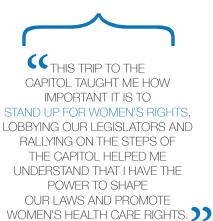


CHOICEWORDS



SUMMER 2014 • NEWSLETTER



AMANDA CONSTANT 15 year–old freshman at Great Creek Oak High School in Temecula



LOCAL TEENS TAKE TO THE CAPITOL

On Annual Capitol Day in April, more than 400 volunteers, staff and other supporters of Planned Parenthood rallied on the steps of the state Capitol to support legislation that is crucial to women's health care rights.

This event was made possible thanks to our generous supporters. Teens, volunteers, staff, and others from all eight California affiliates visited dozens of legislators. They advocated for key bills that would allow women and their families to live healthy and productive lives.

One bill would help undocumented immigrants gain access to health care. Another would give financial help to mothers who are re-entering the workforce after they give birth. A third would eliminate a 10 percent reduction in reimbursement rates to Medi-Cal providers.

Planned Parenthood of the Pacific Southwest brought more than 60 people to the event that started at the Sacramento Convention Center. Advocates heard several speakers talk about the importance of supporting women's health care rights. Then the group, dressed in hot-pink T-shirts, marched from the Convention Center to the Capitol steps several blocks away, waving banners and repeating chants in support of women's health. Speakers at the rally on the Capitol steps included Assembly Speaker Toni Atkins (D-San Diego), Sen. Ricardo Lara (D-Bell Gardens), Sen. Holly Mitchell (D-Los Angeles), and PPAC President and CEO Kathy Kneer. More than a dozen legislators, including Speaker John A. Pérez (D-Los Angeles), Mitchell and Atkins, donned pink ties, dresses and suits, and stood with Planned Parenthood at the rally.

CONTINUED ON PAGE 3



ASSEMBLY SPEAKER TONI ATKINS (D-San Diego), SEN. MARTY BLOCK (D-San Diego), and PPAC PRESIDENT AND CEO KATHY KNEER with a crowd of Planned Parenthood supporters on the steps of the Capitol during the rally.

MISSION Statement

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.

Planned Parenthood believes in the fundamental right of each individual to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being.

We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy.

We further believe that such self-determination will contribute to an enhancement of the quality of life and strong family relationships.

ChoiceWords

ChoiceWords is a newsletter published by Planned Parenthood of the Pacific Southwest.

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Darrah DiGiorgio Johnson President & CEO

WORDS FROM DARRAH

It's been a busy 2014 so far! Since the Affordable Care Act, aka "Obamacare," was fully enacted this January, Planned Parenthood has embraced a time of change, challenge, and opportunity. Eight million more Americans have health insurance now, which provides preventive health services and birth control without a co-pay. This is terrific news; we all know that empowering people to control their sexual health and fertility means better social and economic outcomes in all of our communities.

Flexibility, innovation, and high-quality care are the keys to success. As gratifying as it is to hear from our patients and community that Planned Parenthood fills a need like no other provider, we also need to adapt to a changing environment and continue to grow our ability to serve so many women and men. In this issue, you'll hear how we are doing just that. You will read about our health center freshening project and focus on human-centered design. You'll learn more about how we are educating people about insurance options and how they can keep coming to Planned Parenthood no matter what their insurance status is. You will read about how our anniversary dinner helped raise awareness and resources for desperately needed cervical cancer screenings, breast exams, contraception, and STD testing and treatment.

All these efforts help make us stronger than ever. We've served the threecounty region for more than 50 years and we are ready to make an even greater difference in the next 50.

Of course, we realize how incredibly vital our steadfast friends, such as you, are to our ability to continue to do this life-changing work. Thank you for all you do for Planned Parenthood and our patients, who rely on us every day to provide care. No matter what.

WE'RE ONLINE!

Want to read ChoiceWords online? Check us out @ planned.org/choicewords

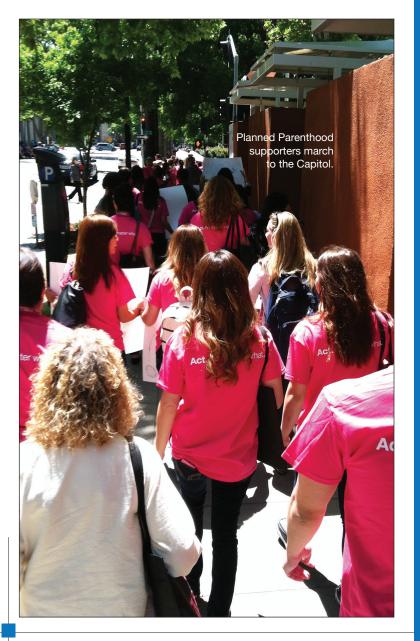
PPPSW is going green!

ChoiceWords is printed on recycled pap





Two of our teen supporters made their own signs for the rally.



Assemblymember LORENA GONZALEZ welcomes







R. Elaine Hanson, M.D. *Chair, Board of Directors*



WE RECEIVED FROM THE CALIFORNIA ENDOWMENT THAT HELPS DEVELOP LATINA LEADERSHIP IN THE COACHELLA VALLEY.





MESSAGE FROM THE BOARD CHAIR

The American poet Gwendolyn Brooks said, "We are each other's harvest; we are each other's business; we are each other's magnitude and bond." Here at Planned Parenthood we are living proof of this idea, with our strong partnerships that help strengthen our ability to serve the health care needs of our community. We are proud of our connections to schools, community groups, and faith organizations. It is gratifying to see how many people are deeply committed to social justice for all people.

In addition to providing high-quality health care, Planned Parenthood is also one of the nation's primary sources of education about sexual health. We provide training for every teacher in the San Diego Unified School District who provides family life classes, which are offered to students in sixth, eighth, and tenth grades. We have similar relationships with many other school districts in our three-county region, and continue to grow our partnerships with schools and churches.

Planned Parenthood has close ties with the faith community. Recently, we worked with clergy to host a dialogue about community building and access to care. We are regularly invited to church-based health fairs to offer no-cost HIV testing and information about contraception and STD prevention, testing, and treatment.

We are very excited about a grant we received from The California Endowment that helps develop Latina leadership in the Coachella Valley. The young women selected for the program receive training on how to become effective peer educators and community advocates. This next generation of leaders has already visited the state Capitol to discuss legislative issues with elected representatives, and has participated in educational outreach efforts.

When Planned Parenthood works with other community organizations, we can better serve residents and help them live safe and healthy lives. We recently partnered with several organizations in Riverside to provide teens with self-defense and physical safety classes. At this event, teens were given the opportunity to ask our experts questions about sexual health.

Every day, Planned Parenthood works to make our region a safe and healthy place for all people. We are proud of our community partnerships that help make our work even more effective and meaningful. And of course, we are grateful to friends like you, who make all of our good work possible. Thank you for your continued support of Planned Parenthood.

SO FRESH AND SO CLEAN!

As a part of the new PLANNED PARENTHOOD EXPERIENCE initiative, six health centers are currently being freshened up: Coachella, Sara Weddington Center College Avenue, El Cajon, Frances Torbert Center Euclid Avenue, Escondido, and Moreno Valley. Improvements like fresh paint, new flooring, updated furniture and artwork, window treatments, and appropriate signage have helped to spruce up the lobby and exam rooms while improving our patients' overall experience. The agency plans to freshen up the additional health centers soon.

POWERHOUSE SUPPORTERS SHAPE SACRAMENTO



California State Assembly Speaker TONI ATKINS being sworn in.



As a San Diego City Councilmember, **ATKINS** advocated on behalf of a residential picketing ordinance that prohibited the tactic of harassing abortion providers through aggressive picketing at their homes.



We are proud to announce that San Diego's own Assemblymember Toni Atkins was sworn in as the Speaker of the California Assembly. Speaker Atkins has been a longtime champion for women and families. She has been a champion for reproductive justice throughout her career, beginning when she joined the staff of WomanCare Health Center in San Diego as director of clinic services. She helped expand clinical services by acquiring the Los Angeles Feminist Women's Health Center and opening WomanCare South Clinic in San Diego's South Bay.

As a San Diego City Councilmember, Atkins advocated on behalf of a residential picketing ordinance that prohibited the tactic of harassing abortion providers through aggressive picketing at their homes. She also sponsored council resolutions and commendations for Planned Parenthood and individuals who have demonstrated leadership in providing abortion rights and services.

We are so proud to see our local champion of choice representing Californians in Sacramento! Atkins has announced her leadership team and Assemblymember Manuel Pérez, another Planned Parenthood champion from our region, will be the next Assembly Majority Floor Leader. These two very powerful positions decide the fate of much of the legislation that comes out of Sacramento. Having two Planned Parenthood champions hold these key posts is a momentous occasion. As you run into these incredible leaders in the community, please thank them for their commitment to Planned Parenthood and congratulate them on their new leadership positions!



DARRAH DIGIORGIO JOHNSON and California State Assembly Speaker TONI ATKINS

THE MAIN EVENT WAS A KNOCKOUT FOR PLANNED PARENTHOOD!

More than 1,300 supporters "joined the fight" on May 8, as Planned Parenthood celebrated its 51st anniversary dinner, **The Main Event**, and raised over \$1.1 million to ensure and protect the rights for all women and men in the community.

The fight bell rang and Round One began when co-chairs Ellen and David Dolgen entered the boxing ring in the center of the room with flashing hot–pink ropes and jumbo screens. Ellen shared her own personal story and explained why she agreed to co-chair the event. Guests were moved hearing about her journey of how she became involved with and joined the board of Planned Parenthood of the Pacific Southwest.

President & CEO Darrah DiGiorgio Johnson energized the ballroom with resounding applause for the agencies and strong supporters in the legislature, including new Speaker of the California State Assembly Toni Atkins, who was recognized for her leadership in the fight for women's health after she successfully sponsored legislation that will increase access to reproductive health care for women in California. "We are so fortunate to have an advocate like Toni, who understands women's health issues and works tirelessly to defend access to care." said Darrah.

Attendees heard real stories from real patients as portrayed by local actors, and were moved by their compelling, emotional accounts of how Planned Parenthood has been there for them throughout their lives. A \$51,000 matching gift challenge sponsored by Board Chair R. Elaine Hanson, M.D., Bruce A. Robbins, M.D., and family helped raise over \$217,000 in donations the night of the event... and counting! Thanks to all of you for being true champions for Planned Parenthood!



The Dolgen Family, L to R: SOL SHAFTEL and SARAH DOLGEN SHAFTEL with ELLEN, DAVID, and JACK DOLGEN



A moving

story.

portrayal of a rea<u>l patient</u>



Board Chair R. ELAINE HANSON, M.D. with RYAN McBRIDE and Board Member JENN KISH McBRIDE





GREG ROSE and PAT WILSON

В

Guests danced the night away.



SUMMER 2014 | Planned Parenthood of the Pacific Southwest

CHOICE WORDS

7





KARLA HERTZOG, LINDA KATZ, KERSTEN DECK, and Board Member KATHLEEN L. STRAUSS, Ph.D.



NEIL SENTURIA and BARBARA BRY

COMMITTED TO ENSURING THAT ALL WOMEN AND MEN ARE ABLE TO CHOOSE WHAT IS BEST FOR THEIR HEALTH; BE TREATED WITH COMPASSION, DIGNITY, AND

RESPECT; AND RECEIVE THE HEALTH CARE THEY NEED AND DESERVE. **)**

> ELLEN DOLGEN, Co-chair of The Main Event



JON and BOBBIE GILBERT, with DORI KAUFMAN





CARL EIBL and Board Member AMY CORTON



STACY JACOBS, O.D., with SUSAN and Board Member ANTON MONK



Volunteers helped make the night a true success!



JEANNE JONES and DON BREITENBERG





Thank you to Riviera magazine for its support! For the full list of corporate partners and local vendors who provided in-kind donations or discounts, please visit planned.org/dinner.

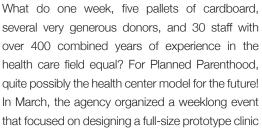


STAFF BUILDS DREAM HEALTH CENTER IN A WEEK



3P, AS THIS EVENT WAS CALLED, IS A LEAN TOOL THAT STANDS FOR PEOPLE, PROCESS, AND PREPARATION,

> LEAN IS A PRODUCTION PRACTICE THAT MAXIMIZES CUSTOMER VALUE WHILE MINIMIZING WASTE.



Planned Parenthood thanks the following for their participation in the 3P event:

- Boulder Associates, Inc. for facilitating the weeklong event and providing insight and knowledge of the 3P process to Planned Parenthood staff and leaders.
- An Anonymous Donor for inspiring the forward-thinking vision of a new medical center model in Chula Vista and for their unwavering support and enthusiasm for services bettering the lives of San Diego County residents, and especially the residents of Chula Vista and the South Bay area.
- The Jaffe Family for generously underwriting the costs of the 3P project, one of many projects and activities made possible by the family, and especially Nora Jaffe, for her tireless efforts as a volunteer leader.

for the affiliate to better serve patients and staff alike. At a single-story warehouse, staff designed their ideal health center using cardboard, complete with detailed room designs and equipment.

"The whole idea of this prototype is to keep things flexible," says Project Manager Aline Racic. "With all of the changes that are coming up in health care, we need to make sure that we can accommodate those changes."

Lean processes were aimed at achieving measurable results in patient care, efficient



workflows, and higher satisfaction for both patients and staff.

The team hosted an open house for Planned Parenthood colleagues and other stakeholders to visit and provide feedback during that time. It was a great opportunity to share with them all the ideas and concepts the team is exploring.

The staff was instructed to dream big and throw any and all ideas into the mix. The resulting cardboard health center included insurance consultation areas, a large lab in the center of the space connected to each patient restroom, a "minute clinic" pharmacy with a Plan B vending machine and the provision of flu shots, frosted glass throughout the center to provide privacy between patient and staff-only areas, and a waterfall feature at the registration desk that patients see when they enter the health center. Now that a master floor plan layout has been created, the design team has information to develop interior drawings. The Planned Parenthood operations team understood the future improvements established during the week, and some features were determined to pilot now at select centers.



President's LEARNING MORE AT OUR SPEAKERS SERIES

speakers series



Board Member MARISA RASTETTER and husband BILL

At the spring edition of Speakers Series, the President's Council heard an inspiring and provocative speech entitled Faith With Benefits: Protecting Real Religious Freedom, from Reverend Debra Haffner, co-founder and president of the Religious Institute. This summer's Speakers Series, to be held this month at a beautiful home in Rancho Santa Fe, will feature none other than President & CEO Darrah DiGiorgio Johnson and new Medical Director, Dr. Kelly Culwell. In her State of the Movement, a much-anticipated event held every three years at Planned Parenthood, Darrah will offer an insider's perspective on the current priorities, successes, challenges, and opportunities facing our growing affiliate.



ROSANNE HOLLIDAY, JACKIE BRIDGE, NATE MCCAY, MOLLI WAGNER, and JOEL HOLLIDAY

Every single member of the President's Council plays a huge part in ensuring our mission's success; members provide the core support that fuels every one of our essential services, from cancer screenings to sexuality education. If you'd like to join the President's Council and receive exclusive invitations to our Speakers Series events, or if you have questions about the benefits of membership, please contact Kersten Deck at 619.881.4652 or kdeck1@planned.org.

RIVERSIDE COUNTY INAUGURAL DINNER

Planned Parenthood was proud to celebrate the Riverside County Inaugural Dinner on April 3 in Indian Wells. Held at the Miramonte Resort & Spa, 135 attendees enjoyed a beautiful evening with fellow Planned Parenthood supporters and community leaders. Guests were moved by the personal journey of Beatriz Cervantes, a Planned Parenthood Affordable Care Act health navigator, who shared her story as a young mom now proud to help members of her community get access to quality care. They also heard from Sandra Fluke, a national spokesperson for women's access to reproductive health care, who encouraged everyone to stay involved.





SANDRA FLUKE (second from left) poses with supporters.

Planned Parenthood is making a huge difference in the lives of Riverside County residents. Every day, we deliver essential life lessons and education to youth in traditional schools, juvenile hall, foster care, and after-school programs. Last year, we served nearly 38,000 patients at our five Riverside County health centers. We also reached an additional 28,000 youth, women, and families with our community outreach and education programs throughout the region.

Thank you to our Honorary Committee members and community partners for sharing in a truly memorable evening!

BEYOND FOLLOW-UP

Our Case Management department was established in 2012 in order to help our patients navigate and access a full continuum of care within and beyond the scope of services offered at Planned Parenthood of the Pacific Southwest. In just a short time, the program has already increased the quality, efficiency, and cost-effectiveness of our patient care. These nurses listen, educate, and support each and every patient they speak with (more than 200 each day!). In fact, in October 2013, the Case Management team was awarded the 2013 Pioneer and Leader Award from the Planned Parenthood Federation of America Medical Services division, for demonstrating exemplary leadership in pioneering a new technology or strategy to advance the Planned Parenthood mission.

Stephanie Adamson, case management supervisor, had this to say about the program: "It is more than just the follow-up of labs or the triage and education of patients via telephone; on a daily basis staff assist with education on protocol and development of processes to improve productivity, and support Planned Parenthood staff and all clients to ensure the best health care service and experience. We maintain a positive outlook, which can be trying in health care... but people are more than numbers and we want every patient to know they are cared for and important to Planned Parenthood."

OUR CASE MANAGEMENT DEPARTMENT WAS ESTABLISHED IN 2012 IN ORDER TO HELP OUR PATIENTS NAVIGATE AND ACCESS A FULL CONTINUUM OF CARE WITHIN AND BEYOND THE SCOPE OF SERVICES OFFERED AT PLANNED PARENTHOOD OF THE PACIFIC SOUTHWEST. A number of donors made critical investments early on, including the Price Family Charitable Fund, Dr. Harry Z. and Ruth M. Marx Foundation, Kaiser Permanente, and the Riverside Community Health Foundation. And more recently, thanks to a special partnership between the Susan G. Komen for the Cure San Diego Affiliate and two anonymous donors, Case Management has expanded to help our patients manage the complex area of breast health. Beyond financial support, Komen will also provide our patients with support group services and assistance with housing, food, and transportation.

We think you'll agree that Case Management is one of the best innovations we have invested in to date. We hope that you share our pride in saluting this incredible team!

Clinician Support Specialist KARIN SCHLOSSER, Case Management Supervisor STEPHANIE ADAMSON, Planned Parenthood Federation of America President CECILE RICHARDS, Associate Medical Director SON NGUYEN, and Director of Patient Services JILL PIERCE



DIFFERENT WAYS TO SUPPORT PLANNED PARENTHOOD!

Thank you for making a gift to Planned Parenthood! We are so grateful for the gifts you make each year, each month, or when the mood strikes you. But do you wish you could do more to support an organization you care so much about? Here are some suggestions for non-cash giving alternatives that cost you little or nothing while you are alive, yet can provide substantial benefits to Planned Parenthood.

BEQUEST.

This is the easiest way to make a gift to Planned Parenthood now that costs nothing during your lifetime. Consider naming Planned Parenthood in your will or living trust by designating a specific amount, or a share of the residue after making gifts to your family.

I IFF INSURANCE.

Did you know you might have a gift hiding in the back of your desk drawer? Are you maintaining more life insurance than your family still needs? Consider donating a paid-up policy you no longer need, or make Planned Parenthood the beneficiary of your policy. Your donation will be exempt from federal estate taxes and you could receive a current income tax deduction for the paid-up policy.

GIFT ANNUITIES.

These are simple contracts that provide lifetime payments to one or two persons. You can supplement your income with fixed payments that are partially tax-free and which remove taxable assets from your estate. Depending on your age, the rate you receive from a gift annuity might be significantly higher than stocks or CDs. You must be at least 70 to establish a gift annuity with Planned Parenthood.

And don't forget that you can always give appreciated stocks to avoid a tax on capital gains! You will receive an immediate income tax deduction for the full value of the securities.



FOR MORE INFORMATION

If you have any questions or want to receive a personalized illustration of how one of these types of gifts could work for you, please contact Pam Becker, Director of Major Gifts and Planned Giving, at pbecker@planned.org or 619.881.4531.

LEGACY CIRCLE Μ E S

The Legacy Circle is composed of those who have included Planned Parenthood of the Pacific Southwest in their estate plans.

Dorothy Lindberg George & Karen Longstreth Leanne Hull MacDougall

Terry Marsh Alice McCauley Joseph & Betty McCosker Bryce E. Miller, M.D. Judith P. Miller

Ree & Maurice Miller Sally S. Miller Victoria L. Moody-Geissler

& Richard Geissler Dana Mosser Jane Mullins

Leonard Pellettiri Helen M. Pendleton Dr. Patricia D. Peterson

Dr. Beatrice Rose Joyce & Rick Ross Nancy & Donald Ross Sara Sanderford Elliot & Eileen Schubert

Anna & Mario Scipione

Nadine L. Scott Donna Lee Semelmaker

Dorothy Stein Dr. Paul U. & Anita L. Strauss Kathleen L. Strauss, Ph.D. Stephanie Strout Kathryn Sturch

Paula Taylor & Bernard Kulchin Carol and Lawrence Veit Kristen Victor Molli & Arthur Wagner, Ph.D.

Judith L. White Marilyn & Stuart C.* Wilson Pat Wilson & Greg Rose Arelene E. Wolinski Pacharer Woltor

*Deceased List as of May 28, 2014

Barbara Wolter

Leslie S. Zoret

Annette Seppanen & Curtis Nelson

Helen S. Simmons Tracy Skaddan

Elizabeth Sherry

Jan Slater Max B. Southwick Terri J. Stearns

Edie Munk Kathi W. Myers Donald J. Orahood

Laurie Ora Caurie Orange Catherine M. Orth

Elke Patton

Ms. Quinn Robert Reese

Judy Reynard Andrea Robinson Julian Rogers Anine Rohrer Ruth Rollins

Anonymous (24) Anonymous (24) K. Andrew Achterkirchen Nicole Angelucci, Esq. Joyce F. Axelrod Sandra D. Barstow Laura Berend & Bill Zeigler Joan Jordan Bernstein Susan M. Blitz Poverki, Bogge **Beverly Boggs** Billie E Lorraine & William Boyce William M. Bristow Barbara Bry & Neil Senturia Michele Ca Ison Cynthia C. Carpenter Richard & Julia Carson Diana Strauss Casey Eileen M. Clause Don & Betty Copp Patricia Cornel Amy Corton & Carl Eibl Darlee J. Crockett Jacqueline Crowle & Charles Scott Joan P. Cudhea Joan M. Davis Joy L. Delman Judith deNooy Charles Dick Joan Dixon Marion & Frank* Dixon Susan Ebner Elisabeth (Jinx) Ecke Margaret J. Elliott Herb Engel Suzanne Finch Susanna & Michael Flaster Vaughdean Forbes Robin R. Friedheim Deborah Fritsch & Pat Boyce Victoria L. Gallagher Marcy Goldstone Carol L. Grimes Kay & Philip Harry Kae Hensey Ingrid Hibben Rosanne & Joel Holliday David & Corrine Hollings William J. Hudak Hugh C. Hyde Ruth Ireland Beth Faber Jacobs Howard Jacoby Marla & John Jensen Madeline Kane Dori & Charles Kaufman Philip M. Klauber* Frances Klipper Nora La Corte, Ph.D. Ann I addon Alva Lane Betty* & Ed Law Vadee Lee Merle K. Lewis

Estate Gifts

Planned Parenthood of the Pacific Southwest is especially grateful for the bequests it has received. The following people made generous gifts to Planned Parenthood of the Pacific Southwest through their estate and provided essential resources that support

Anonymous (5) Muriel Adams Carolyn Ann Ahlers Bud & Polly Aldige Henry S. & Marietta W. Aurand Ann Baerwald arol Ash Ann Éaerwald Anne R. Barry Shirley Bell Elisabeth Boye uth Campb Margaret L. Caperton Josephine Carey David & Pamela Carton Marcella Coolidge Minna O. Cooper Daiber Family Living Trust Daiber Family Living II Lorenzo Dell'Armo Catherine Dorgan Marlene Y. Ebert Michael B. Eddy Jack Epstein Fannie & Lewis Fisher Leslie Jane Hahn Barbara F. Hallman Mary E. Harvey Anne S. Hertzberg Margaret Jacobs Margaret Jacol Sandra Jeffers

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Planned Parenthood of the Pacific Southwest

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CHANGE SERVICE REQUESTED

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BECOME A SUSTAINING DONOR TODAY! JOIN choicedirect

Interested in making simple and automatic recurring donations to Planned Parenthood?

We would like to invite you to join our Choice Direct Giving Campaign, where you can schedule donations in any amount on a monthly or quarterly basis. Choice Direct allows your gift to go even further to help the women, men, and teens in need of our services by significantly reducing our paperwork and distributing funds in an efficient and eco-friendly manner.

SIGN UP TODAY BY MARKING THE CHOICE DIRECT GIVING OPTION ON THE ENCLOSED ENVELOPE.

I am interested in Choice Direct automatic electronic fund transfer (a separate form will be sent to you).

Prefer to sign up online? Visit us at SupportPlannedParenthood.org today!