



*Nevada Advocates for Planned Parenthood Affiliates (NAPPA) staffer, Natalie Henriques trains a volunteer at Reno's health center*

## Reaching out to patients on the spot

### *Recruiting volunteer advocates at our Reno health center*

It's no secret that our most effective champions are our patients. When the women, teens and families who rely on us tell their personal PPMM stories in their communities and to legislators, it sends a powerful message about why our health services and education programs must be protected from the state budget ax and from Washington politicians who oppose reproductive rights.

Enter our new Health Center Advocacy Program (HCAP) in Reno, just in time for the 2018 mid-term election season in the key swing state of Nevada.

Since January, PPMM's Fifth Street health center in Reno has been staffed for several hours each week with more than a dozen volunteers who ask patients and those who accompany them in the waiting room if they would like to know more about what we do and how they can help protect our services. The HCAP outreach volunteers are stocked with information pamphlets, supporter sign-up cards and even pink PP bumper stickers to recruit patients as advocates - and

the response has been so overwhelming that even some of our staff members were taken by surprise. Already, nearly 200 patients have signed HCAP cards saying they will publicly share their PPMM health care stories or come to Planned Parenthood Advocates events.

*Continue reading on page 5...*

### ALSO IN THIS ISSUE

- 2 Letter from the CEO
- 2 Pros & Cons
- 3 From Mar to Monte: Affiliate Highlights
- 4 A Conversation with Gov. Jennifer Granholm
- 6 8 Things You Can Do Now



## Recruiting volunteer advocates

*Continued from page 1*

Many of these people have been longtime patients of Planned Parenthood but had never been approached directly about telling their stories and helping to support our work. Jenny, a 30-year-old patient who spoke with one of the Reno HCAP volunteers, agreed in April to publicly share her story.

"I came in to get a refill of (birth control) pills, and when a volunteer asked me if I wanted to help, I was happy to sign up," she said. "Planned Parenthood has been a big part of my life and my health care since I was a teenager."

Donors and volunteers stationed at the HCAP "info table" in the Fifth Street health center enjoy speaking directly with patients and re-connecting with our mission. Jessica Wise, a social work intern from Reno, has been an HCAP volunteer since January, and she has met many patients at Fifth Street who are passionate about advocating for Mar Monte's services.

"One thing that has really surprised me is how far some people travel, including across the California state line, to come to this health center for services they trust," Jessica said. "They say they come here because they know they won't be judged, and they always say, 'We really need you!'"

In coming months, the HCAP program will be set up for voter registration, encouraging patients to make their voices count at the polls. They will also be invited to attend events sponsored by Nevada Advocates for Planned Parenthood Affiliates (NAPPA) and Planned Parenthood Advocates Mar

Monte (PPAMM) where they will learn more about local candidates and what is at stake in the November mid-term election.

Ann Mackey, an HCAP volunteer and longtime Mar Monte supporter in Reno, said one thing she likes best about the program is helping people become advocates for their own health care. "We're putting the power in the hands of those who are using these services," she said. "I've met people who have said that this is their only health care, and they're happy to have a chance to give back to help Planned Parenthood."

During one of Ann's recent HCAP shifts, a young woman she had recently recruited in the health center waiting room came in to sign up for her first volunteer shift for Mar Monte: "I think we both felt pretty good to be making a difference!"



*More than 200 Reno health center patients have signed up to support Mar Monte*

## Letter From PPMM CEO Stacy Cross

Hello Friends,

Every year around Mother's Day, I'm reminded again about what led me to this important mission we share. Some of you have already heard me tell the story of how both of my grandmothers' lives were cut short because they were unable to get safe and effective reproductive health care.


My mother's mother was only 47 when she had her ninth child - and never made it back from the hospital. My father's mother was 19 during the Depression when she found she was pregnant with her second child. She made the choice to have an illegal abortion because she was already overwhelmed by motherhood as a teenager and simply did not think they could afford to bring another child into the world. She bled to death in the arms of her sister, my great aunt Jessie. We were always told she had died of a ruptured appendix, a family secret like so many others before the Roe vs. Wade decision changed women's lives.



Nearly a century later, we are still fighting to make sure that all women have access to the safe, quality and affordable health care they need. In this newsletter you'll read about PPMM's program to connect with patients at our Reno health center where they learn how telling their own stories can help protect and expand access to care in their communities. Nevada is an especially important swing state in the coming mid-term elections, and it is crucial that the women and families we serve know what's at stake.

In the nine months that I have been here, I have visited all of our 35 health centers in California and Nevada, and I am truly excited about the future of PPMM. I am so proud to be doing this work with all of you during a time when our patients and all people who rely on us need our services more than ever.

Best,

  
Stacy Cross  
President and CEO

## Pros & Cons NOTABLE QUOTES FROM CALIFORNIA AND AROUND THE COUNTRY

### 2020 Census Citizenship Question

😊 "What the Trump administration is requesting is not just alarming, it is an unconstitutional attempt to discourage an accurate Census count."  
– California Attorney General Xavier Becerra who has sued the Trump administration's addition of a citizenship question on the 2020 census.

😊 "A blatant, racist attempt to make America white."  
– Rep. Nydia Velazquez (NY-D) on the census citizenship question.

### Menstrual products for prisoners

😊 "I'm almost sorry I heard the bill. I didn't expect to hear about pads and tampons and the problems of periods."  
– Committee chair Jay Lawrence after the all-male Arizona Military Veterans and Regulatory Affairs Committee bill hearing. The bill would provide women in Arizona state prisons unlimited, free access to feminine hygiene products.

### Office of Refugee Resettlement Director Scott Lloyd

😊 "It's deeply troubling that a government appointee, who has sworn to uphold the Constitution, thinks that the Constitution doesn't apply to the marginalized population he's supposed to be in charge of protecting."  
– ACLU attorney Brigitte Amiri.

😊 "[Lloyd] is abusing his power over vulnerable teenagers in order to advance a draconian anti-abortion agenda. Lloyd has almost no experience with refugees but an extensive background in anti-abortion and anti-contraception activism."  
– Eleanor Smeal, President of the Feminist Majority Foundation, in a message to members.

😊 "Here there is no medical reason for abortion. It will not undo or erase the memory of the violence committed against her, and it may further traumatize her. I conclude it is not her interest."  
– From memo written by Lloyd, justifying his decision to deny abortion access to a rape victim, who is also a minor.

# From Mar to Monte

## NEWS FROM AROUND THE AFFILIATE

### **Innovative Community Health Care**

*Our health centers are located in large cities as well as smaller communities. We're proud to offer the same level of cutting-edge care across the affiliate.*



### **Young Professionals Committee**

We recruited a dynamic group of young career women last fall and launched the PPMM Young Professionals Committee (YPC) to expand our outreach among community allies. The 10 Bay Area committee members, from Oakland to Santa Cruz, represent a diverse group of industries including non-profits, finance and tech.

The committee's debut event was held in early May at the Santa Cruz Mountain Brewery for a screening of the acclaimed 2017 documentary, "Trapped," about states' efforts to restrict abortion access.

Ash Lauth, president of the YPC and a community organizer with The Center for Biological Diversity in Oakland, is enthusiastic about doing outreach through events and social media to recruit more young people and people of color to the PPMM volunteer-base. She said, "This is a great way to expand what Planned Parenthood looks like, so people can see all the communities we represent."

### **Sex Ed in Fresno**

In Fresno, Mar Monte educators have designed a unique sex ed curriculum for disabled young people, ages 18-24, that has been embraced by teachers and parents in the community. The lessons focus on topics including hygiene, anatomy, birth control, sexually transmitted infections, internet-safety and healthy relationships.



The curriculum has become so successful that the Fresno County Office of Education has formed a partnership with PPMM this year to use it in 23 high schools and middle schools as well as in adult transitional programs (ATPs.) "It's incredible to see how engaged students are with what we're teaching them," said PPMM Fresno educator Mario Alfaro. "This is one way they know they are not different from everyone else."

### **#WeAreMarMonte**

We launched the #WeAreMarMonte video campaign in March, after months of filming and interviewing many enthusiastic patients, volunteers, community partners and staff. The videos inform our communities about the kind of health care and education services we offer, who we serve and where we are throughout mid-California and northern Nevada: From Mar (sea) to Monte (mountains.)



*Filming in Fresno for the #WeAreMarMonte campaign*

The first phase of the digital campaign, which will run through June, featured an introductory video that went out on Facebook, Instagram and YouTube and has already been viewed tens of thousands of times. In April, the Marketing department also sent out short, location-specific video-testimonials. The digital campaign will be reinforced with traditional media as well.

**WeAreMarMonte videos are available on [bit.ly/WAMM18](http://bit.ly/WAMM18). Please share them on social media to help get the word out!**

## A conversation with Governor Jennifer Granholm



*Former Michigan Gov. Jennifer Granholm speaks at the Peninsula Breakfast in March*

For anyone who missed our March Peninsula Breakfast in the Bay Area—one of the most successful of these annual fundraisers in our history!—here’s your chance to catch up with our magnetic keynote speaker, former Michigan Gov. Jennifer Granholm, who reminded us how critical it is to support leaders that are connected with all people they represent and continue to stand up for what is important.

We sat down with Gov. Granholm again to ask what inspired her most about the standing-room-only gathering and for a few more words of wisdom.

### **PPMM: Why did you want to support Planned Parenthood Mar Monte at the annual Peninsula Breakfast?**

**Gov. Jennifer Granholm:** I wanted to support PPMM because of the amazing service they provide to poor women. Seventy-one percent of PPMM’s clients are below the federal poverty limit of \$12,000 per year. This service, for them, is indispensable. It was a privilege to come to help support this organization on their behalf.

### **What was your biggest takeaway from the event?**

My biggest takeaway: It’s HUGE! I was amazed at and impressed by how much support this PP branch has among all kinds of women, not just on the Peninsula but in so many corners of Northern California.

### **How do you talk with those who oppose your views or beliefs?**

It’s a great question because I’m often on CNN as a partisan, not as a listener or negotiator. Of course the only way we can understand each other is to listen, really listen and see and hear each other. For example, I truly understand that for many people, abortion is murder. While I don’t agree, I know we can all agree that it makes sense to try to reduce the demand for abortions. And the best way of doing that, of course, is by making birth control accessible.

### **What gives you hope?**

The enormous number of women who have raised their hands to say, “Send me into the arena.” I love that so many women of all ages feel an obligation to serve. In my opinion, only when women are in positions of authority will we see not just the support for PP, but the policies necessary to make our world more compassionate, humane and just.

### **What are your top two pieces of advice for women running for office?**

**A:** Before running, if you haven’t experienced the pain of others, put yourself in a position to really see other people’s pain. Gather their stories. Internalize them. Only then will you have the fire in your belly to go into battle to change the world for others.

**B:** Realize that it’s not about you, but about the change you wish to see in the world. You are merely the vehicle for that change. You are the warrior, battling for a great cause on behalf of people who have no voice, no lobbyist, no power. You are their champion. Wear the cape on their behalf. But never forget who you are fighting for.



You can legally vote after you turn 18, but how old do you have to be to register to vote? (See page 6 for the answer.)

## 8 Things You Can Do Now

### DONATE

You can make a donation today to support PPMM's mission: [ppmarmonte.org/donate-now](https://ppmarmonte.org/donate-now)

### PLAN

You can help ensure a bright future for PPMM via legacy giving: [ppmarmonte.org/legacy](https://ppmarmonte.org/legacy)

### CONNECT

Sign up to receive email alerts and information: [ppmarmonte.org/email-signup](https://ppmarmonte.org/email-signup)

### VISIT

Make an appointment at one of our 30+ health centers or refer a friend or family member: [ppmarmonte.org/visit](https://ppmarmonte.org/visit)

### VOLUNTEER

Join hundreds of volunteers across PPMM who support our mission daily: [ppmarmonte.org/volunteer](https://ppmarmonte.org/volunteer)

### SHARE YOUR STORY

Tell us about a time PPMM helped you or someone you care about: [ppmarmonte.org/my-story](https://ppmarmonte.org/my-story)

### HUG A HEALTH CENTER

Drop off a thank you card or other sign of support for staff at your local health center.

### ENGAGE

Hear the latest via our social media work. Join the conversation, share with friends, help spread the word:



[twitter.com/ppmarmonte](https://twitter.com/ppmarmonte)



[fb.com/plannedparenthoodmm](https://fb.com/plannedparenthoodmm)



[instagram.com/ppmarmonte](https://instagram.com/ppmarmonte)



[youtube.com/PlannedParenthoodMM](https://youtube.com/PlannedParenthoodMM)

## Did You Know?

### Answer from Page 4

A: If you turn 18 on or before the next election and you live in Nevada, you can pre-register to vote after you turn 17. Voting pre-registration for California residents begins when you turn 16.

Residents of both states can register to vote in person at the local Department of Motor Vehicles office, county clerk or registrar's office. Or, you can register online or through the mail. Find details about registering to vote in Nevada and California at [ppmarmonte.org/how-to-vote](https://ppmarmonte.org/how-to-vote).

The DMV and Secretary of State in Nevada close voter registrations 30 days before the election. California requires registration a minimum of 15 days prior to the next election.

## Planned Giving

### Become a Perpetual Partner

Do you want to be sure future generations are able to access the quality, compassionate care provided by Planned Parenthood Mar Monte?

Add PPMM to your estate plan and help guarantee the benefits of reproductive health – and freedom – into the future.

A planned gift to PPMM is a meaningful way to honor your wishes to leave a legacy of healthy families and healthy communities.

Join PPMM's legacy giving club, Perpetual Partners, by:

- Establishing a bequest of a particular dollar amount or asset
- Naming PPMM as a beneficiary of your retirement or life insurance plan
- Establish a life income gift such as a charitable gift annuity and charitable trust

To ask questions about Perpetual Partners or receive more information about how you can easily add PPMM to your existing estate plans, **give us a call at 408-795-3780 or email [development@ppmarmonte.org](mailto:development@ppmarmonte.org)**.

To receive future editions of PPMM Mar Monte News in a digital format, sign up at [ppmarmonte.org/newsletter](https://ppmarmonte.org/newsletter)

**1605 The Alameda, San Jose CA 95126 | [ppmarmonte.org](https://ppmarmonte.org) | (408) 795-3780**