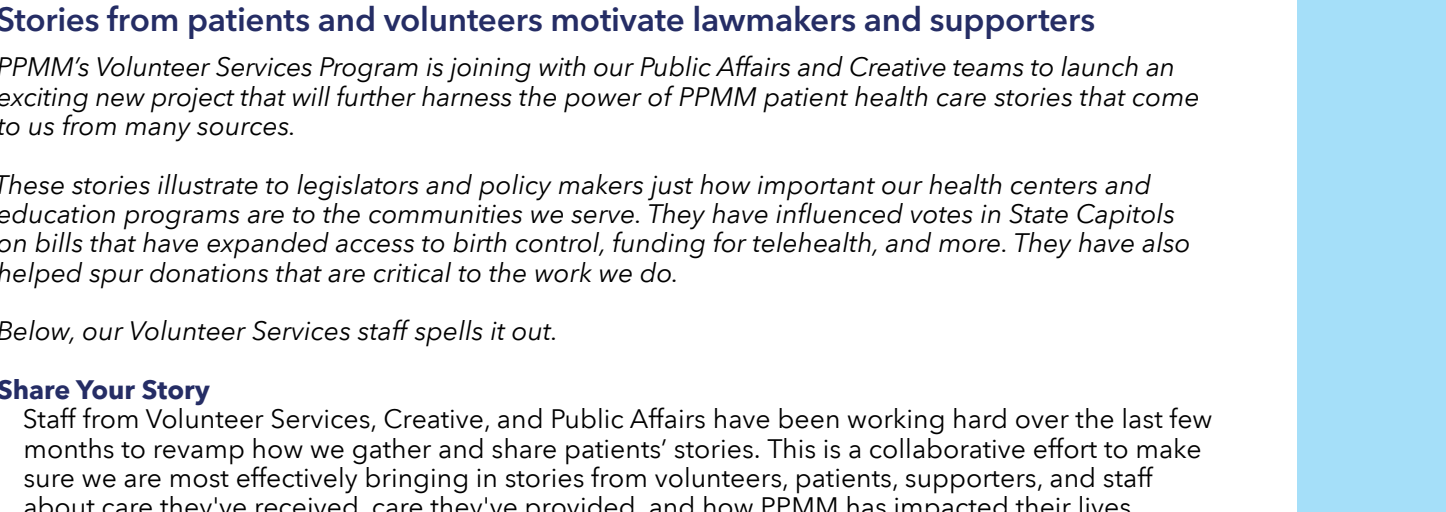


The Full Mar Monte

SUPPORTERS
EDITION

Revamping our most powerful advocacy tool: Personal stories of PPMM health care



Left to Right: Volunteer Services Program Coord. Justine, Volunteer Services Program Mgr. Lee, Volunteer Services Program Dir. Mel

Stories from patients and volunteers motivate lawmakers and supporters

PPMM's *Volunteer Services Program* is joining with our *Public Affairs and Creative teams* to launch an exciting new project that will further harness the power of PPMM patient health care stories that come to us from many sources.

These stories illustrate to legislators and policy makers just how important our health care and education programs are to the communities we serve. They have influenced votes in State Capitols on bills that have expanded access to birth control, funding for telehealth, and more. They have also helped spur donations that are critical to the work we do.

Below, our Volunteer Services staff spells it out.

Share Your Story

Staff from Volunteer Services, Creative, and Public Affairs have been working hard over the last few months to revamp how we gather and share patients' stories. This is a collaborative effort to make sure we are most effectively bringing in stories from volunteers, patients, supporters, and staff about care they've received, care they've provided, and how PPMM has impacted their lives.

We are working to highlight the authentic voices of our patients and supporters while also making sure that it is a reciprocal relationship between PPMM and the storyteller-volunteers. Volunteer Services staff will nurture that relationship, with follow-up calls and more opportunities for engagement, after people have volunteered to share that first important story.

As we explain below, there are lots of different ways to share your story. Anyone who participates in the importance of PPMM's mission and work! **As always, any stories we share will strictly conform to HIPAA standards of ethics and confidentiality.**

Join us in growing our storyteller program by sharing your story and spreading the word about the importance of PPMM's mission and work! **As always, any stories we share will strictly conform to HIPAA standards of ethics and confidentiality.**

External Storyteller Form: You can share this link publicly with people so they can share their story with us directly.

Why is storytelling important?

Personal stories about how Planned Parenthood has helped people in their lives are the most effective tools we have to influence legislation, raise funding for services, and recruit more supporters.

Who can share their story?

All patients and supporters can share their stories. You can share a story about care you've received at Planned Parenthood or other ways that PPMM has impacted you, your family, or your community.

You can also share stories that have been shared with you by patients and community members (like a caregiver) who have agreed to share their story with you. These are people who agree to use their names or be on camera will also sign clear and concise consent forms, as our many past story-tellers have.

What types of stories are you looking for?

We are looking for all types of stories, big and small. We want to uplift a broad range of stories and perspectives to help show lawmakers, the media, and supporters just what we're fighting and advocating for. Your story can be about accessing birth control, abortion, cancer screenings, or STI treatment and testing, challenges affording health care, receiving or providing gender affirming care, how comprehensive sex education affected your life, and more.

Your stories can be as long or short as you like. It's helpful to include not just what happened, but how it impacted you. Maybe getting birth control from PP allowed you to pursue higher education, or maybe hearing about how a family member couldn't access safe and legal abortion inspired you to work to make sure other people don't face that barrier.

How are stories shared?

There are many ways we can share these real-life experiences, ranging from anonymous stories in an appeal letter, to written stories in a signed newspaper op-ed, to recorded voiceovers or on-camera videos that we present to policy-makers.

It is crucial that storytellers maintain agency over how their stories are shared, so, before sharing your story, we will get your approval for how you want it to be shared.

What happens after I complete the form?

After you complete the form, a staff member that is trained in storytelling will follow up with the storyteller within 72 hours. They will confirm with you how you want to share your story. (It can be anonymous).

Other questions?

Email: melissa_stephens@ppmmonte.org

Thank you for being willing to share your personal experience as part of our mission to ensure that we have the legislative protections, funding, and support to continue providing essential health care for everyone in our communities.

West Oakland health center closed on June 30

Search is on for a new, larger site to serve more patients

PPMM's West Oakland health center, which has served thousands of Oakland residents, closed on June 30 so we can find a new facility to accommodate our growing number of patients in the community. In the meantime, West Oakland staff are working in other health centers, and all of our West Oakland patients can be served at the Coliseum health center or via telehealth at any of our other sites.

This provides an exciting opportunity in 2022 for PPMM to expand to a new site that will be thoughtfully constructed and meet our standards. We are proud to serve the residents of Oakland and the East Bay who need us.

A snapshot of PPMM patients in West Oakland:

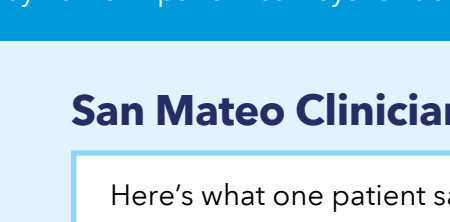
- The West Oakland health center typically serves nearly 4,000 unique patients per year.
- Over 70% are under 30.
- 67% live below 100% of the Federal poverty level
- 81% are insured by Medi-Cal or Family PACT
- 82% identify as women
- 35% are Black, 24% Latinx, 20% white, 9% Asian
- Nearly 80% live in Oakland

PPMM videos on a screen near you!

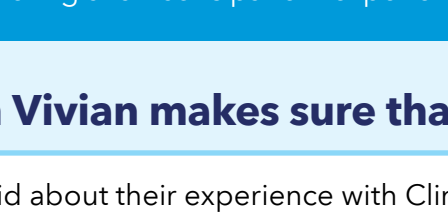
Since the beginning of this year, PPMM's Creative team has produced a series of short (1-3 min) videos, highlighting the ways we serve our communities. They show the amazing work of our affiliates as they respond to the pandemic by establishing gender affirming care to providing abortion care in regions that are "abortion deserts."

Some of these videos have premiered at major fundraising events presented by the Development team, and they have been posted on our social media channels. Some have also been shared with California state legislators.

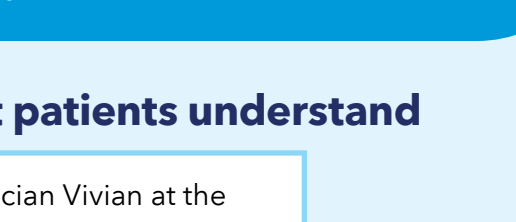
We encourage you to check them out, too – and feel free to share them on your personal social media.



PPMM service in the Central Valley, May 2021, from Capital Dinner fundraiser. 4:30 min./sec.



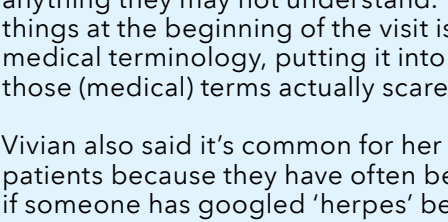
Fresno Clinician Dr. Danielle Harik, discussing how her family medicine patients have benefited from telehealth (sent to California legislators in April, 2021). 1:30 min./sec.



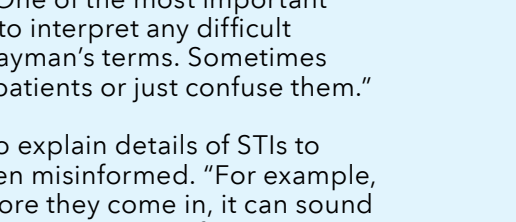
PPMM's COVID-19 Response, from March 2021 Peninsula Breakfast fundraiser. 3:42 min./sec.



Mountain View Peninsula Center, from March 2021 Peninsula Breakfast fundraiser. 3:30 min./sec.



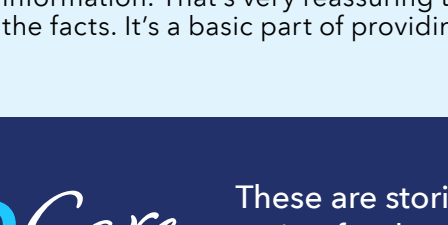
COVID Response - video, Monterey County, February - March, 2021. 4 min.



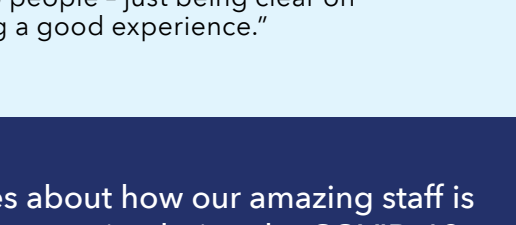
Dr. Cassy Friedrich, Gender Affirming Care, from FY21 Impact Report. 1 min.



HSS Kim, Coliseum HC, re. abortion patients, from FY21 Impact Report. 1 min.



Maureen, young former birth control patient, NV, from FY21 Impact Report. 1 min.

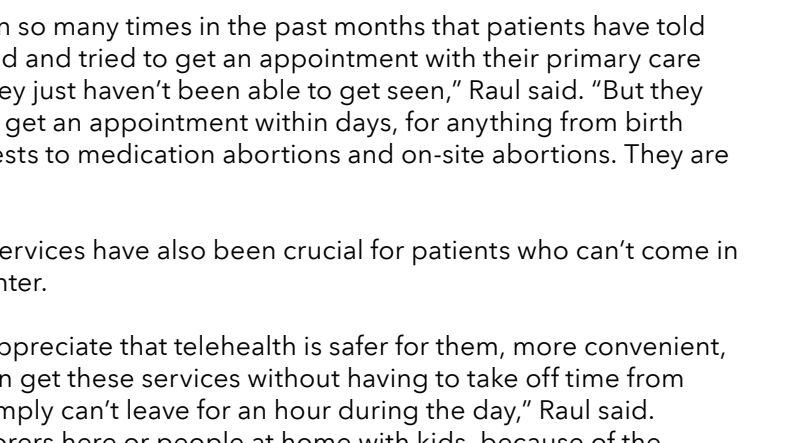


Bernadine, former abortion patient, Santa Cruz, from FY21 Impact Report. 1 min.

Woodland staff highlights great communication - with patients and each other

Every month, we ask the staff at one of our health centers to answer questions about the work they do.

What are you most proud of about the way your health center has responded, to patients and each other, during the COVID-19 pandemic?



Staff at Woodland health center, just north of Sacramento

You don't work for Planned Parenthood if a challenge scares you, but we are particularly proud of our team because when faced with the challenges presented by COVID-19 we went above and beyond – continuing to support each other, despite our own fears, pulling together as a team to manage staff shortages, taking the initiative to become educated about the virus so we could answer our patients questions with solid, science-based facts, and working together to provide a safe environment for our community.

How would you describe the culture at your health center?

We are committed to creating an inclusive, non-judgmental environment for both our staff and our patients. We encourage sharing ideas and growth through education and an eagerness to learn. The cornerstone of our health center is open unbiased communication, with each other as well as with our patients.

And our patients let us know how much they appreciate us and the great experiences they have with us: "I will return because you used the right name. My previous clinic said they would only use the name I was born with." At Woodland/PPMM we are breaking down barriers!

How does your health center staff best reflect the values of PPMM?

We tend to the team! During 2020, one of the challenges of coping with COVID-19 has been balancing staff-shortages with providing to continue consistent, compassionate care at the same high standards we are used to providing. Our team has come together to share the load with each patient encounter by supporting each other, cross-talking to cover each role, and sharing innovative ideas for patient care.

And our efforts as a team haven't gone unnoticed. Patients have expressed to us how much they appreciate our staff time and again. One example of this is how far some of our patients will travel - sometimes over an hour - just to be seen at our health center.

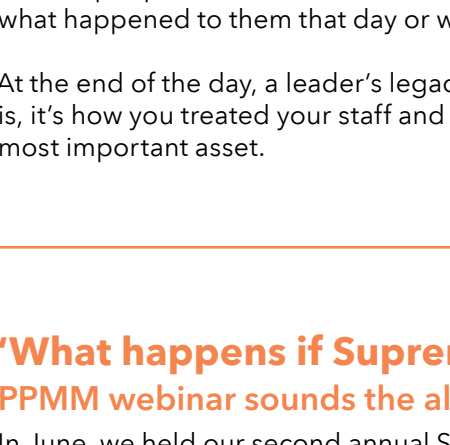
Being Memorable

In this space, we spotlight health center staff members who have been mentioned by name in patient surveys for delivering a fantastic patient experience.

San Mateo Clinician Vivian makes sure that patients understand

Here's what one patient said about their experience with Clinician Vivian at the San Mateo health center:

"Vivian and Clance were fantastic, highly recommend. I could not get into my doctor until end of July and Planned Parenthood got me in the next day. Thank you!"



Clinician Vivian

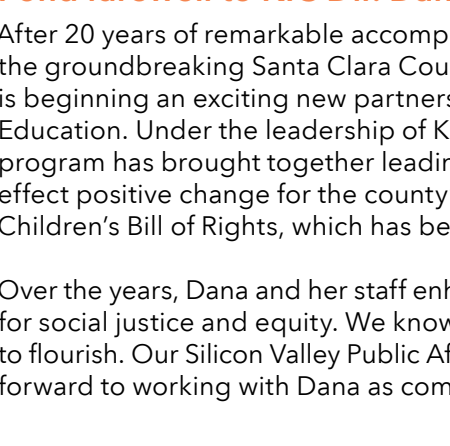
When she sits down to speak with a patient at the San Mateo health center, Vivian says she wants to be sure to demystify anything they may not understand. "One of the most important things at the beginning of the visit is to interpret any difficult medical terminology, putting it into layman's terms. Sometimes those (medical) terms actually scare patients or just confuse them."

Vivian also said it's common for her to explain details of STIs to patients because they have often been misinformed. "For example, if someone has googled 'herpes' before they come in, it can sound emboldened by an ultra-conservative doctor. I always make sure they are informed that herpes is, typically, a manageable disease in healthy individuals. We have a wide variety of resources to give to patients on how to manage and prevent it from spreading."

"It's really important to me to be sure I'm meeting patients' needs, and a lot of the time that's about starting right away with information. That's very reassuring to people – just being clear on the facts. It's a basic part of providing a good experience."

COVID Care STORIES

These are stories about how our amazing staff is caring for the community during the COVID-19 pandemic. You can read more on the PPMM blog at ppmmonte.org/blog.



Bakersfield Center Manager Raul Jr.

Helping patients in an abortion-care desert

Our Bakersfield health center is located in an abortion-care desert, and providing health care services here is difficult because of low income, inflexible work hours, or no insurance. Especially during the pandemic.

Raul Jr., who manages our Bakersfield site, said that during this devastating public health crisis, our patients are constantly expressing gratitude that PPMM is there for them.

"There has been so many times in the past months that patients have told us they have tried and tried to get an appointment with their primary care provider, and they just haven't been able to get seen," Raul said. "But they call us, and they get an appointment within days, for anything from birth control to Pap tests to appointment abortions and on-site abortions."

Our telehealth services have also been crucial for patients who can't come in to the health center.

"Patients really appreciate that telehealth is safer for them, more convenient, and that they can get these services without having to take off time from jobs that they simply can't leave for an hour during the day," Raul said. "We see day laborers here or people at home with kids, because of the pandemic, who don't have childcare. Having a phone appointment with us is their health care access."

"Even before COVID, this health center was so important to people who live and work in this community. Now it's even more crucial."

Love Notes: Appreciation for PPMM staff, from donors and supporters

Thank you for the literal life-saving work you do every day. I look my cotton care in a PP last week to get an abortion, and she had such high praise for the staff who were nothing but kind, compassionate, helpful, patient, and non-judgmental. Thank you for being so amazing at what you do and for fighting the good fight to keep access to reproductive health care accessible for all.

-Supporter from Silicon Valley/Coast

Somehow you have gotten through this year with the care, resilience and hard work you give to your patients every day. Thank you for all you do and I hope to be down there soon again welcoming the patients as an escort.

-Donor from Fresno

Milestones & Events

Happy Platinum "Planiversary," Stacy!

PPMM CEO Stacy Cross celebrates 20 years as a Planned Parenthood leader

This month marks the twentieth year that PPMM President & CEO Stacy Cross has led a Planned Parenthood affiliate, working with a remarkable diversity of staff, patients, and communities. The Full Mar Monte came up with Stacy to ask her to reflect on what she's learned and loved about her time with Planned Parenthood over the past two decades.

In your two decades at the helm of Planned Parenthood affiliates, are there one or two stories that really stand out to you as crystallizing why you do this work?

Because I raised five kids, I became a sexual and reproductive health care resource for all of their friends. I lost friendships because I wouldn't tell parents who called me to ask if their friends were seeking care. We always protect confidentiality!

In Montana, a Washington Post reporter came for a week to see what it's like to provide abortion care in a rural state. I was shocked when I saw that one of the patients the reporter was talking to was a person who had protested outside the health center for years. Her husband had recently left her and their child, and she decided it was too difficult to care for another child, so she was having an abortion.

The patient told the reporter she was sure the staff would treat her horribly because of all the protesting she had done, but they treated her with respect and without judgment. She said this was the treatment she had hoped to receive – and didn't – from her church.

You have worked closely with four chief executives of our national organization, Freedom and Black Culture (FBC), in Gloria Felth, Cecile Richards, Dr. Leana Wen, and Alexis McGill Johnson. What are some things that stand out to you about your experience with those different leaders?

All four national CEOs have been quite different and brought distinctive skill sets to the job. Gloria had worked at an affiliate so brought a perspective that balanced the needs of affiliates and the national office. Cecile was well known because her mom had been the Governor of Texas and a really great intro to the job as well. She brought with her lobbying skills and a strong relationship with labor unions and became a tremendous fundraiser, turning PPFA's financials around by making some difficult decisions.

There was great excitement about Leana because she was a physician and would bring an understanding of the health care work.

Alexis is the perfect person to be leading PPFA right now because of the world we live in. She has such a strong professional DEI (Diversity, Equity and Inclusion) background and is moving the federation in important ways.

After 20 years at Planned Parenthood, what are you most proud of about the ways that the organization has evolved?

I'm most excited about the way PPMM has been able to use a critical analysis to expand family medicine to patients in areas where there is a critical need for family medicine. This is truly meeting the needs of our patients when no one else is willing to do so. Our expansion of behavioral health care and gender affirming care are also natural extensions of addressing our patients' needs.

At PPMM, we are fortunate to have state resources to help meet the needs of patients with lower incomes, and I'm hoping we can play an active part in helping with lower-income have access to infertility treatments.

After running two other Western affiliates before coming to PPMM, what are some of the perspectives and opportunities you see at our affiliate?

I've gained unique experiences and have worked at three different affiliates – in red states and blue states, rural, suburban, and urban – and each experience has built upon the other. When I joined, each affiliate needed a lot of the same work around thinking and acting like we're a business.

There's a saying that you can't have mission without courage, and it's a hard concept because it can sound cutthroat. But in order to provide cutting-edge care to patients and treat staff – who are the soul of what we do – the way they deserve, the organization has to be profitable.

My time at PP Montana was the most distinctive. We only had 20 employees, but we covered a vast state. I learned a lot about politics, spending hours driving great distances. Anti-abortion groups were very active at all of our health centers, and security issues were much more intense.

What are the most important things you've learned as a leader?

To treat people with kindness and compassion because you don't know what happened to them that day or what is happening in their life.

At the end of the day, a leader's legacy is not about how large the affiliate is, it's how you treated your staff and patients. Employees are PPMM's most important asset.

"What happens if Supreme Court erases Roe?"

PPMM webinar sounds the alarm and draws in donations

In June, we held our second annual State of the Affiliate SCOTUS webinar: "Abortion is Health Care," with PPMM President & CEO Stacy Cross and renowned litigation expert Helene Krasnof, Planned Parenthood Federation of America's VP for Public Policy Litigation & Law. The conversation was moderated by PPMM and PPFA board member Tanuja Bahal.

The webinar focused on the U.S. Supreme Court's decision to take up the Mississippi 15-week abortion ban, the Texas 6-week abortion ban, and myriad new abortion restrictions imposed by conservative states now emboldened by an ultra-conservative Supreme Court. We expected to make Roe irrelevant for people living in more than 20 states.

An anonymous donor offered a \$25,000 dollar-for-dollar match during the webinar to expand access to sexual and reproductive health care, including abortion care, to people across California and Nevada. PPMM is dedicated to remaining a safe haven for all people who are unable to seek abortion care in their home states.

If you would like to donate to this campaign, you can do so here. If you missed the webinar or would like to re-watch you can view it here. The password is "Ginsburg."

Kids In Common begins a new chapter outside of PPMM

Fond farewell to KIC Dir. Dana Bunnett

After 20 years of remarkable accomplishments at PPMM, Kids In Common, the groundbreaking Santa Clara County children's advocacy program, is grounding an exciting new partnership with the county's Office of Education. Under the leadership of KIC Director Dana Bunnett, the program has brought together leading policy makers in Silicon Valley to effect positive change for the county's children, such as establishing the Children's Bill of Rights, which has become a national model.

Over the years, Dana and her staff enhanced PPMM's profile as a strong ally for social justice and equity. We know that Kids in Common will continue to flourish. Our Silicon Valley Public Affairs and PPMM Education staff look forward to working with Dana as someone's partners and old friends.

KIC Dir. Dana Bunnett

The Big Picture

PPMM provides an assist with Fresno Pride proclamation

PPMM Public Affairs was part of a historic moment in Fresno this month after a resolution was passed to raise the Pride flag at City Hall during June Pride month – and it wasn't an easy path to get to there.

Our three Public Affairs staff in Fresno played a key role in supporting the Fresno Rainbow Pride Committee's efforts that secured a resolution to raise the rainbow flag – the first time any flag other than one representing the nation or the state has flown from the flagstaff at Fresno City Hall.

At first, there was resistance from the mayor and some Fresno City Council members. However, impassioned and moving testimony from members of the local LGBTQ community persuaded a supermajority of the council, including the mayor, to support the resolution.

"This is so significant because it raises awareness of LGBTQ people and their families who live here," our Fresno Public Affairs leaders, Patsy said. "It lifts up the need to recognize LGBTQ people, throughout the Central Valley, and say, 'You're welcome here. You're part of this community.' It also sparked similar actions in other communities."

Once the Pride flag resolution passed, Public Affairs staff was instrumental in getting the city to make an official proclamation of June as Pride month in Fresno. They reached out to other Central Valley communities as well, asking local LGBTQ groups if they wanted PPMM's assistance to secure similar proclamations from their local leadership.

"We know that in some communities, we may not be the best or most welcome messenger on this issue," Patsy explained. "So we asked LGBTQ groups in those areas about ways they thought we could be of most help and lift up their work."

That's what a great community partnership looks like.

Flying the colors in Fresno

Diversity, Equity, and Inclusion Committee message about Juneteenth, sent on Friday, June 18

Today, this day of celebration commemorates the emancipation of the last enslaved people in the United States on June 19, 1865. Two and a half years after the Emancipation Proclamation freed those in states that had seceded from the Union, people who were still enslaved in Texas finally learned that they had been liberated, and over 250,000 celebrated.

Now, more than 150 years later, we are still struggling to confront the racist roots of our country and to continue the work of racial justice. Remembering Juneteenth – with that feeling of triumph, resilience, and joy – has been carried on through generations, but it's only been in the last few years that the significance of this day has gained a larger audience.

BBQing to celebrate the day: (Left) Emancipation Day, June 19, 1900; (Right) Juneteenth celebration in Boston in 2018. Credit via Austin History Center, Austin Public Library

Juneteenth, also known by some as Emancipation Day or Freedom Day, has become a holiday about celebrating Black culture, history, and life. However, true celebration can't occur without recognizing the past and current struggles faced by the Black community. Think about how long it has taken for governments to even consider changing policing in America, though there have been cries for change for decades. The ongoing water crisis in Flint, Michigan is just one example of how the government is ignoring the health and safety of Black communities.

On one level, it feels like the work for racial justice is just beginning, and we need to remember that our work can happen today because of the effort and sacrifices of generations who came before us. We must honor that history and keep our eyes focused on the future.

Let's recognize this Juneteenth as a day of remembrance, a day of acknowledging strength and perseverance, a day of hope for a future free of oppression, and most of all, as a day of celebration.

Here are some recommendations on how you can join in on the celebration:

- Donating to Black organizations that support Black people. Organizations such as [Juneteenth Foundation – Celebrating Freedom and Black Culture](http://JuneteenthFoundation.com)
- Buy from Black-owned businesses and/or artists
- June is also Black Music Appreciation Month. Listen to Black artists and songs, such as Beyoncé's *Black Parade* and Black King
- Watch television programs and movies directed, written, and produced by Black people. Shows such as *Atlanta*, *Juneteenth Jamboree*, *Self Made*, *When They See Us*
- Follow @Mvmnt4BlkLives on Twitter to support the work in the community
- Read books by Black writers such as *The New Jim Crow: Mass Incarceration in the Age of Colorblindness* by Michelle Alexander; or check out *Penguin Random House's The Juneteenth Reading List*

Good Reads

June 21 (op-ed by PPMM CDO Meghan Macaluso), *Seismic Sisters/The Jolt* blog
If Roe falls, California may be a safe haven state

June 24, *Uproxx*
Planned Parenthood responds to Britney Spears' "appalling" accusation, re. IUD

Support your local Planned Parenthood today! DONATE >