



**FOCUS  
LOCAL**

**Disrupting Disparities.  
Advancing Equity.**

2020-2025



Planned Parenthood League of Massachusetts



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# CAMPAIGN LEADERSHIP



**Judy Bigby, MD**  
Co-Chair



**Sandro Galea,  
MD, DrPH**  
Co-Chair



**Renée M. Landers, Esq.**  
Co-Chair



**Wanda McClain, MPA**  
Co-Chair



**Landis Becker Young**  
Co-Chair

## Honorary Co-Chairs



**Hon. Deval Patrick**



**Diane Patrick, Esq.**

**At a moment when millions of people nationwide have been robbed of their right to health care, Massachusetts stands as a beacon of hope, innovation, and access. The *Focus Local* campaign is an opportunity to harness our collective outrage into direct action to bring essential sexual and reproductive health care, education, and training within reach for millions. We're proud to be a part of this relentless pursuit of equity in the Commonwealth.**

## DEAR FRIEND,

**We, as co-chairs of *Focus Local*, have proudly signed on to support this work with our time, our hearts and souls, and by making a philanthropic investment.**

The reproductive health services Planned Parenthood League of Massachusetts (PPLM) provides in its health centers and in communities across Massachusetts are critical, life-affirming and, in many cases, lifesaving. We have had the privilege of supporting this great organization for a combined total of over 64 years. We have celebrated its best moments and stood by it in times of great struggle and unimaginable tragedy. In recent years, we have walked alongside PPLM as the organization and its leaders have confronted the deeply rooted systemic barriers that prevent people from accessing needed services. Addressing these inequities is not simply the work of a five-year plan; it is the very fabric of our collective efforts.

To that end, **PPLM leadership has identified five priority initiatives that will require an infusion of funds to reach their full potential and affect meaningful change on the health equity landscape.** You will read about each initiative in detail on the pages that follow.

Our reasons for investing in this campaign are as varied as the advocates, donors, and coalition partners who stand with Planned Parenthood across the Commonwealth. What bonds us is our confidence in PPLM's mission and in the people who do the work. We stand together looking forward with the belief that, to right the wrongs of systemic racism that have caused deadly health disparities, we must face them directly. While this effort may at times be uncomfortable and difficult, we must challenge ourselves – to give beyond what feels comfortable, to stretch our capacity to advocate for and support this work. We owe it to ourselves and to every person who depends on the care and services of PPLM. And we owe it to each other to make this commitment – progress depends on our collective investment.

**We will be relentless in our pursuit of progress. We hope you will join us.**

Sincerely,

**Judy Bigby, MD**

Co-Chair

**Wanda McClain, MPA**

Co-Chair

**Sandro Galea, MD, DrPH**

Co-Chair

**Landis Becker Young**

Co-Chair

**Renée M. Landers, Esq.**

Co-Chair

# A COMPREHENSIVE CAMPAIGN

to Fund the Relentless Pursuit of Equity in Sexual and Reproductive Health Care in Massachusetts

At Planned Parenthood League of Massachusetts (PPLM), we envision a Commonwealth where everyone has equitable access to sexual and reproductive health care and education and can decide what is right for them and their families.

Through Focus Local we are advancing a reproductive health equity agenda across our communities and our state to protect and expand abortion access and further remove barriers to care. Our goal is to ensure Massachusetts is a national model for reproductive freedom.

PPLM will never stop fighting for a world that is free from systemic barriers and will relentlessly pursue racial justice and health equity in all aspects of our work, backed by the power of our staff, supporters, community partners, and patients.

## CAMPAIGN GOAL

Increasing Access to Safe, Legal Abortion	<b>\$ 8 Million</b>
Innovating for Impact	<b>\$ 13 Million</b>
Transforming Healthcare Delivery	<b>\$ 17 Million</b>
Leveraging Our Expertise	<b>\$ 6 Million</b>
Expanding People Power	<b>\$ 6 Million</b>

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**\$50 Million**

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*Every person should have equitable access to abortion, no matter who they are or where they live – without shame, stigma, or delay.*

# INCREASING ACCESS TO SAFE, LEGAL ABORTION

Access to abortion is being decimated across the country in the wake of the Supreme Court's decision to overturn *Roe v. Wade*, putting the future of abortion access in the hands of the states. Preserving reproductive freedom is going to take the strength of the entire Planned Parenthood movement.

In Massachusetts, abortion remains legal and protected, but even here, access to care is not guaranteed due to serious barriers like distance, affordability, pervasive stigma, and systemic racism. These challenges disproportionately affect people of color, LGBTQ+ people, people with low incomes, and people with disabilities. As more people look to Massachusetts as a safe place for care, we must not only affirm the state's commitment to abortion rights, but also improve access to care so all people can make the decision that is right for them.





We must advance health equity by reducing the barriers to care that disproportionately affect people of color and people with low incomes. **Our key goal is to address the abortion desert\* in southeastern Massachusetts.**



**\*Abortion desert:** a region that has a demand for abortion services while having a lack of abortion providers.

Without health insurance, an abortion typically costs between

**\$500 AND \$800**

To address the abortion deserts we will:

- 1 harness telehealth to build our medication abortion by mail program;
- 2 advocate for equitable policies that ensure sexual health care is accessible and affordable, including those that reduce the financial barriers to telehealth;
- 3 expand PPLM's patient navigation services to assist our patients, ensuring they can access care, whether at PPLM, a local referral partner, or anywhere across the country;
- 4 create collaborative partnerships with local health care providers and other service organizations in this region including partnering with public colleges and universities to establish referral programs between campus health centers and PPLM; and
- 5 build community with grassroots leaders and community organizations to increase public support for abortion and combat stigma.

**16 years later, I have no shame. I have no regrets. I don't live with guilt, like many claim is inevitable for women who have abortions; I live with gratitude and compassion.**

- Jenna C., PPLM patient

## ACCOMPLISHMENTS

### 2020

The Planned Parenthood Advocacy Fund of Massachusetts (PPAF) built a broad coalition of social justice groups, health advocacy organizations, and grassroots activists that lobbied the Legislature and Governor to codify abortion rights into state law in a bill that:



**Legalized abortion later in pregnancy** for people facing a fatal or grave fetal diagnosis.



Ensured **young people ages 16 and 17 do not need to go to court for permission** to access abortion.



**Removed inflammatory language and criminal penalties from Massachusetts laws** that were designed to deter providers from offering safe, legal abortion care.

### 2021


**Established a telemedicine abortion program** to provide eligible patients in Massachusetts with medication for abortions through the mail.

### 2022

Successfully advocated for a reproductive health care law that **mandates insurers cover abortion and abortion-related care.**

### 2023

**Established a community partnership with Health Imperatives** – an organization providing reproductive health care to patients in Southeastern Massachusetts.



*Every person deserves full access to quality sexual and reproductive health care, information, and education that meets their needs, no matter who they are or where they live.*

# INNOVATING FOR IMPACT

PPLM has been working for nearly 40 years to address health inequities in communities where we can make an impact, yet stigma and systemic racism still deny people access to care and information.

Outcomes and evaluation results from our current work in Worcester and Springfield will inform PPLM's work in these regions – and beyond – for years to come.



Worcester Public Schools is among the most racially and ethnically diverse districts in the state, with 45% of students identifying as Latino/a/x. These populations face systemic barriers such as a lack of school-based sex education and difficulty accessing services, resulting in higher rates of unintended pregnancy and sexually transmitted infections (STIs). PPLM's objectives in **Worcester** are:

- 1 build the political power of the Latino/a/x and/or Hispanic communities;
- 2 improve access to and quality of education and information; and
- 3 increase access to culturally responsive health care.

In **Springfield** Black and/or Latina/o/x people face critical barriers to care, including stigma and limited access to services. To reduce the burden of STIs, including HIV, PPLM's objectives in the greater Springfield are:

- 1 expand access to medications to prevent new HIV infections such as pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP) in our health centers through telehealth and by offering the services to younger patients;
- 2 support community partners who provide HIV testing, treatment, and prevention services;
- 3 advocating for city- and state-level policies that support efforts to eliminate HIV transmission and related deaths, including improving minors' access to PrEP and securing state funding for HIV programs.



## ACCOMPLISHMENTS

### 2021

**Springfield became a Fast-Track City**, joining a global program to achieve zero new HIV infections and zero AIDS-related deaths by 2030.



**Comprehensive sex education was offered to K-12 students in Worcester Public Schools** for the first time.

### 2022

In the 2022-2023 school year **Get Real Teen Council (GRTC) peer educators reached 2,688 teens** in their communities.

**A law was passed that allows minors to access PrEP care without parental involvement**, making this essential HIV prevention care more accessible to young people.

### 2023

PPLM's Youth Education team **grew the central Massachusetts GRTC by 250%** increasing youth representation to five public and one private school in Worcester.



**The Board of Elementary and Secondary Education (BESE) approved a new health and physical education framework** that includes vital aspects of effective sexual health education: consent, LGBTQ+ inclusivity, and age-appropriate, medically accurate lessons.



*Every person should be able to access  
and afford care in their community.*

# TRANSFORMING HEALTH CARE DELIVERY

There are serious barriers to sexual and reproductive health care, even in Massachusetts where care remains legal. Policies are meaningless unless people can, in practice, reach our services in our health centers or in their homes. In order to tear down these barriers we must find creative solutions to reach patients and transform how we deliver health care.

## LEVERAGING TECHNOLOGY WITH TELEHEALTH

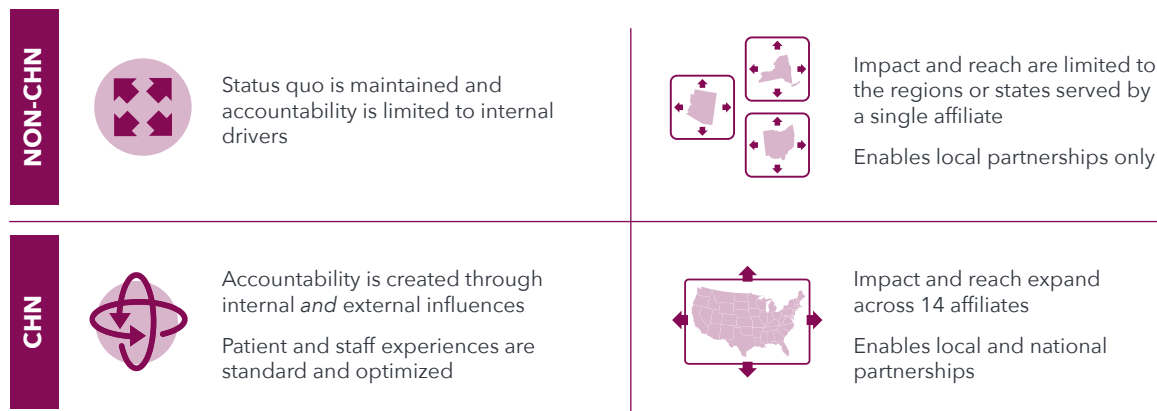
Distance, cost of travel, or obligations such as school, work, and childcare all contribute to preventing people from reaching PPLM health centers. We cannot let these challenges interfere with patients' health.

Clinicians and other health center staff are now able to provide expert, confidential care virtually for thousands of patients across the state, via videoconference or telephone calls, including:

- contraception consultations and prescriptions;
- problem-based and follow-up care;
- gender-affirming hormone therapy (GAHT);
- medication abortion care;
- at-home sexually transmitted infection (STI) testing; and
- PrEP and PEP (two medications to prevent new HIV infections).

## NETWORKING FOR GOOD

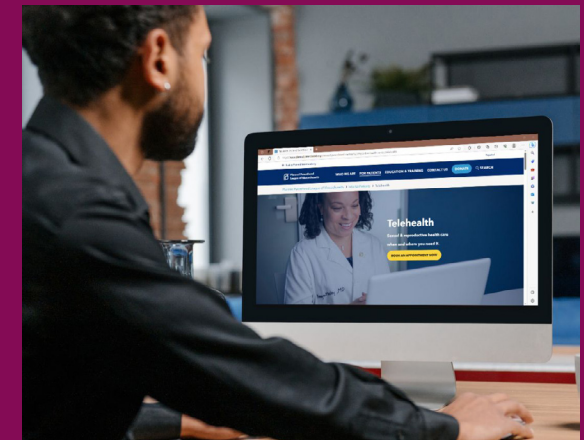
Clinical Health Network for Transformation (CHN) is an innovative clinical collaborative of 14 Planned Parenthood affiliates in 18 states, with the vision of safeguarding and expanding Planned Parenthood's mission to bring high-quality, affordable care to every member of the communities we represent. PPLM is proud to be a leading affiliate in this groundbreaking collaboration and is committed to continued investment in this important initiative.



## PATIENT EXPERIENCE

We strive for PPLM health centers to be places where anyone can come through our doors and immediately feel warmly welcomed and safe. To that end, PPLM is introducing a pilot program in our Boston location to use the evaluation of our patient feedback survey to inform and improve our services.

# ACCOMPLISHMENTS



### 2020



Launched **telehealth program** across the Commonwealth.

### 2021

Joined CHN and adopted a **single electronic health record system** and common technology platforms to ensure continuity of care for patients traveling out of their home state for care.

### 2023

Trained approximately **20 volunteers to assist in the Boston health center waiting room**, keeping patients apprised of wait times and ultimately improving the overall experience.

PPLM has **served over 25,000 patients via telehealth** since the program's inception in 2020.



*With abortion bans being implemented in more than a dozen states and millions of people losing access to care, Massachusetts has the opportunity – and the obligation – to be a leader in sexual and reproductive health care.*

## LEVERAGING OUR EXPERTISE

The new ASPIRE (Advancing Science and Practice through Innovations in Research and Education) Center for Sexual and Reproductive Health works to advance excellence and equity in sexual and reproductive health and wellbeing. ASPIRE leverages a broad range of partners in this work: academic institutions, teaching hospitals, health care professionals, social service and community-based organizations, schools, educators, and peer institutions.





## ADVANCING SCIENCE AND PRACTICE THROUGH INNOVATIONS IN RESEARCH AND EDUCATION

### PROFESSIONAL EDUCATION

Expanding access to sex education is imperative, especially in states that have banned or severely restricted abortion. ASPIRE will allow us to expand our nationally recognized *Get Real: Comprehensive Sex Education That Works* curricula and professional training programs to students, teachers, trainers, and communities across the country.

### RESEARCH

Our recent **clinical research** focuses on improving access to medication abortion by exploring different routes of medication administration, simplifying follow-up, and expanding the pool of patients eligible for this safe and effective service.

Our **social science research** has already had an impact on policymaking most notably by leveraging the findings from a study on judicial bypass to convince lawmakers to lower the age requiring parental consent for an abortion to 16.

### CLINICAL TRAINING

We see a burgeoning need for more clinical training, especially as many states continue to reduce access to abortion care and there is increased demand for medication abortion.

#### PPLM currently provides clinical trainings on:

- surgical abortion for OB/GYN fellows;
- medical abortion training for family doctors and nurse practitioners;
- long-acting reversible contraception training for doctors and advanced practice clinicians; and
- ultrasound skills training for emergency room residents.

Under ASPIRE, PPLM aims to expand our ability to deliver these trainings for impact in Massachusetts and across the country.

## ACCOMPLISHMENTS

### 2022

ASPIRE was **awarded funding from the Massachusetts Department of Public Health to launch a Sexual and Reproductive Health (SRH) Residency Program for Advanced Practice Clinicians (APCs)**, which will train physician assistant and nurse practitioner graduates on medication abortion and other sexual and reproductive health care provided by PPLM.

### 2023

**Get Real: Comprehensive Sex Education that works curriculum was taught in 44 states and 6 countries** reaching over 310,000 students in FY23 and is now offered in English and Spanish.




PPLM was **awarded a 5-year federal grant to evaluate our Get Real high school sexuality education curriculum, in collaboration with Planned Parenthood Greater Ohio**, who will be implementing the curriculum in the Cleveland Metropolitan School District.



**ASPIRE launched a legal research division to meet the challenges of providing care and sex education in the post-Dobbs environment.** The Minor Abortion Access Research and Advocacy Project (MAARAP) evaluates the abortion rights of minors across all 50 states, with a specific focus on how parental involvement laws, travel bans, and shield laws interact.





*Every patient deserves an advocate – in the exam room and beyond. We fight for our patients’ entire well-being and for their communities.*

# EXPANDING PEOPLE POWER

Planned Parenthood League of Massachusetts’ ability to provide care is protected and strengthened by its political and advocacy arm, the Planned Parenthood Advocacy Fund of Massachusetts (PPAF). Following the lead of Reproductive Justice organizations and rising to face intensifying attacks on reproductive rights, PPAF has expanded its reach and grown its power in the past five years. The Planned Parenthood movement will not rest until all threats to access are eliminated and Massachusetts is on the forefront of bold policies that advance health equity.



## ON BEACON HILL

**Planned Parenthood Advocacy Fund (PPAF) 2023-2024 Legislative Agenda:** The sweeping loss of abortion access following the *Dobbs* decision is a national public health crisis.

To ensure Massachusetts is a beacon for reproductive freedom and a place where all can seek sexual and reproductive health care without fear or shame, **our legislative agenda is unapologetically intersectional and focuses on three priorities:**

- 1 Improving patient care and maternal health outcomes
- 2 Expanding access to abortion and other sexual and reproductive health care
- 3 Eliminating systemic and racial inequities so that all Massachusetts residents can live healthy lives

## IN COALITION

PPAF works in coalition with other organizations to build coordinated legislative campaigns, convene spaces for local activists to organize, and provide resources and guidance to partners fighting for the same goals. As part of the **Beyond ROE Coalition**, we are advancing a bold advocacy agenda to protect and expand access to abortion and other sexual and reproductive health care. This coalition has already secured legislative advances including codifying provider protections, requiring insurance to cover abortion care, and steps to make medication abortion and emergency contraception more accessible, especially for college students.

## FIGHTING FOR ALL

PPAF has a regional organizing approach and sustains multiple constituency organizing programs that mobilize BIPOC communities and student activists to bring stakeholders together, share their unique perspectives, and build power to address the issues that matter most to them. These programs include:

- Black Organizing Program;
- Raíz Program;
- Generation Action Campus Organizing Chapters; and
- Speakers Bureau Program.



## ACCOMPLISHMENTS

### 2020

**The ROE Act:** codifies the right to abortion in Massachusetts, allows young adults 16 and older to access abortion without a judge or parent's permission, and improves access to abortion later in pregnancy.

### 2022

**10,000 supporters mobilized for Bans Off Our Bodies Day of Action** within two weeks of the *Dobbs* decision leak.

**PPAF and the Beyond Roe Coalition successfully advocated for passage of a new reproductive health care law** that protects reproductive health and gender-affirming care providers and makes abortion and other sexual and reproductive health care – including emergency contraception – more affordable and accessible in the wake of the overturn of *Roe v. Wade*.

### 2023

**MassHealth significantly increased reimbursement rates** for patient care, a major win for PPLM's ability to keep care accessible for patients.

As a leader with the Healthy Youth Coalition, **PPAF organized over 100 participants to lobby at the State House in support of the Healthy Youth Act**, a bill to improve access to effective, comprehensive sex education.

## DEAR FRIEND,

Thank you for reviewing these materials and for considering a contribution to our campaign, *Focus Local*.

Throughout my seventeen years working to improve health care systems and fighting for patients' rights to control their bodies and access the care they deserve, equitable access to reproductive health care has always been my north star. This has been true since the moment I walked through PPLM's doors as a health care assistant nearly two decades ago and as I've crisscrossed the country seeing the deeply varied access patients have to essential health care. Now, as I return to Massachusetts to lead this remarkable organization, my focus is sharper and my resolve deeper.

**The overturn of *Roe v. Wade* marked an end to federal protections for abortion rights and unfortunately, bodily autonomy is no longer guaranteed.** In Massachusetts, abortion remains legal and the movements for reproductive rights and justice are strong. However, even here, barriers to accessing abortion and other critical sexual and reproductive health care remain, especially for people of color, LGBTQ+ people, people with low incomes, people with disabilities, and other historically marginalized communities.

**We still have a lot of work to do locally to ensure our care and services are accessible to all.**

Focus Local is a campaign to elevate and accelerate PPLM's work toward equity. We're taking on bold initiatives across the state in the places we believe we can have the greatest impact and, at the same time, turning inward and taking the steps to become a truly anti-racist organization. Systemic racism, oppression, and stigma are pervasive in sexual and reproductive health care and education. Sadly, during PPLM's more than 95-year history, we have been complicit in letting these injustices fester. To turn away from this harsh reality would be to turn our back on our patients and communities we serve. That is simply not an option.

When I think about this work, the word that comes to mind is relentless. PPLM must be relentless in our pursuit of health equity, and we must be relentless in the march toward light and justice. To do this, we need your support. If you hold PPLM's mission close to your heart, whether you're new to our movement or have been standing with Planned Parenthood for decades, **I ask that you join this relentless fight.**

**Thank you for helping us move Massachusetts forward toward equity in sexual and reproductive health care.**



Sincerely,

A handwritten signature in black ink that reads "Dominique Lee".

**Dominique Lee**  
President and CEO

# FOCUS LOCAL

# A COMPREHENSIVE CAMPAIGN

to Fund the Relentless Pursuit of Equity in Sexual and Reproductive Health Care in Massachusetts

## LEADERSHIP

Dominique Lee, *President & CEO*

Ellen Frank, *Chief Development Officer*

Wanda McClain, *MPA Chair of the Board, PPLM*

Reena Singh *Chair of the Board, PPAF*

## CAMPAIGN CO-CHAIRS

Judy Bigby, MD

Sandro Galea, MD, MPH

Renée M. Landers, Esq.

Wanda McClain, MPA

Landis Becker Young

Hon. Deval Patrick (*honorary*)

Diane Patrick, Esq. (*honorary*)

## KEY STAFF

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Abigail Thorp

*Director of Major Gifts*

Asia Watson

*Director of Development*

Shelly Yarnie

*Chief of Equity and Engagement*

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617.616.1683**




# PLANNED PARENTHOOD LEAGUE OF MASSACHUSETTS

## MISSION & VISION

**Our mission** is to ensure every person in Massachusetts has access to sexual and reproductive health care and education no matter who they are, where they live, or who they love. Our work is informed by research, powered by advocacy, and conducted with compassion and respect.

## OUR VISION FOR THE FUTURE

Sexual and reproductive health is essential to every person's overall health, well-being and happiness. At Planned Parenthood League of Massachusetts, we envision a state where equitable access to sexual and reproductive health care and education is the norm, and where every person can decide what's right for them and their families. PPLM will fight for a world where no systemic barriers stand between Black, Indigenous, and other people of color (or BIPOC), LGBTQ+ people, and people with disabilities—and their right to access the full range of sexual and reproductive health care, including abortion. We will relentlessly pursue racial justice and health equity in all aspects of our work, backed by the power of our staff, supporters, community partners, and patients.



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