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ACCESS FOR ALL



Our doors have always been open. To everyone, no matter what his or her personal or financial circumstances. Last year, Planned Parenthood Shasta Pacific opened our doors 196,000 times to women, men and teens — in our health centers, at schools and in community programs. We were running out of doors, remodeling closets and lunch areas to provide extra exam rooms. It's time to open new doors.

The new North Bay Regional Health and Training Center—centerpiece of our ACCESS FOR ALL campaign — will substantially increase our capacity, offering thousands more people a comprehensive selection of high-quality reproductive and preventive health care services.

In 2010, we expanded into four new counties — San Francisco, Marin, Sonoma and Mendocino. This means we need to open even more doors: to new health care delivery sites that respond to the needs of thousands of new clients, many of whom live at or below the federal poverty level in such cities as San Francisco, San Rafael and Santa Rosa.

The ACCESS FOR ALL campaign will also grow our renowned medical and community programs, extend our research capability, expand our parent- and teen-focused sexual health education programs and extend our advocacy efforts, allowing PPSP to achieve maximum impact throughout our extensive northern California region.



Heather Saunders Estes
President & CEO



We're opening doors...

2,452 teens gave birth in our 17-county service area in 2009. We offer teens comprehensive sexuality education and reproductive health care to prevent unintended pregnancy.





In Napa, Ashley (and her mom) think it's time for birth control.

More than 95% of our clients have no health insurance. For them, Planned Parenthood Shasta Pacific is often the only source of affordable and essential family planning and reproductive health care.



Dolores has her worries, being recently single and living in Marin with no health insurance . . . but at least she doesn't have to be concerned about her annual well-woman exams and family planning.

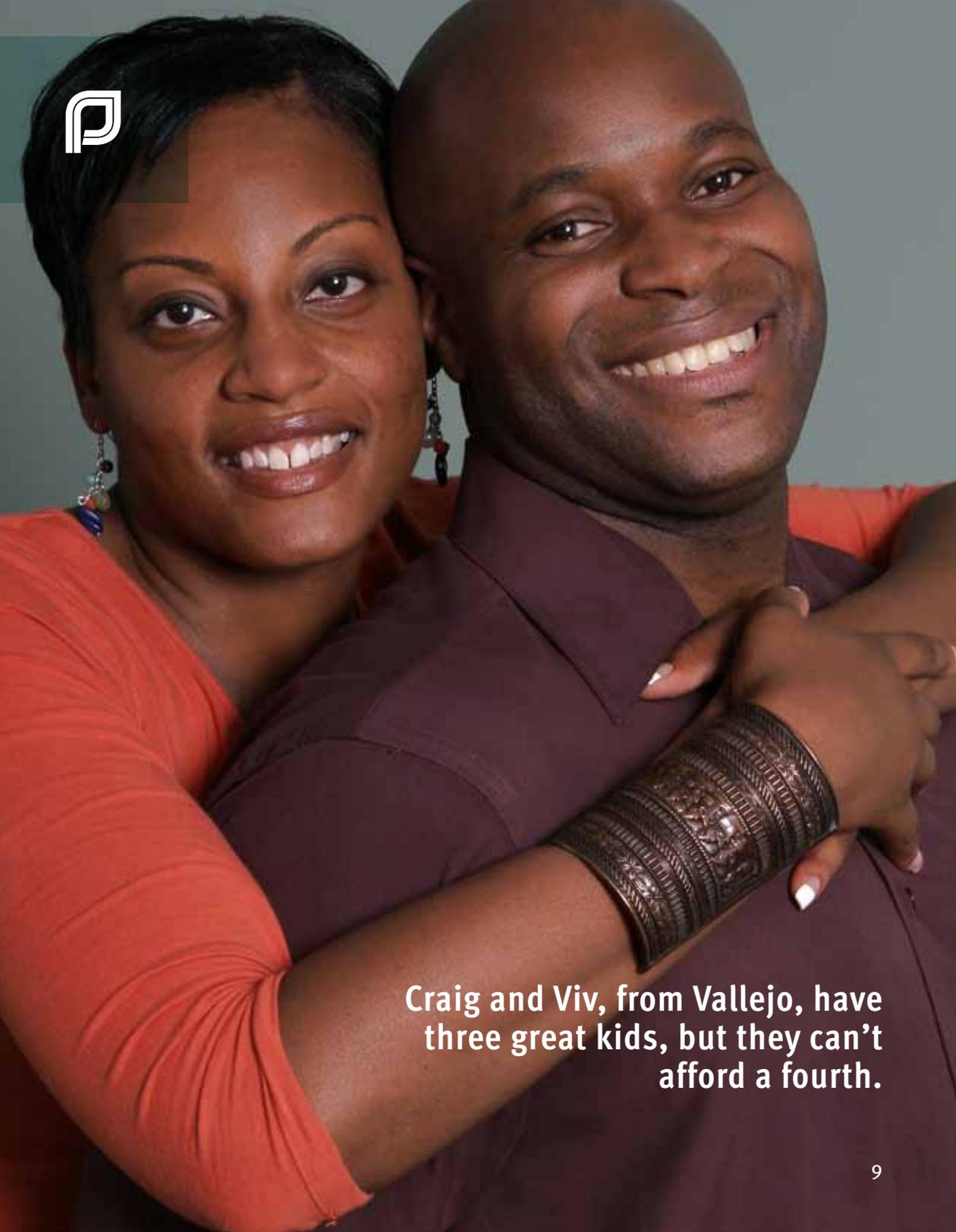


By age 24, one in three sexually active people will contract a sexually transmitted disease. In 2010, we tested 55,973 people for STDs.



Josh is a junior at
San Francisco State.
Every year he gets
an STD test.

Planned Parenthood does more than vasectomies.
We offer a wide range of men's reproductive health
services.



Craig and Viv, from Vallejo, have three great kids, but they can't afford a fourth.

Planned Parenthood extends access to care by providing training to physicians and advanced practice clinicians from Bay Area schools, residency programs and hospitals including Contra Costa Regional Medical Center, UCSF, Kaiser Permanente and Sutter Medical Center of Santa Rosa.





To offer comprehensive reproductive health care and abortion in rural Tehama County, family practice resident Dr. Rebecca Grace trains at Planned Parenthood.

ACCESS FOR ALL:

the campaign for Planned Parenthood Shasta Pacific

- Build a state-of-the-art regional health and training center
- Extend our research capability
- Launch new health care delivery sites
- Expand our sex education programs
- Grow the advocacy program in our new four county service area



Planned Parenthood Shasta Pacific... needs to keep opening doors

In our service area, health center client visits are rising significantly — from 10,522 per month in 2007 to 14,271 in 2010. Appointment calls have tripled since adding four new counties in September 2010. We expect that the health care reform bill, by opening access to millions more people, will dramatically increase our client numbers.

Our aging and overworked physical facilities cannot continue to meet the growing demand for services. Planned Parenthood's Vallejo Health Center, leased in 1984, is woefully cramped and inadequate.

Vision

At present, state funding for health care continues to be at risk due to California's on-going budget crisis. Sex education

funding has been slashed. Reimbursement rates for Medi-Cal and other programs do not cover the cost of providing services; it remains to be seen whether these rates will rise. This is why we are looking to our generous supporters to help us build a new regional health and training center in the North Bay, as well as launch new part-time satellite sites where they are needed most and full-time health centers in our new counties: San Francisco, Marin, Sonoma and Mendocino.

The health care reform bill, signed by President Obama in March 2010, is the greatest single legislative advance for women's health since Medicare and Medicaid. The new law will dramatically increase access to basic reproductive health care, providing millions more women with family planning (including contraception), as well as free or low-cost lifesaving screenings for cervical and breast cancer.

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care



We're opening doors to...
***The State-of-the-Art Reproductive
Health Care & Training Center: \$5 million***

The North Bay Regional Health and Training Center in Vallejo will be much more than a functional, high tech building. It is an agent of transformation, enabling us to develop model clinical care, training, research and education programs.

With three times the space as the existing Vallejo Health Center, we can expand all our programs to serve more people, tailor our services to individual client needs and respectfully respond to community concerns.

Care

Medical Services *(see pages 16-17)*

We will expand to seven exam rooms, three counseling rooms and two reception areas. An outpatient surgical suite will allow for more medical procedures. The new Regional Center will coordinate multiple services for comprehensive reproductive health care.

Professional Training and Research *(see pages 18-19)*

Physicians and clinicians will be taught at the Regional Center's large dedicated exam training room. Staff training, too, will have dedicated space. A research coordination office will allow us to expand our research department and hire a research coordinator.

Community Services and Education *(see pages 23-25)*

The Regional Center will be the hub of this large program, currently operating at area schools, churches and our other health centers. A 40-seat community room will welcome men, women and teens to parent/child communication classes, menopause workshops, HIV/AIDS forums and much more.

All programs will be supported by advanced equipment and technology, including electronic health records, which instantly alert clinicians to each client's health care needs.

MEDICAL RESEARCH OFFICE
 13'-0" X 12'-0"
 2 STAFF

ABBREVIATIONS

- 1. TR
- 2. CH
- 3. CH
- 4. CH
- 5. CH
- 6. CH
- 7. CH
- 8. CH
- 9. CH
- 10. CH

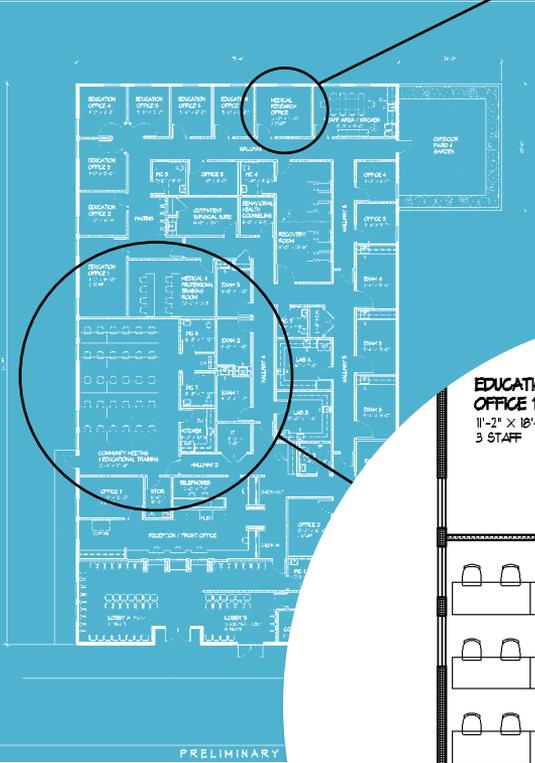
GENERAL NOTES

- 1. SEE PLAN
- 2. SEE PLAN

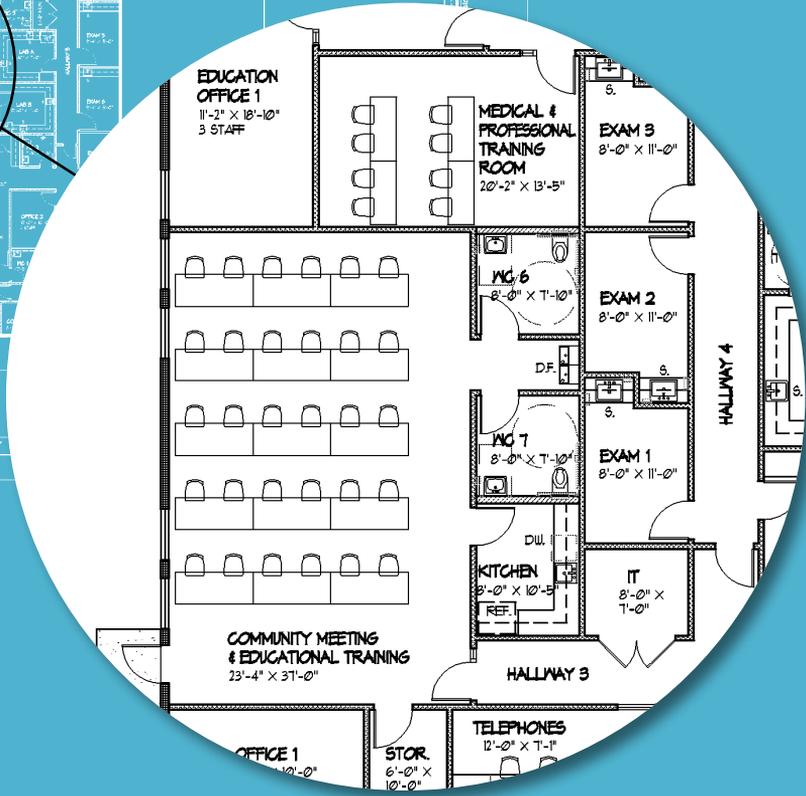
KEY NOTES

- 1. SEE PLAN
- 2. SEE PLAN
- 3. SEE PLAN

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PRELIMINARY



Medical Services: A new level of reproductive and preventive health care

The North Bay Regional Health and Training Center will boost the number of area health center clients served from 20,000 to more than 30,000 each year — bringing responsive and preventive care to a high-need population.

A full surgical suite and more anesthesia options will increase our capacity for abortion care — a small but important part of the reproductive health care services we provide. State-of-the-art equipment and technology will expand access to clinical procedures, such as loop electrosurgical excision for women with pre-cancerous abnormalities of the cervix.

“We’re on track to become the regional hub for any clinician who needs training in abortion and other reproductive health services. By centralizing our specialized instruction, we will provide consistent, first-rate training for medical professionals to incorporate into their practices statewide.”

Jeff Waldman, MD OB/GYN
PPSP Medical Director

Our ACCESS FOR ALL campaign will also activate medical services that have lost space (and funding). We will restart full sterilization services for men and women and, on the other end of the spectrum, we hope to reestablish prenatal services in Solano County.

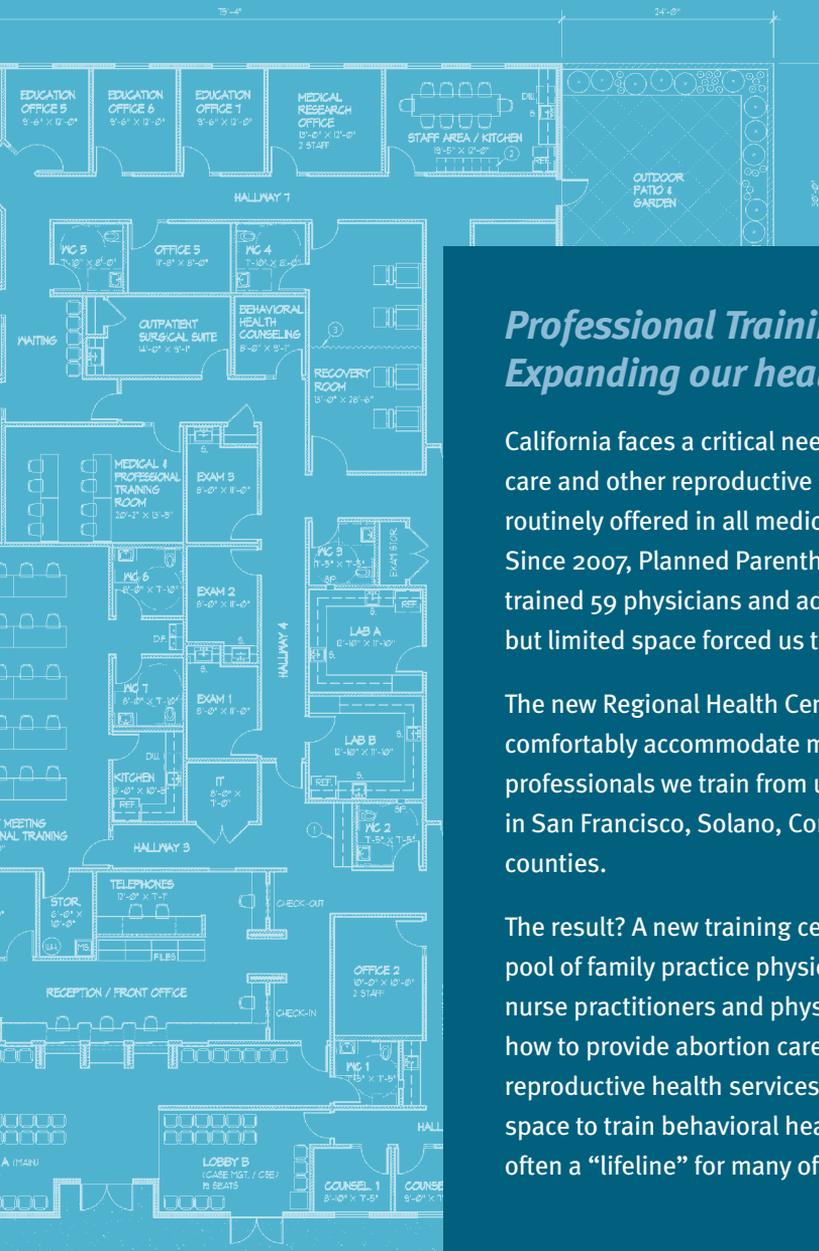
The new Regional Center will allow us room to expand care in some spheres, such as menopause services, with procedures like placing progesterone IUCs (intrauterine contraceptive) to help perimenopausal women with abnormal periods or bleeding.

ABBREVIATIONS

S	SINK
DL	DISHWASHER
REF	REFRIGERATOR
HO	HOT AIR
WL	WATER HEATER
SP	SPEECH PASS-THRU
DF	DRINKING FOUNTAIN
WC	WATER CLOSET / BATHROOM

GENERAL NOTES

BUILDING SIZE: 10,000 SQ. FT.



Professional Training & Research Expanding our health service training

California faces a critical need for training in abortion care and other reproductive services, which is not routinely offered in all medical residency programs. Since 2007, Planned Parenthood Shasta Pacific has trained 59 physicians and advanced practice clinicians, but limited space forced us to turn others away.

The new Regional Health Center will allow us to comfortably accommodate many of the medical professionals we train from universities and programs in San Francisco, Solano, Contra Costa and Sonoma counties.

The result? A new training center will help expand the pool of family practice physicians, nurse midwives, nurse practitioners and physician assistants who know how to provide abortion care and other specialized reproductive health services. It will also offer ample space to train behavioral health professionals, who are often a “lifeline” for many of our clients.

NEW 6" PULPING WALLS

PARTIAL HEIGHT WALL

PRELIMINARY FLOOR PLAN

SCALE: 1/8"=1'-0"

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Extending our Research: A partnership that changed the way we provide care

Have you ever been hit, kicked, slapped, choked or forced to have sex against your will? That was a question we used to ask our clients. It was tough to answer. Not many women did. In 2008, we discovered another approach.

It began with a research study of pregnancy coercion and intimate partner violence – a partnership between five of our family planning health centers and UC Davis, Harvard School of Public Health and the Family Violence Prevention Fund.

Family planning counselors asked 1,319 women if they felt safe in their relationships and if their partners had ever interfered with their birth control or forced them to get pregnant. Our research team came up with a simple intervention and assessment: counselors discussed non-interferable birth control methods and offered violence-related resources.

Study results were stunning: 53% reported physical or sexual violence by a partner, 19% pregnancy coercion and 15% birth control sabotage. During follow-up, many said the newly-framed counseling changed their lives. We learned that simple awareness-raising and empowerment helped many women and girls understand their options for successful contraception and safety.

The Regional Center's research coordination office will increase our ability to partner with research institutions on innovative studies that contribute to advancements in the field of reproductive health and preventive care.



We're opening doors to...

New Health Care Delivery Sites: \$1.5 million

Immediately after acquiring our new service areas of San Francisco, Marin, Sonoma and Mendocino counties in September 2010, PPSP began to provide reproductive health care and family planning services on a part-time schedule at the Mary Wohlford Family Clinic at the Good Samaritan Family Resource Center, which is located in San Francisco and serves a largely Spanish speaking immigrant population.

“Good Samaritan Family Resource Center has been helping immigrant families in San Francisco’s Mission District since its settlement house days in 1894. Today, our neighborhood families, from Mexico, Central and South America, speak Spanish not German or Italian, but their need and our mission remain the same: full integration into their new community. Every year we offer 2,500 immigrants critical support services—such as financial literacy classes, mental health counseling and rental assistance. One of our most vital services is our family planning clinic, a collaboration with Planned Parenthood, which responds to a range of essential reproductive health needs.”

Mario Paz, Executive Director,
Good Samaritan Family Resource Center

By early 2011, we opened three full-service health centers in San Francisco, Mill Valley and Santa Rosa. We continue to actively seek additional health care service sites throughout our four new counties.

And in Contra Costa County, we plan to open two satellite sites in underserved areas of the county that will serve an additional 1,500 clients per year. These small, flexible health centers – a model pioneered by Planned Parenthood – have proved highly effective as a point of entry for hard-to-reach clients who live in areas with limited public transportation, or who are located a prohibitive distance from our existing health centers. These sites will offer select family planning and reproductive health care services, often without clients having to disrobe: birth control pills, pregnancy testing and counseling and testing for STDs and HIV.



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talk

We're opening doors to... Sex Education Programs: \$1 million

Planned Parenthood Shasta Pacific has one of the most extensive Planned Parenthood community services and sexual health education programs in the country, presently serving 36,000 youth, parents and other adults each year, with thousands more awaiting service in our newly added counties. But with state funding for sex education and teen pregnancy prevention nearing an all-time low, we need help to further the success of our existing sexual health education programs and to expand these exceptional programs into San Francisco, Marin, Sonoma and Mendocino counties. The ACCESS FOR ALL campaign will help us do this in three key ways:

Real Life. Real Talk.® (RLRT). *This pilot program, based at the North Bay Regional Health and Training Center in Vallejo, has a goal with both local and national reach: to create more open talk about sexuality and health among parents and their children.*

Talk

“Why did I become a peer educator? Maybe I can make a difference telling teens about STDs, AIDS and unintended pregnancy and save them from it. A lot of teens listen to me because I myself am a teen mom. I tell teens how hard it is and they listen. Being a peer educator has changed my outlook a lot — I now use protection and make much smarter decisions.”

Tasha

Sex Ed for Parents. *This crash course in today's teen realities gives parents a real-life introduction to Real Life. Real Talk. The program manager for RLRT will integrate and expand this program and all parent-child education offerings across the affiliate.*

Two new educators *will extend our sexual health education programs into San Francisco, Sonoma, Marin and Mendocino counties.*

Over the years, we've worked hard to increase community involvement. Social service agencies, schools and civic groups have brought our education programs to local neighborhoods. The new North Bay Regional Health and Training Center, by opening its doors to the larger community, will create greater visibility for our programs and advance our combined efforts to improve overall sexual health education throughout the region.



Real Life. Real Talk.®

In the U.S., we live in a climate of discomfort with talking about sexual health. It continually hampers Planned Parenthood's work, whether we're advocating for sex education or campaigning against dangerous ballot initiatives like mandatory parental notification.

Real Life. Real Talk. (RLRT) is a community-driven, social change effort, launched by Planned Parenthood, to transform the way America thinks and talks about sexuality. The three-year pilot project aims to increase honest talk about sex and health. Based at the North Bay Regional Health and Training Center, RLRT will involve parents in education workshops; engage in social marketing; establish community partnerships with local churches, schools and organizations; and sponsor and publicize sex education and health dialogue events.

“Real Life. Real Talk. is an excellent fit for us. We’ve been working on the parent-child sexuality dialogue for more than 20 years. The most frequent comment that comes up at our parent sex education workshops is ‘No one ever talked to me about that kind of stuff. How am I supposed to talk to my kids?’ We tell them that’s what they’re here to find out — and they do! Ninety percent of parents say they’re more comfortable communicating with their children about sex after the workshop.”

**– Margaret Madams
PPSP Senior Regional Director of
Community Services and Education**

RLRT is designed to be adopted and run by the local community and ultimately expanded to other communities. Successfully piloted in Portland, ME; Rockland County, NY; New Haven, CT and Tucson, AZ, RLRT contributes to a mature national dialogue on sexuality and responsible sexual behavior. Its ultimate goal is to lower the number of teen pregnancies and raise the state of sexual health, community by community.



“At 16, I got pregnant. No one was rooting for me. I had dropped out of school at 14 and made some really bad choices. But I knew I wanted to keep my baby and that meant I had to make some major changes to give him a healthy, stable life. I quit doing drugs and I began to rebuild my relationship with my family. I started back to school. It wasn’t easy. I had two years of credits to make up. My high school counselor told me ‘why bother?’ So, when I didn’t have a ride to and from school, it threatened to derail me.

That’s when I got in touch with Planned Parenthood. They arranged for my transportation and assigned me a case manager. Gale told me from the start I would graduate. Knowing she believed in me made all the difference, especially on bad days when her ‘yes!’ gave me the faith to keep trying. Well, I made up my credits quickly and graduated at 18 with a 3.4 GPA. I’m now 20 and have an amazing job as a payroll coordinator for a manufacturing company. I’m planning to go to college when Mason starts kindergarten. My son is a blessing — he’s my little guiding light.”

– Lauren

Sex Ed for Parents & affiliate-wide education programming

Our highly successful Sex Ed for Parents program helps parents feel more comfortable talking about sexual health and values. Parents have opportunities to network with other parents, gain inside information about their teen's world and find support as they strive to raise sexually healthy children.

Healthy parent-teen dialogue is the backbone of our education programming. To assure the continuation and growth of Sex Ed for Parents and other programs throughout the region, the Real Life. Real Talk. program manager will coordinate and expand all parent-child education programs.

SOME QUESTIONS FROM OUR PARENT-TEEN AND PRETEEN WORKSHOPS

Can you get VD even if you use birth control?

Why is it so hard to talk about sex with my teenager?

How do I protect my child from sexually explicit content on the Internet?

Why would a man and a woman want to have intercourse?

Can a girl get pregnant by kissing a boy?

Why do mothers not answer important questions?

How do you say no to someone who wants to have sex?

Does each dividing cell represent a different part of the body?

Do boys have puberty too?

We will also extend our education programs into our newer service areas. We consider it crucial to promptly meet the sex education needs of San Francisco, Marin, Sonoma and Mendocino counties, which includes cultivating collaborative relationships with local parent and community groups.

“In 2012, Planned Parenthood Shasta Pacific celebrates 50 years of providing family planning and reproductive health care to thousands of individuals who need it most. The new North Bay Regional Health and Training Center in Vallejo will expand access to thousands more — and for generations to come. Quality, affordable health care has always been one of my top priorities and I am proud to have worked with PPSP on creating healthier communities.”

Congressman George Miller



We're opening doors to...
Advocate for the Future: \$500,000

Our work points to the future. A brighter future. Planned Parenthood Shasta Pacific's highest priority is affordable, accessible family planning. We strive to build a world where

every son and daughter is deeply wanted.

One of the most effective ways to do

Response

this is to strengthen our advocacy efforts. This can result in major victories, such as Planned Parenthood's successful effort to defeat the anti-choice Stupak amendment in the U.S. Senate, which would have resulted in the near total ban of private health insurance coverage for abortion and keep it out of the final health care reform bill.

HOW TO WEAVE AN ADVOCACY WEB OF SUPPORT IN OUR NEW SERVICE AREA

- Build grassroots networks through student outreach at universities and law schools; at key events such as health conferences; by coalition work with social justice organizations and other community groups; via social media.
- Cultivate relationships with local, state and federal elected officials through meetings and sustained contact.
- Sponsor events which educate clients and voters on candidates' positions regarding reproductive health issues, with particular focus on critical elections.

To propel our state and national advocacy efforts, the ACCESS FOR ALL campaign extends PPSP's advocacy network throughout San Francisco, Marin, Sonoma and Mendocino counties.



ACCESS FOR ALL... *a personal campaign*

We have a personal connection with our donors. Many of you walked through our doors at a significant moment in your lives, or your son's or daughter's. It often feels like a family in our health centers: the personal referrals, the private counsel, the care, the emotion, the tears and laughter.

But our "family" has grown over the years and its needs have become greater: HIV, STD, HPV. Initials do not mask the huge regional need for medical and educational services. We're proud of our work and our results; since 1962, we've pioneered services and programs that have gained national recognition and influence. But we must do a great deal more.

We turn to you at a turning point for our organization.

By building the North Bay Regional Health and Training Center, we are establishing a regional hub where we can efficiently respond to the medical, training, education and research needs of the greatest number of people.

We further improve the health of our entire affiliate by establishing health care delivery sites in four new counties; by expanding our parent- and teen-focused sexual health education programs throughout our service area; and by growing our advocacy program.

We now invite you — our faithful donors and friends — to join the ACCESS FOR ALL campaign.

Your investment in our vital work will open the door to the future we all wish to see: where all members of our greater Bay Area "family" get the comprehensive reproductive health care they deserve.

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mga tao

people

People... help us bring more of them through our doors

People



“Planned Parenthood has helped a lot of my friends stay teenagers and not become teen mothers.”
– Ana



“Birth control isn’t the only reason I come; I come to Planned Parenthood to see a medical professional who is affordable.”
– Linda



“Planned Parenthood has been there for me, in a wonderful and very nonjudgmental way, through many different stages in my life.”
– Joan



“I was desperate when I came to Planned Parenthood to schedule an abortion. Thank you for the services and care you provide. I come from South Africa, where abortions were illegal until recently. I know how terrifying an unplanned and unwanted pregnancy can be.”
– Kathy



*Planned Parenthood Shasta Pacific
champions healthy communities and
increases access to quality health care,
information and reproductive freedom
by providing medical services, education
and advocacy.*



www.pp-sp.org

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Planned Parenthood®
Shasta Pacific

WE'RE HERE.™