

CHOICE Remarks

SPRING 2018

GETTING INVOLVED

Summer is coming and that means fair season for UHPP. We are looking for volunteers to work with staff at outreach events. If you are interested in volunteering with UHPP, please visit our website at uhpp.org.



Finding the Right Birth Control

What is birth control counseling? Each patient that comes to Planned Parenthood looking for birth control works with a clinician to find the method that is right for them. Counseling patients on the best forms of birth control cuts the rate of unintended pregnancy nearly in half, according to a study by *The Lancet*.

"Short-term, long-acting, with hormones, hormone-free, low-maintenance and flexible. We've come a long way regarding the contraceptive options we can offer our patients," says Brianna Samson, PA-C, UHPP Lead Clinician & Medical Standards Manager.

"From the woman who started Depo injections because her partner wanted her to be pregnant but she wasn't ready, or the teen who chose to start pills because that's what her friends used and they planned to keep each other accountable, to the trans man who got an IUC to eliminate his menses without interfering with his hormone replacement therapy, everyone chooses a method for a different reason,"

"More important than the choice we have is how we talk about these choices. It's important that patients feel empowered and involved in the decision-making process because that makes them more likely to continue and to correctly use a birth control method. We understand that birth control isn't 'one size fits all' and we're committed to finding a method that makes every patient feel satisfied, protected, and in control," Brianna added.

"It's important that patients feel empowered and involved in the decision-making process."

-Brianna Samson, PA-C,
UHPP Lead Clinician
& Medical Standards
Manager



UHPP had 8,783 birth control visits in 2017.

You have 99 problems but your birth control shouldn't be one



Make an appointment online!

 **Planned Parenthood**

This spring, UHPP launched a marketing campaign called *99 Problems* to highlight the importance of finding the right method for each individual patient. The campaign is a mix of online, social and traditional media that includes Pandora, Facebook/Instagram, YouTube, and TV. All the online advertising is linked to making an appointment online. *"The ability to see or hear Planned Parenthood's ad and then click a direct link to make an appointment has helped eliminate barriers for many of our patients. The listener can make an appointment from their phone for a date and time that works for them,"* explains Katherine S. Bruno, UHPP Chief Experience Officer. Currently, more than 30% of UHPP's appointments are made online.

WLC: Member Spotlight on Dr. Bridget Finn

"After the 2016 Presidential election, I felt a responsibility to the millions of women who rely on the outstanding, accessible, and judgment-free sexual health care they receive with Planned Parenthood. I immediately joined the [Women's Leadership Circle](#), which provides me with a way to make a meaningful contribution to the organization and its services and patients through financial support and public advocacy. At the age of 17, I had an unwanted pregnancy. I chose to terminate my pregnancy and Planned Parenthood helped me navigate that decision with great care, sensitivity, and professionalism. That was 36 years ago. Since then, I have devoted my educational pursuits, research interests, professional endeavors, and political advocacy to all things sexuality and sexual health care. I feel a deep responsibility to participate in activities that serve to provide continued access to safe, legal abortion services and comprehensive reproductive/sexual health care for anyone who needs it." Dr. Bridget M. Finn is the Founder and President of the Capital Region Center for Sexual Health in Troy. You can find out more information at CRCSHNY.com or read her full story at uhpp.org.



The **Women's Leadership Circle** is a group of incredible women, like Bridget, who take a public stand for Planned Parenthood's mission and services. To learn more about this program go to uhpp.org or contact Rachel at rachel@uhpp.org.

Youth Health Promoters Launch Social Media Campaign

UHPP's Youth Health Promoters (YHP's) launched their second social media campaign of 2018. The YHPs wrote, produced and recorded a 30 second Pandora ad and created a 15 second video for Facebook and YouTube that focused on getting tested for STDs. The campaign targets young people aged 13 to 21 in the four counties UHPP serves. The campaign has a direct link in the ad to make an appointment online and to get tested.

The previous YHP Pandora campaign that ran from January to March of 2018 resulted in **635,258** impressions delivered to our target audience, **360** clicks to our landing page where you make an appointment, and reached over **20,000** unique listeners!




Fighting Forward: Supporting Cross Movement Issues

Planned Parenthood stands in solidarity with our community, whether it is fighting for the rights of the LGBTQ communities, people of color, immigrants, victims and survivors of sexual assault, or anyone who feels threatened or marginalized. At a recent Teach-in event at UHPP, community partners participated in a panel discussion to educate our supporters on the importance of lending our privilege to amplify the voice of others.

At the event Nicole Carvalho, UHPP Public Affairs and Volunteer Coordinator, shared by saying, "now more than ever we need to come together because when we elevate those most marginalized within our society, we all succeed. When people live free from fear, free from oppression and have the ability to live their most authentic and honest truth, we progress toward a most perfect version of the world." Thank you to our panelists from In Our Own Voices, Columbia County Sanctuary Movement and Albany County Crime Victim and Sexual Violence Center.


 **UHPP Advocates of NY:**
facebook.com/UHPPANY

 **UHPP YouTube page:**
youtube.com/theuhpp

 **UHPP Sex+Health+Truth blog:**
<http://sex-health-truth.blogspot.com>

 **UHPP Tumblr:**
omgpp.tumblr.com

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