The mission of Planned Parenthood of the Pacific Southwest is to ensure broad public access to reproductive health care through direct service, education, and advocacy.
2010
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Dear Friends,

This was a year of great change and opportunity for Planned Parenthood — and for our nation as a whole. Congress passed historic health care reform legislation that will create greater access to health care than we have ever had in this country. At Planned Parenthood, we have always provided reproductive and sexual health care services regardless of a person’s insurance status or ability to pay. In fact, in 2010 we provided life-saving cervical, breast and testicular cancer screenings, testing and treatment for sexually transmitted infections, contraception and more through nearly 300,000 patient visits. More than ever, women and men in our region count on Planned Parenthood.

As we continue to expand our services in the region, we are also preparing for the shift in health care delivery once health care reform is fully implemented. Many of our patients currently have private health insurance yet choose to come to Planned Parenthood because of the warm, caring, non judgmental way they are treated. We will build on the trust we have earned in the community and continue to thrive under health care reform.

During the discussion around health care reform, Planned Parenthood successfully lobbied our federal legislators to ensure that reproductive and sexual health care is covered in the health care reform package. Planned Parenthood was also instrumental in helping to defeat the Stupak Amendment, which would have banned coverage for most abortions from public and private health plans in the health care exchanges.

You may have also noticed that our name changed. To better reflect our commitment to the San Diego, Riverside and Imperial Counties, our Board voted to become Planned Parenthood of the Pacific Southwest. We have already expanded several educational and community engagement programs to reach underserved residents of Imperial County, and we look forward to deepening our partnerships in the region. Planned Parenthood has been heartened by the warm welcome from Imperial County schools, elected officials and community leaders.

Like every not-for-profit organization, Planned Parenthood of the Pacific Southwest has had to take a hard look at our expenses and tighten our belts. Without sacrificing quality of care, we have made financially prudent adjustments that will help us increase efficiency and continue to provide life-saving treatment and programs to the community.

Thank you for all you do to support reproductive and sexual health. We know that we would not be able to make such a significant impact in the community without your steadfast commitment to Planned Parenthood of the Pacific Southwest.

Darrah DiGiorgio Johnson, President & CEO | Tracy Loughridge, Board Chair
“Planned Parenthood is very helpful with any questions you may have and they’re all so nice. They give you birth control and STI testing if you can’t afford it.”

Chelsea & Loren
**Financial Overview**

**Revenue:**
Total Funds = $54,739,200

- **Family PACT:** 67%
  - $37,027,500

- **Health Services:** 74%
  - $40,607,400

- **Private Insurance & Self-Pay Fee for Service:** 15%
  - $8,168,400

- **Other:** 7%
  - $3,639,800

- **Medi-Cal:** 5%
  - $2,588,000

- **Contributions:** 5%
  - $2,515,900

- **Government Grants:** 1%
  - $786,200

- **Reserves for Future Use:** <1%
  - $13,400

- **Medi-Cal:** 5%
  - $2,588,000

- **Contributions:** 5%
  - $2,515,900

- **Government Grants:** 1%
  - $786,200

- **Reserves for Future Use:** <1%
  - $13,400

**Expenses**
Total Expenses = $54,725,800

- **Health Services:** 74%
  - $40,607,400

- **Management & General:** 16%
  - $8,963,100

- **Community Engagement:** 4%
  - $2,109,800

- **Public Affairs:** 4%
  - $1,989,100

- **Fundraising & Community Events:** 2%
  - $1,056,400

- **Other:** 7%
  - $3,639,800

- **Medi-Cal:** 5%
  - $2,588,000

- **Contributions:** 5%
  - $2,515,900

- **Government Grants:** 1%
  - $786,200

- **Reserves for Future Use:** <1%
  - $13,400
Patient Services

Cervical Cancer Screening, Contraceptive, GYN & STI: 95%
273,816 visits

Abortion Procedures: 5%
15,629 visits

Sterilization Procedures: <1%
632 visits

2010 Medical Visits
Total Patient Visits: 290,077

You trust Planned Parenthood... Planned Parenthood trusts you.
This was another year of growth and expansion designed to meet the needs of the communities we serve.

We served 151,593 patients through 290,077 health center visits. Additionally, we performed 242,998 lab tests for Chlamydia and Gonorrhea and 71,348 HIV tests. We also saw the completion of many key projects and quality improvements.

We completed the implementation of electronic medical records at all 19 health centers. This quality enhancement initiative involved training 400+ staff, including physicians, mid-level clinicians, RNs, center leaders, front line staff and contact center staff. We also rolled out an electronic lab results system for our patients to easily access their lab results through the Internet or telephone.

- We expanded our health center hours to better serve our patients’ busy lifestyles. Many of our health centers are now open nearly 12 hours a day and on Sundays.

- We completed the expansion and remodels of our Moreno Valley, Coachella and Rancho Mirage health centers which increased our ability to serve patients in Riverside County. We also expanded our colposcopy and LEEP services throughout the region to better prevent and detect cervical abnormalities.

- We expanded preventive services at our health centers. We now provide Gardasil, the HPV vaccine, for men to help prevent genital warts and the transmission of the viruses that cause cervical cancer.

- We conducted a survey of more than 10,000 patients about the care they receive at Planned Parenthood. An overwhelming 98% of our patients stated that our clinicians are friendly, courteous, thorough, caring and respectful.

- We continued our outreach efforts to serve those who cannot easily access our health centers. We partnered with other community service agencies to provide H1N1 vaccines in the Coachella Valley. We also participated in several community health fairs where we provided rapid HIV testing, breast exams, Gardasil vaccines and education services.

- In April, we participated in GYTNOW - “Get Yourself Talking and Tested.” This partnership with MTV, Kaiser Family Foundation and the Centers for Disease Control raised community awareness about testing for Chlamydia, Gonorrhea and HIV, as well as the importance of normalizing conversations about sexually transmitted infections. We provided 29,051 Chlamydia, Gonorrhea and HIV tests in April, up a whopping 41% from GYT month in April 2009.

- We hosted a delegation of Public Health Officials from Mexico City for a three-day visit to observe abortion care at our health centers. The Federal District of Mexico is the only State where abortion is legal in Mexico. We were honored to be selected as a best practice model for abortion services.
Patients by Race/Ethnicity:
- White: 39% (58,736)
- Hispanic: 32% (48,613)
- African American: 7% (10,392)
- Other: 7% (10,146)
- Asian American/Pacific Islander: 6% (9,032)
- Multiracial: 3% (4,094)
- Native American: <1% (533)
- Unreported: 6% (10,047)

Patients by Gender:
- Female: 89% (135,038)
- Male: 11% (16,552)
- Unreported: <1% (3)

Patients by Age:
- Under 18: 6% (9,532)
- 18-24: 48% (73,248)
- 25-29: 24% (36,114)
- 30-35: 12% (18,472)
- 36-49: 9% (13,188)
- 50+: 1% (1,039)

Total: 151,593

You count on Planned Parenthood to be there for every person, every family, every community.
“Planned Parenthood is here for every family.”

Jon & Shawn
The Community Engagement Department represents and advances the mission of PPPSW by contributing to and strengthening partnerships through community collaboration, outreach and education.

Four programs engage the community with bold, innovative educational outreach strategies aimed at increasing access to health care. Our Binational Affairs, Latino Engagement Initiative, Community Engagement, and Community-Based Health Initiatives (CBHI) programs enjoyed tremendous success in 2010. In our three-county region, we positively impacted the lives of 37,970 people; 22,561 through educational presentations, and 15,409 through outreach efforts.

Since 1963, PPPSW has been providing quality education programs to the community. Through the generosity of supporters like Carolyn and DeWitt Shuck and others, we continue to provide comprehensive, age-appropriate sexuality education that empowers people to make healthy choices.

In 2010, the programs of the Community Engagement Department presented to 11,464 youth including:
- 43 parenting teens in the Teen Success program
- 211 students in the Youth Development Program
- 2,414 through the work of our CBHI Promotor@s

We also reached 11,097 adults including:
- 572 participants of our Parent-Child Communication program
- 1,136 Professional Trainings
- 7,151 by CBHI Promotor@s
Binational Affairs identifies key reproductive health issues and initiatives impacting the border region and the binational community.

It strives to strengthen relationships, collaboration and partnerships with our neighbors to the south. The department works closely with the Latino Engagement Initiative, which focuses its efforts on identifying, collaborating and working with the Latino community in the region.

- We had the privilege of hosting INPPARES, the International Planned Parenthood Federation affiliate from Peru. During our three-day cultural exchange, PPPSW provided information on our Teen-Parent Communication programs and learned about the best practices from the INPPARES education and advocacy programs.

- As proud members of the Binational Health Week Coalition, we participated in numerous events that provided Latino families with critical information about sexual and reproductive health.

- We hosted the Second Annual Binational Dialogue on the Status of Reproductive Rights in Mexico and the United States, a discussion among legislators, advocates and community leaders about reproductive health issues affecting both sides of the international border. This dynamic forum also provided a wealth of information about issues impacting the Latino communities in the U.S.

- We co-chaired the Binational HIV/STI Committee and hosted the Tenth Annual Binational HIV/AIDS Conference in Tijuana, working toward strengthening cross-border collaboration.

- Our partnership with Fronteras Unidas Pro-Salud (FUPS) continues to thrive as the organization opened a new community clinic in Altiplano, one of the most densely populated and impoverished areas in Tijuana. FUPS also inaugurated its first mobile clinic, which offers services to communities in Baja California that have limited access to transportation.

“Many teenagers and low income families should feel encouraged to use this service because it is inexpensive to use.”

-Bianca

“It helps me make better choices in life. It is a safe place I can come to for questions regarding sexual health and be able to get the help I need.”

-Justin

“Women and men should not have to go to extremes to receive care. Every person has the right to be healthy and make their own choices and therefore every person has the right to seek care.”

-Tiara
Community Engagement provides education in the classroom and to community partners, and builds effective relationships with community leaders, stakeholders and organizations that work collaboratively to improve reproductive health in the region.

Through strategic partnerships, we develop a deeper understanding of community systems and needs, introducing proactive educational and health care solutions.

- We hosted our first Neighborhood Health Fair at the PPPSW Riverside Family Planning center. This free community event included testing for sexually transmitted infections, pregnancy testing, emergency contraception and appointment scheduling. In addition to offering medical services and education, we invited other Riverside community groups that provided health screenings and financial counseling.

- We administered Gardasil, the HPV vaccine, during community health events like National HIV Testing Day, and National Black HIV/AIDS Awareness Day.

- Our partnership with the United African-American Ministerial Action Council (UAAMAC) grew stronger as we provided education and medical services at the organization’s community events.

- PPPSW formed a new partnership with the Moreno Valley Unified School District in Riverside County, which includes working with school nurses, delivering comprehensive sexuality education, and fostering healthy family communication. This community is particularly important as it was identified as a “hot spot” for teen pregnancy and sexually transmitted infections.

- We continued to assist San Diego Unified School District in training teachers on the district’s sex education curriculum.

- We collaborated with our Chula Vista Health Center to provide education outreach and breast cancer screenings to the South Bay community.

- As active members of the Mid-City Community Action Network’s Teen Sexual Health Momentum Team, PPPSW staff collaborated with other leading service providers to host CORE, a large-scale event to promote healthy relationships and attitudes among youth. The event featured innovative workshops and cultural activities, including graffiti art, yoga, collage and film.

- We maintained productive collaborative relationships with organizations like the Black Infant Health Program, Project New Village, Neighborhood House Association, and Somali Youth United.

- Our Teen Success program continues to provide guidance and encouragement to teen moms while helping them develop the skills they need to set goals and make positive life choices.
Community-Based Health Initiatives actively promotes healthy behaviors and choices by recruiting and training health workers and Promotor@s who provide access to services and education to their peers.

• Inspired by the work of PPPSW peer educators, California State Assemblyman Victor Manuel Perez created “Promotor@s Month,” honoring the hard work and positive impact of the women and men who promote health in their communities. With Clínicas de Salud del Pueblo, Perez recognized Promotor@s at Fiesta Campesina, the first recognition event for Promotor@s in Imperial County.

• PPPSW and the Center for Employment Training collaborated for the fifth year to sponsor a Posada holiday celebration. This event was well attended by community members who enjoyed music, raffles, prizes, piñatas and various festive activities. Aside from providing information and condoms, PPPSW partnered with other community leaders to offer underserved children toys donated by Toys for Tots.

• We had the opportunity to work with Project Concern International, creatively engaging our patients by providing hundreds of swine flu (H1N1) vaccines to residents of Coachella Valley.

• Through a grant from the Anderson Children’s Foundation, we partnered with the Coachella Valley Youth Soccer Association to provide educational presentations to more than 200 youths and parents.

• We continued our membership with the San Diego Refugee Forum and actively participated in the Forum Health Task Force.

• PPPSW supporter Jan Tuttleman sponsored Sylvia Barron, Senior Director of Community Based Health Initiatives, on an educational mission to the Andean Mountain communities in Peru. Sylvia provided information on basic anatomy, physiology, birth control methods, gender perspective, healthy relationships, sexual orientation, and Promotor@s program.
Dear Planned Parenthood,

Thank you for sending Sylvia Barron to provide an enlightening education program for us.

All the materials that Sylvia presented to the children were excellent and age-appropriate. The children especially appreciated the materials on familial violence and what seemed to be especially important for the students was her presentation on how to find solutions for all the different problems they face in their lives.

Sylvia showed great ability to teach what may be to others sensitive subject matters. Her ability to talk calmly and explain things clearly, in an understandable manner, kept the students, practitioners, teachers and attending adults fully focused on every word she had to say.

Sylvia has to be one of the very best teachers that anyone has experienced in the Andes. Her clarity and complete command of the subject material made this a very special occasion for everyone.

On behalf of the Willka T'ika's Children's Fund and Young Woman's Academy, we would like to thank Planned Parenthood for its part in enabling Sylvia to travel with all her materials to the Sacred Valley in the Andes, Peru.

Sincerely,

Carol Cumes
Willka T’ika Holistic Retreat
“Without these services, I would be unable to afford health care. Reproductivity, preventing unwanted pregnancy and protection against STIs is important!”

WE’RE HERE.℠
Public Affairs

The Public Affairs Department was instrumental once again in protecting Family PACT, the state family planning program, from proposed cuts in the State budget.

Family PACT provides life-saving cervical cancer screenings, testing and treatment for sexually transmitted infections, and contraception and other preventive care to 1.65 million clients statewide.

• Through a combination of Capitol meetings, district meetings, postcard campaigns, phone call campaigns and email blasts, we successfully carried our message to legislators and preserved funding for family planning.

• We participated in the largest Planned Parenthood Capitol Day in California, bringing 118 supporters (including 75 teens) from our region to join more than 1,000 other California Planned Parenthood supporters to lobby elected officials in Sacramento. With more than 30 schools represented from our region, our Teen Capitol Day program doubled in size from last year.

• Healthy Neighborhoods Outreach, a public awareness and patient recruitment program launched by Public Affairs, reached 5,500 households in City Heights, Southeast San Diego and Escondido, educating residents about Planned Parenthood services and locations in their neighborhoods.

• We lobbied our federal legislators to protect reproductive health care in the health care reform debate, and argued that essential community providers like Planned Parenthood should be included in health plan networks so patients can access care from trusted providers. PPPSW was also instrumental in helping to defeat the Stupak Amendment, which would have banned coverage for most abortions from all public and private health plans in the proposed health care insurance exchanges.

• PPPSW was a major contributor to the campaign to defeat Alaska’s Parental Notification Initiative. As Alaska fought a parental notification initiative, we loaned our Campaign Manager, Rhiannon Good, to our sister affiliate Planned Parenthood of the Great Northwest to serve as their Statewide Campaign Manager.
“Planned Parenthood gives everyone easy access to help ourselves with the choices we make every day.”
Thank You
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Thank you to the following donors who made gifts in 2010 to generously support the mission of PPPSW and enable us to continue our vital work in our three-county region.

Every attempt has been made to ensure accuracy in the donors list. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors by calling the Development Department at 619-881-4604, or emailing hwatchler@planned.org.

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