



PLANNED PARENTHOOD OF SOUTHWEST AND CENTRAL FLORIDA

PROGRAM REPORT | FY2023

BRAVE.

**“Our care is our
resistance.”**

 Planned Parenthood®

Who We Are.

Every day, our dedicated staff provide excellent care to patients in the face of adversity. At Planned Parenthood of Southwest and Central Florida, our unity is our strength. **Together, we are brave.**

227 Employees

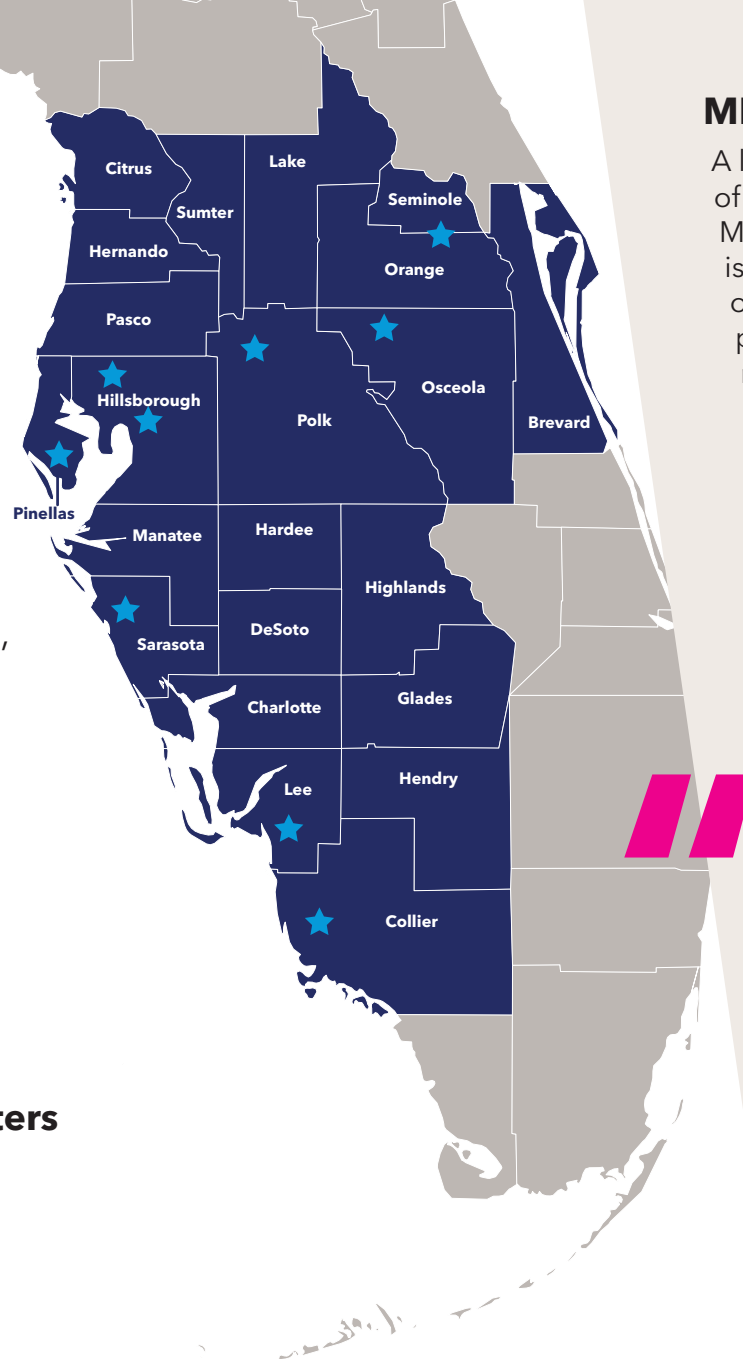
Serving **22** Counties in Southwest and Central Florida

Through **10** Health Centers
With 9 Health Center locations and
1 Virtual Health Center (telehealth)

Achieving **1** Goal:

Care. No Matter What.

*All service numbers and statistics are for FY2023 (July 1, 2022 - June 30, 2023) unless otherwise noted.
Staff Photo Credit: Barbara Banks*



MISHYA'S STORY:

A lot of people don't understand the importance of diversity, equity, and inclusivity in health care. Many organizations avoid addressing those issues in their operations. Planned Parenthood of Southwest and Central Florida is different. We provide quality care to communities that don't normally have that access.

Every individual in every community deserves to be treated with dignity, have their voices heard, and have their medical needs met.

Every day, we reexamine ourselves. We're asking "what can we do to better serve our patients, what can we do to better support our staff, and how do to bring more equity to our policies and procedures?" By bringing this lens of equity to our workplace, we're able to center marginalized communities in our mission and break down the barriers and hurdles in our health care system.

I know I can't change the entire world, but I can change *my* world and I can have a positive impact in *my* community.

The intersections of our identities affect every aspect of our lives, and working for an organization that recognizes that and engages with the community in such a meaningful way is incredible. At the end of the day, it's one of the many things that make me so proud to work for Planned Parenthood of Southwest and Central Florida.

Our care is our resistance.



Mishya Nishioka,
DNP, FNP-BC, APRN
Director of Health Equity
4 Years with PPSWCF

Our Patients.

Our patients represent all ages, genders, and backgrounds, but they have one thing in common: they need high-quality, compassionate, nonjudgmental sexual and reproductive health care. Thanks to the generous support of our donors, Planned Parenthood provides all patients with the care they need. **This is what care looks like, and you make it possible.**

Absolute saints and angels descended from heaven working and volunteering here. Literally everyone from the front desk, to my procedure, to recovery, and beyond made a seemingly scary experience truly comforting. They really cared!

Anonymous patient, Orlando

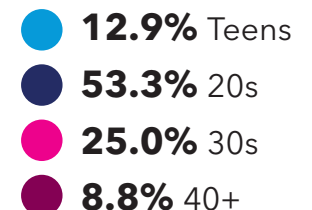
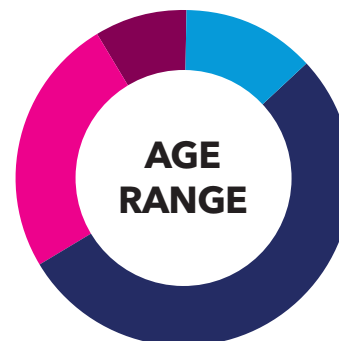
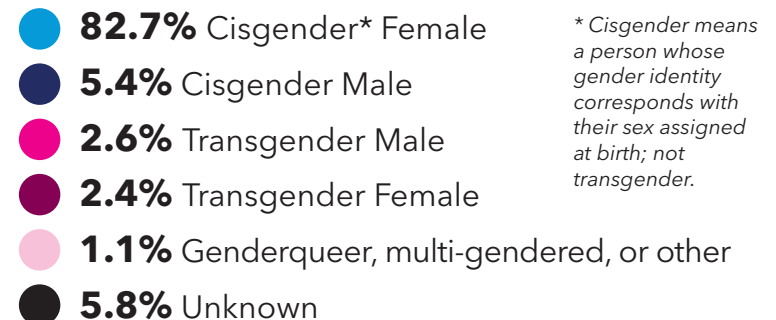
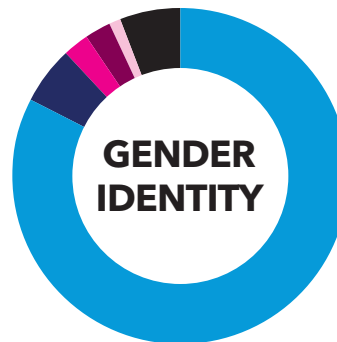
I drove over an hour to be seen and I would gladly do it again with the level of service they attended to me with. The staff all around was incredible. No judgment was felt, only concern to address you and your needs. More places like this are needed for people of all ages and walks of life!

Anonymous patient, Fort Myers

I came to get my IUD removed and I had a great experience. The doctor's assistant was right next to me the entire time making me feel comfortable and making sure I was okay. Thank you!

Anonymous patient, Tampa

41,549
Patients



Answering Their Call.



A Call Center Representative is often the first person a patient tells that they think they have an STD, and don't know what to do. The stigma around seeking sexual and reproductive care means making that call takes a leap of faith. When our patients hear a reassuring voice on the phone say, **"we can help"** they often breathe an audible sigh of relief.

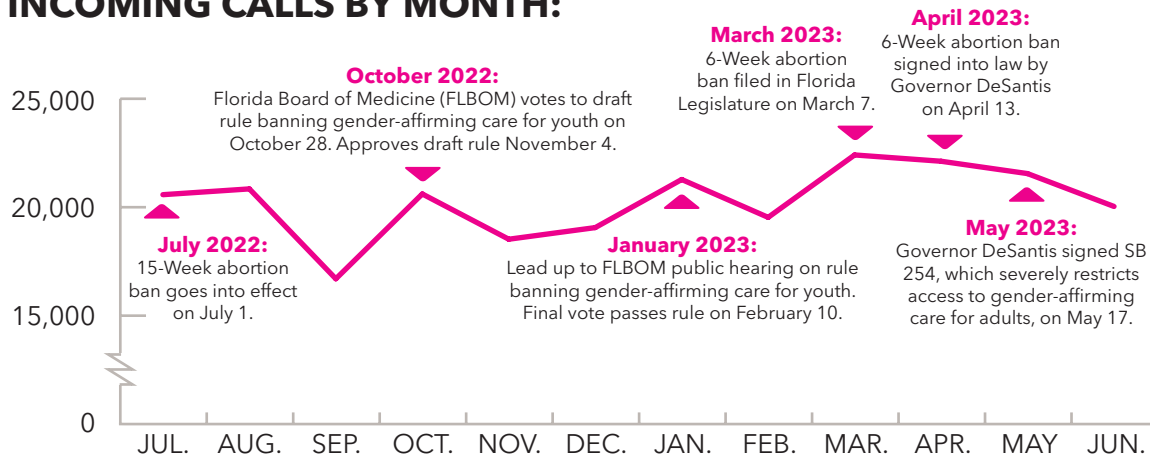
208,343

Calls Answered

15

Call Center Representatives

INCOMING CALLS BY MONTH:



Our call volume over the last year tells the story of our patients' anxiety over political attacks on their care. Each peak coincides with a time their access to care was threatened by the actions of our legislature and other governing bodies.

MICHAEL'S STORY:

I've been a Call Center Representative with Planned Parenthood for seven years, and one thing that has always impressed me is how much our organization really cares about our patients.

When we say **"Care. No matter what."** we mean it.

A lot of people are confused and don't know how to access the care they need. In my role, I get to be there for them. Be a shoulder to cry on, explain the process, and make sure they know that we're here to support them. That's what I love about my role—being able to help patients and make a difference in their lives.

We offer financial support to thousands of patients every year. People who are already struggling to take care of their families can't always afford the doctor visits, medication, aftercare, or anything else like that. Because of our donors, we're able to tell our patients, "Yes, we can see you. We can help you cover these costs so you can get treatment."

That's huge. That's saving lives.

This kind of work takes a lot of heart. Whether you're on the phone talking to an upset patient, holding their hand in the exam room, or just supporting us behind the scenes, it takes a lot to put yourself out there like that in this environment.

At the end of the day, we're committed to helping our patients. It doesn't matter if it's money, timing, needing to travel—anything. Whatever barriers exist, we're going to break them down and we're going to provide that care.



Michael Pareja

Call Center Representative
8 Years with PPSWCF

The Care They Get.

Our patients come to us for annual pap smears and breast cancer screenings, they choose the birth control option that's the right one for them, they receive gender-affirming care, and they access abortion care—even with the 15-week abortion ban in place and the 24-hour mandatory delay. **During every visit our patients get the care they need delivered by our expert health care providers.**

71,619

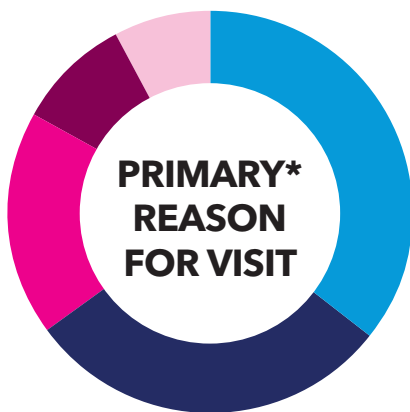
Visits (a 20% increase in visits, up from 59,666 in FY2022)

5

Staff Physicians

41

Clinicians



*Patients access multiple services when they visit our health centers, the chart above represents the main reason they were seeking care at their visit.

- 37.1% Abortion Care**
 - Between the 24-hour delay, two-appointment mandate and increased demand from out-of-state patients, this is the highest this percentage has ever been.
- 28.6% Family Planning & Contraception**
 - 20,465 Cycles of contraception dispensed
 - 4,983 Long acting reversible contraception insertions (IUDs and birth control implants)
- 17.9% Annual Exams, Cancer Screening & Treatment**
 - 3,552 Pap tests
 - 3,541 Breast exams
- 8.9% STIs & Other Infections Testing/Treatment**
 - 56,435 STI tests
- 7.5% Gender-Affirming Hormone Therapy**
 - 5,351 Gender affirming care visits

DR. SAMPSON'S STORY:

I knew I wanted to be a doctor from the time I was 18. I was a teen mom, and one thing that really struck me was the fact that my doctor never treated me any differently than the rest of his patients.

The respect I received as an unmarried pregnant teen had a huge impact on me and how I valued—not only my pregnancy but—taking care of my health in general.

I've been providing reproductive care for over 14 years, but I didn't become an abortion provider until right around summer of 2022 after the *Dobbs* decision was handed down and *Roe* was overturned. That's when I really felt like this was a fight I needed to get into.

Every patient is different, and every pregnancy is unique. That's why it's so crucial to treat patients with the warmth, kindness, and respect that they deserve.

That moment when I can tell someone in my exam room, "Yes, we can help you. We can make sure you get that procedure; we can make sure you have this medicine." That's what makes this work worth all the stress and heartache that comes with it. At the end of the day, I feel like working here, serving these patients, is what I'm supposed to be doing.

Planned Parenthood is a place where everyone is accepted and our mission is clear, "Care. No matter what."



Marian Sampson, MD
Staff Physician
1 Year with PPSWCF

Advocating for Freedom.

For the last year our public policy team has been working in overdrive. Our staff and volunteers advocated in communities, at the state capitol, and online for reproductive freedom and health care access for everyone. We also expanded our Generation Action program to reach more young adults on college campuses than ever before.

978,622

Supporters Statewide

3,541

Advocacy Volunteer Hours

976

**Generation Action
Student Leaders**

3,802

**Generation Action
Volunteer Hours**



MICHELLE'S STORY:

As a government relations professional I live and breathe policy. I can confidently say this last legislative session was one of the most difficult ones I've ever experienced.

It seemed like every time we blinked, our care, our values, and our mission were under attack.

But the most frustrating thing is how hard it can be to get some of our elected officials to see beyond politics. When it comes to reproductive health care and sex education, too often they're focusing on ideology, and not what's best for their constituents.

That's why this work is so important.

I spend time building relationships with elected officials and their staff so that I can sit down with them and talk about these issues. Lawmakers deal with a huge array of topics, and it's critical for us to help them understand the care we provide and why they should support our mission.

We'll be seeing the impact of these cruel bans on abortion and gender-affirming care for decades to come, and it will take a lot of time to repair that damage. But, at the end of the day, advocacy is all about fighting for what you believe in no matter what it takes.

This fight looks different for everyone—for some people it's knocking on doors, for others it's signing petitions, and for me it's building these relationships and bringing new supporters into the fold.

At PPSWCF, we are always working to ensure quality, affordable sexual and reproductive health care is accessible for our patients.



**Michelle
Grimsley-Shindano**

Deputy Director of
Government Relations
1 Year with PPSWCF

Prevention Through Education.

Our education team provides comprehensive sex education that allows people to make informed decisions for themselves.

Our educators teach classes in-person and online using an engaging mix of presentations, workshops, and activities. They also train teens and young adults to deliver sex education to their friends and family so we can reach even more people with the information they need.

5,084

**Sex Education
Participants**

361

**Sessions of Sex
Education Delivered**

17,059

**Text/Chat
Conversations**

EDUCATION PARTICIPANT AGES



● **9.0% ≤ Middle School**

● **18.8% College**

● **2.1% Older Adults**

● **38.5% High School**

● **30.3% Adults**

● **1.3% Unknown**

81

**Peer Educators
participating
in 7 regional
programs**



Photo credit: Barbara Banks

KATHRYN'S STORY:

I love mentoring our Peer Educators, in part, because it lets me be the kind of person I needed when I was young.

Sex education in Florida is abstinence-based or abstinence-only, and that doesn't fit with reality. Young people have sex, but it's a taboo subject. There's so much misinformation swirling around that they may not understand what they're doing or what's happening to their bodies.

We have the conversations no one else is willing to.

Even when young people have trusted adults to ask, many won't answer their questions, are too uncomfortable with the topic, or can't give them accurate information.

We provide resources so young people can make healthy choices for themselves.

We meet these students where they are with age-appropriate, medically accurate, sex education. The more prepared young people are, the more they're able to share this knowledge with their peers, and make sure they have the tools to make safe, informed decisions about sex and relationships.

Working with the Peer Educators inspires me every day. Today's students are tomorrow's lawmakers, doctors, and teachers—they're going to change the world.

They inspire me every day.



Kathryn Ross

Peer Education Manager
5 Years with PPSWCF

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PLANNED PARENTHOOD OF SOUTHWEST AND CENTRAL FLORIDA

736 Central Avenue, Sarasota, FL 34236 | 941.365.3913 | MyPlannedParenthood.org

**Providing high-quality, affordable, and compassionate care
through Telehealth and our nine Health Center locations in:**

Fort Myers | Kissimmee | Lakeland | Naples | Orlando | Sarasota | St. Petersburg | Tampa

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