

PLANNED PARENTHOOD FEDERATION OF AMERICA
General Support Report for The Nell Newman Foundation
January 2018

Over the past year Planned Parenthood Federation of America (PPFA) has worked to protect access to sexual and reproductive health care for millions of women, men, and young people. With the support of The Nell Newman Foundation, we helped to strengthen Planned Parenthood affiliates' capacity to deliver services and education — online and at health centers — while also conducting organizing, public education, and litigation to defend reproductive health and rights at the state and federal levels.

Thanks to your support, in the last year, 2.4 million women, men, and young people visited Planned Parenthood affiliate health centers for trusted health care services and information, and 72 million turned to Planned Parenthood online to find accurate sexual and reproductive health information. However, since January 2017 Planned Parenthood has had to work harder than ever to defend years of progress for women's health. Our activities during this eventful period are described below.

Safeguarding Access to Services

We are pleased to report on the following steps we have taken to protect and advance women's health in this hostile political environment.

Organizing to Defend Access to Care in the States

According to the Guttmacher Institute, more than 430 provisions restricting abortion access were introduced in state legislatures during the 2017 session. These included method bans, which usually target the most common and safest methods of abortion in the second trimester, according to medical professionals; bans on abortion at 20 weeks (or less); prohibitions on providing abortion via telemedicine; and "junk science" bills — legislation requiring providers to share medically unfounded information alleging that medication abortion can be reversed.

In response, PPFA has provided technical support to Planned Parenthood organizations at the state level working to educate the public on the critical importance of access to abortion as well as the full range of services Planned Parenthood provides. During this period we helped build levels of public support for Planned Parenthood that contributed to protecting women's health in a number of states. This included halting abortion restrictions and a Planned Parenthood "defunding" measure in Mississippi; abortion restrictions in Georgia; a measure banning abortion at 20 weeks and medication abortion via telemedicine in Utah; and a junk science abortion reversal bill in Idaho.



Planned Parenthood supporters rally outside the Texas Capitol.

In addition, approximately 100 legislative measures designed to ensure and expand access to care have been advancing in at least 30 states. Examples include bills that would codify the contraceptive coverage mandate of the Affordable Care Act (ACA) — ensuring its survival even if the ACA was repealed — as well as measures that would allow the 12-month dispensation of

birth control. We are pleased to report that such proactive laws have already been enacted in Colorado, Hawaii, Maine, Massachusetts, Nevada, Ohio, Virginia, and Washington. Moreover, women's health advocates in several states (Georgia, Michigan, Missouri, North Carolina, Texas, and Virginia) have been using the momentum of the precedent set by the U.S. Supreme Court's *Whole Woman's Health v. Hellerstedt* decision in June 2016 to roll back unnecessary abortion restrictions. And efforts to codify *Roe v. Wade* and permanently protect the right to abortion have succeeded in Delaware and advanced in New York and Rhode Island.

Court Challenges to Preserve Access

The attorneys on PPFA's litigation team have fought hard against the unprecedented number of anti-women's health laws passed in recent years. Our attorneys are now engaged in more than two dozen cases as they make their way through the courts — including those challenging state restrictions on abortion access or measures that would prevent people who depend on Medicaid from accessing care at Planned Parenthood health centers. During 2017 we filed seven challenges to recently enacted abortion restrictions, including a Texas law banning a specific abortion procedure that is widely recognized as the safest and most common method of ending a pregnancy after 15 weeks, and a Missouri statute that would require the doctor performing an abortion to also provide state-mandated information at least 72 hours before — a restriction that would result in severe delays for women seeking the procedure. We also filed two other cases to overturn abortion restrictions — in Kentucky and Maine — that are not only medically unnecessary but also unconstitutional, based on the precedent set by the U.S. Supreme Court's 2016 decision in *Whole Woman's Health v. Hellerstedt*. We have obtained injunctions in several of these cases so that the laws being challenged will not be enforced as our litigation continues to move through the courts.

Building Public Support for Planned Parenthood



Grain silos in Iowa carried a message on the vital role of Planned Parenthood during Pink Out the Night in June 2017.

Without an ally in the White House or a pro-women's health majority in either chamber of Congress, we are facing an onslaught of attempts to roll back access to reproductive health care at home and abroad, including access to the trusted care Planned Parenthood health centers provide. In response, PPFA relaunched our "I Stand with Planned Parenthood" campaign in January 2017.

As part of this campaign, Planned Parenthood supporters, patients, volunteers, and donors stood together in defense of the ACA's no-co-pay birth control benefit and its protections for people with pre-existing conditions, as well as for the freedom of Medicaid patients to get trusted care from Planned Parenthood. For months, a coalition of Planned Parenthood

organizations, working with our supporters, organized thousands of events nationwide. These included events like the "Pink out the Night" event in June during which Planned Parenthood supporters held over 60 rallies across the country at sunset with candles, glow sticks and other lights in protest of attempts to block Medicaid patients from accessing preventive care at Planned Parenthood (often referred to as "defunding" Planned Parenthood).

These efforts were designed to showcase the broad and deep support for Planned Parenthood in communities across the country — and to send the unmistakable message that restricting access to the care Planned Parenthood provides is deeply unpopular. We also reached out to the media to drive a national narrative on the critical importance of Planned Parenthood as a trusted provider in many rural and medically underserved areas of the country. Scores of articles and op-eds have resulted: examples include *New York Times* columnist Nicholas Kristof’s powerful [multi-media piece](#) and stories featured in [Allure](#) and on [NPR](#).

Influential supporters and industry leaders have shown their affinity for Planned Parenthood in highly visible ways, from the celebrities attending the Academy Awards to the designers, models, and attendees who launched the Fashion Stands with Planned Parenthood campaign at New York Fashion Week. In March, Planned Parenthood teamed up with Tumblr to launch the “Tech Stands with Planned Parenthood” campaign. In May, writer-director Joss Whedon released a [short film](#) documenting the importance of Planned Parenthood in women’s lives, and the CBS hit show, *Mom*, donated \$250,000 to Planned Parenthood in lieu of an Emmy campaign. The Seattle Storm became the first professional sports team ever to support Planned Parenthood, spotlighting their support during one of their two nationally televised games on ESPN. In September, when OkCupid invited its users to add an “I Stand with Planned Parenthood” badge to their profile, more than 225,000 profiles went pink.

PPFA’s youth outreach and organizing continue to build an even stronger, more diverse movement. Planned Parenthood’s youth network now includes more than 320 groups active on college campuses nationwide. These young people were especially engaged in the “I Stand with Planned Parenthood” campaign over the past year, holding hundreds of events in support of sexual and reproductive health and rights.

PPFA has also been working with Planned Parenthood affiliates through our Patient Advocacy Program to engage patients and increase their involvement — moving them from online supporters to in-person activists to volunteer leaders who take the initiative to lead organizing events and rally other supporters. This program is now active at 390 affiliate health centers nationwide. Since January, many patient advocates have stood up at town hall meetings and other events to speak publicly about the difference Planned Parenthood has made in their lives.

The groundswell of support for Planned Parenthood and health care access culminated in a victory in late September, when the congressional effort to repeal the ACA and “defund” Planned Parenthood failed for a third time. As a result, some 8,100 women, men, and young people are still able to get the care they need each day at Planned Parenthood health centers. We celebrate this victory knowing that access to vital care is still under threat, and we stand ready to mobilize again in support of women’s health.

Ensuring Access to Trusted Care and Information

Improving Contraceptive Access

While unintended pregnancy rates are at an all-time low in the United States, nearly half of all pregnancies are still unintended. And stark disparities persist: rates of unintended pregnancy are highest among women with low incomes, women aged 18 to 24, and women of color.

Improving knowledge, access, and accurate use of more effective contraceptive methods can help to achieve further declines in unintended pregnancy rates. With that in mind, PPFA took

steps over the past year to ensure that Planned Parenthood health center staff members have the training they need to offer evidence-based, patient-centered counseling and same-day services for the full range of contraceptive methods. PPFA trained over 200 Planned Parenthood staff members from affiliate health centers across the country in patient-centered contraceptive counseling and provision of highly effective, long-acting methods of contraception. Following these trainings, staff reported greater knowledge of and comfort talking about intrauterine devices (IUD) and implants, and patients were significantly more likely to report receiving high-quality contraceptive counseling. Additionally, patients were very satisfied with their chosen contraceptive method, their counselor, and the health center overall.

Increasing Access to Trusted Care and Information

Telemedicine

Telemedicine allows patients to visit a nearby health center and, via secure video conferencing, connect with specialists or obtain certain services available at a more distant center. More than half of Planned Parenthood's health centers are in rural or medically underserved areas, where women often have to travel long distances to obtain care. Recognizing that telemedicine has the potential to expand access to care significantly, particularly for patients in remote or underserved areas of the country, PPFA has been working with a number of Planned Parenthood affiliates to launch such services.

Planned Parenthood affiliates are now offering care via telemedicine in 14 states — including access to medication abortion via telemedicine in 11 of those states. To introduce this service, PPFA partnered with TruClinic, a telehealth technology company. PPFA worked with health center staff and the TruClinic team to lay the groundwork at each affiliate preparing to launch telemedicine. This included analyzing the regulatory landscape regarding telehealth, assessing technology needs, training clinicians, and developing key performance indicators.

Online Appointment Scheduling

We are pleased to report that online appointment scheduling is now available for health centers operated by 43 out of Planned Parenthood's 56 affiliates nationwide. PPFA's effort to expand online appointment scheduling has resulted in more than 2.8 million appointments booked online since the service launched in March 2014. In January 2017 we had our biggest month yet, with more than 120,750 appointments booked online. This growth reflects an increase in appointments for all birth control methods, but long-acting methods, including intrauterine devices (IUDs) and hormonal implants, showed the steepest rise in demand. Online booking for abortion appointments is also moving forward, with 17 affiliates now offering this service.

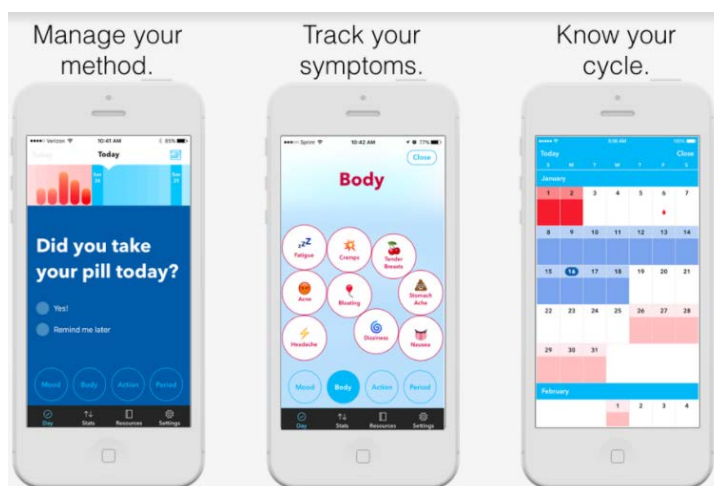
Chat/Text

Available seven days a week, PPFA's [Chat/Text Program](#) continues to serve as a vital resource for young people seeking answers to their sexual health questions from trusted educators. In late 2016 we released the results of a research trial conducted in partnership with New York University to measure the effectiveness of the Chat/Text program in improving young people's reproductive health. Our findings were encouraging: an impressive proportion of those who used Chat/Text followed up with positive health behaviors. For example, one out of three users visit a health center within 10 days. We are also pleased to report on recent significant milestones for the program:

- June was the busiest month to date: there were approximately 30,000 Chat/Text conversations, over half of which were with young people of color.
- Since the program launched in late 2010 there have been over 930,000 conversations.

Spot On

Planned Parenthood has been empowering people to better understand their bodies, birth control, and menstrual cycles for a century. Our period tracking app, Spot On, helps anyone with a period track their monthly cycle and offers information about menstruation. It also provides birth control reminders, personalized advice when users get off schedule with a method, and educational resources about contraceptive options.



Since its launch in March 2016, Spot On has

- achieved more than 1.2 million downloads, with 25,000 users in the app every day;
- received one of Fast Company's 2017 Innovation by Design Award; and
- an average review of four-and-a-half out of five stars on iTunes.

Research to Advance High-Quality Care

This year, Planned Parenthood received the prestigious Lasker Award in recognition of our contributions to public health. Because of Planned Parenthood's vast patient reach, its emphasis on incorporating evidence into medical practice, and the capacity and expertise of its staff, Planned Parenthood offers important opportunities for research to improve health outcomes and quality of care. PPFA's multidisciplinary Research and Clinical Quality Improvement team conducts all aspects of research, from conception to proposal-writing through implementation, analysis, and publication. Over the past year the team's research agenda has included studies on new IUDs and birth control pills, improved contraceptive counseling, and evaluating the provision of care through telemedicine.

For example, our research team completed the largest randomized controlled trial to date focused on Depo-Provera self-administration (three-month injectable birth control taken at home). The study, published in the journal *Contraception*, observed 400 participants, ages 15 to 44, with an average age of 26. Half of the participants reported obstacles to paying for health care in the last year and not having a regular provider, highlighting the importance of this study and the need to increase access to contraception. Most participants (78 percent) expressed interest in continuing self-administration, which could contribute to reducing unintended pregnancies, improving patient satisfaction and continuation, and removing barriers to care.

Conclusion

Planned Parenthood Federation of America is grateful for The Nell Newman Foundation's commitment to women's health. Your partnership has allowed us to conduct the organizing and public education necessary to protect access to services in this challenging political climate — while also providing the legal expertise, training, and technology support to ensure that Planned Parenthood affiliates can continue to deliver trusted care, no matter what. Thank you so much.