



## WELCOME TO THE NEW PPINK



If you are one of our faithful supporters who reads our newsletters regularly (and surely you do!), you know I've been writing about change for a while now. It is everywhere and it is abiding. This fall, we made some tough decisions aimed at long-term culture change within our organization. The changes are designed to make us stronger and better able to weather the changes we have little to no control over.

As of Oct. 6, our health centers are open fewer hours. (see p. 3) When they are open, they are now staffed to offer all the services that health center has to offer. We eliminated, as much as possible, those days when one or two staff members open the doors to answer the phones and fill contraception refills.

To make sure we're still there for patients when they need us, we launched a central contact center. Patients may now call six days a week and be certain that they will reach a real person who is equipped to answer questions about our services and make an appointment at any of our locations.

We're also making changes to our We Deliver! program, adding staff and making it easier for Indiana patients to receive their birth control refills by mail. Kentucky state law prevents us from offering that service to our Kentucky patients, but we're working on several other fronts to be more present for patients in Kentucky, too.

We made these changes based on recommendations from our Move the Dot process, which we began nearly a year ago. That's when a team of cohorts from Planned Parenthood Federation of America spent several days learning our operations, then gave us a report of our strengths and weaknesses.

Fourteen teams of PPINK employees used that report to research solutions and make thorough recommendations about our path forward. The changes we made were informed by best practices, as well as the hands-on wisdom we gained from our very own workforce. It was a top-to-bottom, side-to-side, comprehensive review of all things PPINK. There is no question we will continue to tweak as we hit the occasional bump in the road, but the heavy lifting to launch this culture change is behind us.

Our new operating model is designed to offer patients a better experience, to create relationships with them, to enhance our already-solid reputation as a provider of quality health care. We are renewing efforts to attract more patients. As we add patients, we will look at expanding hours based on data and what our patients tell us they need.

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## Another Great Year for Birds and Bees

More than \$36,000 was raised for Planned Parenthood of Indiana and Kentucky (PPINK) education programs at the annual Birds and Bees Bash, held in Louisville in August.

About 150 guests, including supporters from both sides of the Ohio River, were treated to a whimsical evening of food, friends and fun. Dr. John Rose served as honorary chair for the evening, which celebrated our stellar current and former peer education group members.

Guests enjoyed the photo booth, bid on luxurious items in the silent auction, and pledged donations for bling that shone throughout the evening.

Thanks to everyone who came out to support honest, comprehensive sex education programming for young people and adults—your support makes a huge difference in the lives of the people we serve!



Participants in our Louisville peer education program helped raise money for PPINK education programs at our annual Louisville gala

## A New VP for PPINK



In August, Planned Parenthood of Indiana and Kentucky (PPINK) said goodbye to Vice President of Development, Communications and Education Chrystal Struben, who left to accept a new opportunity as president and CEO of an Indianapolis-area nonprofit focused on children's education.

Following Struben's departure, Director of Education Judi Morrison (left) was promoted to vice president of marketing and education. Director of Development Jen Hancock and Director of Communications Tammy Lieber now report directly to President and CEO Betty Cockrum.

"Anytime we lose a member of the PPINK leadership team, it presents both challenge and opportunity," said Cockrum. "In this case, we were really fortunate to have such great talent already in place to handle these critically important areas of our organization."

As earlier reported, Liz Carroll left as vice president of patient services in early September, after announcing her planned departure in May. The hiring process for that position is well underway, with the expectation that it will be filled before year's end.

## WELCOME TO THE NEW PPINK

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It is a new beginning here at PPINK—it feels like it, and it is—one with a bright future and better opportunities to educate, to advocate, and to provide quality health care in Indiana and Kentucky. It has been, and is, very exciting. It has also been scary, as big change often is.

More than a century ago, President Theodore Roosevelt waxed wise: "Far and away the best prize that life offers is the chance to work hard at work worth doing."

With your support and your voices, we will be here, working hard at work worth doing, long into the next century.

*Betty Cockrum, President and CEO*



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[Facebook.com/PPofIN](https://www.facebook.com/PPofIN)

## Lawsuit over SEA 371 Continues in Court

As of late October, a lawsuit challenging Indiana SEA 371 was still moving in U.S. District Court. On October 30, Judge Jane Magnus-Stinson heard oral arguments from Indiana's Solicitor General, representing the Indiana Attorney General, and the American Civil Liberties Union of Indiana, representing Planned Parenthood of Indiana and Kentucky (PPINK).

Until the judge rules, a preliminary injunction granted last fall is still in effect, keeping certain provisions of the law from taking effect. One of those provisions requires facilities offering non-surgical abortions to meet the same licensing standards as facilities that offer surgical abortions. This provision was challenged by ACLU of Indiana on behalf of PPINK, partly on the grounds that the law affects only one facility in the state—the PPINK Lafayette health center.

We remain hopeful the case will soon be resolved in our favor so that we can continue offering safe and legal non-surgical abortions. Regardless of the outcome, PPINK will continue to keep its Lafayette center open for all family planning services, just as we have for the past 40-plus years.

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# Affordable Care Act Update – It’s Working for Women

Results are beginning to roll in from some of the biggest provisions of the Affordable Care Act (ACA), and one result is clear — more women have access to, and are using, health care and contraceptive coverage.

The results in Kentucky are especially positive. From 2013 through mid-2014, the uninsured rate in Kentucky plummeted from more than 20 percent to less than 12 percent. That drop is the second biggest in the nation, with only Arkansas seeing a bigger decline in the number of uninsured.

Through this spring, more than 413,000 Kentuckians enrolled in new health coverage, including Medicaid and private insurance. More than half of all new enrollees are under the age of 35.

In Indiana, where Gov. Mike Pence chose not to participate in the ACA expansion, results have been less encouraging. Although an additional 128,000 Hoosiers have purchased insurance through the health care exchange, an estimated 15 percent—about 700,000—of Hoosiers are still uninsured.

Pence has requested a waiver from the U.S. Department of Health and Human Services (HHS) to expand the Healthy Indiana Plan (HIP) using Medicaid funds, and continues to negotiate changes that would be required for HIP to meet federal guidelines.

## Greater Access to Contraceptives

The ACA required plans in the health insurance marketplace to cover contraceptives prescribed by a health care provider. When patients get the prescribed contraceptive from an in-network provider they are not charged a co-pay, even if they haven’t met a deductible.

A recent report from HHS shed some light on just how much of a difference ACA’s provisions are making:

- An estimated 30 million women are *newly* eligible for expanded preventive services (including contraception) under ACA, bringing the total number of women eligible for free preventive services to 48.5 million.
- The number of women who filled prescriptions for oral contraceptives with no co-pay more than quadrupled, from 1.2 million in 2012 to 5.1 million in 2013.
- Women saved an estimated \$483 million in out-of-pocket costs on oral contraceptives in 2013 because of ACA.

At Planned Parenthood of Indiana and Kentucky, we accept most private insurance, including health care exchange plans, and are working to guarantee our patients who are insured can fully use their benefits in our health centers. Of course, we are here to provide reproductive health care to the hundreds of thousands of women and men in Indiana and Kentucky who will still lack health insurance.

## The Threat of Exemptions

The U.S. Supreme Court’s decision in *Burwell v. Hobby Lobby Stores* provided some exemptions to the ACA’s provisions that require plans to provide contraceptive services.

ACA stipulates that all Food and Drug Administration-approved contraceptive methods prescribed by a woman’s doctor are covered, including

- Barrier methods, like diaphragms and sponges
- Hormonal methods, like birth control pills and vaginal rings
- Implanted devices, like intrauterine devices (IUDs)
- Emergency contraception, like Plan B® and ella®
- Sterilization procedures
- Patient education and counseling

They are not required to cover drugs that induce abortions or services related to a man’s reproductive capacity, like vasectomies.

However, in the Hobby Lobby case, the court ruled that a “closely held company” could elect not to provide contraceptive services if there is a religious objection. There were other cases that the Supreme Court was asked to rule on where owners of a company had objections to some or all of the ACA contraceptive provisions.

This opens the door for employers—not employees, not their physicians—to pick and choose which birth control methods their employees can access with no out-of-pocket costs.

At Planned Parenthood, we are keeping close watch as other cases make their way through the courts. We will be working to prevent further erosion of this critical healthcare benefit for women.

## HEALTH CENTER HOURS CHANGE, CONTACT CENTER LAUNCHED FOR PATIENTS

Beginning October 6, hours for Planned Parenthood of Indiana and Kentucky (PPINK) health centers changed to reflect our new operating model (see p. 1). New hours can be found on our Locations page at [www.ppink.org](http://www.ppink.org) or by calling 800-230-PLAN.

Our new contact center is also taking calls six days a week to schedule appointments at any of our health centers or to answer patient questions. Contact center hours are Monday - Friday 8 a.m. to 6 p.m. Eastern (7 a.m. to 5 p.m. Central), and Saturday 9 a.m. to 3 p.m. Eastern (8 a.m. to 2 p.m. Central).

And please check out our We Deliver! service on our website – Indiana patients can get their birth control delivered right to their doors. Coming soon, we will be able to offer patients online appointment scheduling—stay tuned for this exciting development!

## In the News: SARPHE Educator at 'Boot Camp' for Juvenile Offenders

Planned Parenthood of Indiana and Kentucky (PPINK) appeared in the pages of *The Times of Northwest Indiana* ([www.nwitimes.com](http://www.nwitimes.com)) this summer to highlight education programs at Camp Summit in Laporte, Ind.

The articles, "Camp Summit Working to Empower Incarcerated Boys," and "Life Lessons Cultivated at Camp Summit," highlighted PPINK Educator/Trainer Diane Pike's work and were printed just days after Gov. Mike Pence announced the closure of the paramilitary-style boot camp due to a declining incarceration rate for juvenile offenders.

The feature on Pike's Teen Outreach Program (TOP) was accompanied by a *Times* editorial arguing that the state should keep Camp Summit open. The editorial referred to the feature on Pike's work as evidence that offenders are learning important lessons and life skills at Camp Summit.

"TOP is an evidence-based curriculum that includes comprehensive sexuality education, but also does a lot more than that," Pike said. "The two components of it are community service learning, and classroom learning that fosters life skills and healthy behaviors and a sense of purpose."

Research proves the national program works, with participants showing 52 percent lower risk of school suspension, 60 percent lower risk of course failure, 53 percent lower risk of pregnancy and a 60 percent lower risk of school dropout.

By mid-September, following a community outcry, the closure of Camp Summit was on hold indefinitely.

"Camp Summit is an opportunity to reach some of the most at-risk youth in Indiana," Pike said. "I'm hopeful that I'll be able to continue teaching healthy behavior and life skills there."

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The program is but one great example of the partnerships between PPINK and other nonprofits to provide young people with medically accurate, comprehensive sexuality and reproductive health education. Support for TOP comes from Health Care Education and Training Inc., through the Personal Responsibility Education Program Competitive Grant under the Affordable Care Act.



Indiana Black Expo is one of the largest events PPINK attends. Shown is educator Leslie Montgomery.



More than 85,000 people attended Circle City Pride Festival in downtown Indianapolis this year. Vice President of Marketing and Education Judi Morrison is shown with one attendee here.

## RINGING IN 50 YEARS IN BLOOMINGTON WITH A RENOVATION



Supporters and community partners gathered in late October for an open house to tour the newly remodeled Bloomington health center and celebrate 50 years in the southern Indiana community.

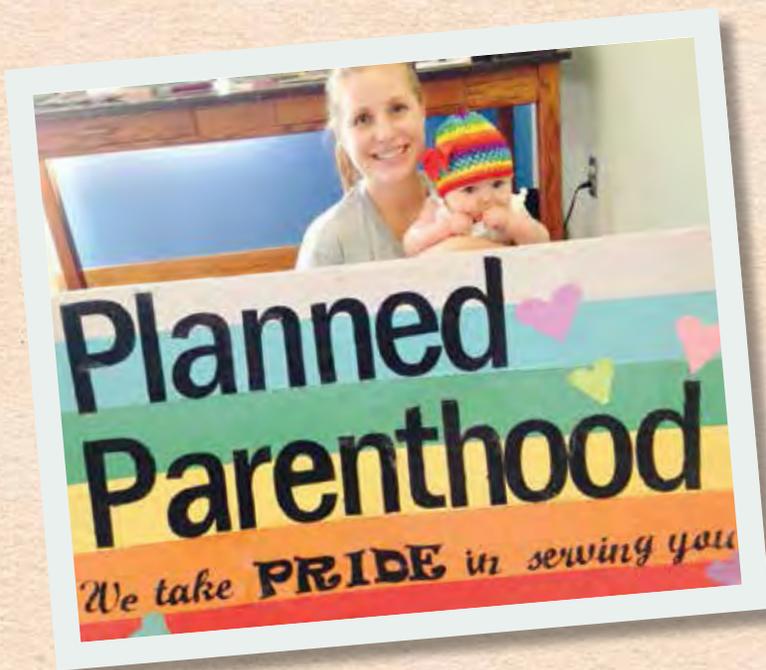
Established in 1964 and residing at 421 S. College Ave. since 1975, the Bloomington health center provides care for more than 3,700 patients annually, providing 623 HIV tests, 1,695 gonorrhea/chlamydia tests and 14,708 contraceptives.

The open house showed off the recently remodeled health center, with a new

patient service delivery area, updated lobby and prominent exterior signage.

“It’s not often we get to welcome our friends and supporters to the facility that we take such pride in,” said Center Manager Elizabeth Cobb. “We are excited to have a state-of-the-art health center just in time for our 50th anniversary in Bloomington.”

In addition to Bloomington, the Gary health center is celebrating 50 years in 2014. Next year, Hammond, East Chicago and Muncie health centers will celebrate 50 years in their communities.



Educator Taylor Ewing Johnstone marched in the Kentuckiana Pride parade in Louisville with her daughter Tessa, one of PPINK’s newest supporters.

## Pride/Black Expo

Planned Parenthood of Indiana and Kentucky (PPINK) educators, staff and volunteers attended community events across Indiana and Kentucky throughout the summer, including Pride festivals and the Indiana Black Expo. Educators handed out condoms, PPINK-branded items, and reproductive health and sexuality education materials at events in Spencer, Ind.; Indianapolis; Louisville; Lexington and Lafayette, Ind.

## Planned Parenthood of Indiana and Kentucky

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## Gearing up to Protect Choice in 2015

As Planned Parenthood of Indiana and Kentucky (PPINK) marches toward 2015, we have three main items on our agenda with policymakers and legislators:

- Ensuring access to the full spectrum of reproductive health care
- Bolstering efforts to ensure teens make well-informed decisions about sexual activity
- Enhancing understanding that the HPV vaccination dramatically reduces the incidence of cervical cancer.

### ACCESS

Across the country, the coordinated and relentless efforts by some legislators to restrict access to safe and legal abortion continue. Indiana and Kentucky are no exception. We know these targeted regulations of abortion providers (“TRAP laws” such as admitting privileges laws, building standards and waiting periods) do nothing to advance women’s health and safety – they are opposed by mainstream medical groups such as the American College of Obstetricians and Gynecologists.

Yet, more than 40 years after *Roe v. Wade*, those opposed to our mission continue to use TRAP laws to chip away at access, one law at a time, one state at a time.

At PPINK, we are focused on making sure women have access to the entire continuum of reproductive health care – from abortion, to cancer screenings, to all types of birth control. We remain ever-vigilant in our efforts to educate people about the differences between birth control and abortion-causing drugs—differences being largely ignored by some employers trying to limit employees’ access to contraceptives with no co-pay.

### EDUCATION

We will continue to educate policymakers about Indiana and Kentucky’s higher-than-average rates of teen pregnancy, and the very real costs.

In Indiana, 23 teenagers get pregnant every day; in Kentucky, 25 do—in each state, enough to fill a classroom. By county, it’s clear that teen pregnancy isn’t an urban or a rural problem—it’s a problem of lack of education and access to reproductive health care.

The costs are staggering. In Indiana, taxpayers pay \$225 million annually because of teen childbearing; Kentucky taxpayers pay \$158 million. And we know those costs do not end at birth. They continue for years. Sixty percent of teenagers who have become mothers before age 18 are high school dropouts, and children born to teen mothers are more likely to need ongoing medical care and increased levels of benefits for many years.

Comprehensive, medically accurate sex education makes a real difference in preventing teen pregnancy, and we need more voices in our communities to push for these programs in schools and with youth-serving agencies. Programs conducted by PPINK educators are proven to help delay the onset of sexual activity, reduce the number of sexual partners, and increase condom and contraceptive use.

### PREVENTION

We participate in several efforts to educate and engage the public about why our youth should receive the Human Papillomavirus (HPV) vaccine, recommended by the Centers for Disease Control for females age 11-26 and males age 11-21.

Each year, 14 million people become newly infected with HPV. Most sexually active people will contract some form of HPV at some point in their lives; in the United States, HPV is the major cause of cervical cancer in women.

Already, the HPV vaccine is starting to make a difference, but vaccination rates are still low, fueled by misconceptions about the vaccine. PPINK is proud to be a part of a coalition in Indiana aimed at HPV advocacy and awareness. Our partners include the Indiana Immunization Coalition, the Indiana Department of Education, the Indiana Association of School Nurses, the Indiana Minority Health Coalition and the IU Rural Center for AIDS/STD Prevention.

In December, eight legislators from Indiana and Kentucky will join PPINK at the Planned Parenthood Action Fund’s state legislative summit. We are pleased that Indiana Representatives Christina Hale, Karlee Macer, Mara Reardon, and Gail Riecken; and Kentucky Representatives Joni Jenkins, Mary Lou

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## 'Tis the season to contribute in new-fangled ways!



AmazonSmile is an easy way to give back. You'll be able to access the same products, same prices, and same service as you always do when shopping on Amazon.com. When you do, Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to PPINK.

Sign up with your Amazon account at [smile.amazon.com](http://smile.amazon.com)—just choose Planned Parenthood of Indiana and Kentucky as your designated charity. AmazonSmile will take care of the rest!

### MOBILE OPTIONS

Smartphones make it easier than ever to give on the go.

- **Text to Give** – Text a \$5 or \$10 donation from your phone, and it will be added directly to your phone bill. Try it now! Text PLAN10 to 80888.
- **Volunteer Fundraiser** – A volunteer fundraiser campaign is a great way to involve your friends and family in supporting a cause that's important to you. You can ask your peers to give through text, e-mail and social media. Some volunteer fundraisers use this for their birthday, or to raise awareness of an important reproductive health issue.
- **Mobile Pledging** – You will see this at special events and when you become a Volunteer Fundraiser. You'll be given a specific code to text. After you enter the code and gift amount, you'll receive a link to complete the transaction.

To learn more about our Mobile Giving tools, contact Tori Calvert at **317-637-4156** or [victoria.calvert@ppink.org](mailto:victoria.calvert@ppink.org)

### SUSTAINING GIFTS

Our online giving page at [www.ppink.org](http://www.ppink.org) lets you sign up for automatic monthly, quarterly or annual gifts through your credit or debit card. PPINK Sustainers can even opt to receive only one acknowledgement a year. Way to go green and give back!

### GIFTS OF STOCK

We've always been able to receive stocks as gifts. But with online financial management tools, it's easier than ever to remember PPINK with your investment portfolio.

## Health Centers to House ACA Navigators

As the next open enrollment period for the nationwide health care marketplace approaches, Planned Parenthood of Indiana and Kentucky (PPINK) will play a key role in helping Hoosiers sign up for health insurance.

Six Indiana PPINK health centers will soon have Affordable Care Act (ACA) navigators, individuals who, as their title suggests, are trained to help people navigate the options available to them through the health care marketplace. They can also help people fill out eligibility and enrollment forms for public benefits or private insurance plans. The part-time navigators will be based in East Chicago, Gary, Elkhart, Seymour, New Albany and Michigan City health centers.

“A year into the ACA, we're already seeing the benefits of more people having health insurance in Kentucky, where kynect has been so successful. ACA is working, and we are proud to be a part of this effort.”

These positions are funded by a grant from the Indiana Family Health Council, which received a federal CMS Navigator grant to place trained navigators in Indiana health centers that receive federal family planning funds. We continue to explore arrangements to locate navigators in our Kentucky health centers.

An estimated 700,000 Hoosiers still lack health insurance. (see p. 3) They, and anyone wishing to change plans through the exchange, can sign up during Open Enrollment, which runs from Nov. 14 to Feb. 15, 2015.

“We are excited to house navigators in our health centers, not only for PPINK patients, but for anyone who needs to sign up for insurance coverage,” said PPINK CEO Betty Cockrum. “A year into the ACA, we're already seeing the benefits of more people having health insurance in Kentucky, where kynect has been so successful. ACA is working, and we are proud to be a part of this effort.”

## Planned Parenthood of Indiana and Kentucky

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## CENTER LOCATIONS

### INDIANA

- Avon
- Bloomington
- Columbus
- East Chicago
- Elkhart
- Evansville
- Fishers
- Fort Wayne
- Gary
- Hammond
- Indianapolis:
  - Eastside
  - Midtown
  - Southside
  - Georgetown at 86th
- Lafayette
- Merrillville
- Michigan City
- Mishawaka
- Muncie
- New Albany
- Seymour
- Terre Haute
- Valparaiso

### KENTUCKY

- Lexington
- Louisville

## Gearing up to Protect Choice in 2015

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Marzian, Ruth Ann Palumbo, and Susan Westrom will be present. The purpose of the summit is to bring together state legislators, share our knowledge of women's health issues and policies, and prepare them to promote strong pro-active legislation at the state level.

### YOUR ROLE

With legislative sessions set to start in both Indiana and Kentucky in January, we are preparing to now to kick into high gear to share how quality reproductive health care makes real differences in our two states.

In Kentucky, where a short legislative session runs from early January to late March, we are learning more about the emerging landscape of telemedicine, or delivering health care remotely, in the Commonwealth. We are closely watching the activities of the Kentucky Telemedicine Board as they

build the governance and regulatory framework for telemedicine in Kentucky. We are advocating for the establishment of positive policies that will help address the critical provider shortage experienced in so many parts of the state.

The Indiana General Assembly will convene for a long session in 2015, starting in early January and ending by April 30. We will continue to actively engage legislators about our impact on the communities we serve, particularly as it relates to education.

As always, we will be vigilant in both states to protect and defend a woman's right to make the reproductive choices that are in her own best interest and that of her family.

Your voices matter in these efforts! To learn more about supporting Planned Parenthood Advocates of Indiana and Kentucky, visit [www.ppink.advocates.org](http://www.ppink.advocates.org).

**SAVE THE DATE!**

**Gathering of Goddesses and Gods**

Saturday, April 25, 2015