



2014-2015 Annual Report



**Planned
Parenthood**[®]
Care. No matter what.

Planned Parenthood of Western Pennsylvania

PRESIDENT & CHAIR MESSAGE

Dear Friends,

This past year we witnessed a series of brazen attacks on Planned Parenthood. While these efforts were well-financed and played out in national media outlets, our opponents were unsuccessful at disrupting our day-to-day work. Our health care staff continued to offer quality medical services to every person who turned to PPWP for

care, thousands of teens in our community received innovative pregnancy prevention programming and PPWP succeeded in meeting an ambitious list of high-impact initiatives.

During this challenging year, your steadfast commitment to Planned Parenthood humbled and inspired us. You marched in rallies, told personal stories, signed letters, opened your homes, sent donations, called your legislators and volunteered at our centers. **Because of you, our work continues.**

Last year PPWP was able to provide over 19,500 patient visits - offering access to affordable reproductive health care services at all of our seven center locations. This care included complete gynecological services, cancer screenings, STD testing and treatment along with offering a variety of birth control methods. For the unacceptably high number of women and families in western Pennsylvania who live in poverty, these low-cost services play an essential role in the overall health of our communities and provide women with the basic human right to have control over her reproductive health.

PPWP was also able to complete several high-impact initiatives that emphasized our commitment to serving the changing needs in our communities. Some of the highlights include:

- Piloted "It's Ok to Ask Someone" (IOTAS), a confidential text-line that provides medically-accurate answers to teens' sexual health questions.
- Transitioned three PPWP health centers to electronic medical records.



Kimberlee Evert
President and CEO



Carole Bailey
Chair, Board of Directors

- Offered online appointment scheduling to give clients the convenience of booking their appointment from their mobile phone or computer at any time.
- Built an impressive volunteer program which includes 120 active volunteers who contribute an average of 200 volunteer hours per month.
- Provided the community with enrollment navigators who assisted those looking for health insurance in Pennsylvania's Marketplace.
- Stood strong against attempts in the PA legislature to limit access to abortion and defund family planning services at Planned Parenthood health centers.

We hope you enjoy looking back on all that we accomplished together. The exciting investments you've supported have helped women, men and young people live healthier lives. Thank you for standing with us.



Carole Bailey
Chair, Board of Directors



Kimberlee Evert, M.P.H.
President and CEO

OUR MISSION

To provide high quality reproductive health care services, comprehensive sexuality education and strategic advocacy.

PPWP believes in the fundamental right of individuals to manage their fertility and reproductive health without regard to income, marital status, race, ethnicity, religion, sexual orientation, gender expression, age, national origin or residence.

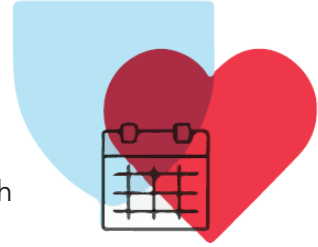
We believe that respect and value for diversity in all aspects of our organization are essential to our well-being and that of our clients.

HEALTH SERVICES

Online Appointment Scheduling

Online appointment scheduling is a national initiative of Planned Parenthood Federation of America that will give an online audience of approximately 60 million visitors the opportunity to book an appointment at a Planned Parenthood health center.

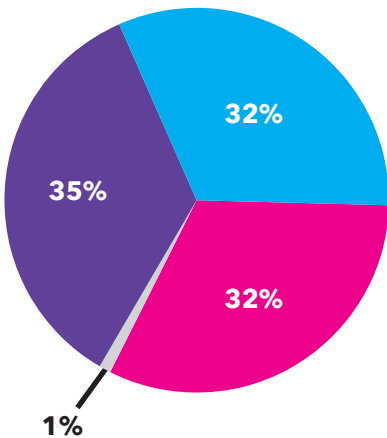
PPWP was the 24th Planned Parenthood affiliate to launch online appointment scheduling. This scheduling option gives patients the convenience of booking their appointment online at any time. Since the launch in April, over 3,000 appointments have been made online.



Patient Stats

1,213 Male patient visits
18,357 Female patient visits
19,570 Total patient visits

Patient Profile by Fee

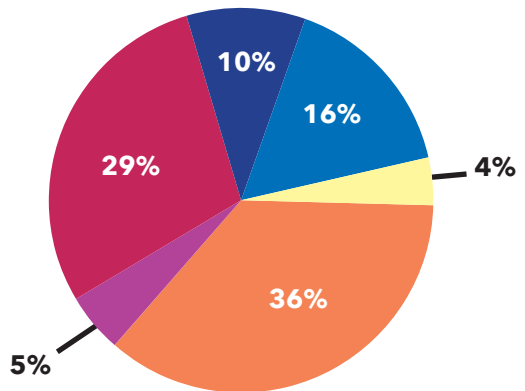


- Reduced or no fee
- Medical assistance
- Full fee
- Private insurance

Service Stats

1,268 Pap tests
2,199 Breast Exams
23,416 STD tests
20,738 units of birth control dispensed

Birth Control by Type



- Oral contraceptives
- Nuvaring
- Depo injections
- IUD and implants
- Condoms
- Other methods

Clinic Media Screen Project

Thanks to a combination of a generous grant and donor support, PPWP was able to install two large flat screen televisions and digital media boxes in the waiting areas of the Pittsburgh Family Planning and surgical centers in the fall. Special digital signage software runs a loop of informative videos and slides on the TV screens for patients to view while they wait for their appointment.

Much of the content featured aims to prepare clients for their appointments by answering many of the commonly asked questions that occur during the initial consultation with our healthcare providers. This includes what to expect during an annual exam, choosing the right birth control method and how patients can communicate health information or abnormal observations to their clinician. Other content features include how to conduct a self-breast exam, self-esteem development, healthy relationships, ovarian cancer prevention and much more.

The goal of the digital media screens is to provide our clients with another opportunity to learn about healthy behaviors and proven strategies that help maintain overall health.



Electronic Health Records

This year PPWP's Greensburg health center successfully migrated to an Electronic Health Record (EHR) system. Their system now includes stationary and laptop computers that are compatible with EHR software, signature pads, document scanners and Wi-Fi service. To date, PPWP has successfully migrated three of our seven health centers from paper records to EHR.

PPWP is a participating provider in 23 health insurance plans in western Pennsylvania, including plans operating in the Marketplace and in the commercial and Medicaid markets.



It's OK to Ask Someone Text Line

This year PPWP's education department has continued work to launch *It's OK to Ask Someone* (IOTAS). This peer-staffed health textline aims to address teens' lack of reliable, youth-friendly sexual health information sources by providing them with a safe and confidential place to get their questions answered.

IOTAS is the first youth-targeted text-line that incorporates youth both asking and answering questions regarding sexual health information. Participants in PPWP's Peer Helpers program receive questions directed to the IOTAS line and work with PPWP educators to develop a response in less than 24 hours. Peer Helpers participants, high school students aged 14 to 18, are trained on the IOTAS curriculum to be experts regarding safe sexual practices. This training curriculum enables them to develop the most knowledgeable and factual answers for youth who text a question to IOTAS.

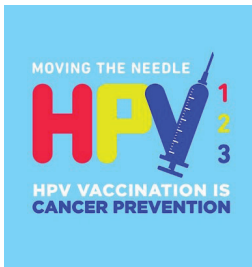
A custom mobile app gives PPWP staff complete oversight of all questions that come into and are sent out of the textline.

A pilot run of IOTAS took place during the 2014-2015 school year at four of PPWP's partnering high schools in Allegheny County. PPWP is working with an app development company to roll out a full version of the app.



Youth Education is Cancer Prevention

Thanks to the generous support provided by the Jewish Healthcare Foundation, PPWP's education department was pleased to develop a two-lesson HPV education module, *Youth Education is Cancer Prevention*, for middle and high school students. PPWP educators trained 21 youth-serving professionals from seven organizations in delivery of the lessons. The program was delivered to 506 youth in eight Allegheny County schools and ten community organization sites. The program aims to increase students' perceptions of their susceptibility to HPV, HPV's severity and the benefits of being vaccinated against HPV.



On the Spot Partnership

After finding out students were missing school due to period-related issues, such as not having pads and tampons, On the Spot, a Pittsburgh based organization, created fundraisers to collect donations of these items that Planned Parenthood distributes to teachers and nurses in the area.



Dating Violence Summer Institute

This summer the educators of our Peer Helpers program and University of Pittsburgh Department of Public Health piloted a teen dating violence prevention curriculum to formally address dating violence within the context of Peer Helpers. Funding for the project came from the Center for Health Equity Faculty-Community Mini Grant. The six-week program helped educators gain an enhanced understanding of Peer Helpers' attitudes and perceptions around dating violence, as well as promote active bystander skills and increased participants' knowledge of healthy relationships, conflict resolution and abuse identification.



Above: Sto-Rox High school field trip to Phipps Conservatory and Cathedral of Learning.

Below: Recording a short audio piece about Peer Helpers and IOTAS with Saturday Light Brigade during Media Arts Institute.



Left: Wilksburg HS & CAPA community service day planting flowers w/ Western PA Conservancy and Ms. Mary Savage in Homewood.

Education by the Numbers

A total of **22,390** contacts were made as a result of education and outreach activities.

More than **4,800** individuals participated in **384** community programs and professional training sessions.

245 Peer Helpers used their communication skills to encourage self-exploration and responsible decision making.

299 students participated in LifeSkills to learn decision-making techniques, self-esteem enhancement and effective communication skills.

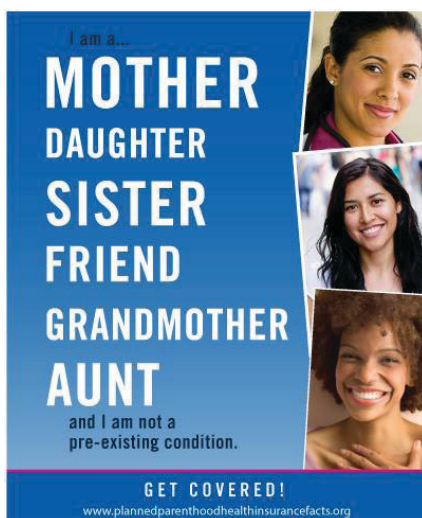
0 Peer Helpers involved in a pregnancy during the academic year, exceeding the program's pregnancy prevention goal of 99%.

100% of eligible Peer Helpers graduated from high school.

AFFORDABLE CARE ACT

Affordable Care Act Consumer Grant

PPWP was excited to partner with the Consumer Health Coalition (CHC) for the second Open Enrollment period of the Affordable Care Act (ACA). Thanks to a federal navigator grant, we were able to offer the services of two federally trained insurance navigators to PPWP patients and members of the community interested in enrolling in the Marketplace. Our navigators worked closely with the CHC, the PA Health Access Network, Enroll America and the YWCA on many enrollment and outreach events.



Uninsured patients coming to PPWP for services were referred to our insurance navigators by PPWP clinic staff. Community members outside of PPWP were reached in a number of ways. These included health fairs and outreach events, partnerships with local churches, employment centers and community centers. A mass mailing was also sent to our uninsured and SelectPlan for Women clients to notify them of insurance changes.

ACA by the Numbers

204 insurance appointments

30 full marketplace enrollments

151 people assisted with medical assistance

563 telephone conversations

93 outreach and enrollment events held

388 people reached at outreach and enrollment events

767 estimated number of consumers reached through some form of personal contact

8,848 estimated number of consumers reached through marketing and promotional efforts



Top: Gala hosts Ellen and Jack Kessler



Right: Floral centerpiece created by Christine Glabicki

2015 Spring Gala

The Spring Gala was held in May at the beautiful home of Ellen and Jack Kessler in Squirrel Hill.

The Kessler's art collection and covered indoor pool provided a beautiful centerpiece to the event. Catering was provided by Michael Lench. Flowers and event design were done by Christine Glabicki.

PPWP saw a 20% increase in the number of responses compared to 2014. A total of \$110,000 was raised to benefit PPWP's services.

Lynn Cullen's Wild Ride

Our Fall Benefit featured iconic Pittsburgh broadcaster and PPWP board member, Lynn Cullen. Cullen performed an hour and a half long show at the CLO Cabaret, in which she shared her favorite stories from her 40-year career in radio and television.



The event was attended by 220 guests. Over \$20,000 was raised to support PPWP.

Cocktails for a Cause

Cocktails for a Cause continued throughout the year, engaging young professionals at venues such as Sharp Edge Beer Emporium and Claddagh. The happy hour fundraiser was used to promote the National Day of Appreciation for Abortion Providers and "Thank You Birth Control" Day.

Highlights

PPWP is a Four-Star Charity

PPWP is once again, proud to be listed as a four-star charity by Charity Navigator, America's largest charity evaluator.



Social Media Statistics



/plannedparent
hoodpgh
1,753
Facebook
Likes



@PPWPA
260
Twitter
Followers



@PPWPA
50
Instagram
Followers



Community Outreach

PPWP had a big presence in the community throughout the year. We participated in 30 community outreach events to form and strengthen relationships with different community groups and provide education and resources to populations where access to those resources is limited. Community event locations included college campuses, hospitals, health fairs, concerts, and movie screenings throughout western Pennsylvania.

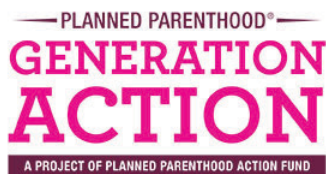
Health Center Advocacy Program

Our Health Center Advocacy Program (HCAP) continued for its second year. In the spring PPWP hired three HCAP interns who worked 10-15 hours a week in our health centers. Interns worked to create a dialogue with patients about the advocacy work PPWP does under the guidance of Planned Parenthood Federation of America. This included collecting patient stories, registering voters or updating voter registrations and signing up patients as Planned Parenthood supporters. Supporter data is used to further engage patients in the work we do.



Above: PPWP's 2015 spring & summer HCAP interns.

Planned Parenthood Generation Action



PPWP assisted with the formation of a new Generation Action club this spring at the University of Pittsburgh at Johnstown. Planned Parenthood Generation Action is a network of young organizers and activists across the country who organize events on their campuses and in their communities to

advocate for reproductive freedom. Pitt Johnstown's club currently has 12 members. The University of Pittsburgh-Main Campus has had a Generation Action Club for the past few years that works closely with organizers at PPWP. We also worked on making contacts at other colleges and high schools to form even more Generation Action clubs in the coming year.

Day of Action

In April over 50 staff members, volunteers and supporters of PPWP traveled from Pittsburgh to the State Capitol Building in Harrisburg for Planned Parenthood Pennsylvania Advocates' annual Day of Action.

Advocates from PPWP met with various state senators and representatives to discuss the PA Agenda for Women's Health, a group of bills that addresses a wide range of protections for women - from workplace accommodations for pregnant women to pay equality to healthcare for female veterans. 300 Planned Parenthood advocates from across the state participated in Day of Action. Every advocate received a pink Day of Action t-shirt. This year's t-shirts were designed by a PPWP volunteer.

Below: T-shirts designed by PPWP volunteer.



Above: Day of Action rally on the steps of the PA State Capitol Building.



Above: The PPWP crew on the bus back home to Pittsburgh after a long day advocating for women's health.



Vessel Film Screening

Last January PPWP hosted a screening of the film *Vessel* at Melwood Screening Room in Oakland. The event was held to commemorate the anniversary of *Roe V. Wade*. Over 65 people attended.

The film is a documentary that focuses on the work of a Dutch physician who sails a ship around the world to provide safe abortions at sea for women who have no legal alternative.

VOLUNTEER PROGRAM



Volunteer Escorting

This year our volunteer escort program grew a great deal. Escort volunteer hours were responsible for half of the total volunteer hours each month. 75 escorts volunteered their Saturday mornings so that individuals who turn to PPWP can find a friendly supporter as they approach our downtown health center.

Our volunteer escort program has four escort coordinators, Dana Herring, Dave Green, Paula Harris and Sylena Smith, who are specially trained to run PPWP's Saturday morning escort program. This involves training new escorts, filling out weekly reports and reporting any incidents with protestors.

Volunteer Appreciation Night

In April we held our volunteer appreciation event at The Allegheny Wine Mixer in Lawrenceville for the second year in a row.

PPWP staff, board members, donors and community members gathered to celebrate the hard work of our dedicated volunteers.

We honored three outstanding volunteers with the following awards:

Tiffany Landis (pictured right), Volunteer of the Year Award

Joyce Penrose (not pictured), Eliese Cutler Lifetime Achievement Award

Mili Patel (pictured left), Student Volunteer of the Year Award



Awardees were nominated and selected by PPWP Board, staff and volunteers.

Volunteer Stats

120
active volunteers

200
volunteer
hours per
month

50
volunteers
per month

75
volunteer
escorts

Volunteer Opportunities

We are always looking for passionate people to add to our team of dedicated volunteers. Volunteer opportunities include, but are not limited to:

- Health Center Advocacy
- Administrative Assistance
- Patient Escorting
- Community Outreach
- Clinic Assistance

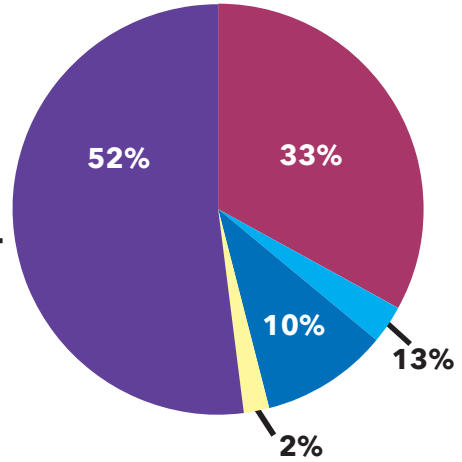
If you'd like to learn more, visit www.ppwp.org or contact our Volunteer Coordinator at 412.258.9561 or volunteers@ppwp.org.

Families, grateful clients, foundations and government grants are just some of the many partners who help ensure that PPWP is able to provide access to high-quality preventive health care and sexuality education to all who need it.

We take the utmost care in the stewardship of all donations in order to maximize our impact in the communities we serve. Your investment in PPWP makes all of this possible. Thank you.

Income

● Patient Fees	2,665,490
● Contributions	1,722,272
● Special Events	121,863
● Government Funding	492,769
● Other Income	99,929
Total	5,102,323



Expenses

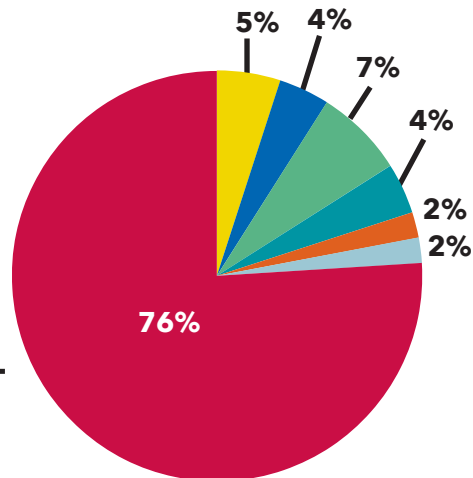
Program Services

● Medical Services	3,894,332
● Education Services	269,496
● Public Education	193,133

Supporting Services

● Administration	374,099
● Development & Publicity	187,757
● Replenish Reserves	80,389
● State & National Affiliation Dues	103,117

Total	5,102,323
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OUR LEADERSHIP

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Carole King
Vice Chair

Jim Abraham
Jacob Bacharach
Carole Bailey
Louanne Baily
Gary Brant
Lynn Cullen
Jamini Vincent Davies
Susan Dobbins
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Mary Ellen Johnson
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Carole King
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Eliza Nevin
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Richard Reed
Theresa Scheetz
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Executive Staff

Kimberlee Evert, M.P.H.
President and CEO

Beth Mautino, C.P.A.
CFO

Beatrice Chen, M.D.
Medical Director

Debbie Cain, M.A.C.P.
V.P. for Operations

Jody Figas, M.P.A.
*V.P. for Development &
Communications*

Katie Horowitz, M.P.H.
V.P. for Education

OUR LOCATIONS



Allegheny

- Pittsburgh Family Planning
933 Liberty Avenue
Pittsburgh, PA 15222
412.434.8971
- ★ Women's Health Services (Pittsburgh)
933 Liberty Avenue
Pittsburgh, PA 15222
412.562.1900
- Bridgeville
533 Washington Pike
Bridgeville, PA 15017
412.257.9880
- Moon
935 Beaver Grade Road
Moon Township, PA 15108
412.264.7205

Westmoreland

- Greensburg
125 Nature Park Road
Greensburg, PA 15601
724.552.0352

Cambria

- Johnstown
817 Franklin Street
Johnstown, PA 15901
814.535.5545

Somerset

- Somerset
118 Kimberly Avenue
Somerset, PA 15501
814.443.6549



Planned Parenthood of Western Pennsylvania
933 Liberty Avenue
Pittsburgh, PA 15222

RETURN SERVICE REQUESTED

www.ppwp.org | 1.800.230.PLAN