

Together

 Planned Parenthood®
of San Diego & Riverside Counties

Annual Report 2008

E d u c a t i o n • A d v o c a c y • S e r v i c e

The mission of Planned Parenthood of San Diego & Riverside Counties is to ensure broad public access to reproductive health care through direct service, education, and advocacy.

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Dear Friends...



Darrah DiGiorgio Johnson

At Planned Parenthood, we know that our work ensuring broad public access to reproductive health care is possible because generous donors, community supporters and dedicated staff believe deeply in our mission. This year we've seen great victories, exciting growth and new challenges. Most importantly, we've seen them together.

Together, we defeated a third attempt to enact a parental notification law, which would endanger teens when they are most vulnerable. Planned Parenthood supports families in their effort to foster healthy communication between parents and teens. Our educators are in schools, church groups and community organizations providing parents with the tools they need to have age-appropriate discussions about sexuality. We offer free workshops and literature to parents who want to begin the dialogue. These are real solutions, but as we have seen in many other states, when parental involvement laws are enacted, desperate teens will take drastic measures to terminate a pregnancy. Together, we will continue to keep vulnerable teens safe.

Our education programs continue to grow with new and innovative ways to reach youth with our message of sexual responsibility. In addition to our work in traditional settings, PPSDRC also offers services to inmates at Las Colinas Detention Center, teen mothers at community centers, and migrant farm workers in the Coachella Valley.

After a comprehensive assessment of our service area, a Regionalization Task Force composed of board and staff leaders determined that our agency must expand services to better meet the needs of the region. In the years to come, we will be offering health services and introducing comprehensive sexuality education programs in the Imperial Valley, as well as targeting "hot spots" for teen pregnancy and sexually transmitted infection. Together, we will work to create a brighter future for our entire region.

In 2008, we celebrated the 45th anniversary of our affiliate at our Annual Dinner, which featured actress and comedienne (and former PPSDRC educator!) Kathy Najimy. Honorary Chairs Sharon and Joel Labovitz worked tirelessly to ensure the event was a tremendous success. This year also marked the 20th anniversary of Fronteras Unidas Pro Salud and our acclaimed binational program.

In these tough economic times there is even greater need for low-cost, high-quality health care services. We appreciate your support, which has enabled us to have a positive net income and replenish our reserves. Still, Planned Parenthood continues to be cognizant of our responsibility to operate efficiently to ensure we can continue to make a difference in the region.

We can be proud of our accomplishments in 2008. We have worked hard together to ensure that all people have access to reproductive health care, regardless of their income. Thank you for your continued support of PPSDRC. We know we can do even more in the future. Together.

Sincerely,

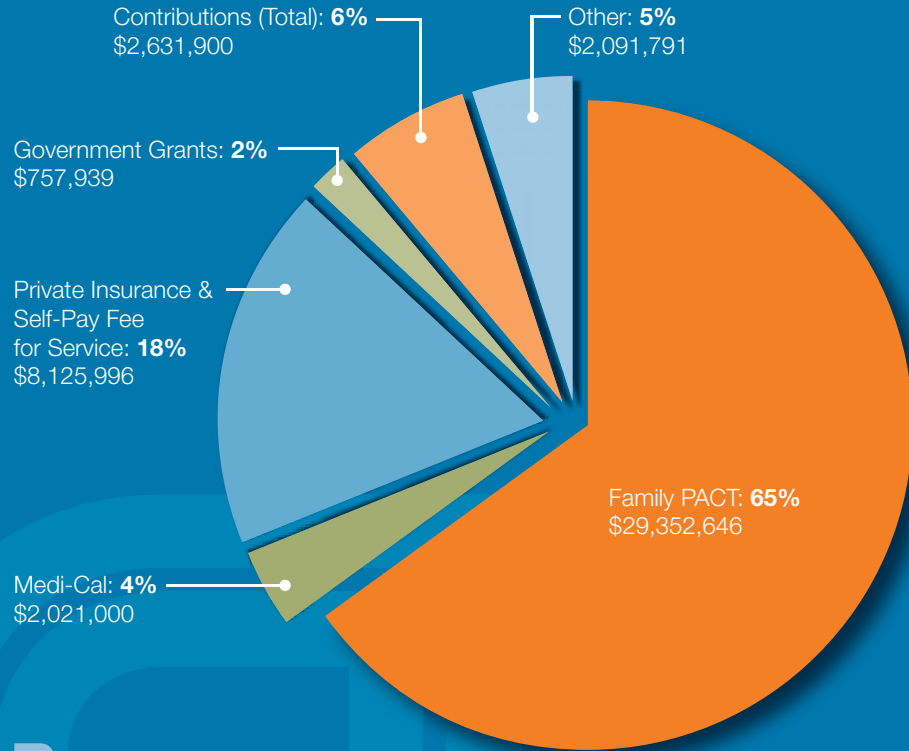
Darrah DiGiorgio Johnson, President & CEO | David Preskill, M.D., Board Chair



David Preskill, M.D.

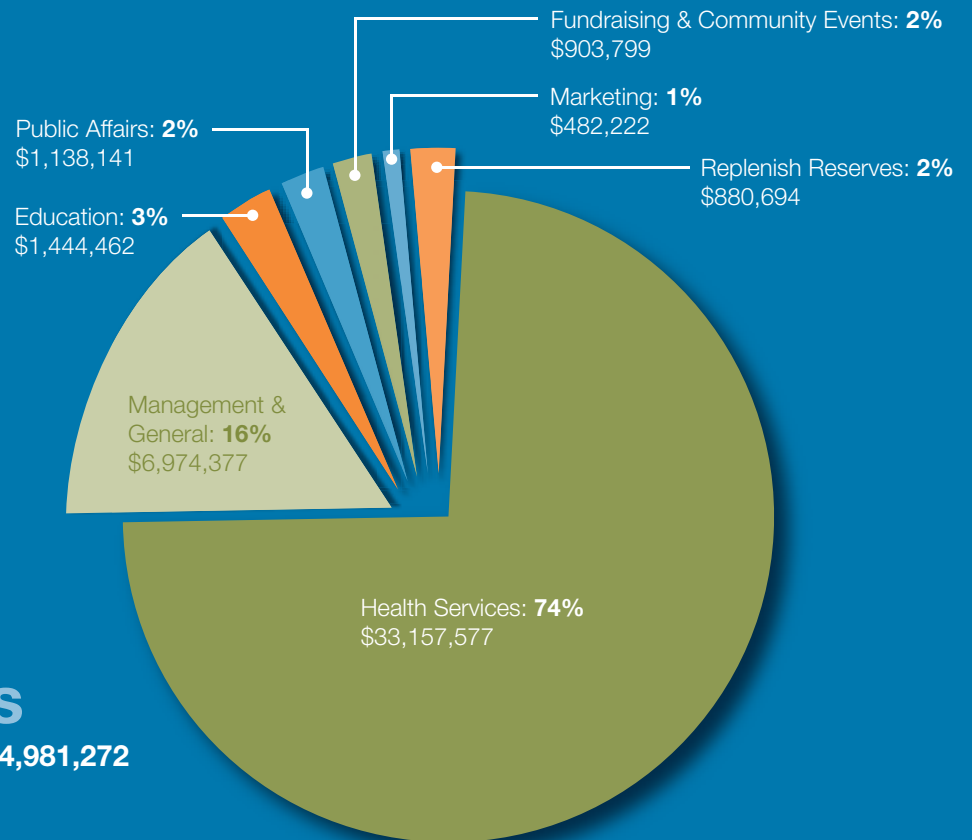
Together we... GROW

Financial Overview



Revenue

Total Funds = \$44,981,272



Expenses

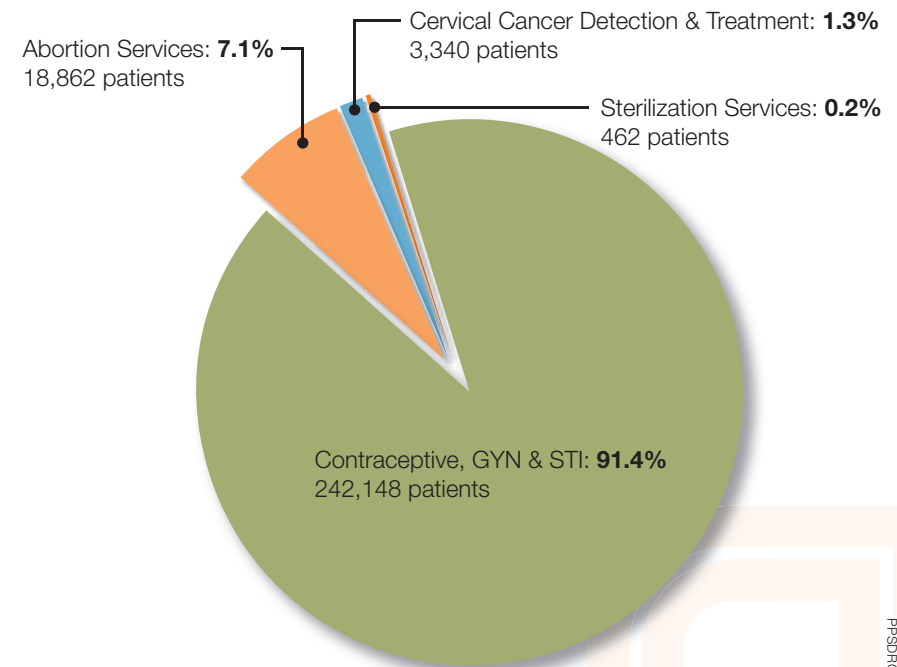
Total Expenses = \$44,981,272

Together we... Thrive



Together, we increased access to care by expanding our hours and increasing efficiency of center operations. In 2008, our 19 health centers served more patients than ever before.

Patient Services



2008 Medical Visits

Total Patient Visits = 264,812

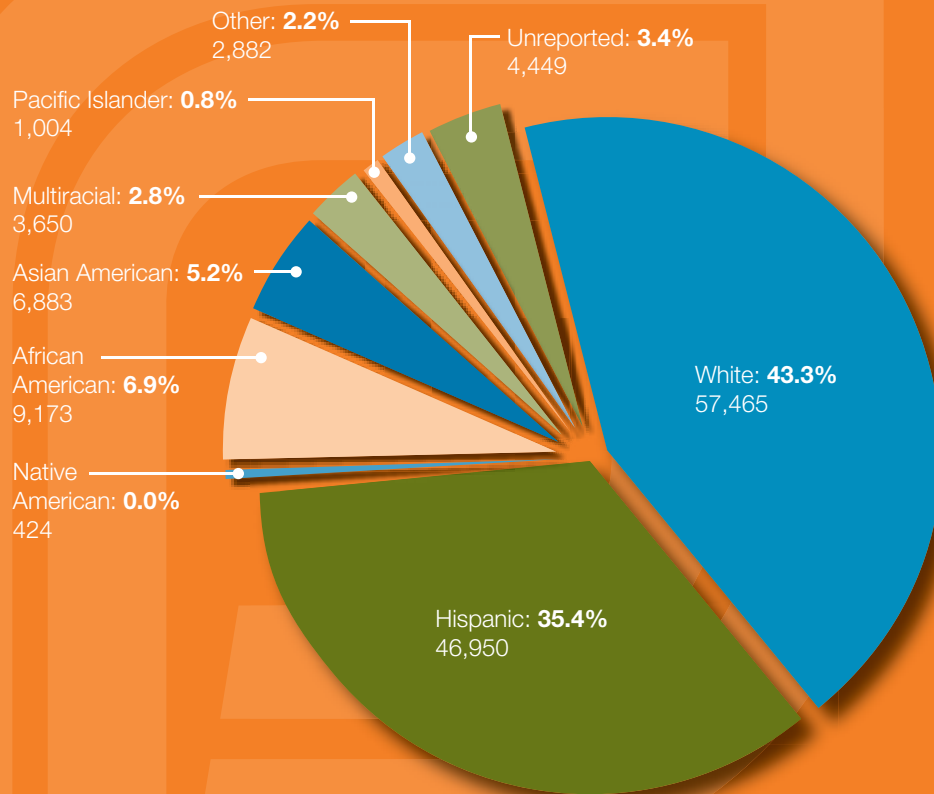
Patient Services

- We served 24,000 more patient visits than in 2007.
- With funding support from the Riverside Community Health Foundation and two anonymous donors, we implemented innovative services such as Essure, a nonsurgical sterilization method for women; Implanon, a long-acting contraceptive implant; and Gardasil, a vaccine that reduces the risk of acquiring the human papilloma virus strains (HPV) that cause 70% of all cervical cancer.
- We increased our collaboration with local partners and took our services to the community by offering Gardasil education and vaccines at neighborhood events, reducing poor sexual health outcomes and addressing unmet needs in underserved communities.
- We implemented “Plan Now, Pay Later,” a program that reduces the risk of unintended pregnancy by supplying patients with a year’s supply of birth control in one visit. This program, initiated with support from Andy Achterkirchen, bills patients monthly and relieves them of the burden of returning to the clinic or pharmacy for prescription refills.
- Planned Parenthood’s new line of branded condoms, Proper Attire®, debuted at our centers as a “must-have” fashion accessory. These condoms are designed, packaged and marketed with women in mind, encouraging them to take charge of their own sexual health.
- We restructured Patient Services to decentralize leadership, decision-making and services with the goal of tailoring services to fulfill the unmet needs of the many diverse communities that we serve.
- Quality management was enhanced by developing strong, shared clinical leadership at each health center. We also began implementing electronic medical records (EMR), which will ultimately result in higher patient satisfaction and improved clinic flow.
- We furthered our commitment to expanding access to abortion services through on-site research and training. We trained 38 physicians and five advanced practice clinicians to provide the procedure. Additionally, we were recognized as a best practice model and training site for a delegation of Mexico City health officials.
- We continue to explore innovative ways to deliver medical services and enhance the overall experience of our patients, including telemedicine, new staff scheduling, digital signage programs (an exciting way to educate patients in the waiting rooms), and the provision of services outside of our centers.
- We addressed staffing challenges created by the nationwide nursing shortage by implementing a market-driven compensation strategy, enhancing job satisfaction and growth opportunities to recruit and retain high-quality clinicians. The current vacancy rate is the lowest in our history.

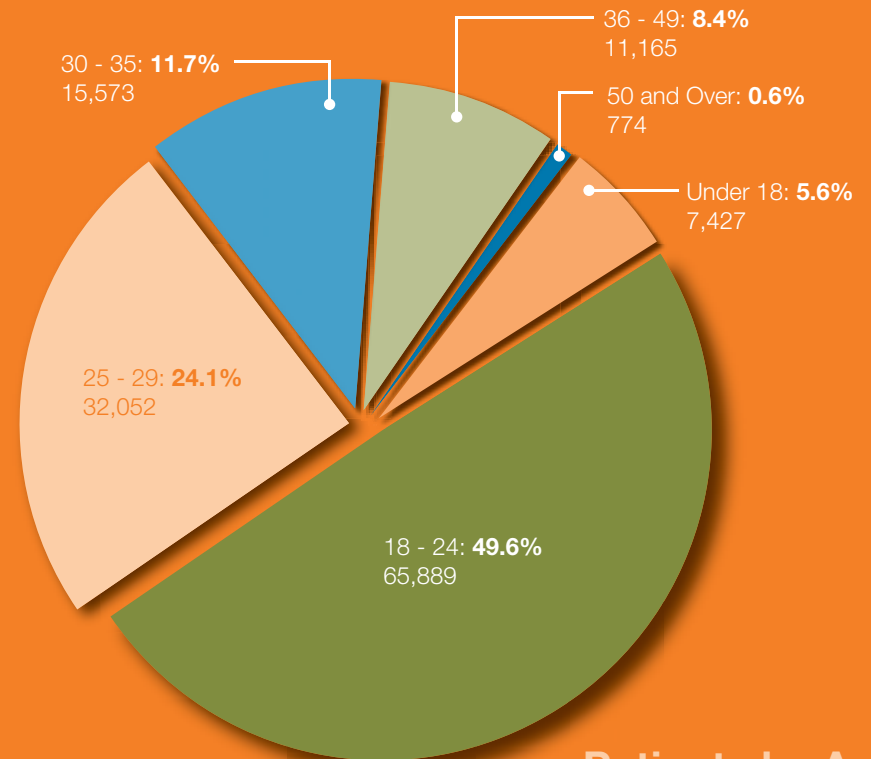


Together we... Unite

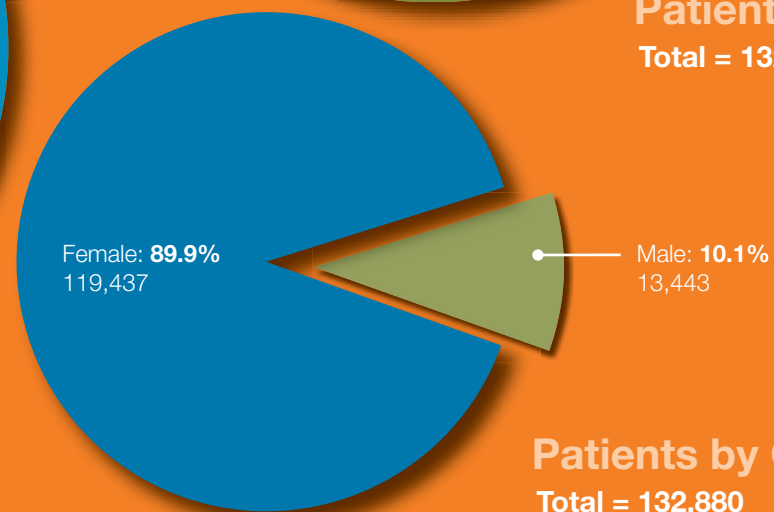
Patient Demographics 2008



Patients by Race/Ethnicity
Total = 132,880



Patients by Age
Total = 132,880



Patients by Gender
Total = 132,880



We are here...
**For Your
Family**

“

A plan you can
love with

”





Together, we empowered adults and teens to make healthy life choices and positive decisions about their sexuality.

The Carolyn Shuck Education & Training Center

High School Education.....	5,083
Middle School Education.....	192
Elementary School Education.....	530
Peer Educators.....	52
Teen Parent Programs.....	144
Parent Child Communication Program.....	167
Ask Edna Requests.....	258
Other Education and Outreach.....	8,818
Professional Training.....	754

Together we...
Learn

2008 Education Contacts

Total Contacts = 15,998



The Carolyn Shuck Education & Training Center

- We gave more than 5,000 high school students the education and resources needed to make healthy choices regarding their sexuality.
- We offered the Youth Development Program (YDP) to more than 700 elementary and middle school youth in communities with some of the highest rates of teen pregnancy and sexually transmitted infection. YDP provided education, skills and support to motivate participants to plan positive futures.
- Our 52 peer educators created a comfortable, school-based environment in which to provide healthy sexuality messages to their peers, enabling them to make smart, positive choices.
- We used social media and the Planned Parenthood website to reach teens, adults and community professionals with positive sexual health messages and information.
- Nearly 300 people contacted educators through our online “Ask Edna” column to receive advice on birth control, healthy relationships and sexuality.
- We continued working to create a broader definition of sexuality using proven strategies as part of The New 3Rs philosophy of Rights, Respect and Responsibility. We changed the focus of sexuality education from a disease model to one focusing on positive sexual health.
- 144 youth received teen parenting education to increase their understanding of the responsibilities of being a teen parent.
- 170 parents received education on becoming “askable,” learning the skills and knowledge needed to be their child’s primary sexuality resource.
- 754 professionals received training on sexuality, enabling them to reach an additional 23,000 young people.
- We provided approximately 5,000 hours of education and training to youth, adults and professionals in our region.



“

Whether you're
just starting out
or your family
is complete

”



We are here...
For You

Together, we defended access to the full range of reproductive health care and comprehensive sexuality education.

Together we... Defend

Advocacy

Participants in Sacramento Capitol Day to Lobby Legislature.....	81
Community Presentations.....	150
Active Volunteers.....	350
Phone Calls to Voters Opposing Proposition 4.....	22,500
Planned Parenthood E-mail Activists.....	27,000

2008 Advocacy Actions

Total Activists = 50,081



Advocacy

- We protected young women from a third attempt to enact a dangerous parental notification initiative that would have put vulnerable teens in harm's way. Our Board of Directors, community volunteers and staff members worked countless hours talking to voters about the importance of protecting teen safety.
- Our Board of Directors and staff members strengthened alliances with medical associations, clergy, educational groups, school counselors and civil rights organizations to defeat Proposition 4 and work collaboratively on real solutions for creating healthy family communication.
- Our lobbying efforts helped protect vitally important reproductive health services such as California's Family Planning, Access, Care and Treatment (FPACT) program. Planned Parenthood public affairs staff and hundreds of supporters contacted legislators to advocate for the critical role family planning plays in promoting women's health.
- Thanks to a very generous donation to our Republicans for Choice program, we were able to hire a full-time Republicans for Choice Coordinator, making us the only Planned Parenthood affiliate in the nation to have an employee dedicated to this important program.
- Our VOX (Voices for Planned Parenthood) college activists collected nearly 1,000 postcards during the nationwide Affordable Birth Control campaign, calling on Congress to fix a legislative error that caused the cost of birth control to skyrocket for women across the country, primarily at community safety net clinics and college health centers.
- We brought nearly 100 teens, staff members and VOX activists to Capitol Day in Sacramento, joining 600 participants from California's eight other Planned Parenthood affiliates. Participants lobbied 29 legislative offices, held a large rally on the capitol steps, and conducted a series of activist training workshops.
- Through our political arm, the Action Fund, we helped elect a pro-choice president and vice president who support affordable birth control and comprehensive sexuality education. Our electoral efforts also helped to send two new pro-choice members to the California State Assembly.



20th Binational Affairs Anniversary



Our internationally recognized Binational Program, a renowned partnership between PPSDRC and Fronteras Unidas Pro Salud (FUPS), celebrated its 20th anniversary in 2008.



Above: Agricultural workers in cauliflower fields in eastern Riverside County.
Left: Promotoras serving the Mixteco population in Tijuana, Mexico.

Our Binational Affairs department continued to offer community-based health care in the Coachella Valley migrant worker communities through the use of “promotoras,” health educators who provide peer-to-peer educational services and make clinical referrals within their communities.

Additionally, the program has helped secure the success of our sister affiliate to the south through coordinated care and developing solutions to fully serve both sides of the border. In the Baja California region of Mexico, FUPS served a total of 58,189 patients at eight community clinics, 35 local factories, and the state-of-the-art Andrés Achterkirchen Center. Additionally, 63 promotoras reached out to 35,987 residents.

Thank You

2008 Donors

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. We appreciate the opportunity to correct our records. To make corrections, please call the Development Department at (619) 881-4626, or email mveta@planned.org.

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

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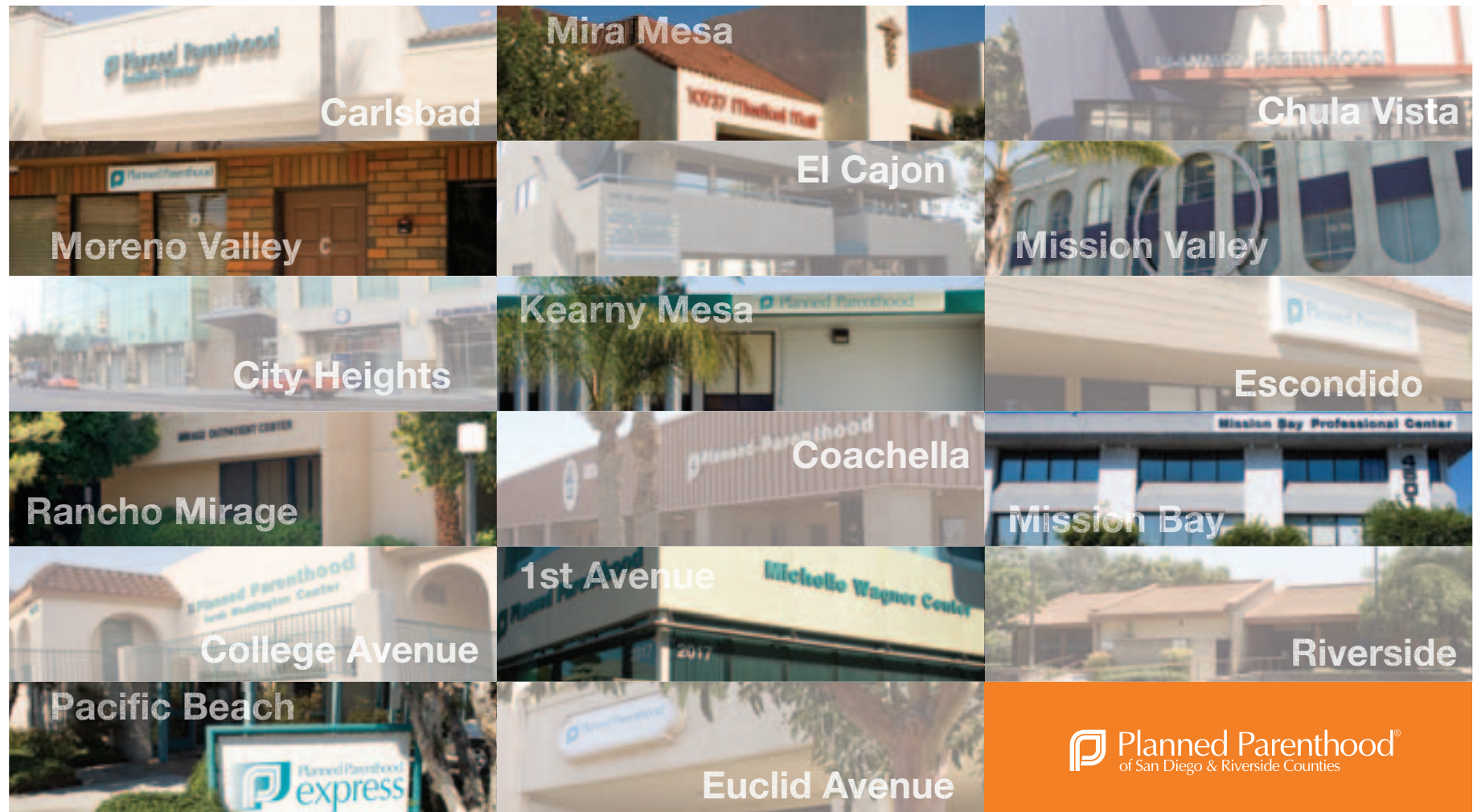
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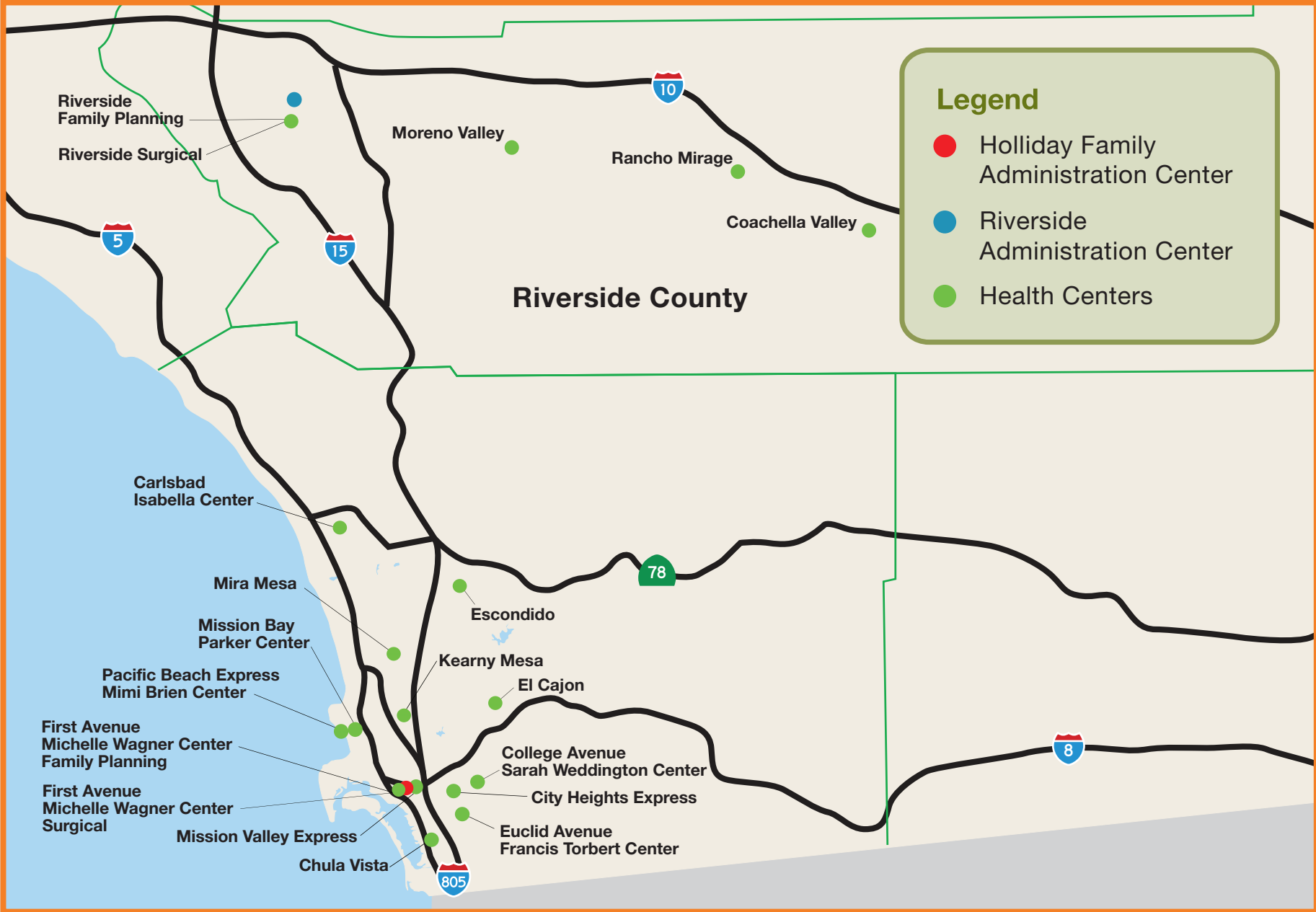
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List as of 12-31-2008



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Planned Parenthood of San Diego & Riverside Counties Administration and Health Centers Map





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

Riverside Administration Center
3845 10th St.
Riverside, CA 92501
(951) 222-3126

SAN DIEGO COUNTY & RIVERSIDE COUNTY HEALTH CENTERS

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

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

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

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

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

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

El Cajon
1685 E. Main St., #301
El Cajon, CA 92020

Escondido
347 W. Mission Ave.
Escondido, CA 92025

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

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

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

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

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

Mission Valley Express
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San Diego, CA 92108

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

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San Diego, CA 92109

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Rancho Mirage, CA 92270

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