppgnw.org](mailto:ppactionwa@ppgnw.org).

**In Alaska**, outreach has focused first and foremost on the **No on 2 Campaign – Alaskans Against Government Mandates.\*** Ballot Measure 2, if passed, would require parental consent in order for a teen under 18 to get an abortion.

Planned Parenthood is working against this measure because it attempts to mandate family communication and put bureaucrats and the court in the middle of Alaskan families. Most Alaskan teens already involve a parent, grandparent, or other close relative when they are faced with an unplanned pregnancy – but some teens just can’t. They may live too far from a health care provider, not live with a relative, or they may live in a dangerous home situation and fear for their personal safety. Alaska’s most vulnerable teens will be hurt by these restrictions and it is unacceptable for even one young woman to risk her life with an illegal abortion.

Planned Parenthood of the Great Northwest has put the full power of our three-state advocacy program to work in this fight – while field organizers in Alaska are holding rallies and working with local leaders, advocacy teams in Idaho and Washington are running daily phone banks to reach as many pro-choice Alaskans as possible. The Alaska team has been at fairs, farmer’s markets, and festivals across the state and has talked to thousands of Alaskans about this harmful initiative. For more information or to get involved, please visit: [www.noon2.org](http://www.noon2.org).

**Alaska Voters: Remember to VOTE NO on Ballot Measure 2 on August 24, 2010.\***

\*Paid for by Alaskans Against Government Mandates, Anchorage, AK. I am Clover Simon, Chair of AAGM, and I approved this message. The top contributors of AAGM are Planned Parenthood (Anchorage, AK / Seattle, WA), ACLU (Anchorage, AK) and Robin Smith (Anchorage, AK).

## Cecile's Alaskan Adventure!

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health care needs. Clover Simon, PPGNW Vice President of Alaska, and Alaska-based PPGNW Board Members Pam Groves, Susanna Orr, Robin Smith, Sarah Ferreny, and Lauren Blanchett helped put together some memorable events and joined Cecile and Chris for various parts of their adventure.

Their trip started with a free lecture given by Cecile Richards at the University of Alaska Fairbanks, where Voices for Planned Parenthood (VOX) student leaders Sambit Misra and Heather Curry helped draw the crowd. The next day started with a visit with PPGNW Fairbanks health center staff. Lunch followed with 50 supporters at the scenic Trail Breaker Kennel. Our host for the luncheon, kennel owner David Monson, spoke eloquently about his late wife Susan Butcher, an Iditarod champion who had felt grateful for the chance to postpone having children so that she could pursue her own dreams before helping her children pursue their own. What an inspiring mom she must have been! We were moved and thrilled – that is exactly the impact on lives that Planned Parenthood strives to make possible.

The next day, our Anchorage supporters pulled out all the stops and came together for our largest and most successful Choice Awards luncheon ever! PPGNW Vice President of Medical Affairs Dr. Cam McIntyre and Washington-based PPGNW Board Member Jim Young flew up from Seattle to meet the nearly 200 attendees and 2010 Choice Award recipients: Outstanding Employee: PPGNW Nurse Practitioner Betsy DeMay; Outstanding Volunteer: LaRae Jones; and John Rader Award for Advocacy: the law firm of Feldman, Orlansky, and Sanders. Thanks to a generous challenge grant by PPGNW board member Robin Smith and her husband, Eric McCallum, and to all the attendees who really considered what they could make possible, we raised over \$40,000!

**Thank you, Alaska!**



*Cecile with Choice Award winners Betsy DeMay (Outstanding Employee Award), LaRae Jones (Outstanding Volunteer Award), and Jeff Feldman of the law firm Feldman, Orlansky, and Sanders (John Rader Award for Advocacy).*



*Cecile with board members Susanna Orr and Sarah Ferreny.*

*Board member Pam Groves and her niece, Molly, with David Monson, our gracious host at Trail Breaker Kennel.*



# Annual Board Alumni Lunch

Liz Reilly  
Director of Development



Carole Miller addresses the crowd.

**Current and former Planned Parenthood** of the Great Northwest (PPGNW) Board Members gathered on June 24, 2010 to re-connect, hear the latest about what PPGNW is working on, and learn about our future plans. The highlight was an educational game about the many forms of birth control now available — *oohs, aahhs*, and laughter abounded as alumni looked curiously at pictures of new methods and taught each other what they know. Many were encouraged to learn of the variety of long-acting methods of birth control that have become available in the past few years.

After the short program, attendees signed up for one of the following opportunities: an upcoming former board members' focus group on the PPGNW strategic plan currently under development, educational tours, health center tours, or phone banking nights to help us defeat Ballot Measure 2 in Alaska. Thank you to all who attended for your continued commitment to our work!

*Attendees play an educational game.*



# Detection is the Best Medicine

Jacqueline Barsis  
Area Services Manager – Alaska



**Chances are** that you know or have known someone with breast cancer. According to the American Cancer Society, one out of eight women will be diagnosed with breast cancer. Prevention is key – early detection and regular mammograms save lives. Planned Parenthood of the Great Northwest (PPGNW) is passionate about caring for women. In addition to well-women's healthcare, we offer preventive healthcare services to women of all ages, including annual exams, clinical breast exams, and referrals for mammograms, along with education and awareness about breast cancer prevention.

For the past three years, PPGNW health centers in Boise and Twin Falls, Idaho, have been awarded grant funding from Susan G. Komen for the Cure to provide breast cancer education and outreach to women. This funding allows PPGNW medical professionals to visit local refugee resettlement agencies and provide education, free breast exams, and vouchers for mammograms to women in need. In addition, this funding allows the PPGNW health centers in Boise and Twin Falls to periodically offer these free services, allowing income-eligible women to receive this essential care from one of our licensed clinicians. Susan G. Komen for the Cure has identified similar needs in other rural communities in Idaho; PPGNW would like to expand its programs to meet this need in these areas next year.

Traveling north, PPGNW in Soldotna, Alaska, partners with the Breast Cancer Detection Center (BCDC) of Alaska, to periodically offer women both free and reduced-fee clinical breast exams and mammograms. Our health center in Soldotna becomes a "one-stop shop," where women can obtain their annual exam, a clinical breast exam, and mammogram screening in one visit. A mobile mammography unit is set up in a Soldotna PPGNW health center exam room and BCDC licensed technicians perform mammograms on-site.

To date in 2010, screenings in Alaska and Idaho have served over 200 women. Through these efforts, patients gain a new breast cancer awareness and greater understanding of breast cancer prevention.



Soldotna's stellar staff.

## Families are Talking

Patricia Ploesch

**When polled, teens credit their parents** as the most important figures in their decision-making processes. Parents and caretakers are the primary sexuality educators for their children. Providing accurate information about sexual health to their children is essential to most parents, but many do not know how, when, or where to begin.

Teaching parents how to work through this process and have open dialogues with their kids about family decisions, values, and boundaries will be the focal point of *Families are Talking* (formerly *Washington Talks*). The PPGNW education



department is partnering with the Planned Parenthoods of Greater Washington and North Idaho, and of Mt. Baker, to offer workshops for parents across Washington, Idaho, and Alaska. The workshops will assist parents in becoming informed sexuality educators and advocates for their kids.

During October, the workshops will be offered for only \$10 per family. Topics covered will include sexual development, accurate information about reducing sexual risk, and answering tough questions about reproductive health. The sessions will highlight resources and techniques that can make these conversations helpful and fun. The workshops will be offered in English and Spanish. Each workshop will be led by a PPGNW educator with support from PPGNW volunteers.

Last year, PPGNW's *Washington Talks* received a donation that covered sexual education books to help participating parents. This year, with your help, the education department hopes to distribute these valuable books and offer scholarships for more parents to become involved in these essential workshops! To learn how to contribute to *Families Are Talking*, get more information on its content, or schedule a workshop of your own, please email [education@ppgnw.org](mailto:education@ppgnw.org).

## Idaho Perception Study

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In May of this year, PPGNW and PP Votes! Idaho collaborated with Lake Research Partners in an effort to learn more about what Idahoans think about reproductive rights and health education issues. What we learned may surprise you!

Overwhelmingly, Idahoans believe sex education should be taught in public schools. While there are those stubborn 14% who cling to abstinence-only programs, over 70% prefer comprehensive sex ed where abstinence is included. In fact, nearly 90% agree that we need to teach that abstinence is best, but make sure students also get information on prevention, disease, and responsibility. Their desire for public schools to teach age-appropriate, medically accurate comprehensive sex education positions PPGNW's programs for growth. And while over 80% believe that parents should be able to opt their children out of class on sex ed day, that value aligns with ours as well. Planned Parenthood supports the rights of parents to determine what is best for their own children based on their family values. Choice is good.

There is also strong support in Idaho for insurance providers to cover contraception. Nearly 70% believe that birth control is basic health care and over 70% support a patient's right to necessary health services. Certainly, if insurance providers cover erectile dysfunction medication for men, then it's obvious to those polled that contraception should be covered for women.

In fact, individual patient rights and the confidentiality of the doctor / patient relationship underscore Idaho voters' negative stance against the state's Pharmacy Refusal law that was passed earlier this year. After all, where do you draw the line? Over 60% of Idahoans polled think an individual should not become a pharmacist if they are not willing to dispense FDA-approved medications with or without a prescription. Our thoughts exactly!

And while some misguided folks still believe that Plan B, emergency contraception (EC), is akin to abortion, nearly 90% believe that EC should be available in the emergency room for victims of rape and incest. Each year, an estimated 25,000 American women become pregnant following acts of sexual violence. The prompt use of EC could prevent as many as 22,000 of those pregnancies, yet a national study indicates that only 20% of rape victims actually received EC in the ER. Requiring hospital emergency rooms to provide EC to rape survivors who want it can substantially reduce the risk of pregnancy these women face and thereby

## Idaho Perception Study

reduce the overall trauma they are forced to endure as a result of these attacks.

We are not alone in the wilds of Idaho. A majority believe contraception is essential health care and that each woman who is confronted with an unintended pregnancy should have as many options as possible in making a decision about that pregnancy. They will fight to ensure that the government cannot interfere with a woman's personal decision-making based on her and her family's personal values and her doctor's advice. And PPGNW will be right there with them, shoulder-to-shoulder, working to protect everyone's right to self-determination

"We feel like Sally Fields at the Academy Awards," joked Chris Charbonneau, CEO of PPGNW, "It's good to know that folks in Idaho like us. In fact, Planned Parenthood is viewed far more favorably than *Idaho Chooses Life*, the loudest 'anti' group in the state!"

The ability to make private, personal decisions is what separates Americans from many who remain oppressed around the world. Access to accurate information is required for that decision making process. Sixty percent of Idaho voters are in favor of these fundamental issues that are at the heart of Planned Parenthood's mission. And that's a great many more than the 51% to 49% margin that has been winning elections in the last few national campaigns!

## Evidence-based Sexual Health Education in Idaho

*Julia Piercey*

*Director of Education, Training, and Organizational Effectiveness*

**Since the State of Idaho left federal abstinence until marriage program dollars behind in 2008**, the PPGNW Idaho education team has concentrated its efforts to reach more youth – especially those in rural settings – by developing regional collaborative partnerships with health and education professionals to fund and promote the use of effective evidence-based sexuality education programs. These programs have been researched extensively and are shown to be effective in helping young people prevent pregnancy, HIV, and STIs. Most importantly, they provide young people with accurate, honest information about abstinence and contraception.

Our two-year effort to bring evidence-based programs to Idaho came to fruition this summer. In two separate regions of Idaho, PPGNW garnered funds to implement *¡Cuídate!*, an evidence-based HIV prevention program for Latino youth. The word "cuídate" means "take care of yourself," which is the theme of this culturally-based program designed to reduce HIV sexual risk among Latino youth.

We partnered with the community-based organization Centro de Comunidad y Justicia (The Center for Community and Justice) on a proposal to replicate *¡Cuídate!* in Canyon County, Idaho. Together we will reach 110 Latino youth with the six-hour program model by December 2010. An option for continued funding from the Idaho Department of Health and Welfare could make the program available for up to three additional years.

With a grant from the Wood River Valley Women's Charitable Foundation, we will pilot *¡Cuídate!* in the Sun Valley / Ketchum / Hailey area. At a driving distance of nearly three hours from Boise, the project will utilize a local advisory committee of professionals who serve Latino youth and families. A focus group of area teens and parents will provide input on what considerations are important to make the program a success. Implementation and program evaluation will be completed in 2011. To further ensure sustainability, PPGNW is actively linking resources to train staff in our partnering organizations in the Wood River Valley to become certified *¡Cuídate!* facilitators.

According to PPGNW Vice President of Education, Training, and Organizational Effectiveness Carole Miller, "The beauty of this approach is the collaborative effort. We utilize the expertise of local Latino-serving organizations to reach out and serve the communities they know best. And we provide well-trained sexuality education professionals to replicate proven programs in concert with our partners. Establishing program delivery models collaboratively from the start builds a mutual stake in the success of the program. Most importantly, funders appreciate the wise use of shared resources." Once programs are established and the outcomes are successful, PPGNW hopes to build sustainability on the local level for years to come.

Please email [education@ppgnw.org](mailto:education@ppgnw.org) to learn how you can contribute to the ongoing success of *¡Cuídate!*.





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## For the People and Causes You Care About

Please join us as the PPGNW Legacy Club presents an informational seminar on planned giving and the current status of the estate tax law.

**September 30, 2010 – 11:30 am - 1:00 pm**

2001 East Madison Street, Seattle, WA 98122

### Featuring Howard A. Johnson

CIMA, CFP, ChFP, CLU

**Howard is an active donor and volunteer for many local charities and has contributed on a professional level to:**

Fred Hutchinson Cancer Research Center  
Planned Parenthood of the Great Northwest  
University of Washington  
Children's Hospital, Seattle

RSVP: [Jennifer.Pan@ppgnw.org](mailto:Jennifer.Pan@ppgnw.org) or 206.328.7529

**Lunch will be provided and space is limited.**