

## Republican National Convention in Tampa: Join us and make your voice heard!

**F**rom August 27-30, the city of Tampa will be hosting the Republican National Convention (RNC), where the GOP will be formally nominating Mitt Romney as their presidential candidate – and Planned Parenthood will be there, too!

We will be rallying at Riverfront Park in Tampa on August 29, from 2-4 p.m. to remind the Republican Party and Mitt Romney that women are paying attention and we plan to vote this year. Women's health care was a strong part of the Republican Party's platform until the 1980s. We will gather in Tampa to encourage and remind the Republican Party to reinstate and protect women's health care.

The RNC rally is one of many upcoming initiatives from the Public Policy department, now consisting of Vice President of Public Policy & Communications Kellie Dupree and Grassroots Outreach Manager Caitlyn Miller, with assistance provided by our esteemed and recently retired Wendy Grassi serving as a consultant. We have also initiated a comprehensive health center advocacy program: since June 2012, we have signed up more than 3,500 new advocates who stand with Planned Parenthood! These new advocates will be part of the "Vote No on 6" campaign in



Wendy Grassi, Kellie Dupree and Caitlyn Miller are ready for the RNC to come to Tampa

November. (Don't know about the "Vote No on 6" campaign? Find out more on page 3.) We've got our eyes focused on November, but we're not forgetting about next year's legislative session, which will undoubtedly be one of the most difficult in recent times.

How can you help Planned Parenthood? Register to vote; request your absentee ballot; cast your vote on November 6; and support our programs and services!

### IN THIS ISSUE:

2	A LETTER FROM BARBARA	8	FREEFALL WEB SERIES DEBUT
3	VOTE NO ON AMENDMENT 6	9	VOLUNTEER SPOTLIGHT
4	VOX CONVENTION ORLANDO	10	SOCIAL NETWORKING REPORT
5	MEDICAL UPDATE: BREAST HEALTH	11	LEAVE A LEGACY
6	HEALTH RECORDS & CALL CENTER NEWS	12-13	COUNTY UPDATES
7	WELCOME NEW STAFF MEMBERS	15	SPECIAL EVENTS CALENDAR

## A LETTER FROM BARBARA



Dear Friends,

**I** can confidently report that we're coming off the most remarkable – noteworthy AND successful – year I can remember.

Due to external factors, including the threatened government shutdown over Planned Parenthood last spring, the Komen defunding situation, and a local fundraising initiative called “The Giving Challenge,” we ended the year well above our project fundraising net. We had numerous achievements in medical services, including the successful completion of the first step of converting to Electronic Health Records, and our efforts to engage more advocates brought us to unprecedented numbers. You have a dedicated team of staff and volunteers pushing forward.

Yet, as we begin our new fiscal year, there is no time to put our feet up and celebrate what we have accomplished – with your support – on the healthcare, fundraising and advocacy fronts. We're headed toward one of the most pivotal, and likely most acrimonious, elections in history, and the ramifications for women's healthcare and Planned Parenthoods across the nation are gigantic. Here in the swing state of Florida, we'll be on the national stage once again, but there's an important fight that we must wage here in the Sunshine State: educating the public to Vote No on Amendment 6 ([voteno6.com](http://voteno6.com)).

Amendment 6 is yet another attempt by politicians to interfere in personal health care decisions and is a deeply flawed piece of legislation, making no exception for a woman's health. It would repeal the state protections afforded adult women under the Florida Constitution that the Florida Supreme Court has relied on in striking down anti-choice legislation passed by the Florida Legislature.

No one should impose their beliefs on a woman and her family when they are making such an important decision as whether or not to end a pregnancy. Every woman deserves to make her own personal decisions based on her values and her doctor's advice without politicians interfering. It is simply not for politicians to decide what should or should not be covered by someone's health plan, or for them to take coverage away from people who already have it today. What's next, politicians preventing birth control or heart medication from being covered by insurance?

There's a way you can stop this: exercise your power in the ballot box and encourage your friends to do the same. In the last year, voters in Mississippi, North Dakota, and Montana have said “No!” to more attacks on women's health – Florida must follow their lead. Join the fight at [voteno6.com](http://voteno6.com). **Women are watching – and we vote.**

With determination,

A handwritten signature in black ink that reads "Barbara A. Zdravecky". The signature is fluid and cursive.

Barbara A. Zdravecky, *President/CEO*

# Affordable Care Act: Vote no on Amendment 6 Stop political interference!

**W**hile we continue to advocate for women's health on a national scale, there will also be a big fight in our own backyard this November: the fight to defeat Amendment 6 and keep politicians from interfering in personal health care decisions.

Amendment 6 was introduced by the Florida legislature in March 2011 and finally referred to the November 6 general election ballot in May 2011. Amendments approved via the legislature, like Amendment 6, are subject to different standards than amendments proposed by the people and as such Amendment 6 was never reviewed for constitutionality or challenged before placing it on the ballot. But we at Planned Parenthood certainly plan to challenge it now that it's on the ballot.

A deeply flawed amendment that allows politicians to put a woman's health in danger, Amendment 6 also lets politicians interfere with the health care and security that women and their families – specifically

those of teachers, police officers, firefighters, and nurses – count on. At Planned Parenthood we believe that the important decision of whether or not to end a pregnancy is best left up to a woman, her doctor, her family, and her faith.

The vast majority of Floridians feel the same way. Vote no on 6 this November and encourage your friends and family to do the same.

Haven't yet joined the Vote No on 6 movement? Visit online at [voteno6.com](http://voteno6.com), or simply scan the icon below from your smart phone. We invite you to like the page on Facebook ([facebook.com/VoteNoOn6](https://facebook.com/VoteNoOn6)) or follow us on twitter ([@voteno6](https://twitter.com/voteno6)).



[voteno6.com](http://voteno6.com)



# Regional VOX Convention in Orlando this fall

**V**ox is the Latin word for “voice.” Vox®: Voices for Planned Parenthood is a nationwide program to energize a new generation of pro-choice Americans to advocate for reproductive freedom. Our Planned Parenthood has engaged students through VOX chapters at New College (Sarasota), USF Tampa, USF St. Petersburg, Florida Polytechnic (Polk) and Eckerd College (St. Petersburg).

The Voices of Planned Parenthood (VOX) chapters that our affiliate works with will be sending over 15 members from different college campuses to attend this fall’s three-day PPFA Youth Organizing and Policy Institute Conference in Orlando. These conferences will be held in eight states across the country to engage young activists



College students gather for VOX training

and emerging leaders who are fighting for sexual and reproductive freedom. This conference provides skill-building, trainings on how to organize on campus in the broader community, as well as issue briefings. In addition, participants may volunteer to engage in advocacy efforts sponsored by a local Planned Parenthood affiliate immediately following the training.

Our staff and VOX members are excited to have the opportunity to attend this training, to hone their skills, and meet with like-minded young activists. We will provide you with a re-cap when we return.

## Celebrating years of service

Wendy Sears Grassi, Director of Public Affairs at Planned Parenthood since 1996, recently retired from her post. During her tenure, she was responsible for helping to expand the list of advocates on our action network into the tens of thousands; creating and nurturing five VOX (Voices for Choice) student groups on area college campuses; executing innumerable press conferences; and mobilizing an army of committed volunteers to rally, participate in phone banks, write letters to the editor, email legislators, and, most importantly, vote. Her colleagues honored her contributions during a farewell party in Sarasota this spring.



Wendy Grassi and President/CEO Barbara Zdravecky at the party honoring Grassi’s service

# Planned Parenthood's recommendations for breast health

**R**ecently, because of conflicting recommendations, there has been controversy about what evaluation and testing women need to keep their breasts healthy.

We know that as provisions of the Affordable Care Act (ACA) are implemented, women will have better access to health care, but you may be wondering what procedures will be covered in the face of the conflicting recommendations. Planned Parenthood, as a major provider of breast cancer screening in the U.S., has taken a look at the recommendations of all the groups and the available evidence.

### **Breast health recommendations & ACA coverage information:** \_\_\_\_\_

➔ **Breast self-awareness.** This is different than the monthly self-breast examinations that were recommended in the past. Breast self-awareness means being aware of how your breasts normally look and feel, and also knowing your history. Simply looking at, touching and feeling your breasts from time to time should be enough to help you notice any changes. If you notice any change in your breasts, you should have them checked out by a health care provider as soon as possible. Breast self-awareness also means knowing your family history, if it's available. If you have a family history of breast cancer, you need to let your health care provider know.

Health care providers used to recommend that women do breast self-exams every month. The reason we have stopped recommending monthly self-examination is that two large studies found that monthly self-examination leads to an increased number of biopsies – but not decreased deaths from breast cancer.

➔ **Annual mammograms starting at age 40.** This recommendation is in agreement with the American Cancer Society and recommends earlier and more frequent mammograms than the U.S. Preventive Services Task Force, which recommends mammograms beginning at age 50 for women without a family history. Beginning mammograms at an earlier age might mean more false positives – abnormal mammograms in women without cancer – but, after evaluating the evidence, Planned Parenthood found that this drawback was outweighed by the increased number of cancers detected. Annual mammograms for women over age 40 must be covered at no cost by insurance under the ACA.

➔ **Clinical breast exams every 2-3 years for women ages 20-39 and annually for women ages 40 and older.** This is an exam performed by a woman's health care provider such as Planned Parenthood. Well woman visits must be covered at no cost under the ACA.

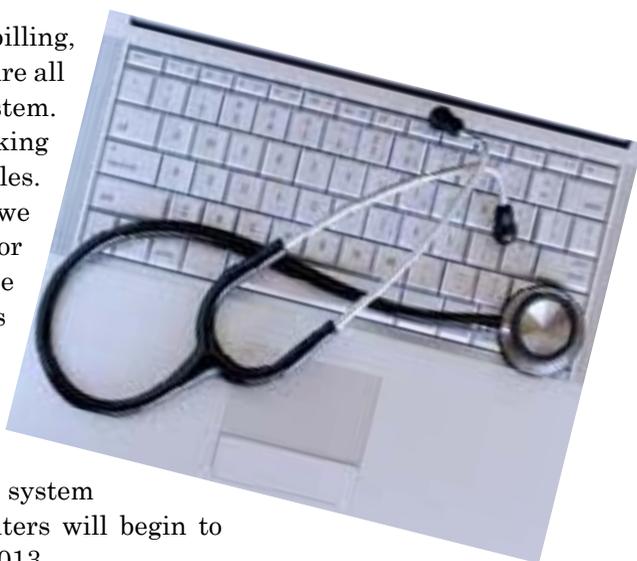
We know that navigating the world of health care, with sometimes-conflicting recommendations, heated discussions in the media, and the politically charged atmosphere created by the passing of the ACA can be frustrating. We are here to help: visit our website – [MyPlannedParenthood.org](http://MyPlannedParenthood.org) – for comprehensive information about a variety of health topics.

# Electronic Health Records are live Phase 1 is a success!

**T**he first phase of our Electronic Health Records (EHR) project was successfully implemented in April 2012.

Currently, our scheduling, billing, medication, and lab tracking procedures are all fully integrated in our new NextGen System. Over the next few months, we will be working to optimize the utilization of these modules. We will be identifying any areas where we will need to pursue additional training or support as we look ahead to the final phase of this project, which is fully paperless patient records.

We will be identifying clinicians to add to our existing EHR core team, and will review and revise our current work flow processes to integrate with the new system at the end of 2012. Our first health centers will begin to implement this final stage in May/June 2013.



## Call center raising funds

**P**atients are donating in support of our mission, with the help of our call center staffers.

Exciting news continues to come from our award-winning call center! With seven very dedicated staff members, the call center answers close to 11,000 calls each month, scheduling appointments for our seven health centers and administering our Mail-a-Pill program. In June, the call center staff began asking patients if they would be interested in making a donation to help support our services, since staff realized that many of our patients are also our strongest advocates.

In the first month of this program, 88 patients decided to make a donation to our program. We are grateful to these patient advocates who are taking care of their health while also helping to ensure that we can continue to provide quality, affordable healthcare to our community.

# Our strategic plan in action: Welcome our new staff!

**W**e'd like to introduce you to some new staff members who will be working to help us accomplish our goals.

As Planned Parenthood prepares for a post-Affordable Care Act world, we have been proactively beefing up strategic areas in order to offer increased access to care, address public policy issues, expand engagement of new young supporters, and increase our fundraising capacity. We'd like to introduce you to some new staff members who will be working to help us accomplish these goals.

This past winter, Deanna Obregon came on board as the new Vice President of Clinical Business Operations. Deanna, who has 20 years of experience in program design, performance improvement, clinical supervision and implementation of overall improvements in delivering high quality health care services, is directing the operational component of patient services for the seven health centers in our 15-county service area.

Our most recent hire is Kellie Dupree. As the new Vice President of Public Policy and Communications, she is responsible for developing and implementing the annual public policy program for our affiliate. She is supported in this by Caitlyn Miller, in her new position as Grassroots Manager. Together, they will concentrate on fulfilling the strategic initiative of "championing and sustaining the political will to ensure that our services are adequately financed and integrated into mainstream health care."

Kellie comes to us from Atlanta, Ga., where she was a Regional Field Manager for the Planned Parenthood Federation of America.



Deanna Obregon,  
Vice President of  
Clinical Business  
Operations



Kellie Dupree,  
Vice President of  
Public Policy and  
Communications

We also welcome new staff members to health centers, the SOURCE Theatre, administration and to the development team, including our new Director of Major Gifts, Jillian Alpert, who will be strengthening our fundraising and supporter engagement efforts in the Tampa Bay area.

# Freefall: The Web Series Launches this fall!

An emotional mosh-pit, *Freefall* follows five students through the wild ride of their freshman year of college.



Will Little, Cassandra Caballero, Christina Norcia, Lauren Chase, and Jack Polubinski star in the series

The SOURCE Theatre and Video Productions is excited to announce the upcoming launch of Planned Parenthood’s new web series: *Freefall*. With sex, drugs, the beginning of friendships and the depths of heartbreak, the series explores the social challenges first-year college students face.

Based on true stories about real college freshmen, *Freefall* follows Blair, a stuck-up and gorgeous sorority girl who can’t say no; Cleo, a damaged drug addict trying desperately to start over in college; Parker, who thinks that college is a party that will never end; Selena, a beautiful and intelligent Latina intent on getting all As; and serious Luke, hiding a secret from back home that threatens to follow him to school. As the five friends navigate their way through the first year of school, they discover that their real education is outside the classroom – and it will take all they have to survive.

Covering such issues as being away from home for the first time, adjusting to new roommates and academic pressures, to more

threatening problems such as sexual assault, alcohol poisoning, and drug abuse, *Freefall* confronts the challenges that can sometimes derail college – and “real life” – success.

A large cast and crew of over 50 volunteers have been working on the five-episode series for the past year, and it officially launched on August 20. *Freefall* will premiere with a special showing for 250 New College students as part of a program for incoming students.

After the premiere, *Freefall* will be online at [freefallthewebseries.com](http://freefallthewebseries.com), along with information about important health issues, a special feature to ask questions or make comments, and information about Planned Parenthood, with links for making a medical appointment. Episodes will also be accessible through our YouTube and Facebook sites. We plan to market *Freefall* nationally, and at the same time, begin work on our second season. Stay tuned for the launch – and please encourage all your friends to become a fan of “Freefall: the Web Series” on Facebook.

## Volunteer spotlight: Amelia & Edy

**S**tudent contributions strengthen our message and further our mission in support of women of all ages.

This month, we've chosen to highlight the work of two of our most talented young supporters, Amelia Risner, a high school student who's been working at our administrative headquarters in Sarasota since 2011, and Edy Urken, who is finishing up a 10-week internship as part of her degree in Women's and Gender Studies at USF Tampa.

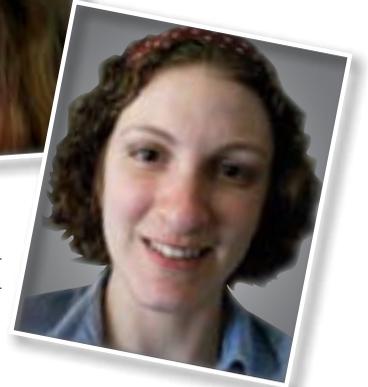
Amelia believes that her time at Planned Parenthood has made her become "very open-minded," and she takes the mission for non-judgmental care here at Planned Parenthood to heart. A 17-year-old homeschooled senior, Amelia has been interning twice a week at Planned Parenthood since late last year, concentrating on our health center advocacy program and public policy – even before she's eligible to vote!

"I'm a Republican and I make sure to educate those who speak up against Planned Parenthood with facts," she says. "I think being violently against Planned Parenthood is really just a lack of education on what it does."

One of Amelia's favorite Planned Parenthood events so far was the 2012 Lobby Day in Tallahassee, where she met many Planned Parenthood supporters in their 70s and 80s who inspired her. Planning to become an international banker, she intends to become involved with Planned Parenthood on her college campus and advocate for Planned Parenthood's mission in her everyday life.



High school student  
Amelia Risner



USF intern  
Edy Urken

Edy Urken in Tampa has brought a tremendous amount of dedication, passion, and a thorough academic grounding in these issues to her work. After working with our Education Manager Tami Shadduck to design an internship that would meet her program's needs, as well as the needs of Planned Parenthood, Edy dove headfirst into all things Planned Parenthood, eagerly doing tasks for nearly every department within the affiliate. She has signed up hundreds of advocates for the voter engagement project, designed and executed sex education classes for teens, supported grant writing efforts, researched and written articles for the affiliate's blog, The Feronia Project, and so much more!

Her contributions have been so impressive that her colleagues have started wondering when (and whether) she sleeps, since in addition to finishing her degree at USF Tampa, she's also a shift supervisor at Starbucks. We hope that the internship experience was as beneficial to her as it was for us, and are very thankful that she chose to partner with us for this project.

# Social networking: Building relationships

**W**e've made a commitment to engage new generations, reaching them where they are: online. And our efforts are paying off.

In the past couple of years, our local Planned Parenthood has greatly increased its visibility online. Since last summer, our Facebook “likes” have nearly doubled. By the end of the fiscal year, we had broken the 1,400-mark. Our Twitter page broke the 500-follower mark; interestingly, Planned Parenthood Federation of America President Cecile Richards was our 501st follower! We tweeted nearly 1,500 times, sharing messages and news stories, and retweeting posts by other organizations.

Our Tumblr page (cheekily titled “Making a Vas Deferens in the World”), ended the fiscal year with over 400 followers. We built and nurtured our Pinterest page and engaged more than 100 followers in the process.

Our blog site, The Feronia Project, was one of our biggest online success stories. Feronia, which launched in November, is geared toward young people in their teens and twenties. It's a safe place to learn about sexual health, engage in discussions about social and reproductive justice, and find trusted resources for comprehensive, medically-accurate sex education. Feronia attracted 48,000 visits in just its first eight months!

So why does this all matter? In part because our messaging helps to fight disinformation spread by our opponents, and helps to spread urgent news widely and instantaneously. The threatened government shutdown over Planned Parenthood funding;



the photo of the all-male birth control panel; the Komen defunding situation ... Only organizations that build their online channels can spread the word the way Planned Parenthood has.

Additionally, our “voice” online makes our work more personal and relevant, and drives more traffic to our website – specifically, to online appointment-making, patient information, and donations.

In the last year, there were 124,182 visits to our site (a nearly 10% increase over the past fiscal year) and more than 85,000 of those were by first-time visitors to MyPlannedParenthood.org. This directly enhances our bottom line. We hope you'll connect with us online!

### Social Media Sites 101

**Blog:** A frequent, chronological online journal of opinions, ideas and links

**Facebook:** A social networking site for keeping up with friends, via text and photos

**Pinterest:** A pinboard-style photo sharing website where users “pin” their interests

**Twitter:** A mobile site that enables users to send “tweets” or messages of 140 characters or less

**Tumblr:** A social networking site where users can ask and answers questions

**YouTube:** A social networking site where users can upload and share videos

# Become a legacy partner



**Y**ou can leave a legacy that keeps affordable health care available in our community for generations to come.

We can't thank our donors enough for their commitment to sexual health, human rights, and family planning, and helping provide services to those in need in our community. Given the current economic uncertainty, some of our donors have shared that they can't make as big a gift as they'd like right now, but they worry about the future for our young adults and want to help the many people in our community with inadequate funds and limited or no health insurance.

We can offer a way for our donors to make an impact for generations to come: by including Planned Parenthood of Southwest and Central Florida in their estate plans. Including Planned Parenthood in your will, trust, IRA, or as a beneficiary for your life insurance will increase our capacity to meet the growing need for subsidized services.

One of the estate vehicles we can offer, through our national office, is a Charitable Gift Annuity, a contract between you and Planned Parenthood in which Planned Parenthood agrees to make fixed lifetime income payments to you in exchange for a contribution.

With interest rates at a record low, wouldn't you like to find something paying 6% or more? Your age at the time of your gift determines the specific rate, which will then be guaranteed.

With a Planned Parenthood Charitable Gift Annuity, you can make a gift that supports family planning and receive fixed, lifetime payments while taking a charitable deduction!

You decide how your legacy will help us – you determine whether your gift is unrestricted, directed to a particular program, or used to support our Endowment fund.

When you include Planned Parenthood of Southwest and Central Florida in your will and estate plans, you become a part of our Margaret Sanger 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 our development office at (941) 365.3913, ext. 1113 with questions or for more information.

**Hillsborough County** Our Tampa friends are already gearing up for a busy event season. Upcoming initiatives already in progress include continued sponsorship of and a presence at the all-day rock concert, The Next Big Thing, which takes place at the 1-800-ASK-GARY Amphitheatre on Saturday, December 1, 2012.

The “Art of Safe Sex” committee has already met several times, securing sponsors and entertainment, and planning a coordinated marketing blitz to ensure an even bigger and better event this year! “Art of Safe Sex – A Speakeasy” will take place on Friday, April 19, 2013 at the Tampa Museum of Art.

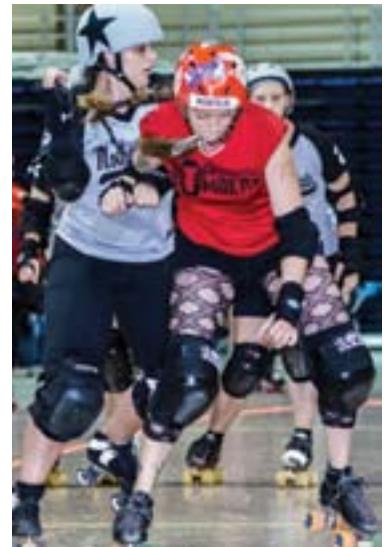
**Lee County** Staff members from our Education and Outreach department have been presenting programs monthly at Heritage Institute, a technical school that offers professional training in healthcare fields. We’ve provided prenatal and labor and delivery information, and we also discuss our health center services, advocacy, and education. We recently had 32 students sign up to be PP advocates!

We’ve also been visiting the Oasis Youth Shelter, a program for 12-18-year-olds run by Lutheran Services of Florida. Oasis provides a safe place for runaways, foster care youth, and children who need temporary placement outside of their home. Our monthly presentations cover a variety of topics, including: anatomy, birth control, condoms, healthy relationships, pregnancy and labor/delivery, and sexually transmitted infections. Additionally, we are continuing our ongoing work with Edison State College, the 13th largest community college in Florida. Edison recently built their first dorms on campus and will soon be offering students the opportunity to live on campus. We will be partnering

with them in the fall to provide information and trainings to their newly hired resident assistants. Every month, we table outside of their cafeteria to provide students with information, coupons, condoms, advocacy cards, information about our services, and our popular “Sexpert” wheel to answer students’ sexual and reproductive health questions.

**Manatee County** At the end of June, Planned Parenthood was there to distribute materials and cheer on staff member Heather Generous as her team, the Bradentucky Bomb Squad, rolled its way to a 152-80 victory over the Gold Coast Roller Girls at the Manatee Civic and Convention Center. Educator Pat Wolfson and her husband, Jed, handed out coupons for medical services, educational brochures and condoms, and chatted with about attendees who had questions. In attendance were a number of staff members and supporters, who were treated to exciting skating and the local win!

The Bradentucky Bombers take the win with help from Planned Parenthood’s Heather Generous (in red)  
*Photo by Ken LeBleu*



## Pinellas County



On June 30, we celebrated St. Pete PRIDE with 100,000 of our closest friends at the largest PRIDE parade in the state of Florida. Spearheaded

by our great intern Edy Urken, who was on a mission to sign up advocates in the crowd, we were able to sign up nearly 150 new advocates and distribute hundreds of free condoms. This was the second time we had been able to gather new supporters in the Grand Central District: Marina and Evan Williams, owners of ArtPOOL Gallery, not only let us set up a table for Pride & Summer CraftyFest event but also for the True Love: LGBT PRIDE art pARTy and Disco Ball. But that's not all the events we've been at this summer in St. Petersburg: on July 30, we also represented Planned Parenthood of Southwest & Central Florida at the VANS Warped Tour!

## Polk County



Heavy metal band 'Black Tides Roll'

Black Tides Roll, a heavy metal Polk County band, passed out our information and materials at their concert at Jessie's in Winter Haven in late July. Elgg Bertens, Chris Croft, Jack "JR" Sprouse, Jonathan Powell and Steve Parrish make up the band, and they support and endorse Planned Parenthood

at all of their concerts. We are very happy to have them on board as advocates for our work! The concert in July was a great success, and we're looking forward to upcoming shows and events. For more information about the band, search "Black Tides Roll" on Facebook.

## Sarasota County

In July, Planned Parenthood partnered with Sarasota craft beer bar Mr. Beery's for a July 4 weekend "Celebrate Your Sexual Independence" friend-raiser, featuring an "Ask the Sexpert" session led by educator Nan Gould; the popular "So You Think You're a Sexpert" wheel; a spirited team sex trivia game hosted by staffers Ronald Overing and Caitlyn Miller; the distribution of materials including condoms, literature and medical coupons; and the signing up of many new advocates. The goal of the evening was to facilitate a space where the safe sex-positive topics and sexual health ideas could be freely shared. The event was a smashing success and the managers of Mr. Beery's have invited us back. Many thanks to Magic Hat, a brewery and condom company that donated 2,000 condoms for the event.



Staffer Ronald Overing encouraged attendees to spin the "Sexpert" wheel for fun and educational purposes *Photo courtesy of Ticket Magazine/Sarasota Herald-Tribune*

## COCKTAIL PARTY CONVERSATIONS

**Y**ou're at a friend's dinner party and her cousin, Mary, is visiting from north Florida. The upcoming election is a topic of conversation and your friend shares with the table your opposition to Amendment 6. Her cousin turns to you and says she's heard that Amendment 6 is just about making sure parents are being told if their child is getting an abortion.



## COCKTAIL PARTY CONVERSATIONS

### You say:

“Of course a parent would want to know if his or her daughter intended to end a pregnancy and Florida law already requires parental notification for minors. That won't change. What Amendment 6 really does is let politicians interfere in personal health care decisions that are best made by a woman in consultation with her family and her doctor. It is just playing politics with women's health and our patients and families deserve better than that.”

### **IMPACT!** SPECIAL THANKS TO THE FOLLOWING ORGANIZATIONS AND FOUNDATIONS

**THE IRVING AND SARA SELIS FOUNDATION** for support of our initiative to expand development capacity in Hillsborough, Pinellas and Polk counties.

**PLANNED PARENTHOOD FOUNDATION** for important support to enhance our security equipment and resources at our Fort Myers and Manatee health centers.

**TERVIS TUMBLER COMPANY** for support of our Safe Sex event in Sarasota.

**UNITED WAY OF SARASOTA COUNTY** for continuing support of our Patient and Outreach Education Programs.

# Save these dates:

## Planned Parenthood's 2012-2013 events

**Safe Sex Halloween Bash:** Saturday, October 27, 2012, Michael's On East in Sarasota

**Cocktails at Cove Café:** Sunday, November 11, 2012, Cypress Cove in Fort Myers

**High Tea at High Noon:** Thursday, November 15, 2012, Van Wezel Performing Arts Hall in Sarasota

### Choice Affair Luncheons:

**Lee:** Tuesday, January 29, 2013, Lexington Country Club

**Hillsborough:** Tuesday, February 5, 2013, Maestro's at the Straz Center

**Manatee:** Wednesday, February 6, 2013, Renaissance on 9th

**Annual Dinner Celebration:** Tuesday, March 5, 2013, Sarasota Municipal Auditorium

**Art of Safe Sex:** Friday, April 19, 2013, Tampa Museum of Art

Enjoy the rewards of sponsoring one of our special events!

Contact our development department today by calling 941.365.3913, ext. 1105.

### Mission Statement

The mission of Planned Parenthood of Southwest and Central Florida is to ensure the right of all individuals to manage their sexual and reproductive health by providing medical services, education, and advocacy.

### Planned Parenthood®

#### of Southwest and Central Florida

Gompertz Family Regional Headquarters  
736 Central Ave. Sarasota, Florida 34236  
Phone 941.365.3913 • Fax 941.957.1050  
MyPlannedParenthood.org

"Like" us on Facebook!

Follow us on Twitter: @PlannedParSWCFL!

Read us at [FeroniaProject.org](http://FeroniaProject.org)

CHOICE NEWS is a quarterly publication  
Summer 2012 • August 27, 2012,  
Volume 19, Issue 1

Planned Parenthood® and the "nested Ps" are registered trademarks of Planned Parenthood® Federation of America. [PlannedParenthood.org](http://PlannedParenthood.org)

### Board of Directors 2012-2013

Carolyn Johnson, *Chair*

Carol Poteat-Buchanan, *Vice Chair*

Gregory J. Porges, *Vice Chair*

Nancy Natilson, *Treasurer*

Kenneth C. Edelin, MD, *Secretary*

### Members

Gerri Aaron; Peggy Abt; Judy Cahn; Jim Delgado; Esperanza Gamboa; Wendy Gingerich; Judy Goldenberg; H. Sara Golding Scher; Dee Jeffers; Tom Nolan; Renee Richardson Kling; Clare Segall; Erin Smith Aebel; Charurut Somboonwit, MD; Krista Toomre, MD; Shawna Vercher; Kyla Weiner; and Sally Yanowitz

Barbara A. Zdravecky, *President/CEO*

Jan L. Chester, *VP of External Affairs*

Deanna Obregon, *VP of Clinical Business Operations*

Pauline Parrish, *VP of Finance/CFO*

Sujatha Prabhakaran, MD, MPH, FACOG, *VP of Medical Affairs/Medical Director*

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (1-800-435-7352) WITHIN THE STATE OF FLORIDA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. 100% of each contribution is received by Planned Parenthood of Southwest and Central Florida, Inc. (Registration # CH934)



Gompertz Family Regional  
Headquarters  
736 Central Avenue • Sarasota, FL  
34236

**OUR HEALTH CENTERS**

**Fort Myers**

239.481.9999

**Lakeland Cowles**

863.665.5735

**Manatee**

941.567.3800

**Sarasota Walt Cannon**

941.953.4060

**Pinellas**

727.898.8199

**Tampa**

813.980.3555

**Winter Haven**

863.293.7494

[MyPlannedParenthood.org](http://MyPlannedParenthood.org)