



Innovative Investment Second Century Campaign

The following will allow Planned Parenthood Northern California (PPNorCal) to adopt additional leading edge practices in key areas:

MEDICAL SERVICES

Mental Health Services Program Expansion **\$240,000/3 year support**



Why is this important? Interactions between the physical, mental, and behavioral needs of a patient contribute to overall health. We will expand our Mental Health program to serve more counties. PPNorCal is one of few providers offering a sliding fee payment scale for services including short and long term counseling. The investment will expand the Mental Health Services Director role to increase the recruitment and supervision of mental health service providers across multiple regions.

Positively Impacting - Patients dealing with a wide range of emotional/mental health issues. This program will deliver services to an additional 3,000 patients, particularly in communities where access is scarce. We will provide this care to everyone, regardless of their ability to pay, creating a much-needed “mental health safety net.”

“JUSTICE FUND” FOR PATIENTS \$100,000

Why is this important? This new fund will ensure that all patients, even those lacking any insurance or financial resources, can make the choices they know are right for them. Funds will ensure access for patients to a variety of services, such as moderate sedation medications (for surgical abortion), and further diagnosis and care following abnormal breast exams.

Positively Impacting - 800 of our lowest-income patients in need of specialized care. Even with sliding payment scales, paying for uncovered costs is simply beyond the reach of many. These funds will allow us to remove the final barrier to care that our poorest patients face.



Clinician Recruitment & Retention

\$850,000/5 year support

Why is this important? The shortage of health care providers, especially in our northern rural regions, continues to be one of our greatest challenges. The best way to compete with for-profit health care providers for quality clinicians is to establish a fund to provide incentives including: signing/relocation bonuses (for rural centers), a student loan repayment assistance program, and a scholarship program for other PPNorCal staff who wish to pursue clinician careers.

Positively Impacting - Patients, especially in rural areas, who will have shorter wait times for appointments with more of the most talented providers. Our clinicians won't have to travel long distances to fill in for vacant positions, and more of our staff will get trained and promoted from within. This means more highly qualified, committed staff to serve our patients in every Northern California region. PPNorCal will be able to accommodate 30,000 additional patient visits per year as a result of these efforts.





COMMUNITY OUTREACH, EDUCATION, & ADVOCACY

Case Manager: Hormone Therapy for Gender Affirmation & PrEP HIV Prevention **\$225,000/3 year support**

Why is this important? PPNorCal was one of the first Planned Parenthood affiliates in the U.S. to offer PrEP and PEP (medications to prevent HIV infection), and hormone therapy for gender affirmation. Taken correctly, PrEP is 99% effective at preventing HIV. Hormone therapy has been shown to profoundly increase the quality of life for transgender individuals, and can bring the body into greater congruence with gender identity. This funding

will now make us the first Planned Parenthood affiliate to establish a Case Manager focused exclusively on delivering these services—increasing utilization and ensuring our patients receive the highest level of care.



Positively Impacting - 3,000 patients at high risk of HIV infection, and transgender individuals. This position will positively impact lives by improving the health of community members throughout our region.

Expanding Comprehensive Sex Education

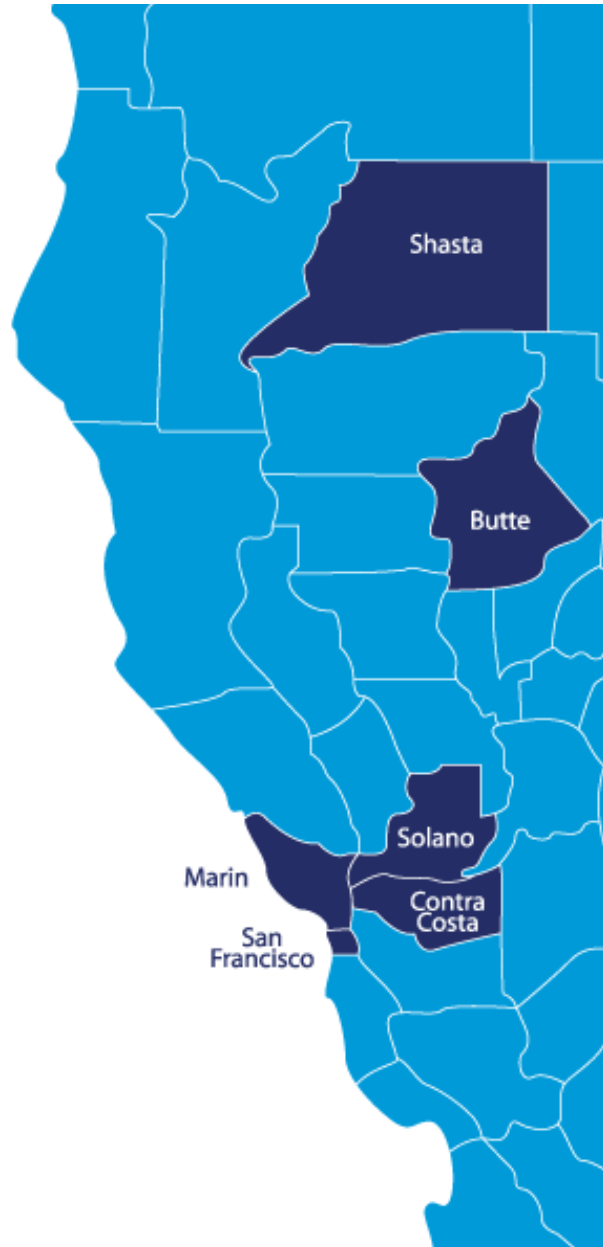
\$1,542,000/3 year support

Why is this important? Young people face important decisions about their relationships and sexuality, and the decisions they make can impact their health and well-being for the rest of their lives. Sexual health education gives them the tools they need to make healthy decisions, at a critical time. This funding will increase and sustain ten staff members to expand education offerings to areas where demand is high. We estimate these new positions will enable us to serve approximately 14,500 additional individuals.

Positively Impacting - Youth and adults at schools and community venues, including women's shelters, LGBTQIA centers, and juvenile halls.

These new educators will reach thousands of residents in the following rural, urban, and suburban counties:

- **Butte**
- **Contra Costa**
- **Marin**
- **San Francisco**
- **Shasta**
- **Solano**





“Train the Trainer” Web-Based Education Platform **\$231,000/3 year support**

Why is this important? While it is critical to increase access to our educational services, our educators cannot physically deliver education at all Northern California school districts and other community organizations in our 20 county region. We propose hiring a Program Coordinator who will work with educators to build their competence and capacity by delivering training to teachers and other educators via an online platform—a flexible, cost-effective tool to expand our reach. Cutting edge technology will enable us to save transportation and staffing

costs, and instantly update our training materials.

Positively Impacting - Youth and adults in diverse geographies—especially remote rural regions.

These “train the trainer” opportunities will enhance the abilities of educators, and staff members of nonprofit agencies that serve diverse populations to then deliver ongoing in-person education to students/clients. We estimate that the first year we will reach 1,000 additional individuals and expect that number to increase year after year.

Escort & Advocacy Volunteer Program

\$219,000/3 year support

Why is this important? PPNorCal is fortunate to have many interested volunteers, especially since November 2016. Yet without a staff position to coordinate them, we are unable to fully tap into this valuable and needed resource. This new program will be implemented by a Program Coordinator who will recruit, train, and organize volunteers for advocacy activities, community outreach events, and escorting patients safely into our health centers where hostile protestors exist.

Positively Impacting - Patients accessing services at our health centers with the most aggressive protestors (Napa and San Francisco), and citizens who are motivated to help PPNorCal achieve our mission. Since volunteers who escort patients into our health centers are the first PPNorCal representatives that patients interact with during their visit, it is important that they are trained appropriately to ensure a calm, secure entry in the midst of intimidating harassment.





ORGANIZATION-WIDE

Advancing Diversity, Equity, and Inclusion **\$200,000/2 year support**

Why is this important? As one of the most progressive Planned Parenthood affiliates in the United States, PPNorCal is committed to furthering our Diversity, Equity, and Inclusion training/awareness to create an organizational culture that supports its workforce and patients. These issues impact all aspects of our health care delivery, education programs, and advocacy work. We will provide appropriate trainings and implement new practices resulting in tangible action that improves alignment with patients and each other.

Positively Impacting - All 138,000 clients, 380+ staff, and Board members.

Facilities Improvements for Safety/Security **\$890,000**

Why is this important? We must take extra precautions to increase the safety and security at all 17 of our health centers. In recent years, widely discredited videos on Planned Parenthood have fueled increased attacks, including a deadly shooting at a Colorado Planned Parenthood in November 2015. One survey in 2016 found that anti-choice violence was higher than it had been in 20 years. The needs vary by health center, and include security upgrades to reception windows, locks, and panic buttons.

Positively Impacting - All 88,000 patients and 380+ staff.

Electronic Health Record System Upgrade

\$3,500,000

Why is this important? Our current Electronic Health Records system is outdated, and lacks new technological capabilities which can accommodate greater online appointment scheduling and decrease high no-show rates. We need a cutting edge system to carry us into the future and take full advantage of the mobile and digital platforms that our patients overwhelmingly utilize in their lives. Funds will also support tablets/kiosks for electronic registration at all health centers. Patients will enjoy the modern, tech-centered system that offers an improved patient portal for health records, more rapid lab results, and paperless medical instructions. The streamlined workflow also means that providers can spend more time with patients.

Positively Impacting - All 88,000 patients and our medical providers.

PPNorCal All-Staff Meetings

\$120,000/2 year support

Why is this important? In response to the hostile Federal agenda against Planned Parenthood, this funding would support an all-day staff convening for everyone to come together. Our vast geographic coverage makes it challenging to convene in-person. It is costly to shut down health center operations and cover travel costs as well as hotel accommodations. If funded, these in-person interactions will promote trust and solidify unity among team members. These gatherings are a powerful way to shape and reinforce our organizational culture through open dialogue. Since November 2016, most staff members have experienced an increased level of worry and stress. We need to learn from and lean on each other more frequently.

Positively Impacting - All 380+ staff.

Planned Parenthood Northern California (PPNorCal) is seeking support to secure new investments that will empower us to:



Elevate and
protect our
mission as well as
our services for
years to come.



Energize us
to achieve
an enhanced
level of service
excellence.



Activate
our staff,
patients, and
supporters.



Create a
more secure
environment
for patients
and staff.

Planned Parenthood Northern California is guided by the following extraordinary individuals:

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