



Quarterly Newsletter Spring 2019

LETTER FROM OUR CEO

Dear Friend,

This April, Planned Parenthood celebrates “GYT: Get Yourself Tested” as part of STD Awareness Month. GYT is a long-running health campaign focused on helping people take control of their sexual health, with the goal of normalizing positive perceptions and beliefs about people who get tested for STDs. It also encourages individuals to talk with their partners about getting tested and using protection.

At Planned Parenthood Northern California (PPNorCal), we have launched aggressive efforts to combat the STD epidemic we are seeing in Northern California. Our goal is to increase the number of people who are tested and treated for STDs. We also aim to reduce the incidence of STDs by using digital marketing and events to teach people about the prevalence of STDs and how to have safer sex.

Another fight on our hands is Title X. On March 4, the Trump-Pence administration officially published the Title X gag rule that directly assaults our work here at Planned Parenthood. This harmful rule prohibits providers from giving our patients full and accurate medical information. This rule is an attempt to take away health care from 4 million women and families across the country – many of whom are in underserved and low-income communities. On April 23, the federal district court issued a preliminary injunction to block the gag rule from taking effect. While this is a huge victory for patients and providers, this relief is only temporary, as the case continues to be litigated.

This gag rule would prevent our clinicians from providing the expert, comprehensive, and nonjudgmental care that Planned Parenthood patients expect and deserve. Health care is a human right. We’re going to continue to fight to ensure our patients’ health and rights are protected. Thank you for your continued support!



Gilda Gonzales
President & CEO
Planned Parenthood Northern California



San Francisco Flagship Update

Our Flagship project continues to progress. The seismic retrofit is complete and construction designs are underway. Construction will commence this July with completion in 2020. This Flagship is crucial, as our San Francisco health center serves the largest volume of patients of all PPNorCal sites and has reached capacity at our current location. Our continued presence is essential in San Francisco, which has the highest rates of HIV and Gonorrhea infection of all California counties.

FEATURE STORY

Announcing the Second Century Capital Campaign

Planned Parenthood Northern California is pleased to announce the Second Century Campaign. Our Campaign will ensure access to care for the most vulnerable people in your Community, and will provide:

→PATIENT-CENTERED IMPROVEMENTS

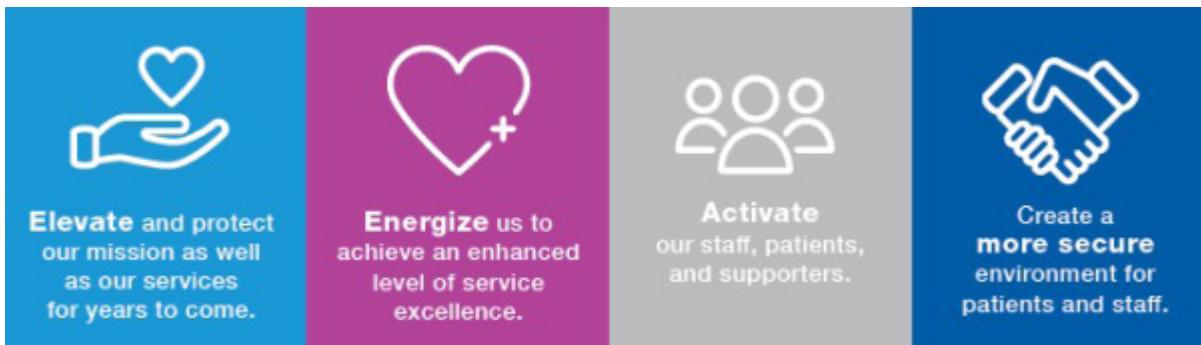
to better serve patients in every one of our 17 full service health centers through enhanced security and infrastructure improvements.

→EQUITABLE ACCESS

by establishing the Justice Fund for Patients. Cost will never be a barrier to health care. This fund will ensure all patients can make the choices they know are right for them regardless of their health coverage or ability to pay.

→DIRECT PROGRAM ENHANCEMENTS

by strengthening vital efforts throughout the organization, including expanding sexual education programs and deploying volunteers, activists, and advocates in local communities.



Your support helped provide essential reproductive health care to more than 88,000 people last year. You funded access to critical services like birth control, cancer screenings, STD tests and treatment, and abortion—all during one of the most pivotal times in Planned Parenthood's history, with reproductive rights and health care under unprecedented attack.

Now, Planned Parenthood Northern California needs your help to build for the future – please consider a donation at wearepp.org/invest. To learn more about the Second Century Campaign, please visit our website or contact our Development Department at (925) 676-0505.

HIGHLIGHTS

Choices Breakfast

On January 25, we hosted our annual Choices Breakfast event in Eureka. Kelly Robinson, National Organizing Director at Planned Parenthood Action Fund, joined us as the keynote speaker for this wonderful gathering of our supporters. Her rousing speech highlighted what it will take to protect Roe in 2019 and beyond. This gathering also allowed us to celebrate our work, and our most northern supporters for their continued commitment to reproductive health.



HIGHLIGHTS CONTINUED

2019 Acts of Courage



On February 21, PPNorCal hosted its annual Acts of Courage fundraiser at Bimbo's 365 Club, San Francisco. The evening was filled with inspiring presentations, great energy, lots of dancing and celebration! Dr. Wen and Gilda Gonzales provided riveting comments that further inspired attendees. The night was kicked off by GRRRL Brigade, a dance/leadership development program designed to provide high quality dance training and a sense of self-empowerment for San Francisco's girls ages 9 to 18. We would like to extend our special thanks to co-hosts Sue Young and Aaron Schwartz. This event brought together a diverse group of supporters to reaffirm our commitment to PPNorCal, and gain strength from each other for the challenges that lay ahead. Thank you for the incredible outpouring of love and support!



Sacramento Capitol Day

On April 10, Planned Parenthood Northern California and Planned Parenthood Northern California Action Fund staff and supporters from Humboldt to San Francisco County, came together at the State Capitol to lobby on various bills and the state budget, requesting that California double its financial investment for sexual and reproductive health care. We met with our local representatives in the Senate and Assembly.



HIGHLIGHTS CONTINUED



Public Affairs Director Lauren Babb was one of the leads for a “Story of Self” training, in which supporters learned how to use their personal experiences to advocate for legislation.

Our President/CEO Gilda Gonzales, joined California First Partner, Jennifer Siebel Newsom, and the new Planned Parenthood Federation of America CEO/President, Dr. Lena Wen, for a panel discussion on the current state of reproductive health care. Capitol Day is one of our most important events as it gives us and our supporters the opportunity to make our voices heard to ensure that we continue to receive quality care we all deserve!

WHAT'S NEW

Poster Presentation at Society of Behavioral Medicine's 2019 Annual Meeting

Sangita Devaskar, PPNorCal Director of Clinical Research, recently returned from the Society of Behavioral Medicine's Annual Meeting in Washington D.C. At the conference, she presented a poster which outlined the recent collaboration between the Vallejo Health Center and PPFA, for PPFA's HIV Prevention Initiative (HPI). They explored ways to improve HIV prevention services (i.e. HIV testing and PrEP) at the health center and affiliate-wide. The poster was well received by attendees, and Sangita had a great time sharing all of the wonderful work the Vallejo staff put forward in this project!



A Design-Thinking Intervention to Improve HIV Prevention Services in the Family Planning Setting

Sangita Devaskar, MPH¹; Alison Young, MSN, CNM¹; Sophia Leiby¹; Lisa Stern, RN, MSN, MA¹
¹Planned Parenthood Northern California

HPI
HIV Prevention Initiative

BACKGROUND

Pre-exposure prophylaxis (PrEP) and HIV testing are highly effective methods to HIV prevention. Barriers to PrEP implementation include lack of awareness about the intervention and its efficacy^{1,2}, lack of competency to provision^{3,4}, cost⁵, and HIV stigma⁶.

Planned Parenthood Northern California (PPNorCal) is one of the largest non-clinical PrEP providers and the only offsite PrEP service at all 17 of our reproductive health centers since July 2015. This includes the Vallejo Health Center (VHC), located in the northern part of the San Francisco Bay Area in Solano County. The county has the 6th highest HIV prevalence in the state⁷, yet is disproportionately under-resourced compared to other counties.⁸

Design-Thinking

Design thinking is a strategic approach to developing innovative solutions to challenges.⁹ Design-thinking begins with the following phases: empathize, define, ideate, prototype, test, and implement.

Figure 1. Design-Thinking 101*

The "empathize" phase is the first step in design thinking. Semi-structured empathy interviews foster deeper understanding of end-users and their needs. The "define" phase outlines the problem and explores how goals can be achieved. The "ideate" phase develops a variety of ideas through brainstorming, knowing many ideas may not work. The "prototype" phase begins by building a representation built off of and tested in the real world. The "test" phase gathers the prototype and elicits feedback. The "implement" phase puts the solution into effect to provide meaningful impact on the end-user.

RESULTS

We completed 13 semi-structured interviews with patients over a one week period; on average, each interview lasted between 15–20 minutes.

Themes emerged from Empathy Interviews (EMPATHIZE, DEFINE)

- "I never thought I'd be at a doctor's office for something like this."
- "I have to take a day off work. It's like, I have to leave my job and go to the doctor's office. I don't know what they're going to say."
- "I don't know if I'm qualified to take care of me."
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Low patient awareness of PrEP

Overall distrust of PrEP & health care system

Fear of being labeled as "at risk" for HIV

HIV stigma

Figure 2. Design-Thinking 101*

The "empathize" phase is the first step in design thinking. Semi-structured empathy interviews foster deeper understanding of end-users and their needs. The "define" phase outlines the problem and explores how goals can be achieved. The "ideate" phase develops a variety of ideas through brainstorming, knowing many ideas may not work. The "prototype" phase begins by building a representation built off of and tested in the real world. The "test" phase gathers the prototype and elicits feedback. The "implement" phase puts the solution into effect to provide meaningful impact on the end-user.

SOLUTION 1: A Positive Framed Approach to Increasing HIV Testing and Offering PrEP Information to Patients

Themes from interviews: HIV stigma; Fear of being labeled as "at risk" for HIV

SOLUTION 2: Normalizing PrEP - Introduce (or offer) PrEP to all patients

Themes from interviews: Low patient awareness and overall distrust of PrEP

OBJECTIVES

This project required both staff and patient-centered clinics in a design-thinking process to identify barriers to the prevention services and develop and implement improvements to increase HIV testing and PrEP provision. Informed by the social cognitive theory (SCT), our project focused on self-efficacy and the cognitive, emotional, and behavioral factors that may serve as barriers to HIV prevention services practice.

METHODS

PPNorCal study staff conducted empathy interviews to learn about patients' experiences with HIV prevention services, and their preferences when receiving care. We recruited patients aged 18 or older from the PPNorCal Vallejo Health Center.

Vallejo Health Center staff (both licensed clinicians and non-licensed staff) then attended these workshops. Health center staff did not have previous training in design research or design thinking. In the first workshop, staff participated in a group empathy interview to generate initial intervention themes, and then collectively developed prototypes to improve HIV testing and PrEP provision in their health center. In the subsequent workshops, staff reflected on the solutions implemented and iterated based on provided patient feedback and data on PrEP and testing, and identified and tested iterative solutions.

A post-training survey was distributed to staff to evaluate respondents' experiences with the workshop series and their interest in PrEP provision.

Workshop Series

- Workshop 1: "Empathy" Interviews with Vallejo Health Center patients
- Workshop 2: "Define" Identify and test iterative solutions
- Workshop 3: "Iterate" Identify and implement solutions

CONCLUSION

Design-thinking offers a feasible approach for health center staff to develop and continuously improve patient-centered solutions for HIV testing and PrEP provision in a family planning clinical environment.

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WHAT'S NEW CONTINUED

New research study



The Research Department is thrilled to announce the launch of a new study in collaboration with UCSF's Advancing New Standards in Reproductive Health (ANSIRH). The study seeks to better understand the extent that logistical barriers to abortion care (i.e. travel, costs, abortion restrictions, identifying childcare, etc.) affect psychosocial well-being (stress, anxiety, etc.) in states with fewer abortion restrictions vs. their neighbors. The study will begin recruitment at the Walnut Creek Health Center.

Social Media Corner

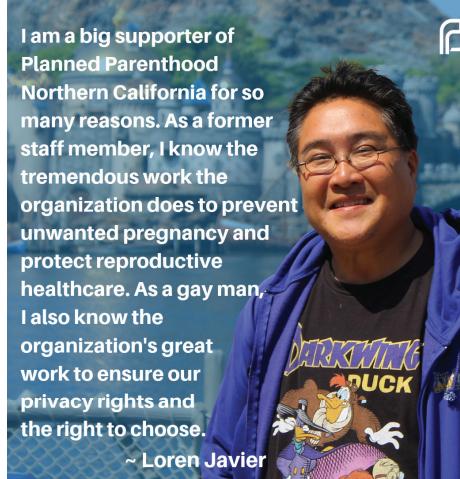
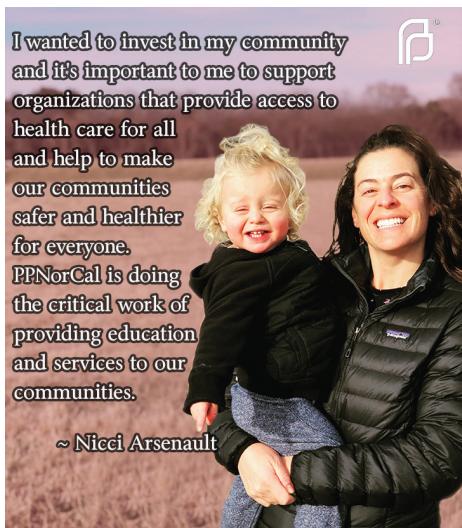
Facebook Birthday Fundraisers



People are dedicating their birthdays to fundraise for PPNorCal on Facebook. Over 2k has been raised thanks to our supporters and their friends. We reached out to thank them and find out more about their motivation, and here's what they had to say.

"**MY LIFE WOULD BE SO VERY DIFFERENT AND NOT IN A GOOD WAY, IF PLANNED PARENTHOOD HAD NOT BEEN AROUND.**"

~Patricia Sydnor



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) 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!



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



Planned Parenthood Northern California

www.ppnorcal.org



Regional Offices:

2185 Pacheco Street, Concord, CA 94520
1650 Valencia St, San Francisco, CA 94110
3225 Timber Fall Court Suite B, Eureka, CA 95503