



# Quarterly Newsletter

## January 2018

### Letter from our CEO

Planned Parenthood Northern California (PPNorCal) enters 2018 with great hope and excitement. As we move forward this year, we are very aware of the uncertainty, volatility, and change we may encounter. What we know for sure is that challenging times brings out the best in our supporters and us. We will remain proactive and continue to resist any and all attacks on our mission and life-saving services.

This week as we celebrate Dr. Martin Luther King, Jr., we reflect on his inspiring legacy that still resonates today. Dr. King's stand on human rights continues to inspire. His legacy and ideology are reminders of why we must remain committed to protecting health care access, as well as reproductive freedom and justice. We must continue advocating, and protecting the belief that every single person is deserving of respect, dignity, and equal rights.

Next week, we commemorate the anniversary of Roe v. Wade. In 1973, with the landmark ruling in Roe v. Wade, the U.S. Supreme Court affirmed that the Constitution protects the right to access safe, legal abortion. Planned Parenthood is proud to provide expert health care to our patients and ensure that they receive accurate information about all options to make their own fully-informed decisions. We strongly believe that all people—no matter who they are—deserve the right to make their own personal decisions about their fertility, family, and their future without political interference.

I would like to thank our extraordinary Planned Parenthood community of staff, volunteers, donors, and supporters for their incredible organizing strength in response to the attacks on us over the past year. I am confident that in the coming year, our movement and impact will only grow stronger. Compassion meets resilience at Planned Parenthood Northern California, we commit to provide high-quality health care and services to all.

Best wishes for 2018!



Gilda Gonzales  
President & CEO  
Planned Parenthood Northern California

#### Roe v. Wade 45th Anniversary Event

On January 22, Planned Parenthood Affiliates of California will host a rally to highlight and amplify the grassroots and political power Planned Parenthood continually demonstrates and cultivates. Supporters from across California are encouraged to gather in Sacramento, at the State Capitol, to stand with us. The seven Planned Parenthood affiliates in California provide 850,000 residents with sexual and reproductive health care services each year. Let's come together to voice our continued support for the protection of high-quality, affordable health care and critical sex education, and stress the importance of defending access to reproductive rights against unprecedented threats. Register at: <https://goo.gl/hQmHwU>



# Feature Story

## One Year Later: The Women's March

Last January, marches were held nationwide. The largest march was held in Washington D.C., with other gatherings occurring throughout Northern California including San Francisco, Eureka, Walnut Creek, Napa, Ukiah, Clearlake, Concord and Chico. Participants were voicing their belief in equality, tolerance, justice, and safety for all. The nonviolent ideology that these marches were founded on dates back to the Civil Rights movement. The Women's March was the largest coordinated protest in U.S. history, and one of the largest in history overall, with over three million attendees nationally. These marches united people of all genders, races, and religions who believe in the importance of these vital rights.

### Women's Rights are Human Rights!

Participate in a local march

San Francisco

Napa

Eureka

Chico

Ukiah

Walnut Creek

One year later, women are insisting on nothing less than full equality. Equality at work, school, at home, and in society. Women are demanding access to care at Planned Parenthood, standing up to sexual harassment at work and in the world, and are running for office in historic numbers. The #MeToo moment is a prime example of how we can all unite to create a transformational and powerful movement. We applaud this movement that encouraged millions to speak out against sexual violence and harassment on social media using the hashtag "MeToo".

Since day one of the Trump administration, we've seen a direct assault on women's health and rights, and it's not letting up. This administration has spent its first year in office pushing to control women's bodies. They've done everything they can to limit access to birth control, abortion, and other reproductive care. Every time they have attacked us, we have grown stronger.

Women are leading the largest grassroots movements we have seen in a generation. In 2018, this movement will only grow stronger - and will not stop until full equality is achieved. The fight for human rights and social justice through political engagement continues. As we approach local, mid-term and gubernatorial elections in 2018, it is even more critical for us to remain engaged and involved.

Marches are once again being organized and are scheduled to take place on January 20, 2018. This national movement to unify and empower all those who stand for human rights, civil liberties, and social justice for all continues. We encourage you to participate in a local march.

### Share Your "MyPP" Story

Why is Planned Parenthood important to you?

- Maybe it was how Planned Parenthood helped you, a friend, or a family member.
- Maybe it was a story told to you by a parent, grandparent, or community elder.

Whatever it is that motivates you to be involved with Planned Parenthood Northern California, we would like to hear about it. We'd like to share some of these stories in future editions of the newsletter and/or through social media (we can keep stories anonymous, if you prefer.)

Please email your "MyPP" stories to [info@ppnorcal.org](mailto:info@ppnorcal.org) and use "MyPP" in the subject line.

If you prefer to send your story in letter form, mail them to:

Planned Parenthood Northern California

ATTN: Dev Dept "MyPP"

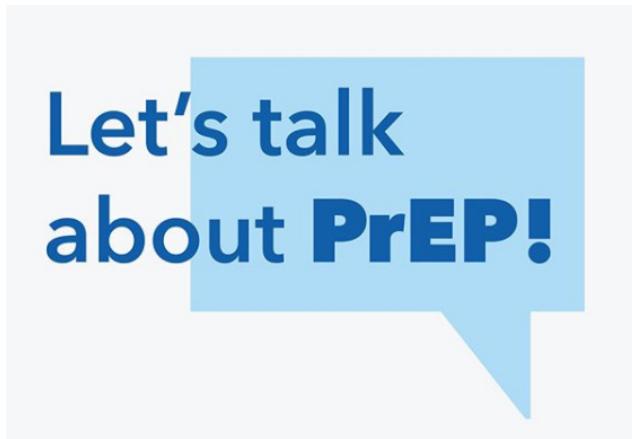
2185 Pacheco Street

Concord, CA 94520

# What's New

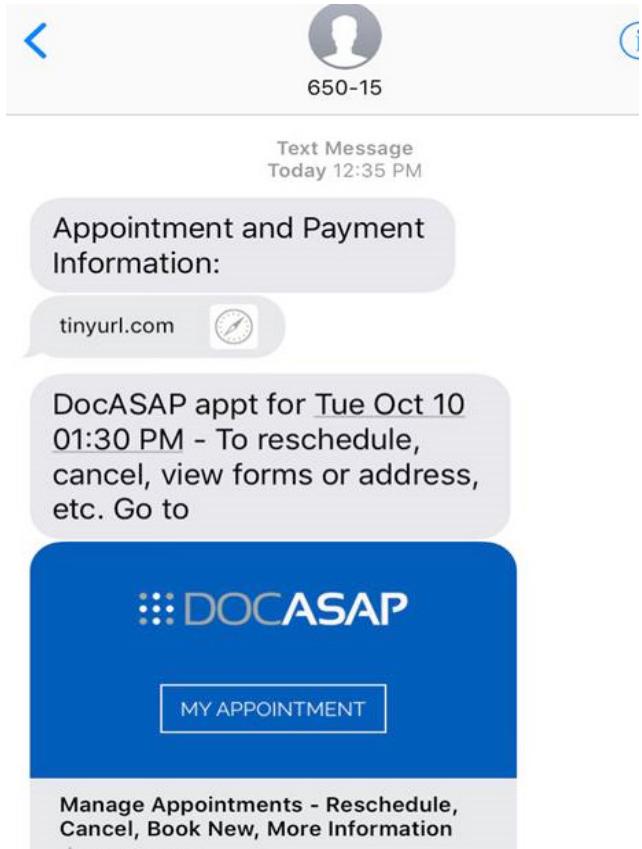
## HIV Prevention Initiative Project

## New Text Reminder System!



As part of Planned Parenthood Federation of America's (PPFA's) HIV Prevention Initiative, Planned Parenthood Northern California was awarded a grant to use design-thinking and innovation to improve our HIV prevention services. In this groundbreaking project at our Vallejo Health Center, we heard from patient voices to highlight and prioritize what's most important for them when receiving care.

Using the rich stories of patients' experiences, we led a series of workshops to engage our Vallejo Health Center staff in the design-thinking process. As part of this work, the Vallejo staff brainstormed, tested, and iterated solutions using innovative strategies. Through one of these solutions, Vallejo staff have integrated a positive framing approach with our patients—affirming patients' positive behaviors and aspirations, and focusing on their protective behaviors such as HIV testing and utilizing PrEP—a medication that prevents HIV infection. In an effort to de-stigmatize PrEP use and HIV prevention, staff have also begun to streamline the process of introducing PrEP to nearly all of their patients. This project elevates patients' voices as the core of design-thinking and innovation, and the cornerstone of high-quality, patient-centered care. We have already received feedback from patients that this approach has been successful in increasing their comfort level around HIV testing.



Planned Parenthood Northern California is proud to introduce an exciting new customer service improvement! We have recently added SMS text messaging reminders for all appointments. Patients will receive a quick and friendly text with their appointment information. The most exciting aspect of this new innovation is that it provides patients the opportunity to confirm, cancel, or reschedule appointments from the comfort of their smartphone by replying directly to the text.

# Fundraising Updates

## Information and Technology Advisory Board Fundraiser



### ITAB members:

Sandeep Puhaja, Cal Blake, and Grace Lesser

Over 40 guests attended our Innovation and Technology Advisory Board (ITAB) happy hour fundraiser on Tuesday, November 7 at Exygy in San Francisco. New and old friends who work in health care, technology, finance, and innovative ventures came to learn more about the work of ITAB and PPNorCal. Lisa Stern, Vice President of Medical Services, was the featured speaker. She talked about research and innovation, and imagining future partnerships at our new SF Flagship location. An engaged Q&A session ensued, with many of the attendees interested in helping PPNorCal moving forward. Special thanks to our hosts and Zach Berke, the founder of Exygy.

## Lafayette Second Century Campaign Event

On October 5, thirty new and longtime supporters gathered at the Lafayette home of one of our Second Century Campaign (2CC) Committee members to learn more about Planned Parenthood Northern California's critical work. Gilda Gonzales, PPNorCal CEO, as well as Dr. Sara Kennedy, PPNorCal Medical Director, highlighted our local impact while also providing a national context. Attendees were inspired to deepen their engagement with PPNorCal. We are grateful for the continued strong support we receive from our Contra Costa County community.

## Thank You to Our Many Anonymous Donors

We are so grateful for your generosity. While it is impossible to thank many of you personally, we hope that this message reaches you to let you know how much your support means to us and, more importantly, to our patients, who often have nowhere else to turn.



Warmest Wishes for 2018,

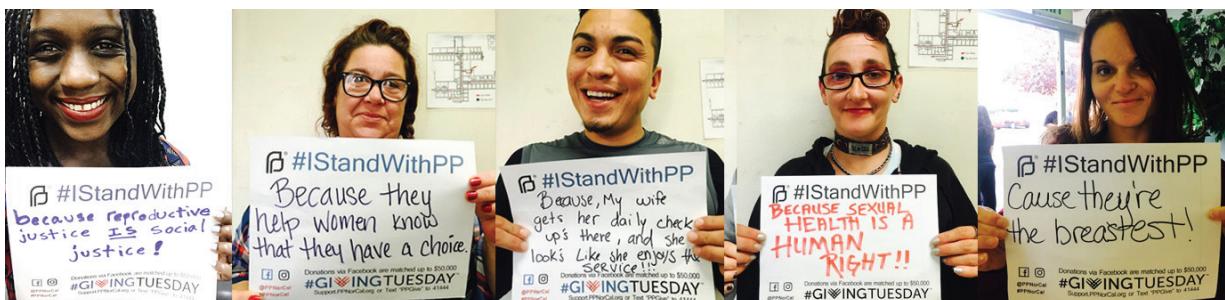
The Board and Staff of Planned Parenthood Northern California

## Highlights

## Giving Tuesday!

Thank you to everyone who donated during "Giving Tuesday" on November 27. We surpassed our goal by thousands of dollars. Your donations support important health care, education, and advocacy services to over 143,000 people. On behalf of our patients - thank you!

We know there are many incredible organizations you could have chosen to support. Special thanks to those who were able to share a photo as well. Thank you for your inspiring words!



## Vallejo Health Center Open House

Planned Parenthood Northern California celebrated the grand opening of the new Vallejo Health Center last November with staff members and 50 longtime supporters. We accepted a \$5,000 donation from Lore Hilburg and Linda Barker -- a gift made in memory of their mother Judith Hilburg. Judith was a long-time supporter of PPNorCal and a reproductive rights advocate in Solano County. Since its opening, the new health center has already had over 1,100 visits, and now has the capacity to better serve our Vallejo patients. We were honored to have the following elected officials in attendance: Solano County Supervisor Erin Hannigan, Stephen Hallett, District Rep. for Supervisor Monica Brown in Solano County, and Vallejo City Councilmember Rozzana Verder-Aliga.



Vallejo staff and patients love their new health center! They cannot contain their excitement for the beautiful and functional new space. Every day staff receive numerous comments from our patients expressing their excitement and gratitude.

## San Francisco Flagship Update



Planned Parenthood Northern California is now the proud owner of 1522 Bush Street in San Francisco! Our local Second Century Campaign was launched to establish a new flagship health center in San Francisco, to meet the increased demand for our health care services. The Campaign also allows us to transform how we can deliver services in the future through our research, education, and advocacy efforts. Through the generosity of our donors, we purchased an ideal building on Bush Street near Van Ness Avenue in San Francisco in late August. When opened in 2020, this new location will double the size of our existing San Francisco Health Center. We will dramatically increase our capacity to meet the needs of our patients in this larger and more dynamic space. We're currently fundraising for the remaining funds needed to renovate the building. For information about how you can donate to help build our new health center, please contact: [info@ppnorcal.org](mailto:info@ppnorcal.org).

# Straight from the Source

**We strive to provide the best possible experience in health care! Here are some of the comments that we received (September-December 2017) regarding our high-quality care and compassionate customer service:**

"I was very satisfied with the treatment I received at Planned Parenthood. The staff was really warm and professional and the facility was great. Thank you so much."

Patient, Concord

"Amazing staff members who make you feel comfortable! I appreciate that the appointment system made sure I was seen promptly and out of there shortly. Thank you to my provider and staff member for being kind and more than willing to answer my questions. Definitely would recommend Planned Parenthood! Thank you so much!"

Patient, El Cerrito

"Great people and great service. I was very nervous but they answered all questions and made me feel at ease."

Patient, Fairfield

"The nurse I had was amazing! She was the nicest and friendliest person I've ever had throughout all my years at Planned Parenthood."

Patient, Richmond

"It was my first time going here for birth control and immediately I felt comfortable. There was no judging, which I was nervous about. Instead I received a welcomed feeling, great information, and got everything I needed."

Patient, Napa

"They really listen to your concerns and will answer any question you may have. I've been going here for years and will keep coming back. Kindest, most respectful, and helpful people around!"

Patient, Redding

"The staff at this location are some of the most compassionate, patient, understanding and accommodating individuals I ever encountered! I am so grateful for the services they offer."

Patient, San Francisco

"It was a fast and great service. Keep up the great service!"

Patient, Vallejo

"Everything went smoothly! The staff were all so nice and caring! Had such a great, positive first experience!"

Patient, San Francisco

"My M.A was great and the Provider gave me additional information toward my health Care."

Patient, Antioch

"That was the best PP experience I've ever had. Thank you!!!!"

Patient, Santa Rosa

"Everyone was beyond amazing here."

Patient, Walnut Creek

# Cheers and Jeers



## Birth Control Mandate Blocked!



The United States District Court for the Eastern District of Pennsylvania issued a preliminary injunction temporarily halting enforcement, on a nationwide basis, of the Trump administration's rules that eliminated the Affordable Care Act's (ACA's) guarantee of birth control coverage for all women, regardless of where they work. The court ruled in response to a lawsuit filed by Pennsylvania Attorney General Josh Shapiro, who was one of a number of state attorneys general who filed suit to block the rules -- which would allow virtually any employer or college/university to deny coverage for birth control on the basis of religious or moral objection. Since the rules were issued, they have generated widespread opposition, including from the public; just last week, more than 528,000 people submitted comments to Health and Human Services in opposition to the rules.

California Attorney General Becerra's motion for a preliminary injunction was granted by Judge Gilliam, stopping the administration's efforts to roll back the birth control mandate under the Affordable Care Act. While this is a temporary victory, the Trump administration's attacks on birth control will of course continue -- and we will continue to fight back alongside our supporters, champions, and partners.



## GOP Tax Bill



The House and Senate passed into law the GOP tax cut bill that President Trump signed on December 22. The tax bill includes a measure undoing a critical provision of the Affordable Care Act (ACA), a move that could result in 13 million people losing access to health care coverage. The bill eliminates a mandate for individuals to purchase health insurance. Thanks to the ACA, nearly 10 million women gained health care coverage and the number of uninsured women was cut nearly by half. This bill threatens to reverse that progress. Repeal of this mandate had previously been rejected in many versions of the ACA repeal bills - and was opposed by governors of both parties, health insurers, physicians, patient advocates, and experts. In addition, the Congressional Budget Office (CBO) estimates that premiums for plans in the individual market may increase by 10 percent.

President Trump also signed a Continuing Resolution, that will keep the government open until January 19. Congress will need to revisit the spending bill before this deadline. Negotiations are currently underway to further expand this piece of crucial legislation to those affected by DACA - approximately 700,000 DACA recipients are at stake of losing their protection if no legislative action is taken.

# What's the Difference When I Give?

## Planned Parenthood Northern California and Planned Parenthood Federation of America

We are often asked what happens when you give to Planned Parenthood Northern California versus the Federation. We wanted to share with you the following guide to avoid any possible confusion.

If you want to give to [Planned Parenthood Northern California](#) directly, and have all of your gift go to local health care and education services to better the lives of people across 20 counties in Northern California...

then you need to go to our affiliate website ([support.ppnorcal.org](https://support.ppnorcal.org)) where 100% of your donation is directed to services right here, in Northern California.

If you go to Planned Parenthood Federation of America's national website...

then only 50% of your gift will support health services and education here in Northern California and the other 50% of your gift will support national advocacy and education efforts.

Two ways to support our mission to protect health care, education, and justice. No matter what!

## Legacies for Future Generations

Members of Planned Parenthood Northern California's "Legacy Circle" are an extraordinary group of people who share a commitment to safeguarding the future of Planned Parenthood. In doing so, they have named Planned Parenthood Northern California as a beneficiary in their estate plans.

We are most grateful for their generosity and support. If you would like to become a member of PPNorCal's Legacy Circle, or to learn more, please contact Tara at [info@ppnorcal.org](mailto:info@ppnorcal.org) or (925) 887-5385.



Support Planned Parenthood Northern California! Make an appointment online, connect to community, and get involved!



Planned Parenthood Northern California

[www.ppnorcal.org](http://www.ppnorcal.org)



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