



healthmatters.

Oxnard Health Center Opens! PPCCC Opened its 6th Health Center on May 24, 2021

Planned Parenthood California Central Coast’s vision is a future where all people have equitable opportunity to experience health and wellness. This includes high-quality sexual and reproductive health care provided with respect and without judgement. Our top priority is ensuring the health and safety of our communities, and that is why we have expanded access to care in Oxnard.

Many people in Oxnard already must overcome systemic barriers - including a broken criminal justice system, an unjust immigration system, and discrimination based on race or identity as people of color, or people with low incomes. As the most populous city in PPCCC’s three-county service area, at an estimated 210,000 residents, Oxnard is home to many people who face numerous barriers to sexual and reproductive health care.

- *It is estimated that 16% of residents are uninsured and 12% live below the poverty line.*
- *Nearly 20,000 Oxnard residents living below the federal poverty line have not sought care from a primary care provider.*
- *The Guttmacher institute estimates there are 104,390 women between the ages of 13-44 in Ventura County with a potential need for contraceptive services and supplies.*

This new health center expansion reflects our urgent organizational priority to advance health equity. At PPCCC our commitment to advancing health equity includes improving access to care in underserved and underrepresented communities. Oxnard is an opportunity for us to expand access and reach more people.

Planned Parenthood currently operates two health centers in Ventura County: Ventura and Thousand Oaks. This forces many patients in Oxnard to travel to other Planned Parenthood health centers for care. Last fiscal year, nearly 50% of those treated in Ventura lived in Oxnard and Port Hueneme. Transportation is yet another barrier that is preventing people in Oxnard from getting the care they need, which is why opening this health center is so critical.

As you know, Planned Parenthood is a leader in providing the preventive care that keeps people healthy, including cancer screenings, sexually transmitted infection (STI) screenings and treatment, and birth control. In the State of California, STIs have been on the rise since 2015. Black, Indigenous, and people of color (BIPOC) experience unintended pregnancies and STIs at higher rates than white people. These disparities reflect systemic barriers to care due to social and institutional discrimination, in addition to social determinants of health which adversely and disproportionately affect people of color such as insufficient access to transportation and medical insurance.

Planned Parenthood has been part of the Oxnard community for many years as advocates and educators, striving to keep people and families healthy.

Our new, state-of-the-art, conveniently located health center offers a wide range of lifesaving and confidential reproductive health care services to individuals. The Oxnard Health Center will be open Mondays, Fridays, and Saturdays. The health center team includes bilingual and trilingual staff who speak English, Spanish and Mixtec.

We are excited for this new Planned Parenthood health center in Oxnard to help improve health outcomes and close health disparities.



PPCCC Welcomes Luz Reyes-Martin

Planned Parenthood California Central Coast is honored to announce Luz Reyes-Martin as its new Vice President of Community Engagement. This position oversees public policy, communications, and education for PPCCC and serves as the Vice President of the Planned Parenthood Central Coast Action Fund, the organization's separate lobbying and electoral arm.

Luz Reyes-Martin comes to PPCCC with extensive, executive-level experience in local government, public policy, communications and education. She is a passionate advocate for diversity, equity and inclusion. In addition to her extensive professional experience, Luz is an involved community volunteer. Among her numerous Board roles, Luz has served on the Planned Parenthood Central Coast Action Fund Board of Directors from 2017 - 2021.



Her most recent position was as Executive Director of Public Affairs and Communications for Santa Barbara City College. She holds two master's degrees from the University of Southern California and is currently pursuing a doctoral degree in public policy and administration.

"Luz Reyes-Martin is joining us at a critical moment for PPCCC. We are thrilled to welcome her to the team and are eager for her leadership to partner with our communities to advance reproductive freedom." - Jenna Tosh, President & CEO

Reproductive Health, Rights, and Justice

It is important to distinguish the difference between reproductive health, reproductive rights, and reproductive justice.

Reproductive health (services) emphasizes necessary reproductive health services.

Reproductive rights (laws) emphasize gaining constitutionally framed legal protections for those services.

Reproductive justice (equity) emphasizes the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities.

Loretta Ross, one of the founders of the term Reproductive Justice, describes its conceptualization:

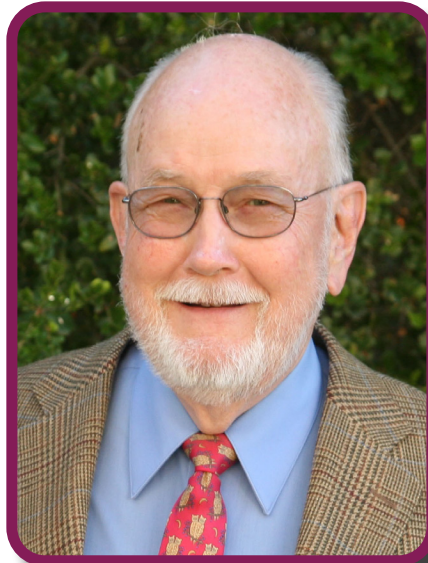
"The concept of Reproductive Justice began to take shape when members of a women of color delegation returned from the 1994 International Conference on Population and Development in Cairo, Egypt. Shortly after, a group of Black women caucused at the Illinois Pro-Choice Alliance Conference in Chicago. The group became known as Women of African Descent for Reproductive Justice. They decided to devise a strategy to challenge the proposed healthcare reform campaign by the Clinton Administration that did not include guaranteeing access to abortion. Not wanting to use the language of 'choice' because they represented communities with few real choices, they integrated the concepts of reproductive rights, social justice, and human rights to launch the term 'Reproductive Justice.' Their signature ad in the Washington Post debuted the term reproductive justice in 1994."

In practice, reproductive justice centers the most vulnerable communities and lifts up the leadership of those most impacted by harmful systems of sexual and reproductive oppression.

Dick Jensen Fight Forward Fund

Honoring Dick Jensen: August 1937 - November 2020

For over 50 years, Dick Jensen was invested in Planned Parenthood California Central Coast. His gifts of volunteer time, professional expertise, and financial contributions have guided, influenced and supported our affiliate's growth from a single clinic in Santa Barbara to six reproductive health centers serving more than 30,000 people throughout the Central Coast.



An avid supporter of Planned Parenthood, Dick strongly believed in the importance of a person's right to choose whether and when they will have children. He served several terms on our Board of Directors, including two terms as Board Chair; served on or as chair of various Board Committees, including executive, finance, planning, nominating, personnel and audit; and chaired fundraising committees for two of our service expansion campaigns. Additionally, he has served on the boards of Planned Parenthood in Santa Cruz/San Jose and Planned Parenthood Federation of America.

Dick's contributions to Planned Parenthood went beyond his knowledge of finance and business. He was well-known for his humor and wit and was a valued member of our Planned Parenthood family.

We are so excited we can recognize Dick for his 50 years of dedication to PPCCC by introducing the Dick Jensen Fight Forward Fund. This fund will enable PPCCC to invest in policies, partnerships, and programs that will protect and advance reproductive freedom.

We hope you will join us in honoring Dick for his many contributions to Planned Parenthood and the reproductive rights movement. If you would like to make a donation to the Dick Jensen Fight Forward Fund, please check the box indicating so on your response device or contact Lindsay at 805-722-1522.

When we all help one another, everybody wins

how YOU can help

1

Safe, secure online donations:

Your gift to PPCCC is protected by VeriSign. Enjoy secure credit card convenience when you visit ppcentralcoast.org and click the "Donate" link at the top of the page.

2

Pledge your monthly support:

A small amount each month makes an important difference each year. Call Zoe to start your monthly giving: 805.722.1517.

3

Remember PPCCC in your will:

"Tomorrow's dollars" are just as important as "today's dollars." Adding a charitable bequest to your existing will takes just a quick phone call to your legal or estate planning advisor. Call Lindsay Soleimani for more information: 805.722.1522.

4

Volunteer

We are always looking for volunteers for the Mary Jane McCord Planned Parenthood Book Sale. Our volunteers work year-round sorting and pricing books for the sale. If you are interested in volunteering please visit ppcccbooksale.com.

Looking for other volunteer opportunities with PPCCC? Please email volunteers@ppcentralcoast.org

ppcentralcoast.org

Sherry Madsen has Retired from PPCCC

After 21 years as Vice President of Development for Planned Parenthood California Central Coast, Sherry Madsen retired this January.

Many of you have had the pleasure of meeting or working with Sherry throughout her tenure at PPCCC. She is an amazing fundraiser and an advocate for Planned Parenthood. When Sherry started in 1999, our affiliate was PPSBVSLO—Planned Parenthood of Santa Barbara, Ventura, and San Luis Obispo Counties—with an annual budget of \$4 million, and a fundraising goal of \$650,000. Last year, PPCCC’s budget was \$22 million, and under Sherry’s leadership, we raised \$3.5 million.

Throughout her 21 years here at PPCCC, Sherry helped raise over \$80 million – and has made amazing connections for PPCCC with the Central Coast community.

Thank you Sherry! You have helped thousands of individuals receive essential, and often lifesaving, reproductive health care and sex education. We wish you the best of luck in your retirement!

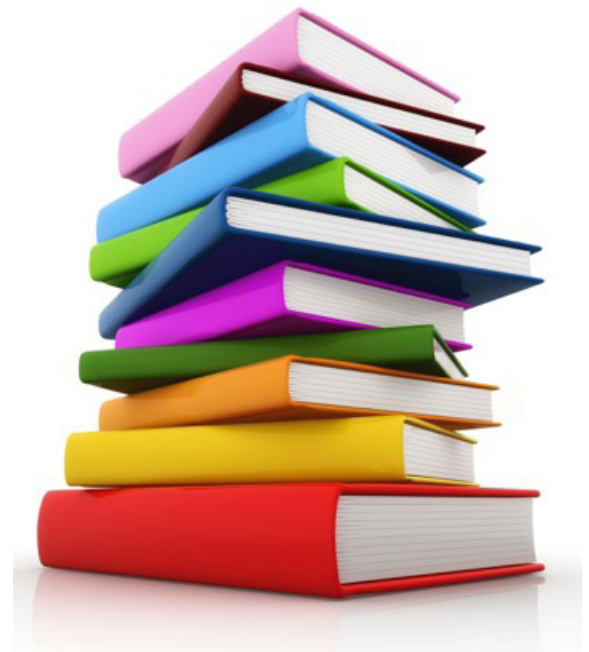


THE MARY JANE McCORD Planned Parenthood ANNUAL BOOK SALE

Our Annual Book Sale is back this year at the Earl Warren Showgrounds!

**Save the Date
September 16th - 26th, 2021**

For more information on our upcoming sale, and how to donate books year-round, please visit: ppcccbooksale.com.



GO GREEN! *If you would like to receive this newsletter via email only, please email development@ppcentralcoast.org or call 805.214.3530 to update your preferences.*