



## A message from Dayle Steinberg, President & CEO

In just a year and a half after the Dobbs decision overturned Roe v. Wade, 21 states have abortion bans in effect. Hostile lawmakers continue with their attempts to curb our freedoms. These attacks are daunting, but we are undeterred. PPSP is committed to providing our patients with the full spectrum of sexual and reproductive health care, including abortion, birth control, cancer screenings, STI testing and treatment, gender-affirming care, and more.

We know there is great unmet need in our communities, and we must strive to position the enhancement of health-equity outcomes and access as our North Star in this ongoing battle. To meet the communities' needs, we've continuously adapted to the shifting environment. In the past year, we've added five staff positions to address critical needs.

The expansion of our Patient Services Team with the addition of a Chief Medical Officer and a Director of Health Center Operations offers the opportunity to increase our reach to vulnerable communities to ensure that all who need it are able to receive high-quality, compassionate care at Planned Parenthood health centers.

The Vice President of Innovation and Strategy continuously assesses environmental factors that present challenges while identifying opportunities for growth based on data-driven analyses. The Community Engagement Manager secures and builds relationships with diverse communities, healthcare providers, and community-based organizations. The Diversity, Equity and Inclusion Coordinator works with the Vice President of Equity, Education, and Culture to facilitate staff learning and helps implement racial and social justice policies, procedures, and practices.

PPSP's strategic plan establishes Racial and Social Justice (RSJ) as an organization-wide priority that encompasses our four other priority areas of focus: Patient Experience and Access, Employee Engagement, Community Engagement, and Sustainability. In order to fulfill our mission, we've developed internal RSJ systems of accountability, and ensured our community relations and internal and external communications embed our deeply held RSJ principles. We've integrated our long-term goals for Racial and Social Justice, woven them into PPSP's institutional fabric, and implemented a Race Equity Impact Analysis Tool that applies an RSJ lens to be used as a guide in all organizational decision-making.

In August, it was announced that, after 30 years of deception and misinformation, the era of state-funded Crisis Pregnancy Centers (CPC's) is ending in Pennsylvania! CPC's have been funded as part of the state budget under the Real Alternatives program since 1993 to offer anti-abortion counseling. These centers have caused harm in communities across the state and across the nation, from misinformation that leads to poor pregnancy outcomes to delaying access to abortion care. In Pennsylvania, CPCs have consistently received over 7 million dollars each year. 1 million of this is siphoned from the Temporary Assistance for Needy Families program, which is intended to support poor children and families. As of January 1, 2024, CPCs through the Real Alternatives program will no longer be funded by PA taxpayers!

Last year's Dobb's decision left us reeling, but beyond the devastating impact, we saw communities rise up across the country and witnessed the fortitude in resistance fueled by outrage. We find strength in our mission and our commitment to securing our future.

## Welcome Dr. Alhambra Frarey and Francisco Arroyo!

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Timely access to sexual and reproductive health care is more critical than ever. To help us meet the need for quality, affordable care in our region, we are expanding access for our patients—ensuring everyone can obtain time-sensitive health services. The recent addition of two new staff positions empowers PPSP to meet our ambitious goals and enhance our delivery of patient-centered care.



Dr. Alhambra Frarey, a board-certified OBGYN, joined PPSP as our full-time Chief Medical Officer in July 2023. Dr. Frarey previously served on PPSP’s Board and brings expertise in her field along with a deep passion for our work and mission.

We also created a Director of Health Center Operations position to oversee non-abortion health center operations. Francisco (Franko) Arroyo joined our team in September 2023 to develop and implement strategies to meet PPSP goals for patient access, center productivity, and patient experience.

Franko comes to us with a strong background in health care administration, planning, quality improvement, and customer experience. He will be working to strengthen workflows and ensure that each of our health centers achieves its objectives and goals—all in service of our communities.



The new Chief Medical Officer role positions PPSP to:

- Increase the number of physician GYN sessions;
- Expand abortion access and gender-affirming care;
- Identify additional research studies and opportunities; and
- Expand our pool of clinician candidates and build a strong pipeline for clinical recruitment.

## Expanded Health Care Access in Fiscal Year 2023

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To help put care within reach for more patients, we are embarking on two large-scale service and operational expansions that increase our ability to meet patient demand: increasing access to abortion in Philadelphia and centralizing our telehealth services to improve appointment availability. This work is made possible in part through a generous grant from Planned Parenthood Federation of America.

### Expanded Abortion Access

We have added a day at each of our two abortion-providing health centers in Philadelphia to increase appointment availability. Additionally, we are building our capacity for increased appointment volume by:

- Including a full-time Lead Surgical RN position to support clinical staff development and training; and
- Renovating our Philadelphia abortion centers to improve efficiency and patient experience.

The Pennsylvania Abortion Control Act mandates that all patients complete an informed consent counseling session at least 24 hours before they can obtain a medication or surgical abortion. This unnecessary requirement presents a major barrier to care for our patients, who must schedule and keep an additional appointment. To address this, we developed English and Spanish on-demand informed consent videos that patients can access online 24-7.



## Expanded Health Care Access cont.

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### Centralized Telehealth Services

In March of 2020, PPSP began providing telehealth services during the pandemic for a range of sexual and reproductive health care. Telehealth has been widely adopted by our patients, especially our gender-affirming care patients and others who may not be well served by other telehealth providers.



Telehealth at PPSP provides convenient access to care, along with the affordability that our patients expect. To improve the telehealth experience along with in-person care, we are shifting to a "virtual health center" model. This will enable staff in our health centers to focus on delivering in-person care rather than toggling between visit types. A Telehealth Coordinator will support patients and staff throughout their care, ensuring high patient satisfaction and further reducing barriers.



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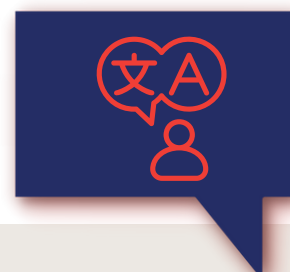
## The Marketing Team at PPSP is Building Partnerships Across the Four Counties

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The Marketing Department has kept a robust schedule this year with the hiring of a Community Engagement Manager, the return to in-person events, and the launch of several marketing campaigns.

Mia Gay, Community Engagement Manager, hit the ground running. We have engaged more than 2,000 people at 14 tabling events. These opportunities bring us together with the communities we serve to discuss the breadth of PPSP's services. Frequent conversation topics include accessing health care, learning about our Education department, and volunteer and advocacy opportunities. In addition to Mia's community engagement work, she also meets frequently with our community partners. We're re-engaging long-standing relationships with organizations like WOAR-Philadelphia Center Against Sexual Violence (formerly known as Women Organized Against Rape) and cultivating new relationships with Big Brothers Big Sisters Independence LGBTQ Program to collaborate on ways we can be of service to their community members.

Mia's work with the Gender and Sexuality Development Program at Children's Hospital of Philadelphia (CHOP) led to a new opportunity for PPSP to participate in the rollout of a promising new sexual health innovation. TYS, a free health care app supported by the Philadelphia Department of Public Health, supports people ages 14-34 who take PrEP, PEP, or ART, medications for the prevention and treatment of HIV. App users can also use TYS for birth control or other daily medication reminders. Marketing continues campaigns to meet our core patient demographics where they are. We've partnered with Rivet and Flytedesk to further our reach in 10 college campuses in our 4-county service area. Additionally, PPSP was chosen by Planned Parenthood Federation of America for the Be Seen 2.0 Campaign. This bilingual campaign uses digital billboards and social media to engage BIPOC, Latine, and ESL audiences on Planned Parenthood's patient-centered care.



## Education Update

Every person deserves to be empowered to live their healthiest lives. Unfortunately, here in Pennsylvania, where there are no comprehensive sex education standards for students, too many young people do not receive the information and support they need to make informed decisions about their health.

This is why PPSP provides education programs that reduce health disparities by offering clear and accurate information on a range of topics, including sexual health, relationships, and consent. The target populations for our programs are in communities with legacies of structural inequities and under-resourced schools, and we focus our resources in North, West, and Southwest Philadelphia.

### Breaking Barriers: Abortion Access in Pennsylvania

We are excited to share important new programming from PPSP's Community Educator, Zaakirah Taylor. Zaakirah developed the Breaking Barriers: Abortion Access in Pennsylvania project to address disparities in health care access in PPSP's four-county service area, with a focus on Black and Brown communities, those with low-incomes, and older youth ages 17-24.

Zaakirah created a three-part workshop series that centers equity and reproductive justice and holistically addresses multiple barriers to health care access. This means:

#### Family Planning and Safer-Sex

introduces the series with how to access sexual and reproductive health care services, including contraception and testing and treatment for sexually transmitted infections.

#### All About Abortion Access

provides resources for navigating abortion in southeastern Pennsylvania, including information about PPSP and other local providers, obtaining judicial bypass for minors, and assistance through abortion funds in paying for procedures and ancillary costs like transportation and child care.

#### Parenting on Our Own Terms



concludes the series with a discussion of parenting through a reproductive justice lens. The session covers pregnancy development, resources for prenatal care, rights of birthing people, and adoption support resources.







The new series includes multiple opportunities to talk with participants and evaluate through pre- and post-surveys workshop surveys. These insights into community and individual health care needs can help make our services more accessible and relevant.

### Health Resource Centers

PPSP operates a drop-in health resource center (HRC) at two School District of Philadelphia High Schools:

-  Murrell Dobbins Career and Technical Education High School in North Philadelphia and
-  Northeast High School in Rhawnhurst.

Students stop in to ask Dr. Lyndsay Mercier questions about their bodies, sex, and relationships. The HRCs are welcoming and non-judgmental spaces where students receive confidential, medically accurate information and support. Lyndsay's one-on-one counseling to students includes:

-  Referrals to PPSP and other area health providers
-  Information about preventing sexually transmitted diseases (STIs) and pregnancy
-  Support around healthy choices and relationships
-  Safer-sex supplies and menstrual products.

Lyndsay started her career at PPSP twelve years ago as an intern in the Education Department. She has a PhD in Human Sexuality and a Master's Degree in Education. Her work in HRCs is profoundly powerful and personally meaningful, as the information she provides to young people has the power to save their lives. Dr. Mercier notes, one of the best perks of her job is "seeing the change in students' faces when they understand new information or a perspective they hadn't considered."

## External Affairs at PPSP

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The External Affairs Department is looking ahead to 2024 with excitement for opportunities to add new team members and programs that will build long-term power in southeastern Pennsylvania and across the state.

Our patient escorts continue to provide a strong and vital presence outside of our health centers. This year, in collaboration with our security team, we launched refresher training sessions for patient escorts. These sessions brought some volunteers back in person for the first time in years and provided the opportunity for important conversations about safety, communication, and supporting one another.

We also convened all Planned Parenthood Generation Action (PPGen) chapters for a planning retreat. PPGen is a network of young advocates who organize events and programs on their campuses and in their communities. Their work includes mobilizing supporters for reproductive freedom and raising awareness about reproductive health and rights in an effort to create lasting change and impact. Chapter leaders from Temple University, West Chester University, and Lincoln University all came together to plan for the year ahead. We also brought back storytelling trainings and will be re-launching all patient advocacy programs within this fiscal year, including Health Center Advocacy and Healthy Neighborhood Canvassing.

The EAD has continued to work with the state office on efforts to protect and expand access to sexual and reproductive health and has launched initiatives to strengthen relationships with local policy makers. We have secured a seat on the Mayor-elect's transition team on the Subcommittee of Health and Human Services and are looking forward to keeping our issues and opportunities for collaboration and investment front and center.



# PPSP's 2023 Fall Gathering in Pictures

On Wednesday, November 1, PPSP supporters gathered at the Pennsylvania Academy of Fine Art for our annual Fall Gathering. After a lively cocktail hour in the Tuttleman Gallery, the group heard inspiring opening remarks from PPSP CEO Dayle Steinberg, followed by an igniting, passionate talk by Keynote Speaker Kelley Robinson, President of the Human Rights Coalition. The energy in the room was electric!



## Support PPSP's Abortion Patients.

Planned Parenthood Southeastern PA's Abortion Access Fund provides funding for any patient who needs it, covering procedure costs, travel, lodging, childcare and other needs. Every dollar of your support will be directly provided to PPSP patients who need it.

### Ways to Give:

- I/We have enclosed a check: \$ \_\_\_\_\_
- Please charge my/our credit card: \$ \_\_\_\_\_

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To learn more, visit [PPSP.org](https://ppsp.org) or contact [development@ppsp.org](mailto:development@ppsp.org)