



# 2011

annual report

 **Planned Parenthood**<sup>®</sup> | **WE'RE HERE.**<sup>SM</sup>  
of the Pacific Southwest

# The Mission

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.





*“We want to thank Planned  
Parenthood for their kindness.”*



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## Dear Friends,



Darrah DiGiorgio Johnson  
President & CEO



Jennifer Dreyer  
Board Chair

What an extraordinary year 2011 was, both in the challenges we faced and goals we have accomplished. We are proud to report that Planned Parenthood of the Pacific Southwest was able to serve more patients and provide more sexuality education than ever before. We served 160,870 patients through 318,707 health center visits.

Our affiliate took proactive steps to prepare for an ever-changing future. We introduced a new model of center operations and sustainable methods of reimbursement so we can continue providing high-quality reproductive and sexual health care services to those who need them most.

In 2011, we reached out to the region more than ever before. We continued to garner support from the community and elected officials. Our affiliate led a group of teens to Capitol Day in Sacramento, where they learned about reproductive health issues and had the opportunity to lobby elected officials. We also celebrated the Department of Health and Human Services ruling that new health insurance plans must cover birth control with no co-pay.

Our board of directors has continued to expand demographically and geographically, and we were especially proud to welcome our first board member from Imperial County. Our dedicated board spends countless hours guiding our organization in a financially responsible and strategically astute way.

While our services are local, our work must always consider the national landscape. In the fall, we operated phone banks that reached nearly 5,000 voters in Mississippi to help defeat the state's Fetal Personhood Amendment. Our efforts were a success, as Mississippi voters - the most socially conservative in the United States - rejected the initiative that would have made abortion and many forms of birth control illegal. It was a serious legal challenge to *Roe v. Wade*.

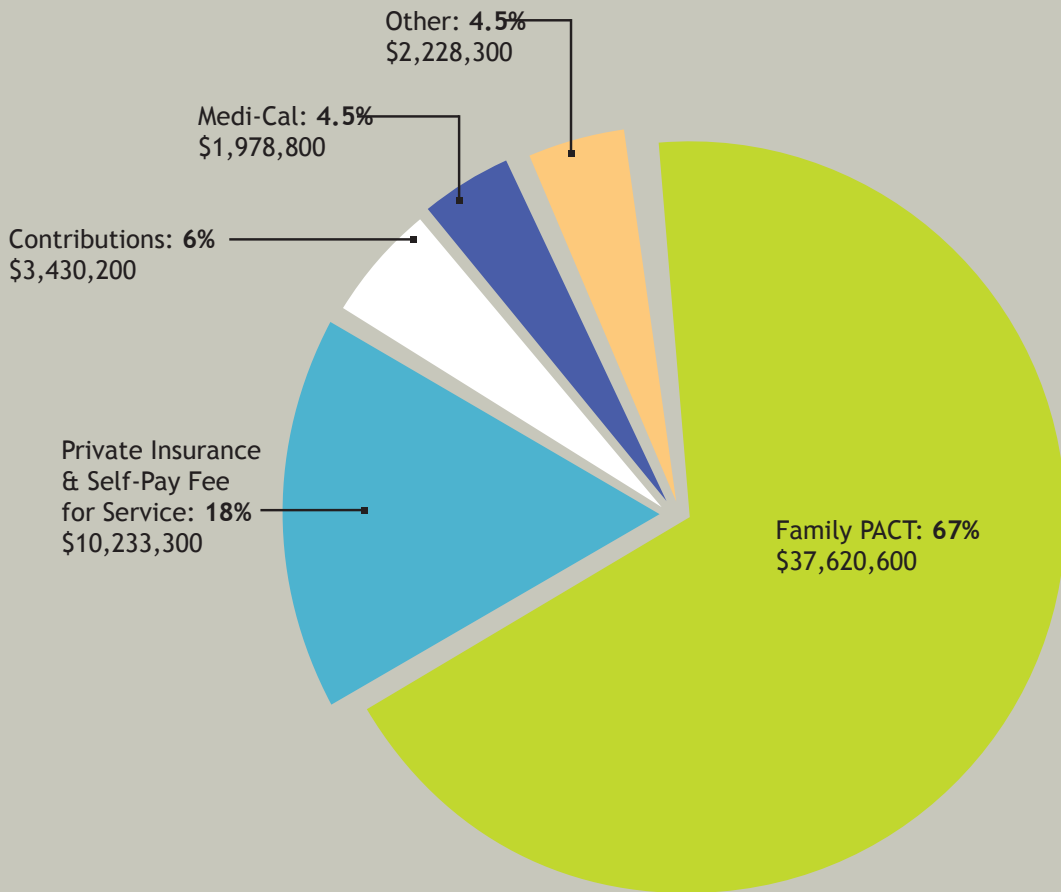
At Planned Parenthood of the Pacific Southwest, we know that our work would not be possible without the steadfast support of friends like you. Thank you for all that you do to ensure we are able to continue providing reproductive health services and education programs for women and men in our region. Your support makes a tremendous difference.





Planned Parenthood is here for every person,  
every community, and every family.

# Financial Overview

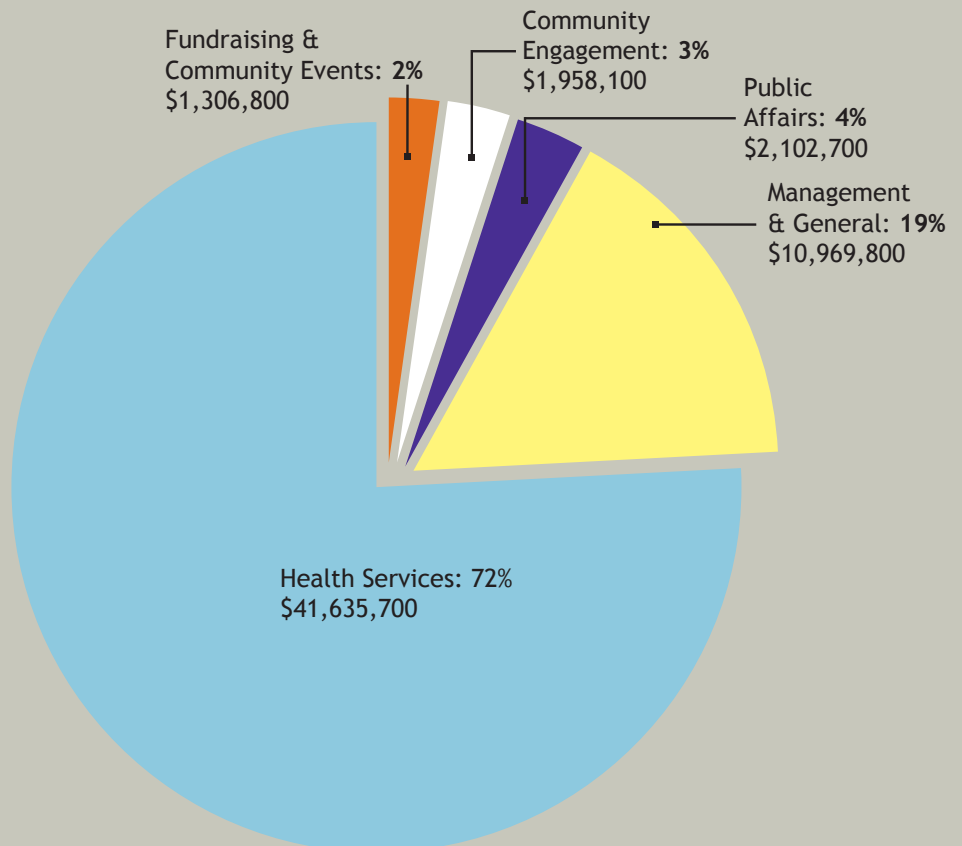



## Revenue

Total: \$56,218,300

## Expenses

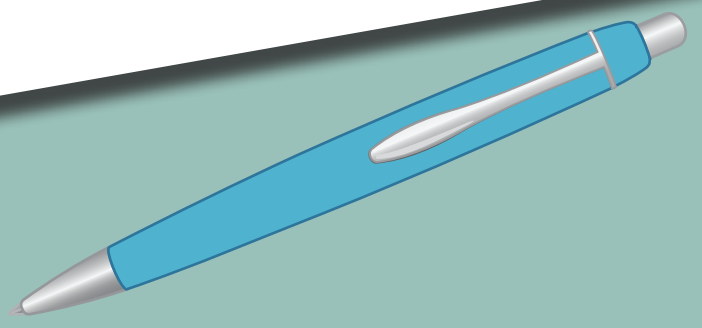
Total: \$57,973,100





I am extremely grateful that Planned Parenthood exists, in California especially! Planned Parenthood provides a comprehensive coverage of my needs, without which I would struggle to meet myself. Planned Parenthood is a great relief, knowing I have an affordable health center I can go to, to keep myself healthy. And not only myself, but my partners, their partners as well. Planned Parenthood is making an important and very positive difference in the lives of millions of people.

Thank you!  
Manuel R.





# Patient Services

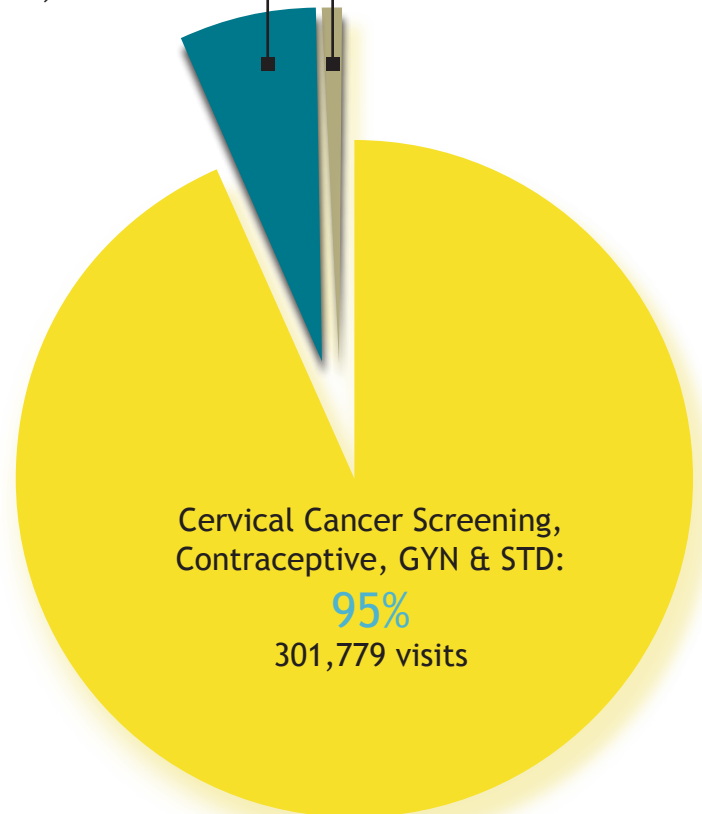


## 2011 Medical Visits

Total Patient Visits:

**318,707**

Abortion Procedures: 5% 16,309 visits      Sterilization Procedures: <1% 619 visits



# Patient Services

The completion of the implementation of electronic medical records at all 19 health centers allowed us to focus on improving the efficiency, quality, and relevance of the services we provide to the communities we serve.

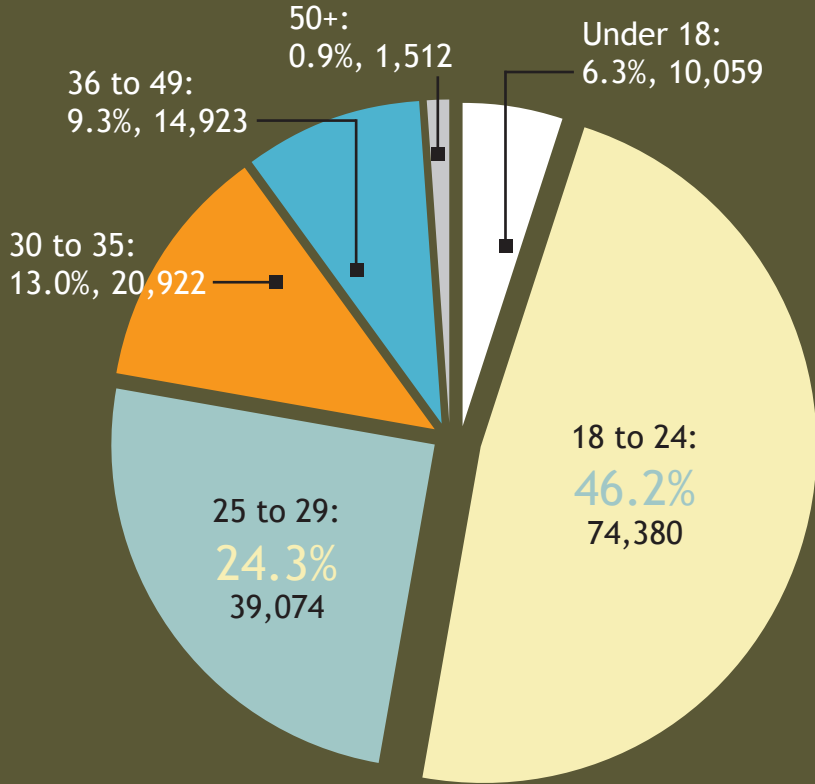
- We served 160,870 patients through 318,707 health center visits. We also performed 281,126 lab tests for chlamydia and gonorrhea and 70,330 HIV tests.
- We continued to create an extraordinary patient experience by listening to our patients and customers. Our patient satisfaction survey questions were modified and improved to ensure our patients could tell us how well we're creating the Planned Parenthood Experience for them. Our patients told us we are friendly, courteous, respectful and caring.
- We increased the efficiency and quality of services provided by implementing significant, patient-centered changes in health center operations, programs, and staffing based on patient feedback, community and Planned Parenthood best practices and benchmarks. During this process, we also centralized our follow-up on abnormal lab results and referral management program to enhance continuity of care for our patients.
- We strengthened our Quality Management Program to incorporate benchmarks, established by the Institute of Medicine Six Dimensions of Quality: efficiency, safety, effectiveness, equitability, timeliness and patient-centeredness.



- We continued to build community partnerships during the year. For the first time, our Rancho Mirage and Coachella health centers participated in the Future Physicians and Leaders Summer Mentor Program, in which nine pre-med students from University of California Riverside shadowed our clinicians in order to encourage local youth to choose a profession in health care and return to the Coachella Valley to provide health care services to the underserved community. In addition, we have launched partnerships with Family Health Centers and the Black Infant Health Program in San Diego, La Maestra and Clínicas de Salud del Pueblo in Imperial Valley, and other community clinics, in order to move toward a more integrated care delivery model.
- We completed the remodel and expansion of our Rancho Mirage Health Center, which allowed us to expand our permanent birth control programs (Essure and vasectomy) to the Coachella Valley. We added exam rooms at the College Avenue Sarah Weddington, Carlsbad Isabella and First Avenue Michelle Wagner health centers.
- In partnership with the Community Engagement Department, our health center staff significantly increased our outreach of medical services. We provided STD and HIV testing, pregnancy testing and counseling, emergency contraception and condoms to hundreds of people on the campuses of Southwestern College, Imperial Valley College and Grossmont College, as well as at the Ocean Beach Jazz Fest.



# Patient Demographics

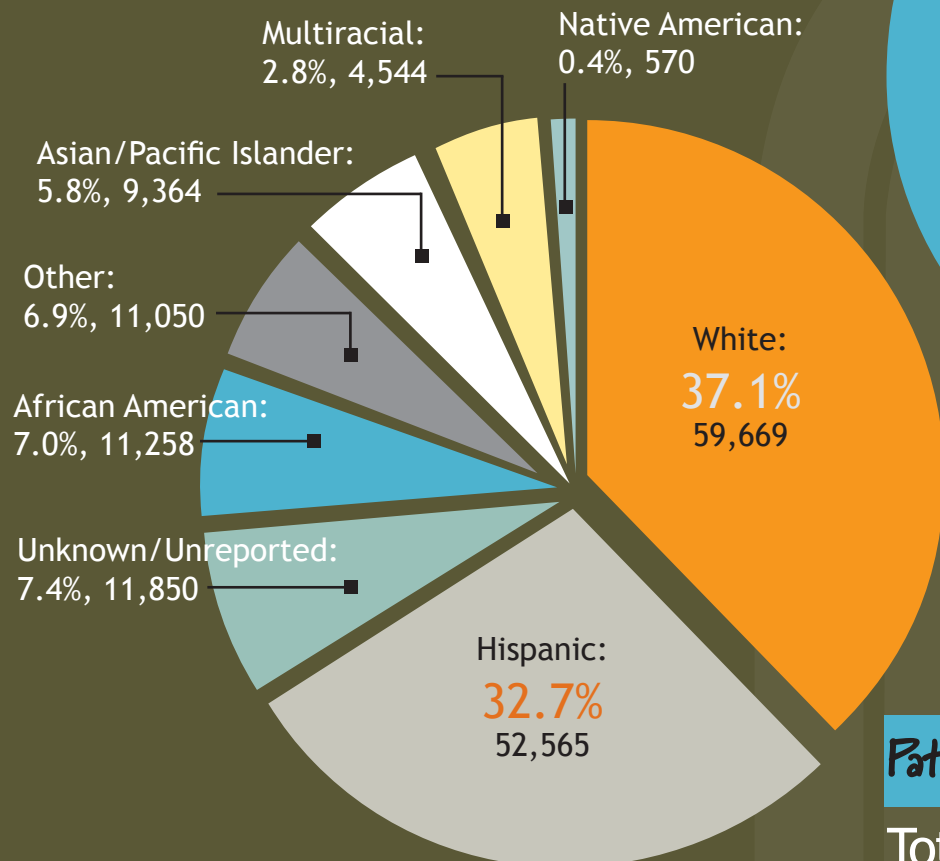
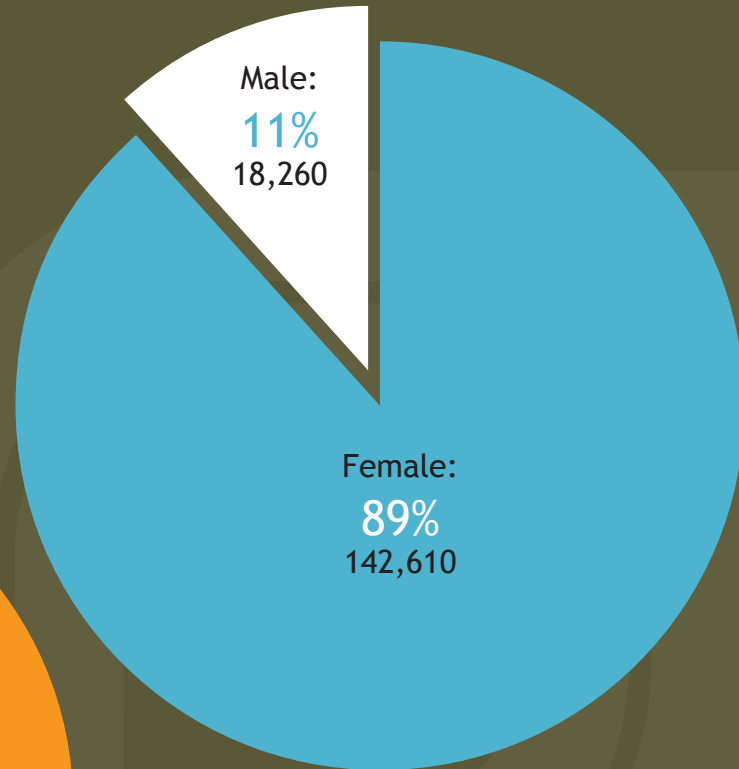


## Patients by Age

Total: 160,870

## Patients by Gender

Total: 160,870



## Patients by Race/Ethnicity

Total: 160,870





Planned Parenthood provides people with the most sophisticated instrument in medicine: accurate information.



# Public Affairs



PPPSW Vice President of Public Affairs, Vince Hall, joins El Cajon Center Based Advocate Gwen Martin and her husband, Reggie Martin at Lobby Day in Sacramento.

2011 was one of great political trials, but Planned Parenthood has risen to the challenge and successfully defended reproductive rights. We will continue to protect access to services like lifesaving cervical cancer screenings, breast health care, testing and treatment for sexually transmitted infections, contraception and abortion care.

For the first time in history, the House of Representatives tried to cut all federal funding to Planned Parenthood. In order to ensure our continued ability to provide care, PPPSW ran an advocacy campaign to educate key senators throughout the United States. Our volunteers and staff were responsible for 20% of all calls made nationwide. These educational phone calls to senators in Alaska, Massachusetts and Maine successfully influenced lawmakers to join their colleagues in supporting reproductive and sexual health care.

In response to local Congress Member Brian Bilbray's support for the Pence Amendment (a bill that aimed to eliminate federal funding for Planned Parenthood), more than 200 PPPSW supporters held a rally outside of the congressman's Solana Beach office expressing disappointment with his vote.

Planned Parenthood's 2011 priority legislation, sponsored by pro-choice champion Assembly Member Toni Atkins, was a bill that allowed minors to consent to receive the preventive vaccine for human papillomavirus (HPV).

PPPSW participated in its fifth annual Teen Capitol Day with a diverse group representing our three counties. PPPSW was represented by staff from the majority of our health centers and teens from high schools in the region, including Grossmont, High Tech, High Tech International, Leng Academy for Boys, School of Creative and Performing Arts, Health Sciences High and Middle College, Guajome Park, Morse, Canyon Springs, Point Loma and San Diego High. Students from Norzo College also joined our group. In total, 52 PPPSW staff and teens joined hundreds of other

# Public Affairs

Planned Parenthood supporters in Sacramento to make this one of our best Capitol Days to date. PPPSW teens and staff met with 10 different elected officials and their staff to voice our concerns about the state budget and access to care. We also asked legislators to support a bill that would ease California's transition into Health Care Reform in 2014.

A significant portion of PPPSW's funding is provided by the state family planning program, Family PACT. As in years past, our highest legislative priority has been to protect Family PACT and the Senate Bill 94 provider rate increase. We achieved a huge victory when, unlike the previous administration, Governor Brown did not propose any cuts to Family PACT or directly to family planning.

In the midst of continuous attacks on Planned Parenthood's funding, PPPSW and Republicans for Choice representatives met with members of Congress to discuss the importance of family planning and preventive care funding.

The newly formed Coachella Valley Coalition for Reproductive Justice held a community forum regarding ongoing threats to federal funding for family planning. The event was very successful, attracting more than 50 guests and elected officials. Coalition members included PPPSW, Palm Springs NOW, Democrats of the Desert, Desert Women for Equality, Veterans for Peace and MoveOn - Coachella Valley Chapter.

The Mississippi "Personhood" Initiative was defeated by a vote of 58 to 42. The PPPSW Action Fund played a major role in defeating this Initiative.

PP affiliates nationwide ran phone banks contacting

Mississippi voters: 30% of all calls made (including those made from within Mississippi) were actually from California, and half of those calls were from our affiliate.



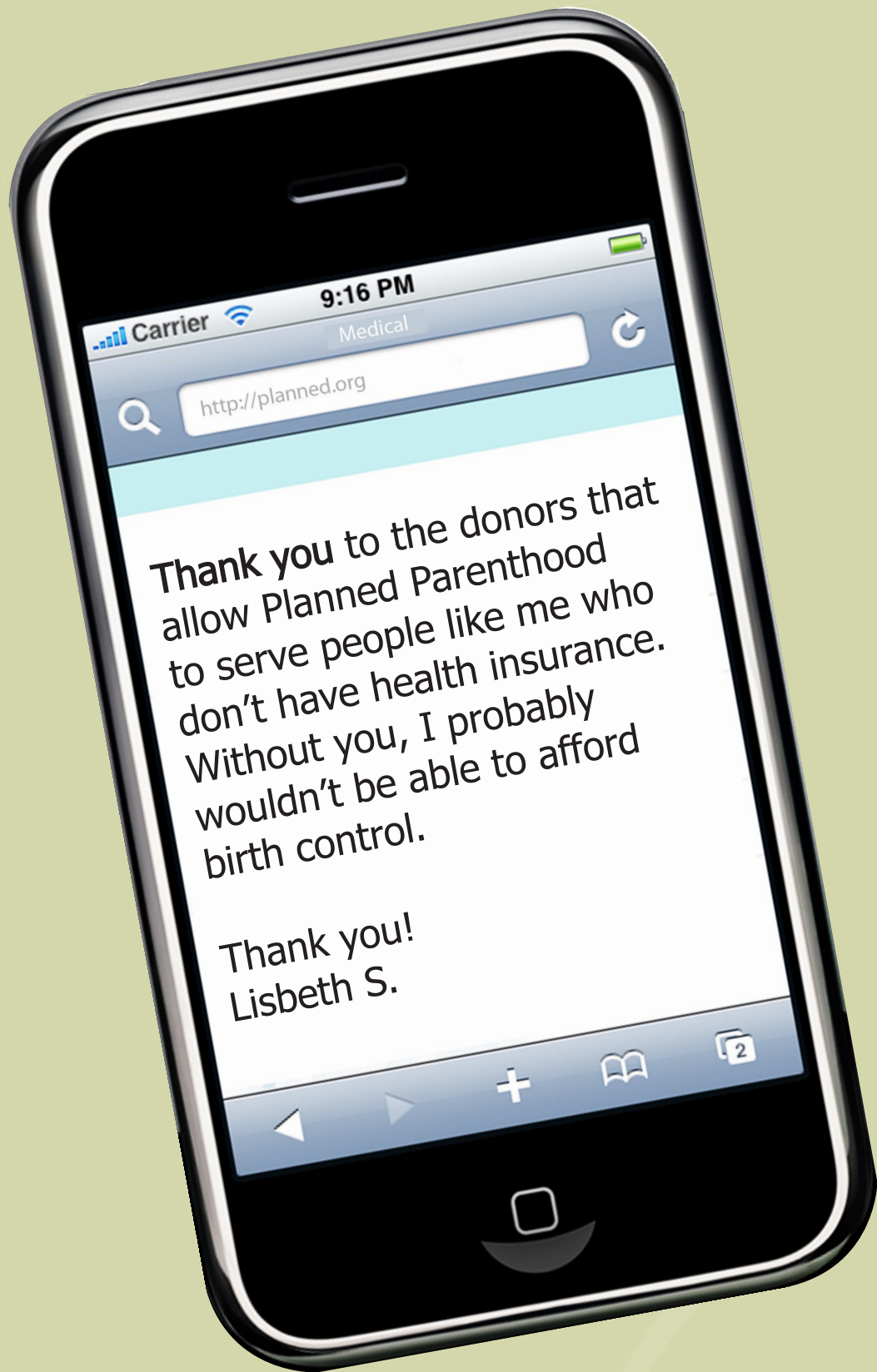
PPPSW staff: Amy Denhart, Erin Francis, Congressman Bob Filner, Kimberly Sorensen and Luis Montero





“Thank you for your services.  
The process was fast and easy.”

-Pablo R.



Thank you to the donors that allow Planned Parenthood to serve people like me who don't have health insurance. Without you, I probably wouldn't be able to afford birth control.

Thank you!  
Lisbeth S.



# Community Engagement

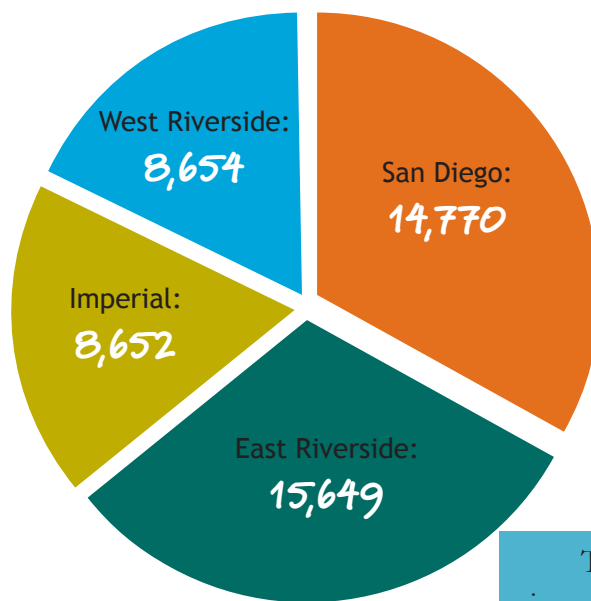
The Community Engagement Department represents and advances the mission of PPPSW by strengthening partnerships through community collaboration, outreach and education.

Since 1963 PPPSW has been providing quality education programs to the community. Through the generosity of supporters like Carolyn and DeWitt Shuck and others, we continue to provide comprehensive, age-appropriate sexuality education that empowers people to make healthy choices.

Our Community Engagement (CE) and Community Based Health Initiatives (CBHI) programs in our three counties - as well as our Education Outreach Program, and Binational Affairs and Latino Engagement Initiative - engage our region with bold, innovative strategies aimed at increasing access to health care.

In 2011, our programs experienced tremendous success, positively impacting the lives of 47,725 people; 34,000 through educational presentations and trainings, and 13,725 through community outreach efforts.

We conducted our most successful “Get Yourself Tested” (GYT) campaign ever. A partnership with MTV, the Centers for Disease Control and the Kaiser Family Foundation, GYT is a nationwide campaign aimed at educating young people about prevention and testing for sexually transmitted infections. Our testing rates increased by 8% from the prior year in large part because the Community Engagement and Patient Services Department promoted GYT to more than 3,000 people through more than 20 outreach events.



Total people we have impacted with our programs:

**47,725**

In its third year, our Teen Success Program is still going strong. The program has empowered 43 pregnant and/or parenting young women by providing the tools necessary to maintain their family size, complete their education and develop life skills that lead to self-sufficiency. The program is an overwhelming success with teens realizing their dreams to attend college and pursue careers in their chosen fields.

## Binational Affairs & Latino Engagement Initiative

In San Diego County, we partnered with *El Latino* (the largest newspaper in San Diego, and the largest Hispanic-owned publication in California) and MANA de San Diego to sponsor CELEBRANDO 2011! and San Diego Día de la Mujer. During the events we reached an estimated 1,500 Latinas with information, education and health services.

During Binational Health Week in October we participated in nearly 40 events in the three counties we serve and in Tijuana, including Forums in Imperial County, and Health Care Reform forums in San Diego and at the Mexican Consulates. We provided education and medical services to nearly 2,000 people during this annual campaign.

We launched the PPPSW Binational Affairs Advisory Council (BAAC) with 15 key stakeholders in the region. We also hosted the third annual Binational Dialogue on the Status of Women’s Reproductive Rights in Mexico and the United States. More than 80 legislators, advocates and community leaders came together at the UCSD Center for U.S.-Mexican Studies to find solutions for pressing issues affecting women’s reproductive rights in both countries.

# Community Engagement



A Promot@ra talking about reproductive health services.

## Education Outreach Program

With the support of The Carstens Family Funds at the San Diego Foundation we trained approximately 500 professionals in our region. For the first time we reached out to Imperial County, training educational professionals and providing presentations to youth there. We also trained teachers in the San Diego Unified School District who teach sex education in the schools.

In 2011, we trained Community Engagement staff on three evidence-based program models: Be Proud! Be Responsible!; ¡Cuídate!; and Positive Action. The curricula target different populations including inner-city youth, Latinos and parents. With these new series we have new, culturally appropriate presentations to provide different audiences and are in a position to qualify for new grants and different funding sources to expand our programs.

## Community Engagement, San Diego

Components of the CORE program have been woven into the curricula in several classrooms at Crawford High School. As a result of the successful youth-focused sexual health event, in 2011 CORE expanded to include Hoover High School. Community Engagement staff co-chaired and sponsored the Mid-City CAN Teen Sexual Health Momentum Team, the City Heights coalition that organized this event.

Students in Hoover High School's FACES for the Future program interned at our City Heights Express Center and in the Community Engagement Department. They shadowed staff in various roles and gained an understanding of services and career paths offered at Planned Parenthood.

Community Engagement staff conducted peer education training programs with teens at Neighborhood House Association and La Jolla Country Day School to train community youth on important skills in leadership, communication and advocacy, as well as medically accurate information about reproductive and sexual health, which they share with their peers.

## Community Engagement, Riverside

Thanks to a grant from the Riverside Community Health Foundation, we were able to launch our Community Based Health Initiatives Promotor@s program for the first time in western Riverside County. We maintained nine active promotor@s, who opened doors for Planned Parenthood in their communities. The promotor@s exceeded our goal to reach and educate 3,000 people by the end of December, reaching 3,877 people. Through a grant from the Irene W. and Guy L. Anderson Children's Foundation we have been able to target high-risk youth and continue to implement the Joven Noble program among young men throughout the Coachella Valley. One of the ways the program targets boys ages 10 to 18 years old is through a local soccer league. Joven Noble is a character development program that encourages young men to consider the role models in their lives, how





# Community Engagement

their actions impact others, the value of their word and the power of keeping promises.

The Community Clinics Initiative grant allowed us to provide services to high-risk youth and underserved populations, reaching them in alternative settings like continuing education centers and shelters. This two-year grant has funded the training of adult and teen promotor@s, who reached 10,864 people in 2011 alone.

PPPSW, along with other community-based organizations such as Clínicas de Salud del Pueblo, El Sol Neighborhood Educational Center, and Visión y Compromiso organized the first Promotor@s Conference in the Coachella Valley. Assemblyman Manuel Perez, a staunch supporter of promotor@s, congratulated and thanked the 150 promotor@s in attendance for their hard work and dedication to improving the lives of their communities.

## Community Engagement, Imperial

Our Promotor@s program reached 8,652 people in Imperial County through educational presentations and community outreach events. We are proud that we provide STD testing to students on the Imperial Valley College campus. This was accomplished with major support from The Walton Foundation and an anonymous donor.

For the first time, we met with the superintendent of the Calexico School District, as well as many teachers in the district, to introduce our educational services and discuss the medical care Planned Parenthood provides.

*The Community Engagement Department continues to forge strategic partnerships that ensure the ability of PPPSW to meet the needs of the community.*



PPPSW staff members presented donations to the Black Infant Health Program's Baby Boutique.



Planned Parenthood believes healthy families help build strong communities.



# 2011 Donors - Thank You



Thank you to the following donors who made gifts in 2011 to generously support the mission of PPPSW and enable us to continue our vital work in our three-county region.

Every attempt has been made to ensure accuracy in the donors list. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors by calling the Development Department at 619-881-4604, or emailing [hwatchler@planned.org](mailto:hwatchler@planned.org).

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(\$25,000+)

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## Legacy Circle

Ensuring the long-term stability of Planned Parenthood of the Pacific Southwest through charitable planned gifts

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Please consider including Planned Parenthood of the Pacific Southwest in your will. The following language is suggested:

“I give, bequeath and devise (dollar amount or description of asset) to Planned Parenthood of the Pacific Southwest, now or formerly located at 1075 Camino del Rio South, San Diego, CA 92108, to be used for its general charitable purposes.”

Planned Parenthood of the Pacific Southwest is a tax-exempt organization. Any bequest is fully deductible for federal estate tax purposes. To plan a bequest for a specific purpose, please contact Pam Becker, Director of Major Gifts and Planned Giving at 619-881-4531, or email [pbecker@planned.org](mailto:pbecker@planned.org).



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Planned Parenthood of the Pacific Southwest remembers fondly and with deep appreciation donors who are no longer with us yet continue to provide support through their estate plans as members of the Legacy Circle, founded in 1963.

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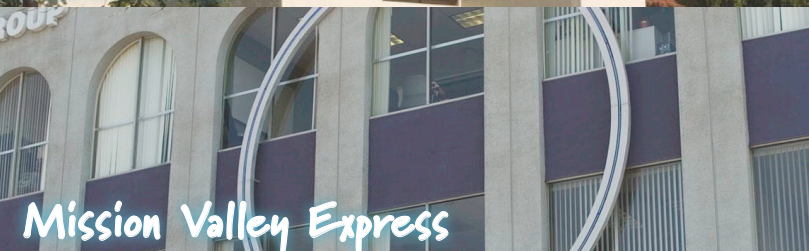
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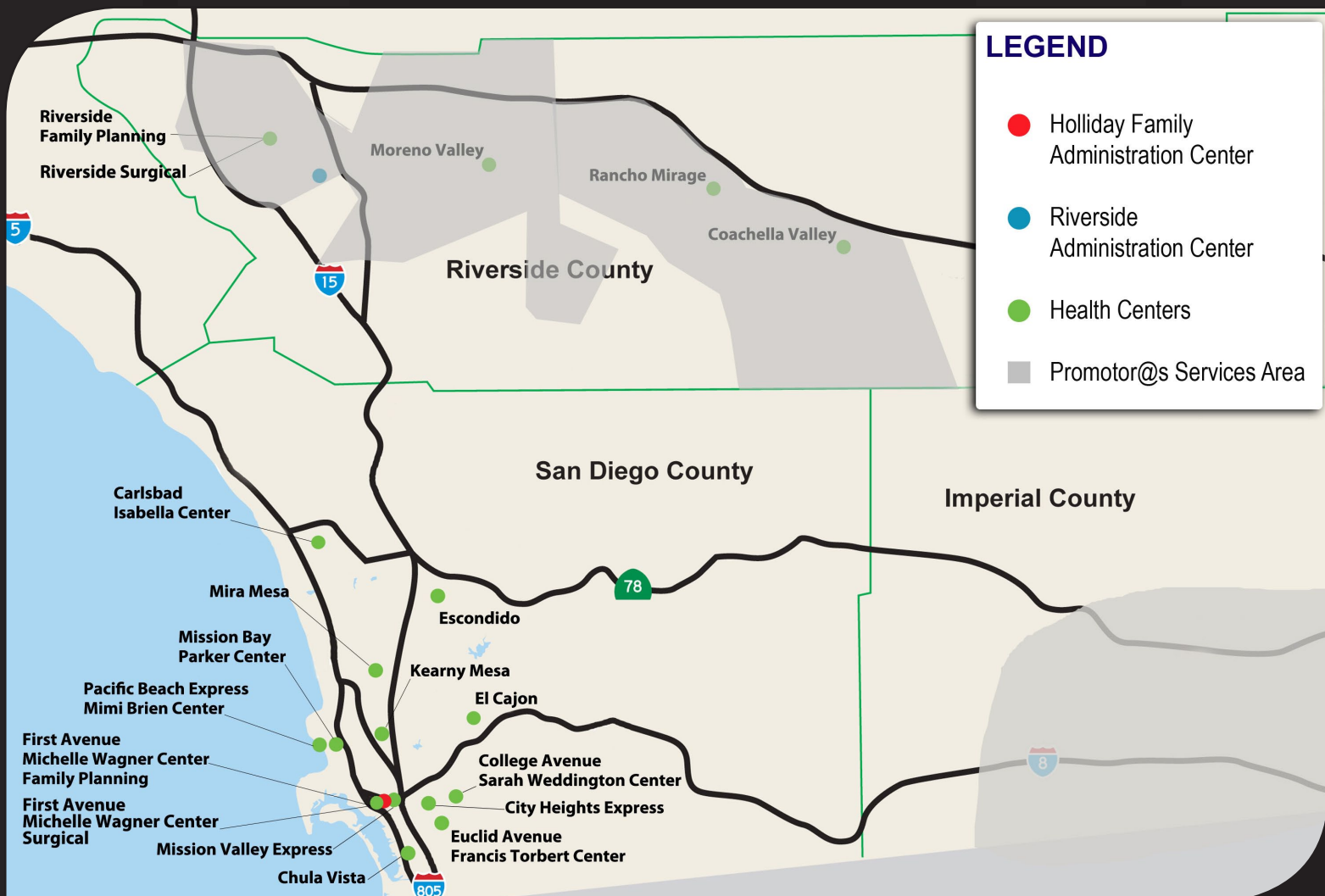
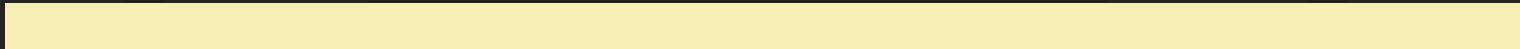
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# Planned Parenthood of the Pacific Southwest

## Administration & Health Centers Map





## 2011 annual report

### ADMINISTRATIVE OFFICES

**Holliday Family  
Administration Center**  
1075 Camino del Rio South  
San Diego, CA 92108  
619-881-4500

**Riverside Administration Center**  
7899 Mission Grove Parkway South  
Suite A  
Riverside, CA 92508  
951-222-3160

### HEALTH CENTERS

For appointments, please call 1-888-743-PLAN (7526)

**Carlsbad Isabella Center**  
1820 Marron Rd., #110  
Carlsbad, CA 92008

**Escondido**  
347 W. Mission Ave.  
Escondido, CA 92025

**Mission Bay Parker Center**  
4501 Mission Bay Dr., #1C  
San Diego, CA 92109

**Chula Vista**  
1295 Broadway, #201  
Chula Vista, CA 91911

**Euclid Avenue  
Francis Torbert Center**  
220 Euclid Ave., #30  
San Diego, CA 92114

**Mission Valley Express**  
1333 Camino del Rio So., #306  
San Diego, CA 92108

**City Heights Express**  
4305 University Ave., #350  
San Diego, CA 92105

**First Avenue  
Michelle Wagner Center**  
2017 First Ave.  
San Diego, CA 92101  
Family Planning: Suite 301  
Specialty Services: Suite 100

**Moreno Valley**  
12900 Frederick St., Suite C  
Moreno Valley, CA 92553

**Coachella Valley**  
49-111 Highway 111, #6  
Coachella, CA 92236

**Kearny Mesa**  
7526 Clairemont Mesa Blvd.  
San Diego, CA 92111

**Pacific Beach Express  
Mimi Brien Center**  
1602 Thomas Ave.  
San Diego, CA 92109

**College Avenue  
Sarah Weddington Center**  
4575 College Ave.  
San Diego, CA 92115

**Mira Mesa**  
10737 Camino Ruiz, #220  
San Diego, CA 92126

**Rancho Mirage**  
71777 San Jacinto Dr., #202  
Rancho Mirage, CA 92270

**El Cajon**  
1685 E. Main St., #301  
El Cajon, CA 92021

**Riverside Family Planning  
& Specialty Services**  
3772 Tibbetts St.  
Riverside, CA 92506