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To Our Donors

UHPH once again had a successful fundraising year. Including gifts from individuals, foundations and businesses, UHPH raised over \$250,000 in 2009! Together, your generosity makes a world of difference to those we serve.

Thank you!

BECOME A FAN OF

UHPH ON FACEBOOK!

Search for Upper Hudson Planned Parenthood on Facebook and become a FAN! A great way to get updates and find out how you can help promote reproductive health and choice! involved with us!



GYT

Continued from Cover

the swab does not reveal the presence of one of these strains, the HPV vaccine is available and extremely effective for women up to the age of 27.

The GYT campaign website, www.itsyoursexlife.com has been launched with lots of factual information about STD prevention, symptoms, medical consequences, testing and treatment options. On that site, as well as on the national Planned Parenthood web site (www.plannedparenthood.org) visitors can use an interactive risk assessment tool to assess their own personal risk and also enter their home zip code into a Testing Center Locator to find out the closest available testing location. To make it even easier, those with cell phones can text their zip code to GYT09 (49809) and a text message will be sent to their mobile phone with information about the nearest Planned Parenthood testing center.

Community partners working with UHPH on this year's campaign include our own S.T.A.R.S. (Seriously Talking About Sex) high school peer educators from Albany and Columbia counties, VOX student groups at the University at Albany and RPI, the Capital District Gay & Lesbian Community Center (CDGLCC); In Our Own Voices and the AIDS Council of Northeastern New York.

CHOICE

Remarks

A Publication of Upper Hudson Planned Parenthood

Serving Albany, Columbia, Greene and Rensselaer Counties

Get Yourself Talking: Get Yourself Tested!

The national GYT campaign is back! April is National STD (Sexually Transmitted Disease) Awareness Month and for the second year, Planned Parenthood Federation of American has teamed up with MTV and the Kaiser Family Foundation to launch a national campaign to encourage America's sexually active youth to get tested for sexually transmitted diseases. Upper Hudson Planned Parenthood has teamed up locally with campus and community organizations for our own local version of this important campaign.

In 2010, GYT kicked off on April 6. This year, the acronym stands for two important actions: Get Yourself Tested AND Get Yourself Talking. Campaign PSAs and printed materials encouraged health providers to talk more with their young patients; parents/care-givers to talk with their sons and daughters; and young men and women to talk to each other about STD prevention and testing. The UHPP campaign featured locally produced handouts of "conversation starters" and facts about the major STDs, as well as types and costs of testing at UHPP health centers.

According to the most recent reports from the US Centers for

Disease Control and Prevention, an estimated one in two young people will contract an STD by age 25 and most will not even be aware they are infected. Many STDs do not show symptoms. All STDs are treatable and many are curable, so getting tested is the best solution. But, the widespread prevalence of misinformation, myth and fear among young people about both STDs and STD testing presents a formidable barrier that has kept too many away from the truth, and therefore, too many who continue to act as unidentified carriers.



The long-term mission of the GYT Campaign is to spark a youthful, empowering social movement around getting tested. It encourages young people to "take control of our lives" by "talking openly about getting tested and getting it done."

For example, between April 15 and 20, the UHPP S.T.A.R.S. (Seriously Talking About Responsible Sex) peer educators hosted "house parties" to watch a special edition of the MTV show, "Dean's List." The show is a music video countdown that features a young person in their day-to-day life and the music videos that represent them. This special GYT edition featured a Planned Parenthood intern on her college campus discussing the importance of getting tested and actually getting tested on screen. The peer educators invited friends to view the show with them. After watching they had a discussion about the issues and facts presented.

At these and other events, as well as through media placements, we are getting out the message that getting STD testing is easier than ever before. Testing for chlamydia and gonorrhea, two of the most common STDs, is conducted from a urine sample. Rapid HIV tests are now conducted by rubbing a cotton swab inside the mouth, with results available in 20 minutes. HPV can be detected in young women by a cervical swab. If that swab reveals the presence of an HPV strain associated with cervical cancer or genital warts, treatment is immediately available. If

SAVE THE DATE:

**UHPP ANNUAL MEETING AND
VOLUNTEER RECOGNITION
MAY 19, 2010**

Location

NORMANSIDE COUNTRY CLUB, DELMAR, NY

Watch our website at www.uhpp.org or call
434.5678, ext 121 for more information

CHOICE REMARKS

is a publication ofUPPER HUDSON
PLANNED PARENTHOOD

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www.uhpp.org



President's CORNER

From **PATRICIA A. MCGEOWN, President/CEO**

The future belongs to the young. Just over 37 years ago, the right to a safe, legal abortion became a reality for women in the United States. Many of those who fought for that right remain active in the movement today. While it is wonderful that so many committed and knowledgeable people continue to sustain our movement and advance our cause, we must also expand our movement to include those too young to know firsthand the hardship and fear that are present in a country where abortion is illegal. We need their energy and life experience to grow our numbers, to reinforce our message, and to lead us to new heights.

Here at Upper Hudson Planned Parenthood, we offer many opportunities for engagement and leadership by young people in high school and college, as well as those starting careers and families.

- Our S.T.A.R.S. (Seriously Talking About Responsible Sex) peer education Program engages high-school youth in sex education and community outreach. In addition to learning a great deal, our peer educators are afforded the opportunity to give public presentations, creatively address health issues and to meet with legislators to express their opinions and raise awareness of the importance of comprehensive sex education.

- UHPP also works with college students through our VOX chapters, which are politically active, campus-based organizations that promote sexual health and reproductive rights. Over the past few years, VOX chapters have been active at RPI, St. Rose and the University at Albany. These groups work to educate students through tabling events, workshops and film showings; participate in lobby visits; and recruit patient escorts for our health centers. Each spring, over 100 students turn out for a "Faith and Choice Forum," sponsored by the University at Albany VOX Chapter and UHPP. The event features pro-choice clergy and faith

representatives speaking about reproductive health and rights issues.

- In addition to the VOX Chapters, UHPP works closely with Albany Law Students for Choice (Albany Law School) and Medical Students for Choice (Albany Medical College Students).

- Many young people also work with UHPP as volunteer escorts. In fact, this spring we were able to recruit and train 29 new patient escorts in just a few short weeks when our Albany health center was targeted by the "40 Days for Life" protest campaign.

- Planned Parenthood Young Leaders is a local organization formed by young UHPP staff and volunteers that offers those ages 40ish and under a chance to get together in a relaxed social setting to network, learn about and, hopefully, become engaged with UHPP.

- Finally, we are working to bring additional young people onto our UHPP Board of Directors. Currently, approximately 40% of our Board members are under 40 years old and are bringing new energy and ideas to this important leadership body.

The presence of younger people throughout our organization and our movement is not just a nice idea. It is essential to our survival and growth. A healthy organization is constantly growing and changing to meet the needs of its constituents. Our young leaders not only help us stay in tune with the health and education needs of our constituents; they inform us in our selection of messages that resonate and communication tools that reach all generations. Exposure to our issues and awareness of our mission will inform them as they move through their own careers. Hopefully, they will be inspired to remain members of the Planned Parenthood family, providing support, advocacy and leadership to our organization throughout their lives.

Using New Media: Social Networking, Mobile Online and Text Messaging!

In 2009, the UHPP website (www.uhpp.org) had over 40,000 visits—a record year! A major factor in this growth was the research-driven improvements and new interactive features of the national PPFA web site, which recorded 1.7 million visits in 2009 and which links users to affiliate pages for local information and involvement. Equally important the work done by UHPP staff to keep local content current, relevant and easy to find. A third major factor has been our use of Facebook advertising.

Facebook is a popular social networking site that has over 3 billion users. Beginning in the last quarter of 2009, we used this popular social networking site to target local teens and college students with ads promoting events such as Free EC days for college students, Teen Clinic and UHPP's Condom Week. The site enables us to determine who will see our ads by establishing parameters of city, college, age, sex, etc. Reports on those ad campaigns show 11 million impressions (how many times our ads were seen by our target audience) and 2,764 "click-throughs" (people who clicked from the ad to our website for more information.)

We have also established a UHPP agency Facebook page which now has more than 250 "fans." Each week, we post between two and five short messages related to our programs and mission, with links to related articles, photos, videos and/or opportunities to participate in events. Message content is largely focused on advocacy. If you are on Facebook, join us as a "fan" by searching for "Upper Hudson Planned Parenthood."

In the Spring of 2010, UHPP launched a new marketing campaign that includes a text messaging component. All advertising during the two-month campaign for the Family Planning Benefit Program will include a text number and a code that can be entered on a cell phone or smartphone (i.e. iPhone or Blackberry) to get an immediate text response containing the locations, website address and phone numbers of UHPP health centers. "Today, 75% of teens (13-17) and 93% of young adults own a cell phone and the average number of texts sent and received far outweighs calls, explained Katherine Bruno, UHPP Director of Marketing. "For these reasons, texting is the natural next step to reach young people with the information they need."

Condom Week FUN



From February 6-13, 2010, a group of staff and volunteers from UHPP handed out 750 safer sex kits and 1,500 condoms at 11 Capital Region bars and clubs as part of our annual celebration of National Condom Week. **A big thank you to participating locations: Tess' Lark Tavern, The Bayou, Plastic Nightclub, Midtown Tap & Tea Room, George Bar, Waterworks, Envy Lounge, Café Hollywood, CDGLCC's Rainbow Café, Sutters and Jillian's.** If you have a suggestion for a night spot in Columbia, Greene or Rensselaer counties that we should contact for 2011, please email katherine@uhpp.org.

COLUMBIA COUNTY WOMENS HEALTH PROJECT GAINS MOMENTUM

The Women's Health Project has held two more community events and seen a steady increase in both interest and attendance. The project is a collaboration between UHPP and the University at Albany Center for the Elimination of Health Disparities funded by the National Institutes of Health (NIH).

In February, an event was held at Shiloh Methodist Church in Hudson. Dr. Tanya Mays, a UHPP Board member and physician who practices at Columbia Memorial Hospital Women's Center, spoke about "Healthy Nutrition and the Link to Reproductive Health Care." On April 22nd, an event held in Bliss Towers featured UHPP's Vice President for Patient Services, Dr. Christine Pluviose, who spoke about "Women's Health Issues Across the Life-Span. Each event has seen an increase in attendance and community interest.



Rob Curry, UHPP Senior VP For External Affairs at UHPP helps at the UHPP information table.

"My hope," said Dr. Mays after her presentation "is that I can encourage these women to make some lifestyle changes. I believe the risk factors that are reasonable to change are worth fixing, so that these women can lead healthier lives."

Women who come to the events are invited to ask questions, to peruse materials at tables sponsored by community partners, to make appointments for services at the UHPP Hudson health center (with taxi vouchers available for transport) and/or to participate in a focus group held immediately following the event.

Just recently, UHPP received a modest grant from the Community AIDS Partnership of the Capital Region (CAP-CR) to provide sexual health education resources to those women participating in the Columbia County's Women's Health Project.

LEGISLATIVE UPDATE



NEW YORK STATE

NYS SENATE SWITCHBOARD: (518) 455-2800
NYS ASSEMBLY SWITCHBOARD: (518) 455-4100

FUNDING FOR FAMILY PLANNING SERVICES

In March, Governor Paterson released his proposed 2010 budget which included a cut in funding for family planning services. We will need the legislature to add just over \$500,000 to simply maintain level funding with last year.

As we go to press, the projected state budget deficit is close to \$10 billion and climbing. Meanwhile, Planned Parenthood affiliates across the state are facing severe cash flow problems as grant payments and new contracts are delayed. We continue to call and visit legislators to urge rapid negotiation and settlement of the budget, with full funding for family planning services.

HPV BILL PASSES

This bill enables health care providers to administer the human papillomavirus (HPV) vaccine to minors without parental consent to protect them against contracting HPV, a Sexually Transmitted Disease (STD). The HPV vaccine is safe and effective and FDA approved for young women up to age 26.



IN WASHINGTON

US CAPITOL SWITCHBOARD: (202) 224-3121

HEALTH CARE REFORM:

A Partial Victory

The passage of health care reform legislation represented important progress for millions of women and families. As PPFA President Cecile Richards stated, "the final health care reform bill will extend coverage to tens of millions of women and families, guarantee women access to affordable life-saving screenings for cervical and breast cancer, protect women against gender discrimination by private insurers, end the practice of dropping coverage because of pre-existing conditions, and significantly increase insurance coverage of reproductive health care, including family planning."



Volunteer Efforts Were Critical...Thank you!

The outcome could have been far worse if it were not for the fight waged by Planned Parenthood activists around the country over the past year. We want to thank all of you who worked with the campaign making phone calls, sending emails, writing letters to local papers and lobbying legislators locally and in Washington, DC. Of course, we can't stop now.

REPRODUCTIVE HEALTH AND PRIVACY ACT

UHPP is working with other Planned Parenthoods and pro-choice organizations in the Capital Region and around the state to advance the Reproductive Health Act this legislative session. The Reproductive Health Act will strengthen New York's laws to guarantee a woman's ability to make her own reproductive health decisions.

UHPP is utilizing staff and volunteers in statewide strategic phone banking to identify and recruit new pro-choice advocates, launch online initiatives to educate and mobilize activists, and meet with elected officials to gather support for this critical legislation.

Family Health Care Decision Act Passes

This bill grants medical decision-making authority to loved ones of an incapacitated patient who does not have a health care proxy or other advance directive. It is anticipated that the governor will sign this legislation into law shortly.

We Stopped Stupak!

The very severe ban on providing insurance coverage for abortion known as the Stupak amendment was kept out of the final legislation. This happened because President Obama issued an Executive Order basically confirming that no federal funds will be used to fund abortion services. This is the exact language of the Hyde amendment that has been law for several decades. We don't like it but we have to live with it.

The final health care reform bill still includes the Nelson amendment, which will impose new and severe restrictions on private health insurance coverage for abortion for millions of women. Planned Parenthood will be working with the administration and members of Congress to moderate the impact of this language on women's access to abortion services.

Please don't forget to call both Congressman Paul Tonko and Congressman Scott Murphy to thank them for supporting health care reform.

Rep. Scott Murphy: 202.725.5163 or 518.743.0964
Rep. Paul Tonko: 202.465.0700 or 518.581.8247

UHPP Activism in Action



Twelve S.T.A.R.S. (Seriously Talking About Responsible Sex) peer educators from Albany and Columbia counties joined with Family Planning Advocates (FPA) for the 2010 Get the Facts NY Youth Leadership Conference for comprehensive sex education in schools. Pictured above are Christian and Adnon from UHPP's S.T.A.R.S. program.



On January 11, 2010, 28 UHPP staff and volunteers joined hundreds of advocates from around the state to lobby the Governor and state legislators for full funding of family planning services in the 2010 state budget. Most legislators we visited understood the critical importance of keeping reproductive health services available and affordable in these difficult economic times

Don't Miss the Next COCKTAILS FOR A CAUSE!



Crowd enjoyed a wonderful evening

On the evening of Thursday March 25th, UHPP's Planned Parenthood Young Leaders (PPYL) group held a "Cocktails for a Cause" event at the Midtown Tap & Tea Room on New Scotland Avenue in Albany. Forty people came out to enjoy great drinks, exciting appetizers and fabulous conversation—and heard some very inspirational words from UHPP President/CEO Patricia McGeown. The event was a great success!

PPYL is a group of 40-ish and younger local professionals committed to the mission and activities of UHPP, who have expressed interest in meeting and networking with like-minded individuals in an informal atmosphere. If you are interested in attending future events or becoming involved with PPYL, e-mail ppyl@uhpp.org for more information!

ROE Event A CELEBRATION OF CHOICE

On January 21st, UHPP celebrated the 37th anniversary of the Supreme Court decision, Roe v Wade at the Fort Orange Club in Albany with a gathering of friends, supporters, staff and volunteers.

The UHPP Advocate for Choice award was presented to Denise O'Donnell, former Deputy Secretary for Public Safety and Commissioner, NYS Division of Criminal Justice Service.



Pictured left is Geoffrey Moore, UHPP Board Chair, along with Award Recipient, Denise O'Donnell, and Patricia McGeown, UHPP President/CEO.

S.T.A.R.S. PEER EDUCATORS Spring Awakening



S.T.A.R.S. peer educators Dylan, Lester, Danielle, Olivia, Jon, Tiffani and Adnan at Proctors Theatre



Back row: Olivia, Lester, Tiffani and Dylan. Front row: Adnan, Zaraya, Christian, Krishona, Brihan, Isabel, Danielle and Jon.

In February, the UHPP S.T.A.R.S. (Seriously Talking About Responsible Sex) high school peer educators had the opportunity to attend, along with their parents/caregivers and friends, an amazing performance of the play “Spring Awakening” at Proctor’s Theater in Schenectady. According to UHPP education staff, attending the musical production offered an important opportunity to examine critical issues and to foster teen-parent and teen-caregiver communication.

“It was a wonderful and memorable performance that dealt with sexual health issues our teens face in their everyday lives,” said Nicole Dallas, UHPP’s Columbia County Youth Program Facilitator. “The event enabled the peer educators to talk about the role of parent-child communication in healthy development, and to examine and discuss sensitive topics with their own parents, right there on the spot.”

A very different experience was offered to those S.T.A.R.S. peer educators who attended the Family Planning Advocates: Get the Facts Youth Leadership Conference in mid-March. Held at the Empire State Plaza in Albany, participants learned about advocacy and the importance of lending their voice to the state

campaign to promote comprehensive sex education in the schools. They learned about the legislative process and the important role youth can play in advocating for positive change. Some were even able to meet and speak with their state Assembly member.

“The S.T.A.R.S. peer educators were brimming with ideas, energy and enthusiasm and are now talking about other ways they can connect with their community and provide top-notch sexual health education and information,” said Albany’s new Youth Program Facilitator, Loren A. Moore.

“These types of events,” added Rob Curry, Sr. Vice President for External Affairs “combine fun, education and positive youth development. They are an important aspect of our program’s success and are beneficial both for the young people and their families.”

Volunteer For Sex Education!

Have you ever wanted to work at a UHPP table at a local fair or event? Would you like to learn how to present a workshop on a sexual health topic like “safer-sex” to a youth group?

Each year, the UHPP Education Department is invited to table at over 35 community fairs and outreach events and to deliver educational programs to over 100 different schools and agencies. We are now looking for talented volunteers to help us meet this community need. Interested volunteers would complete an application and screening process and be required to attend specific orientation and training sessions. Those volunteers with previous UHPP outreach and tabling experience are encouraged to also attend a training session to take advantage of new information and learn about new protocols. Our first Events Tabling Training will be offered on Saturday, April 10 from 10:30 am to 12:00 noon. A Sexual Health Educator training will also be offered in April. If you are interested in learning more, please contact UHPP’s External Affairs office at rebecca@uhpp.org or 434-5678 x137.

Bequests and Planned Giving FOR UHPP

Including Upper Hudson Planned Parenthood in your will or estate plans is one of the most meaningful ways to support family planning and reproductive rights. Planned Gifts can be made through your estate or financial plans and can include bequests designated in a will or living trust, as well as life income gifts. By supporting the future of UHPP in this way, you are creating a legacy for the principles and values most important to you.

Naming Planned Parenthood in Your Will

Your will affirms, honors, and protects what matters most to you. Through a specific bequest, you can name a particular dollar amount, or through a residuary bequest, you can give all or part of what is remaining after payment of debts, expenses, and specific bequests. If you would like to make such a gift to UHPP, your attorney may wish to include language similar to the following:

"I give, devise, and bequeath to Upper Hudson Planned Parenthood or its successor, now or formerly at 259 Lark Street, Albany, NY, a gift of (\$_____ or ___ percent of the rest, residue, and remainder of my estate), to be used for its general purposes."

Other Ways to Give

You might also consider naming UHPP as a beneficiary in your retirement plan, insurance policy, or bank and investment accounts. Depending on the plan, UHPP can be named as a full, partial, or contingent beneficiary.

Income for Life

There are other planned giving options that can provide you with payments for the rest of your life, with the remaining funds passing to UHPP. These gift options include charitable gift annuities, charitable remainder trusts, and pooled income fund donations.

Legacy Society

UHPP is pleased to recognize the men and women who are providing for the future of family planning and reproductive rights through their estate plans. After informing us of your plans, we will extend an invitation into our Legacy Society, our recognition society. Legacy Society members are listed in our annual report and invited to special events each year.

Contact Us

For more information on planned giving, please contact Barbara at 518-434-5678, ext. 125 or by e-mail at barbara@uhpp.org.

A Gift For Life (reprinted with permission from PPFA)

For Ellen Davis, Planned Parenthood has been an important part of her life for a long time. "Planned Parenthood has followed the trail of my life so far," she said. As a college student in Vermont in the late 1960's, she went to Planned Parenthood for birth control pills. In Philadelphia in the 1970's, Planned Parenthood provided her with an IUD. In the 1980's, when she chose to become a parent, it was Planned Parenthood that confirmed her pregnancy.

"Contraception, pregnancy testing, regular check-ups, checkups when something was wrong – Planned Parenthood has always been there for me, and always with respect and support and without judgments," Ms. Davis said.

As a result, Ms. Davis decided to make a very special gift to

Planned Parenthood. She revised her estate plans to include in her will Planned Parenthood of Northern New England, Planned Parenthood Southeastern Pennsylvania, and Planned Parenthood Golden Gate, each of which has provided services to her.

Has UHPP helped you? If so, and you'd like to share your story, please send it by email to: barbara@uhpp.org, or by mail to UHPP, 255 Lark Street, Albany, NY 12210. Please include your contact information so we may verify your submission and ask to share it

"I want contraception finally to become completely mainstream, as mundane as aspirin, if you chose to take it," Ms. Davis said. "That wasn't my experience when I was young. I want my gift to help other women (and men) have the tools they need to live the kind of life they want."

UHPP would be honored and grateful to be remembered in your will or estate plans. If you would like more information, please contact Barbara, Vice President for Development, at 518.434.5678, ext. 125.

Gifts in Tribute

Giving tributes is a special way to remember or honor someone special, while helping others in our community. If you would like more information about tributes, please call 434-5678 x141. The following tribute gifts have been received since our last issue of *Choice Remarks*:

In Honor of Dr. Mandy Stein (Happy Chanukah)

by Arleen F. Urell

In Honor of Helen Kislik (for her special birthday)

by Herbert Neiman, Barbara, Andrea and Joe

In Honor of Mary C. Kahl

By Shealeen Meaney and Elisabeth Ruthman (to thank her for her book)

In Honor of Mr. & Mrs. Irwin Spiess

By Frances and Robert Kamp

In Honor of Georgiana and James Panton

By Ms. Lois Wilson

In Memory of Janet Scott Holden

By Susan and Douglas McCuen, Lois Parker, Julie, Lennie and Chelsea Daniels, Audrey Hawkins, Arvilla K. Cline and Christine W. Ward

In Memory of Robert Price

By Linda Maier

In Memory of Susan Bembenek

By Deborah G. Stayman

In Memory of Ursula Poland

By Ms. Judith Lee, The Wolberg family, Ms. Laura Goldberg and The Book Group

In Memory of Edward D. Palmer

By Melissa M. Palmer