

ANNUAL REPORT

July 1, 2018 – June 30, 2019



 **Planned Parenthood**[®]
Planned Parenthood Northern California



MISSION STATEMENT

Planned Parenthood Northern California generates healthier communities through the delivery of quality sexual and reproductive health care services.

Message from our Board Chair and CEO

Dear Planned Parenthood Northern California supporter,

This past year, we witnessed many policies aimed directly at deteriorating reproductive rights. Reproductive health care services are among the safest and most commonly sought-after care in the U.S. But that hasn't stopped misguided politicians from dialing up efforts to eliminate access to reproductive health care. The Title X Gag Rule, introduced last year, is an ongoing attempt to deteriorate family planning services to low income individuals. Extreme bans on abortion continue to pass in state legislatures. Abortion bans are not only bad policy because they prevent a person from making their own private decisions about their medical care – but they also violate constitutional rights. We vow to protect the rights of Californians and welcome anyone coming to us from other states that are restricting care.

Now more than ever, we are grateful for all you do to protect reproductive health care, including supporting Planned Parenthood Northern California (PPNorCal). As your local Planned Parenthood we're here to advance the mission, care for all patients, and educate our communities now and for many years to come. During our new fiscal year, we are ready to expand access to our services. PPNorCal is able to do so through Governor Newsom and other California leaders' historic investment in reproductive health care services in this year's state budget. While other states are banning care, California is expanding care!

We have launched an aggressive effort to combat the STD epidemic and our goal is to increase the number of people who are tested and treated. We're also increasing awareness by using digital marketing to teach people about the prevalence of STDs and how to have safer sex.

Health care is a human right. We're going to continue to fight to ensure our patients' health access and rights are protected. As always, our sincere thanks for your continued support and commitment to our mission!

We invite you to enjoy the highlights of our work for Fiscal Year 2019, covering July 1, 2018 - June 30, 2019.

Best regards,



Nicole M. Barnett, RN, MBA, DHSc
Chair, Board of Directors



Gilda Gonzales, MPA
CEO

Patient/Medical Service

Excellence and Quality in Clinical Care

PPNorCal is one of the first affiliates to create a Peer Review Committee to increase alignment with our patients' needs. We also improved our IV moderate sedation options for in-clinic abortion procedures and implemented automatic vital signs equipment for enhanced quality in abortion care.

PPNorCal continued to focus on the patient experience and decreased the amount of time each patient is in our centers (cycle time), from an average of 68 minutes to an average of 58 minutes. These results contributed to increased patient satisfaction as indicated by feedback:



- "Everyone was incredibly professional and kind. I was informed and felt totally cared for. I cannot thank you enough for making this not so pleasant experience tolerable, and for continuing to support the community." ~ *San Rafael Patient*
- "Thank you to all the staff for the compassionate and respectful way you helped me at my appointment. I made the hardest decision of my life and received the most emotional and spiritual support a person could have. The staff helped me transform what could have been a very traumatizing experience into something manageable. I just want to say thank you for helping me during this very difficult time. Your kindness and support will never be forgotten." ~ *Santa Rosa Patient*



Addressing the STD Crisis

PPNorCal helped lead the California Planned Parenthood affiliates' response to the STD crisis by increasing Core4 screening (Gonorrhea, Chlamydia, Syphilis, HIV) for patients on the same day they are accessing other services. We increased Syphilis screening by linking HIV and Syphilis to address the Syphilis epidemic, meaning that

every patient receiving an HIV test is simultaneously offered Syphilis testing. The implementation of a revamped method of collecting sexual health history that is evidence-based, less judgmental, and more patient-centered continues to make us the trusted expert in reproductive health.

Leading in Research Activities

1. PPNorCal participated in an in vitro diagnostic (IVD) study in collaboration with a biomedical company to evaluate the development of new point-of-care testing for the detection of Chlamydia and Gonorrhea.

2. We collaborated with University of California, San Francisco (UCSF) and Advancing New Standards in Reproductive Health (ANSIRH) to participate in the study, "Women's objective and psychosocial burden accessing abortion care." This study looked at the extent logistical barriers to abortion care affect psychosocial well-being in states with fewer abortion restrictions versus states with more robust abortion restrictions.

3. Lastly, we disseminated the findings from the HIV Prevention Initiative (HPI) project. Sangita Devaskar, PPNorCal's Director of Clinical Research, attended the Society of Behavioral Medicine's Annual Meeting in Washington, D.C. to present a poster (above) on work conducted as part of PPA's HIV Prevention Initiative (HPI). The project explored ways to improve HIV prevention services (i.e. HIV testing and PrEP) affiliate-wide.

A Design-Thinking Intervention to Improve HIV Prevention Services in the Family Planning Setting

Sangita Devaskar, MPH¹; Alison Young, MSN, CNM¹; Sophia Leiby¹; Lisa Stern, RN, MSN, MA¹

¹Planned Parenthood Northern California

BACKGROUND

Pre-exposure prophylaxis (PrEP) and HIV testing are highly effective methods for HIV prevention. Barriers to PrEP implementation include lack of awareness about the intervention and its efficacy^{1,2}, lack of competency to provision³, cost⁴, and HIV stigma⁵.

Planned Parenthood Northern California (PPNorCal) is one of the largest Planned Parenthood affiliates and has offered PrEP services at all 17 of our reproductive health centers since July 2015. This includes the Vallejo Health Center, located in the northeastern region of the San Francisco Bay Area in Solano County. The county has the 6th highest HIV prevalence in the state⁶, yet is disproportionately under-resourced compared to other counties⁷.

Figure 1¹

Design-Thinking

Design thinking is a strategic approach to developing innovative solutions to challenges.⁸ Design thinking has been outlined by the following phases: empathize, define, ideate, prototype, test, and implement.⁹

Figure 2. Design-Thinking 101¹⁰

The "empathize" phase is the first step in design thinking. Semi-structured empathy interviews foster deeper understanding of end-users' experiences and behaviors. The "define" phase outlines the problem and explores how goals can be achieved. The "ideate" phase develops a variety of ideas through brainstorming, knowing many ideas may not work. The "prototype" phase begins by building a representation to build off of and iterate in the test phase. The "test" phase tests the prototype and elicits feedback. The "implement" phase puts the solution into effect to provide meaningful impact on the end-user.

OBJECTIVES

This project engaged both staff and patients at a family planning clinic in a design thinking process to identify barriers to HIV prevention services and develop and implement improvements to increase HIV testing and PrEP provision, informed by the social cognitive theory (SCT), our project focused on self-efficacy and the cognitive, emotional, and behavioral factors that may serve as barriers to HIV prevention services provision.¹¹

METHODS

PPNorCal study staff conducted empathy interviews to learn about patients' experiences with HIV prevention services, and their preferences when receiving care. We recruited patients aged 18 or older from the PPNorCal Vallejo Health Center.

Vallejo Health Center staff (both licensed clinicians and non-licensed staff) then attended three workshops. Health center staff did not have previous training in clinical research or design thinking. In the first workshop, staff analyzed data from the patient empathy interviews to identify common themes, and then collectively developed prototype solutions to improve HIV testing and PrEP provision in their health center. In the subsequent workshops, staff reflected on the solutions implemented from previous sessions, discussed patient feedback and data on PrEP and testing, and identified and tested iterative solutions.

A post-training survey was distributed to staff to evaluate respondents' experiences with the workshop series and comfort with PrEP provision.

Workshop Series

- Workshop 1:
 - Staff analyzed empathy interview data
 - Empathy interview thematic analysis
 - Collectively developed solutions
- Workshop 2:
 - Reflect on "solutions" developed from Workshop 1
 - Identify and test iterative solutions
- Workshop 3:
 - Reflect on "solutions" developed from Workshop 2
 - Iterate and implement solutions

RESULTS

We completed 13 semi-structured interviews with patients over a one week period; on average, each interview lasted between 15-20 minutes.

Themes emerged from Empathy Interviews (EMPATHIZE, DEFINE)

Themes from interviews: HIV stigma; Fear of being labeled as "at risk" for HIV

Themes from interviews: Low patient awareness and overall distrust of PrEP

Solutions Developed and Tested (IDEATE, PROTOTYPE, TEST, IMPLEMENT)

Themes from interviews: HIV stigma; Fear of being labeled as "at risk" for HIV

Themes from interviews: Low patient awareness and overall distrust of PrEP

SOLUTION 1:

Using a Positive Framing Approach when Discussing HIV Testing and Offering PrEP Information to Patients

SOLUTION 2:

Normalizing PrEP: Introduce (or Offer) PrEP to All Patients

Positive framing includes 1) focusing on protective health behaviors (such as HIV testing, PrEP use, and condom use) instead of only discussing how to avoid "high risk" behaviors; 2) affirming patients' positive health behaviors; and 3) normalizing sexually transmitted infections.

Selected excerpts from Vallejo Health Center staff post-training survey responses

- "I learned easier ways to offer PrEP and making patients feel comfortable when offering PrEP"
- "It made me more comfortable explaining how to avoid "high risk" behaviors."
- "Systems need to be put in place to support staff to deliver this service competently and confidently."
- "I liked the open discussions on the different ways to present PrEP"
- "I learned more about how PrEP works and different ways to offer it."

CONCLUSION

Design thinking offers a feasible approach for health center staff to develop and continuously improve patient-centered solutions for HIV testing and PrEP provision in a family planning clinical environment.

REFERENCES

1. <https://www.cdc.gov/hiv/prep/about-prep.html>
2. <https://www.cdc.gov/hiv/prep/about-prep.html>
3. <https://www.cdc.gov/hiv/prep/about-prep.html>
4. <https://www.cdc.gov/hiv/prep/about-prep.html>
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10. <https://www.cdc.gov/hiv/prep/about-prep.html>
11. <https://www.cdc.gov/hiv/prep/about-prep.html>

Disclaimer
This project was supported by grant funding from Gilead Sciences, Inc. Gilead Sciences, Inc. has had no input into the development or content of these materials.

Case Management and Education

Case Management Services

This past fiscal year the PPNorCal Case Management team in Solano County had an opportunity to expand our onsite food pantry by adding refrigeration. This has enabled us to provide frozen and fresh food to our families who experience food insecurities. The funding support from First 5 Solano also allowed us to provide housing assistance vouchers for our clients with children ages 0-5 experiencing a housing crisis.



152

unduplicated clients received food last year. Approximately 30-35 clients every other week received food either via distribution at our Vallejo office or delivered to the client's home.



Case Management Celebration Dinner

In our Adolescent Family Life Program/Positive Youth Development and Cal-Learn programs we celebrated twelve graduates who completed high school and college! PPNorCal and Solano County's Cal-Learn staff acknowledged these young people at our annual end of the year celebration dinner.



We support the fine medical services and educational outreach that Planned Parenthood Northern California provides for all the clients and communities within the Affiliate. The challenges are present but the highest standards are maintained while always providing excellent service. This is the bedrock for their promise...Care no matter what. From the heart, ~ Honore and Thom McIlhattan, Solano County Supporters



Education

Our Education team provides our communities with comprehensive, medically accurate, age appropriate sexual health education to students, community based organizations and health professionals. Our presentations and materials are compliant with the California Healthy Youth Act (CHYA), and are available on a variety of topics tailored for each audience.

This past year our health educators led several trivia events in San Francisco, Ukiah, Redding and Eureka, as a fun and exciting way to engage communities and increase support for PPNorCal. Over 500 individuals, across our various regions, participated in these events.



Via our Outreach and Engagement activities we also participated in Pride events in many regions, such as: San Francisco, Ukiah, Concord, Sonoma, Napa, Chico, Humboldt and Redding. These events allowed us to provide outreach and education to over 12,000 individuals. In San Francisco alone we had 315 enthusiastic volunteers join us to march.



13,771

students were provided with comprehensive sex education



27,158

number of people connected or reached through various outreach events



730

people reached by seven "Spare Change" performances. Spare Changers also taught at three middle schools reaching a total of 80 7th and 8th graders.

Fundraising Support

Acts of Courage and Stand Up!

We re-imagined our largest fundraising events based in San Francisco and Napa to make them more inclusive to all levels. We lowered the price-point, shed a few layers of tradition, and celebrated our successes with our supporters.



Each event was successful with a more relaxed and fun experience. The results?

- Acts Of Courage saw an increase in attendance of 71%
- 33% of donations came from first time donors at Stand Up
- Number of Fund A Need donations increased by 62%



A Choice Affair

This event in our northern counties let our supporters kick up their heels in support. This annual event sold out and broke its own previous fundraising record!



Giving to and volunteering at a Planned Parenthood clinic is an honor. We have to keep abortion safe, legal and accessible for the sake of every woman in every state. We all know why...One almost cannot give enough. ~ Kim Clement, Sonoma County Supporter

CENTERS AND LOCATIONS

Regional Offices (925) 676-0505

1650 Valencia Street, San Francisco 94110
2185 Pacheco Street, Concord 94520
3225 Timber Fall Court, Suite B, Eureka 95503

Butte County

3100 Cohasset Road, Chico 95973
(530) 342-8367

Contra Costa County

1104 Buchanan Road, Suite C10, Antioch 94509
(925) 754-4550
2185 Pacheco Street, Concord 94520
(925) 676-0300
320 El Cerrito Plaza, El Cerrito 94530
(510) 527-5806
2970 Hilltop Mall Road, Suite 307, Richmond 94806
(510) 222-5290
200 Porter Drive, Suite 200, San Ramon 94583
(925) 838-2108
1357 Oakland Boulevard, Walnut Creek 94596
(925) 935-3010

Humboldt County

3225 Timber Fall Court, Suite B, Eureka 95503
(707) 442-5700

Lake County

14671 Olympic Drive, Clearlake 95422
(707) 995-2261

Marin County

2 H Street, San Rafael 94901
(415) 459-4907

Mendocino County

242-A Hospital Drive, Ukiah 95482
(707) 462-4303

Napa County

1735 Jefferson Street, Napa 94559
(707) 252-8050

San Francisco County

Good Samaritan Family Resource Center
1294 Potrero Avenue, San Francisco 94110
(415) 401-8737

1650 Valencia Street, San Francisco 94110
(415) 821-1282

Shasta County

2935 Bechelli Lane, Suite C, Redding 96002
(530) 351-7100

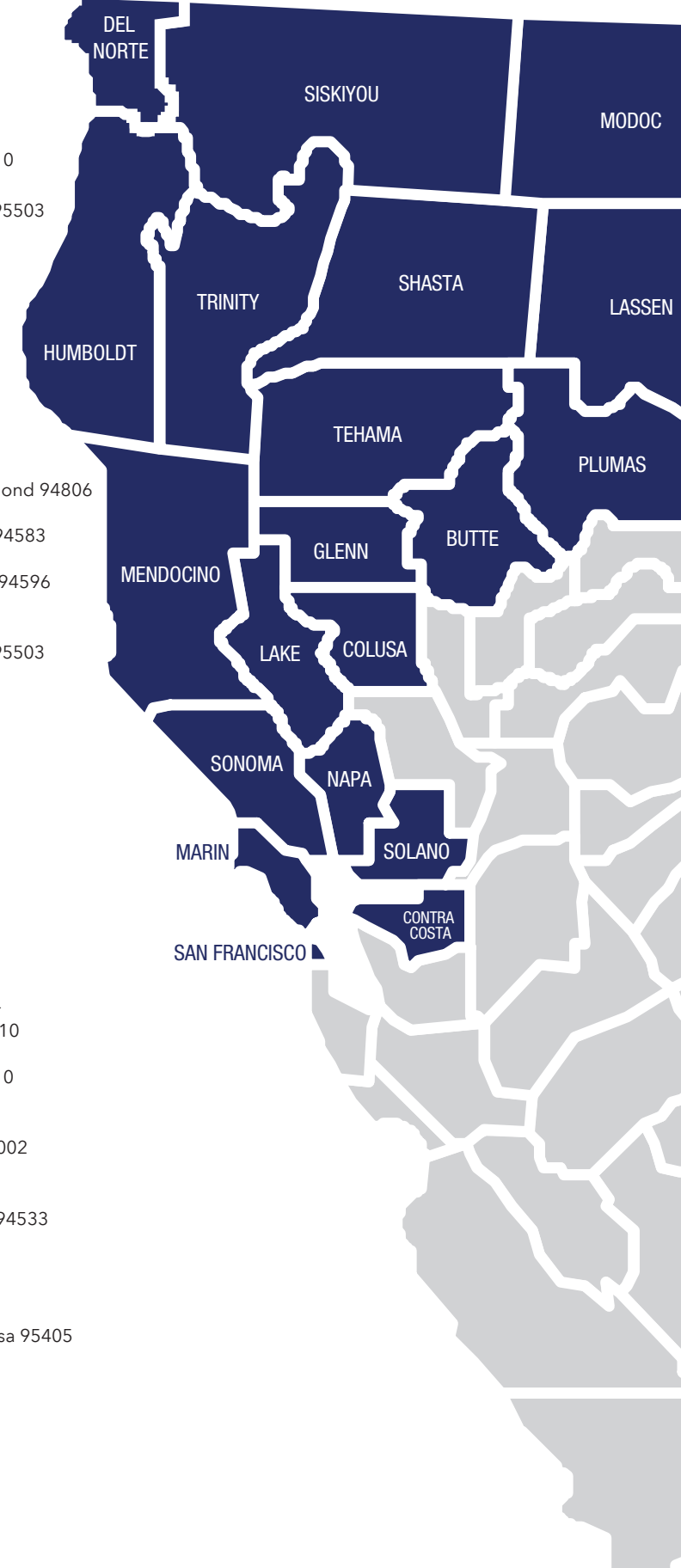
Solano County

1325 Travis Boulevard, Suite C, Fairfield 94533
(707) 429-8855

303 Sacramento Street, Vallejo 94590
(707) 643-4545

Sonoma County

1140 Sonoma Avenue, Bldg. 3, Santa Rosa 95405
(707) 527-7656



Our Future

Second Century Capital Campaign

Planned Parenthood Northern California launched our local Second Century Campaign in January 2015 ahead of Planned Parenthood’s national centennial anniversary. Our local campaign had three key areas designed to ensure our future capacity to fulfill our mission.

Key focuses included:

- Construction of a San Francisco flagship health center
- Increased Planned Giving support
- Making critical investments in programs and services

As we approach the completion of the campaign in December, we’re proud to have already achieved many of our goals. We continue to welcome further support over the next few months as we make our final campaign appeals.

San Francisco Flagship Health Center

The most critical component of the Second Century Campaign was securing a new flagship health center in San Francisco. The flagship will allow us to care for more patients – improving their overall experience, and significantly reducing wait time to schedule an appointment.

In late August 2017, we purchased a building at 1522 Bush Street. Thanks to generous donors, 100% of the purchase price was raised during the early stages of the campaign – so we own the building outright.

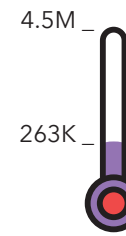
This past winter and spring, we completed the soft demolition and seismic upgrades. We finalized the design and floor plans to emphasize openness, functionality, safety and security. Construction will begin in the coming months and the Flagship will open to the public in fall 2020.

Demand for our services in San Francisco reached record highs in the past years, so the opening of the flagship is critical to the health and well being of our community.



I chose to include PP in my estate plan because I believe that a woman can never be free unless she has control over her body. Because before Roe v Wade was the law of the land my best friend had to have a back-alley abortion, I was with her, and the horror of it is seared into my memory. And because I have a daughter.
~ Thellen Levy, San Francisco County Supporter

Final Phase



This past spring, we launched the Innovative Investment Phase of the Campaign. This phase will expand our services and deepen our work in the community. Through strategic investments in medical services, education, advocacy and organizational capacity, we will elevate and protect our mission and services over the next century. To learn more about supporting this important Campaign, please contact the Director of Individual Philanthropy at 925-676-0505 or info@ppnorcal.org.

Spotlight on Medical Services

Why is this important? The shortage of health care providers, especially in our northern rural regions, continues to be one of our greatest challenges. The best way to compete with for-profit health care providers for quality clinicians is to establish a fund to provide incentives including: signing/relocation bonuses (for rural centers), a student loan repayment assistance program, and a scholarship program for other PPNorCal staff who wish to pursue clinician careers.

Positively Impacting: Patients, especially in rural areas, who will have shorter wait times for appointments with more of the most talented providers. PPNorCal will be able to accommodate 30,000 additional patient visits per year as a result of these efforts.

CLINICIAN RECRUITMENT AND RETENTION



30,000 PATIENTS


\$850,000 / 5 YEAR SUPPORT

Spotlight on Education

Why is this important? Young people face important decisions about their relationships and sexuality, and the decisions they make can impact their health and well-being for the rest of their lives. Sexual health education gives them the tools they need to make healthy decisions, at a critical time. Today, California has the highest infection rates ever on record for several Sexually Transmitted Diseases – especially in rural regions. At our Redding health center, in only four months during spring/summer 2018, we diagnosed 20 cases of Syphilis – a huge increase from similar time periods in the past. The need and demand for a full-time health educator is high. We need your help to fight this public health crisis.

Positively Impacting: Youth and adults at schools and community venues, including women’s shelters, LGBTQIA centers, and juvenile halls.

EXPANDING COMPREHENSIVE SEX EDUCATION



14,500 INDIVIDUALS

\$1,542,000 / 3 YEAR SUPPORT

Advocacy



Capitol Day 2019

PPNorCal and Planned Parenthood Northern California Action Fund organized over 100 supporters and staff from Humboldt to San Francisco to attend 2019 Capitol Day in Sacramento. This was the largest Capitol Day to date and highlights included training, lobby visits, art activations, and the “This is Health Care” couch conversation with First Partner Jennifer Siebel Newsom, former PPFA President Dr. Leana Wen, and our own PPNorCal CEO Gilda Gonzales.



Supporters met with local elected leaders in the Senate and the Assembly to ask for support on key legislation and advocate for doubling the State’s financial investment to \$100 million for sexual and reproductive health care. This major effort was successful!



Women’s March

On January 19, Women’s Marches were held nationwide. PPNorCal co-hosted the San Francisco march and had a presence at the Contra Costa, Redding, Napa, and Ukiah marches. Our CEO, Gilda Gonzales, took the main stage at the San Francisco’s Women’s March delivering a rousing and powerful speech. During the Women’s March, PPNorCal staff educated booth visitors about Title IX and the proposed rule changes from the Department of Education. During the marches, over 375 comments were submitted in opposition to the rule change. PPNorCal is proud to have once again joined our progressive partners for the #WomensWave mobilization to protect and advance the progress made for equity and justice for all.



Fighting to Protect Health Care

#IStandWithPlannedParenthood



"Planned Parenthood saved my life and my daughters' lives by discovering an ovarian cyst I had at a young age. For this reason, I've made it a priority to protect Planned Parenthood and the countless women facing the Trump Administration's insidious efforts to limit women's options for life-saving reproductive health services. We must all stand in strong support of Planned Parenthood and the critical work they do, because being an advocate for Planned Parenthood means defending women's rights to access information and make healthy decisions about their own bodies." ~ **State Assembly Member, Cecilia Aguiar-Curry**

"Planned Parenthood has provided so much in our San Francisco community. Not only does it provide women and people from all backgrounds with basic reproductive and preventative care, it also teaches women and people that they have the right to access the healthcare they need, when they need it."

~ **District 10 San Francisco Supervisor, Shamann Walton**



"Planned Parenthood Northern California plays a vital role in countless people's lives and I am proud to have the Walnut Creek and San Ramon health centers in my district. As Chair of the Select Committee on Women's Reproductive Health, I am committed to finding ways to protect Planned Parenthood against harmful federal policies targeted at restricting access to reproductive healthcare. I also look forward to working closely with PPNorCal to advance progressive reproductive health policies in the legislature and ensure that their doors are always open and continuing their commitment to health, safety and access."

~ **State Assembly Member, Rebecca Bauer-Kahan**

"At a time when women's reproductive health is under attack, it's more important than ever that we stand with Planned Parenthood and invest in their critical mission. Tens of thousands of women all throughout Northern California rely on Planned Parenthood and we couldn't be more grateful for their dedicated team who deliver quality healthcare services close to home."

~ **State Senator, Mike McGuire**



"Every person should be able to make decisions about their own body and have access to quality, affordable health care. Planned Parenthood makes this a reality for so many, which is why we need to keep fighting to ensure they are able to serve as many Californians as possible."

~ **State Assembly Member, David Chiu**

OPERATING REPORT

Pre-audit figures

Revenues

State Office of Family Planning	\$21,548,004
Medi-Cal, Medicare and Title X	16,678,991
Government Grants	1,312,934
Private Insurance and Self-Pay Fees	5,850,478
Contributions and Private Grants	7,912,866

TOTAL Operating Revenues \$53,303,273

Other Revenues, including Investment Gains (1)	\$2,708,830
Contributions to Capital Campaign	5,714,901

TOTAL Revenues \$61,727,004

Expenses

Clinical and Research	\$37,720,570
Management and General	4,665,596
Community and Government Relations	3,391,202
Fundraising	1,655,832
State and National Affiliation Dues	188,543

TOTAL Operating Expenses \$47,621,743

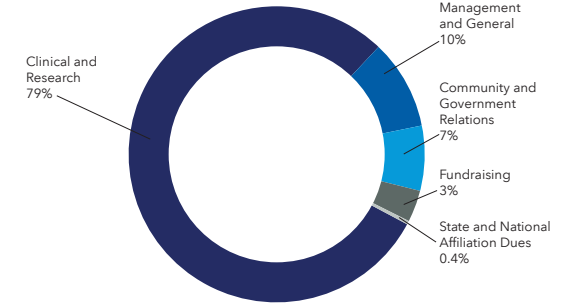
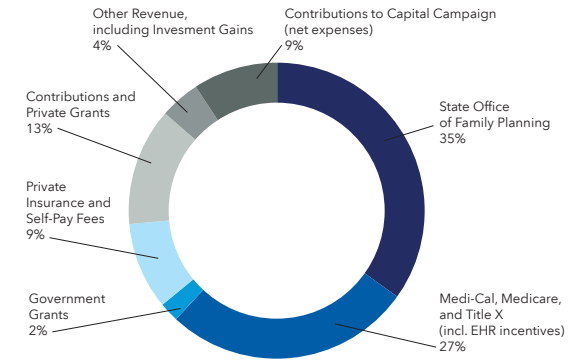
Revenues over expenses (net surplus) includes contributions to Capital Campaign (2)	14,105,261
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TOTAL Uses of Revenues \$61,727,004

Capital Expenditures	\$3,632,686
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Revenues Over Expenses include the following non-recurring items:

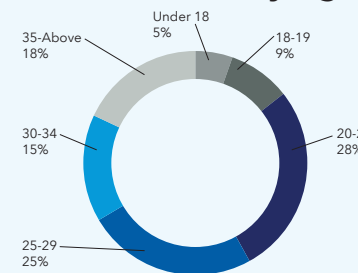
State of CA Proposition 56 Medical Revenue	\$5,732,767
Restricted Funds: Contributions to Capital Campaign	5,714,901
Investment Gains + Dividends/Interest Income	1,953,700
Prior-Year Medical Revenue	1,651,176
Bequests	1,240,692
All Other Operations	(2,187,975)
Revenue Over Expenses (net surplus)	\$14,105,261



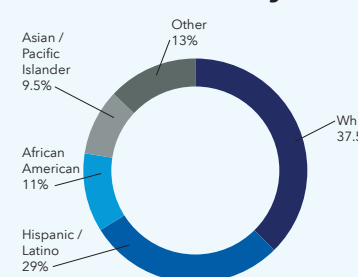
Notes:
 (1) FY19 "Other Revenues" include non-recurring items of Investment Gains plus Dividends/Interest of \$1,953,700.
 (2) FY19 "Revenues Over Expenses" include Contributions to Capital Campaign (net of expenses) in the amount of \$5,714,901. These contributions are restricted funds primarily designated for the SF Flagship Building, the construction of which is scheduled to begin in the Fall of 2019.

HEALTH SERVICES PATIENT PROFILE

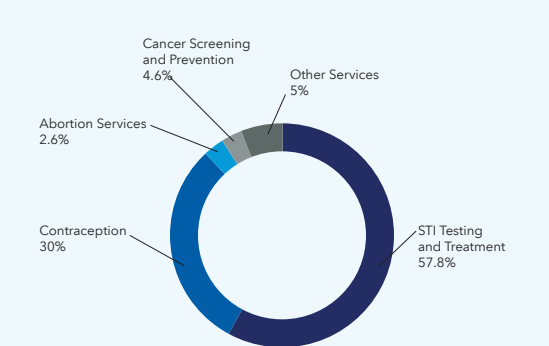
Patient Profile by Age



Patient Profile by Ethnicity



Breakdown of Services Provided to Patients



Total visits for FY 2018-2019 were 171,745.
 Total patient visits were 87,532.

A total of 16% of our patients are men.
 88% of patients live at or below 200% of the 2019 federal poverty level (\$24,980 annually for one person; \$42,660 for family of 3).

For the fiscal year ending June 30, 2019. Numbers are rounded.

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