

# The Full Mar Monte

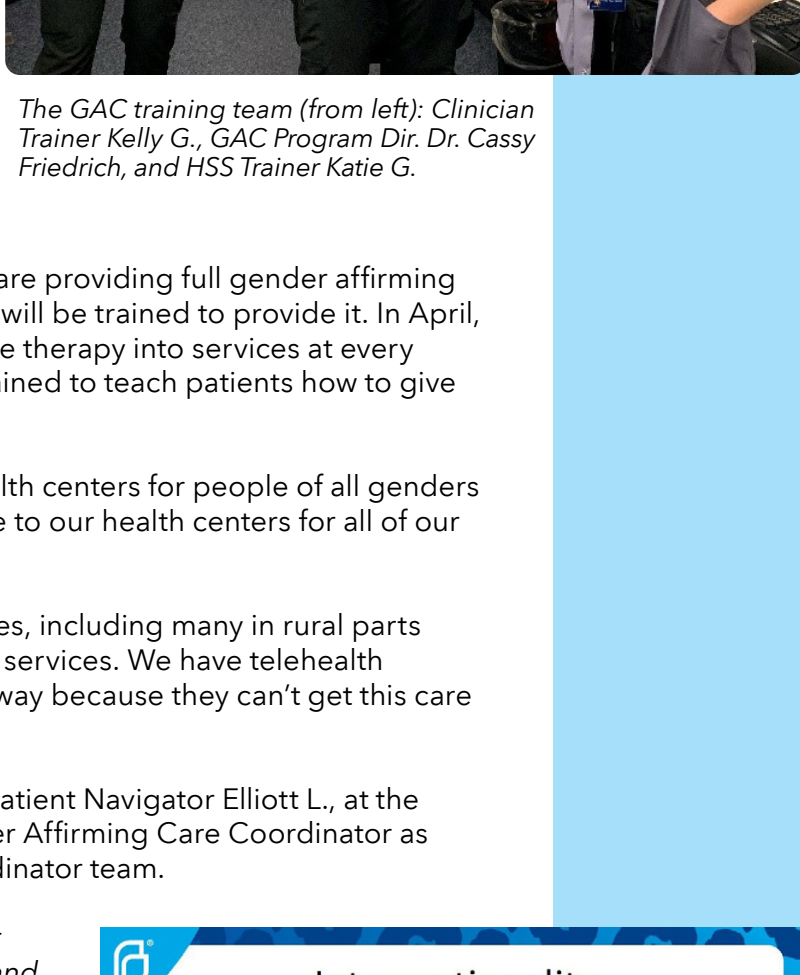
SUPPORTERS EDITION

## A Q&A about GAC

### Dr. Cassidy Friedrich, Gender Affirming Care Program Dir.

#### Completing training program for health center staff

It has been just over a year since Dr. Cassidy Friedrich came to the Sacramento B. St. Health Center as PPM's Gender Affirming Care Program Director. During that time, even during the pandemic, we have seen a steady increase in the number of patients seeking gender affirming care, either in health centers or via telehealth.



The GAC training team (from left): Clinician Trainer Kelly G., GAC Program Dir. Dr. Cassidy Friedrich, and HSS Trainer Katie G.

Dr. Friedrich has launched a training program in health centers to further educate staff about best practices in providing this essential care. The FMM/Supporters Edition caught up with her to hear more about how the training is going and the latest on PPM's gender affirming care services.

**Full Mar Monte:** What gender affirming care services are PPM offering now, and what are our GAC plans for the future?

**Dr. Cassidy Friedrich:** Five of our health centers are providing full gender affirming hormone therapy, and soon all PPM clinicians will be trained to provide it. In April, we will be integrating gender affirming hormone therapy into services at every health center. Also, RNs and HSS staff will be trained to teach patients how to give themselves hormone injections.

It's our goal to provide affirming care in our health centers for people of all genders - transgender and non-binary people also come to our health centers for all of our other services.

This is so important because a lot of communities, including many in rural parts of the Central Valley, don't have access to these services. We have telehealth appointments with patients who live really far away because they can't get this care where they live.

I'm also pleased to announce that on March 1, Patient Navigator Elliott L., at the Westside health center, became PPM's Gender Affirming Care Coordinator as part of the Regional Reproductive Health Coordinator team.

**FMM:** When did you begin the affiliate's gender affirming health care training in health centers, and what is it focused on?

**Dr. F.:** I started the training, with (Lead Clinician Trainer) Kelly G. and (Lead HSS Trainer) Katie G., back in November, talking about the foundations of gender affirming care, including affirming language and terminology. All Patient Services staff are receiving this training, including Response Center staff. We're also discussing social determinants of health and the discrimination that so many transgender and non-binary folks have experienced when trying to access this health care.

**FMM:** Can you talk a bit more about "social determinants of health"?

**Dr. F.:** Sure. This refers to many social factors - such as eating healthy food, socioeconomic status, geographic location and other factors beyond health care. All of these things factor into overall physical and mental health.

**FMM:** What are some of the materials you're using to explain these concepts in your training webinars?

**Dr. F.:** We've shown staff several videos, including two of trans youth who talk about their experiences. One trans man describes what it was like for him to develop breast cancer and then be denied treatment. There are many ways that our medical system doesn't practice gender affirming care, which means people are denied health services they need and deserve.

**FMM:** What are some examples of appropriate language to use in gender affirming care?

**Dr. F.:** Well, for example, in general, never assume someone's gender and pronouns based on their appearance. Understand that people must be called by the name and pronouns of their choosing. Use neutral terms as much as possible, and, once you know someone's pronouns, make every effort to use them.

Also, using gendered language as a figure of speech - like "you guys" and "girls" or "gentlemen" - is not representative of all groups. It's affirming to use gender-inclusive terms like "folks" or "you all."

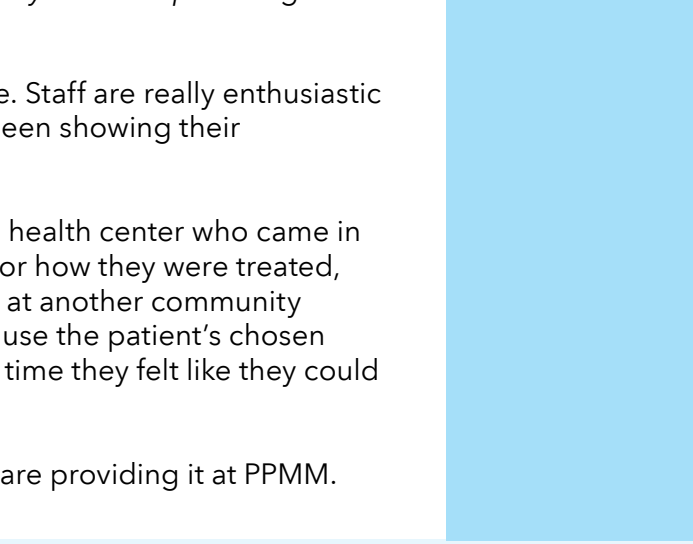
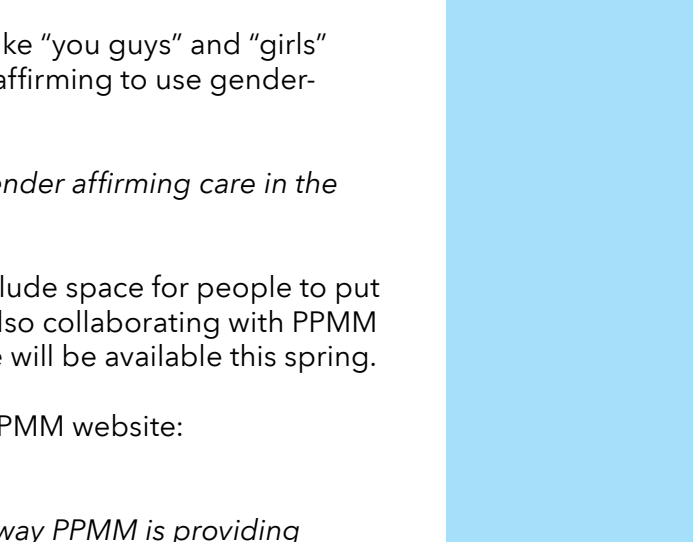
**FMM:** Are there other reflections of PPM's focus on gender affirming care in the way we provide services?

**Dr. F.:** We are about to launch new intake forms that include space for people to put their chosen name, pronouns and gender identity. I'm also collaborating with PPM Education to develop trainings for other staff, and those will be available this spring.

We already have a gender affirming care page on our PPM website: [ppmarmonte.org/gac](http://ppmarmonte.org/gac)

**FMM:** In closing, what are you most proud of about the way PPM is providing gender affirming care?

**Dr. F.:** The feedback from staff and patients is incredible. Staff are really enthusiastic about providing this care, and patients have definitely been showing their appreciation.

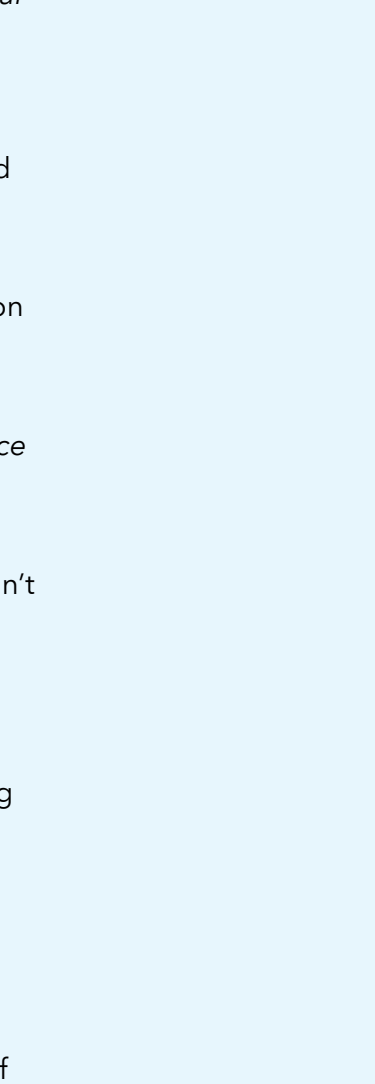


## PPAMM board member, Camila Chavez

### Reflecting on the March 31 holiday named for her uncle, Cesar

Planned Parenthood Advocates Mar Monte board member Camila Chavez is executive director of the Dolores Huerta Foundation, a Bakersfield-based non-profit started by and named for her mother, the iconic labor leader who also co-founded United Farm Workers with Camila's legendary uncle, Cesar.

The Full Mar Monte caught up with Camila just before her uncle's birthday on March 31, Cesar Chavez Day, to discuss her social justice heritage and bringing that perspective to Planned Parenthood.



Camila Chavez, PPAMM board member and Executive Dir. of the Dolores Huerta Foundation

**Full Mar Monte:** As the leader of a social justice organization and a member of one of the most storied families in California, how have you come to think of Cesar Chavez Day, seven years after your late uncle's birthday was declared a national holiday?

**Camila Chavez:** It's really about honoring the historic accomplishments of farm workers and the movement they created. Cesar was a farm worker with only an eighth grade education, but he led a movement of international recognition and changed the lives of so many people. Forever.

It was also the beginning of talking about issues that we're still working on today, including how pesticides used in farming affect the consumer, and immigration reform. The farm workers movement was "intersectional" long before people started using that term. We were defending LGBTQ rights and the rights of folks from all walks of life.

**FMM:** Of course, your mother, Dolores Huerta, was the other central and essential leader of the movement. As her youngest child, do you have strong personal memories associated with Cesar Chavez Day?

**Camila:** One of the things I always think about is the violence they faced. Farm-worker organizing was more dangerous in the 60's and 70's. My parents traveled a lot when they were. Doing this work, and one time bullets came through the front window of the office where they were working. The sheriff's department was always pulling my mom over on the road, for no reason, just to threaten her. Five farm workers and organizers were killed, and there was a contract put out on Cesar's life. It's amazing the risks they took for justice.

**FMM:** You took the helm of your mother's foundation when you were only 27 years old, and now, 15 years later, the organization has done fantastic social justice grassroots organizing work in the Central Valley. What is some of the work you're most proud of?

**Camila:** I'm really proud of our civic engagement work, getting people who didn't understand the importance of civic engagement to become not just voters but educated voters during every election cycle. Our canvassers also did so much education around the 2020 Census, and we directly reached 84,000 people.

Now we're working on informing people about the importance of redistricting and how these unfairly drawn districts affect our communities. We're sponsoring a webinar called "Redistricting 101." When we really show people these district maps and how the power is aligned, they can see the problem very clearly.

**FMM:** How would you say your work at the foundation and your family history impacts your work as a board member at PPAMM?

**Camila:** I bring the perspective of the Central Valley and our workers here, and that's reflected in so many of the patients that Planned Parenthood sees. A lot of people here have no insurance and really need health care services. Many work in agriculture and many are undocumented. I bring a knowledge of that kind of experience to the board. We're talking about intersectionality again!

I'm also a third-generation feminist, and the majority of leadership at our foundation are women. That experience is powerful, and it fits right in with Planned Parenthood.

**FMM:** In closing, how will you be celebrating Cesar Chavez Day?

**Camila:** Well, we don't have the day off at the foundation! It's one of our busiest days. We have so many programs going on. A lot of people want to celebrate and engage with us on that day.

But we have a big day to celebrate next month, too. My mother, Dolores Huerta, will be turning 91! We are organizing a virtual celebration for her on May 22nd.

What an amazing legacy!

For more information about Camila Chavez's work at the Dolores Huerta Foundation, go to [www.doloreshuerta.org](http://www.doloreshuerta.org)

## HC-3: Salinas HC has a tight-knit team that loves working together

Every month, we ask the staff at one of our health centers three 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?**



Salinas HC staff (from left): RN Erendani R., HSS Yolanda Z., and HSS D. (top picture); HSS Amada A., HSS Breanna A., HSS Bella, Clinician Elizabeth A., Dr. Christine B., HSS Rosa B., Clinician Kendall J., HSS Paula M., HSS Victoria M., HSS Angie S., HSS Ruby S., HSS Liz S., and HSS Deanna V.

Everybody here loves working at the Salinas health center. One of the things that draws us together is the way we have stepped up and modified the health center to be a safe place during the pandemic. Salinas is a center that is smaller than most, making social distancing difficult, but we rose to the challenge and made the necessary modifications to keep people safe while still maximizing visits.

**How would you describe the culture at your health center?**

Many staff members have been here for years, 10, 15, even 20+ years! People come here and they want to stay. This is a great place to work, where we feel respected and heard.

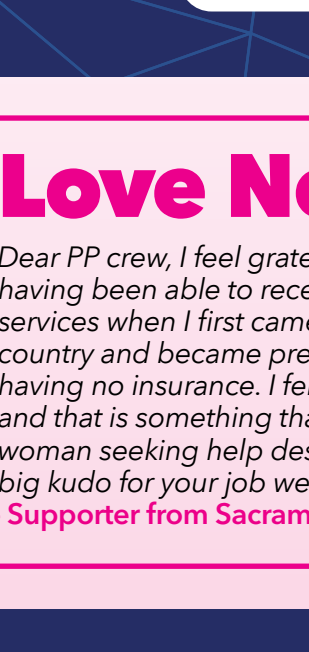
**How does your health center staff best reflect the values of PPMM?**

We are a tight team that works well together. We have constant communication between the front and the back, and we enjoy working to provide better care for the community. We are always supportive of each other and do not hesitate to jump in and help where needed.

## 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.

### Sacramento Clinician Audrey L. provides care - and information



Sacramento Clinician Audrey L.

Here's what a patient said after a recent telehealth appointment with Sacramento Clinician Audrey L., through one of our wonderful health centers:

*"Audrey was absolutely wonderful to work with and made me feel so comfortable the entire call. Her approach was genuine and sincere, and I felt like I was in good hands. Audrey was efficient, knowledgeable, and I quite liked my phone appointment. Very sweet woman who directed me to the best option of birth control for me and checked back in to make sure that the office schedule, my testing day, and everything was good to go."*

In the three months since Clinician Audrey L. has been at PPMM, she has taken special care to make sure that patients have all the information they need, even if it's beyond the specific scope of their appointment.

"My philosophy is to take care of the whole patient, paying close attention to their needs and wishes," Audrey said. "If they come in for birth control, for example, I'll check to see if they're due for a Pap test. I want to make sure they have all the information they need."

Audrey explained that, for her, anticipating other needs that patients may have is part of "looking at the whole picture and not just having tunnel vision about looking only at what patients came in for."

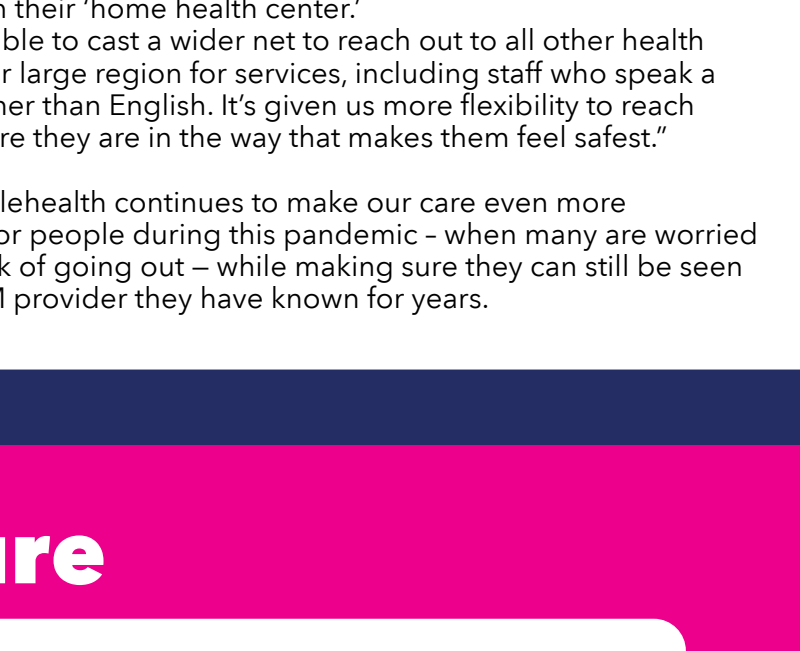
That may mean talking to patients about different STIs/STDs and maybe guiding them on how to discuss this with a partner. It may mean offering a patient resources in the public health department or making a follow-up call.

"What I'm most proud of is being able to empower people to advocate for their own reproductive rights," Audrey said.

Mission accomplished!

## March Peninsula Breakfast provides new fundraising record for PPMM

Nearly 900 supporters joined us for our 26th annual Peninsula Breakfast on March 5. And this time, because of the pandemic, it was all online. Thanks to the amazing generosity of our family of supporters—which includes 77 first-time PPMM donors—we exceeded our fundraising goal for the event and raised nearly \$1.35 million, a new record for PPMM!



Peninsula Breakfast emcee, Bay Area Emmy-winner Keesa Ocampo

Highlights of this year's virtual event included a PPMM-commissioned poem written and performed by high school student and Youth Speaks poet, Adouk Yeh, as well as a conversation interview with Meena Harris, founder and CEO of Phenomenal, a "female-powered" lifestyle brand" focused on bringing awareness to issues and causes of underrepresented communities.



PPMM CEO Stacy Cross, speaking from her back yard for the virtual Peninsula Breakfast program

In addition, this year's video format allowed guests an inside peek at PPMM's COVID-response operation, a tour of the relocated Mountain View health center, and the chance to meet one of our Teen Council leaders.

Two of our watched heartfelt testimonials from viewers also featured Bay Area congresswomen, Rep. Jackie Speier and Rep. Barbara Lee, as well as from donors and board members who told why they so passionately support our mission and work. The program was masterfully woven together by emcee Keesa Ocampo, two-time Emmy Award-winner and CEO & founder of WeSparq, a communications firm of multicultural content creators for television and digital media.

Proceeds from the Peninsula Breakfast ensure that nearly quarter of a million patients and community members who depend on us continue to receive the quality care they need—from testing for COVID-19 to services for abortion to comprehensive sex education—regardless of their income, identity, immigration status or beliefs.

Following the program, one PPMM supporter shared, "I'm not exaggerating when I say that I learned so much in this hour. This should be required viewing for all Americans, especially those who have a limited view of the services that Planned Parenthood provides!"

## FROM THE EDUCATION DESK

• In partnership with our new Digital Learning Advisory Group, the DL channel team will be presenting PPMM Education with design briefs and project plans for the pilot launches of:

◦ Social Sex Ed expanding online/mobile access to our evidence-informed, age appropriate sex ed to more older teens and young adults.

◦ Con Confinanza (with trust), a gamified sex ed learning platform for Spanish-speaking youth in grades 6-12.



Leah C., PPMM Education Director of Digital Learning

• Education Services has now trained all educators to deliver our popular Puberty Ed course for virtual delivery to students throughout the affiliate territory. Prior to the pandemic, this program was only offered in Santa Clara County.

• The team is also gearing up to train all Educators on our updated Sex Ed for SPED (special education) to enable us to scale the offering in FY22—previously piloted in Fresno County.

• Program Impact and Peer Education also officially kicked off a work plan to offer Teen Council to Sacramento-area high school students by summer—expanding the program to our four region in just two years (joining San Jose, Stockton, and Deathad-Gonzalez).

## Love Notes

Appreciation for PPMM staff, from donors and supporters

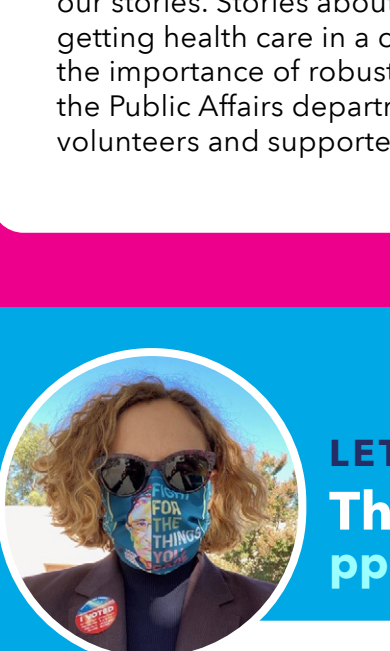
Dear PP crew, I feel grateful for your services when I first came in the country and became pregnant having no insurance. I felt cared for and that is something that every woman seeking help deserves. A big kudo for your job well done - Supporter from Sacramento

Thank you so much for everything you do! Your services before and during this pandemic have made me feel that much more secure in my life and I really admire your passion and care. - Patient from Silicon Valley/Coast region

The amazing work you do and services you provide are so valuable and necessary. The lives you touch and support you provide will always be remembered. Keep it up! - Supporter from Northern Central Valley/Reno region

## 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 [ppmarmonte.org/blog](http://ppmarmonte.org/blog).



### Telehealth means getting care faster - while staying personal

At PPMM, one of the few silver linings of the public health crisis caused by COVID-19 is the acceleration of telehealth services at all of our health centers. Regional Operations Director Chavon A. says there have been some unforeseen benefits of telehealth that have been spurred by the pandemic.

"If we're short-staffed at one of our health centers or if, modestly, we can take a home health visit to a patient from our Hayward health center in the comfort of their home," Chavon said. "That patient will still be getting quality, personal care while also being able to see their nurse or clinician from their 'home' health center."

"Now, we're able to cast a wider net to reach out to all other health centers in our large region for services, including staff who speak a language other than English. It's given us more flexibility to reach patients where they are in the way that makes them feel safest."

Expanded telehealth continues to make our care even more convenient for people during this pandemic - when many are worried about the risk of going out - while making sure they can still be seen by the PPMM provider they have known for years.

## The Big Picture

### Public Affairs team's Moving Forward Together event: Getting advocacy pointers from elected officials

By Kelly K., Grassroots Organizer, Alameda County

The Public Affairs team's second Moving Forward Together event, held last weekend in February, drew more than 30 supporters to the virtual panel discussion - on a Saturday! Four elected officials spoke directly to Planned Parenthood partners and volunteers to offer advice about the most effective way to communicate with them when doing advocacy work.



Our panel featured a diverse range of California and Nevada local leaders: Rep. Josh Harder, Congressman from California's Dist. 10; Nevada's Majority Floor Leader, Assemblywoman Teresa Benitez-Thompson; Santa Cruz Vice Mayor Sonja Brunner; and Dr. Angie Taylor of Nevada's Washoe County Board of Education.

Participants asked excellent questions, and the panelists agreed that sincerity, authenticity, and one-on-one emotional connection was the most effective way to advocate for the patients and communities our affiliate serves. They also shared examples from constituents whose personal stories helped change policy.

Another important aspect of advocacy, the panelists said, is to come to meetings prepared with possible solutions.

Elected officials want to hear from community members about important issues, but that also means they want to hear ideas about ways to solve problems.

It's a reminder that so much of the work Planned Parenthood does is reliant on telling our stories. Stories about accessing abortion despite harmful legislation, stories about getting health care in a country that abandons undocumented people, stories about the importance of robust sex education, and so many more. Part of what we do in the Public Affairs department is to share our patients' stories as well as helping our volunteers and supporters advocate for themselves by sharing their own stories!



## LETTER FROM THE CEO

### Thinking About the COVID Vaccine

[ppmarmonte.org/covid-vaccine](http://ppmarmonte.org/covid-vaccine)

Hello Friends,

I have been really excited to share with you all how the vaccine-rollout is proceeding among our frontline health center staff and how our care teams have worked very hard to make this such a seamless experience.

In order to keep you updated on the latest information, here's a link to our COVID-vaccine info site. You can scroll down to see the short #IGotTheShot video that illustrates our staff's experience.

I also want to acknowledge that my perspective on the COVID vaccine, from my personal experience as a white woman in a medical system with profound health care inequities, may be different from the perspective of those in communities that have been and continue to be marginalized. I am proud of the work PPMM is doing to increase our health center staff's access to the vaccine for those frontline staff those who want it.

At the same time, I understand some of our communities are among the own staff are most affected by the medical establishment's history of racism and abuse toward Black, Indigenous, and people of color that has resulted in deep mistrust. These realities make access to the vaccine of critical importance, and PPMM is committed to providing our staff and the communities we serve with all the information they need to make an informed decision about getting the COVID-19 vaccine, and deciding what is best for their health and safety.

For more insight about this, I encourage you to read the statement to our staff from PPMM's Diversity, Equity, and Inclusion (DEI) Committee that is just below this letter.

I continue to be horrified by the wave of hate crime, spurred by the pandemic, against members of Asian American Pacific Islander communities, including the recent shocking murders of six Asian American women in a suburb of Atlanta. Right here in the Bay Area, a Thai elder who was shoved to the pavement and died of injuries is yet more evidence of how race-based misinformation and bigotry has resulted in increased acts of racism and heightened fear and anxiety in the AAPI communities.

When the pandemic first began, I was so proud that PPMM was among the few health care organizations to launch a bold social media campaign against xenophobia and anti-Asian bias. As we fight for racial justice, we must continue to stand with our AAPI community.

In closing, I want to say how moved I am by the graceful way our staff has handled the pandemic and the toll it has taken on our lives. Like so many of you, it's been over a year since we've seen loved ones. My 91-year-old mother is now fully vaccinated, and I am really looking forward to a time in the future when I will be able to spend time with her because we will have achieved herd immunity. It has meant so much to me that my colleagues here at PPMM are providing the vaccine to eligible staff, and I'm proud that we are playing an important part of keeping our communities safe.

Our health center staff continue to do a heroic job caring for patients during such an incredibly stressful time. Thanks again to you, our steadfast supporters, for protecting our services - and our patients - as we continue to take a leadership role in caring for our communities during this once-in-a-century public health crisis. I am so grateful.

In This Together,

Stacy

Dear PPMM Black, Indigenous, and people of color (BIPOC),

In light of the rollout of vaccines for COVID-19 and PPMM's vaccination program, we, the members of the Diversity, Equity, and Inclusion (DEI) Committee, want to take a moment to recognize and validate hesitations that members of BIPOC communities may have towards receiving the vaccine. We know there's a horrific history of abuse by the white-led medical field leading to the injury, suffering, and death of members of BIPOC communities. These abuses have led to a justified mistrust of medical practices, where the trauma has been experienced directly or passed down through generations.

If you aren't familiar with the historical context or specific examples of the unethical medical testing on marginalized communities in the name of research, you don't have to look far: denial of syphilis treatment to Black men in the South, testing of birth control on Puerto Rican women, the exploitation of Henrietta Lacks' DNA, and skin graft experiments on Indigenous people. For decades, there have been health care or forced sterilization of Black, Indigenous, and Latinx women, and we know it's happened as recently as last year in the forced-detention camps at the border. These are just a few examples, and there are countless others.

We want to acknowledge that some people may be comfortable getting the vaccine, while others may be facing pressure or judgment, or that you may have fears of your own about receiving the vaccine. We support you all in your own judgment and personal choice.

We appreciate Stacy's own acknowledgment that, as a white woman, she doesn't share the same historical trauma. We are glad the DEI committee has been given space in this month's FMM to speak on this subject.

In Solidarity,  
The PPMM DEI Committee

## Good Reads

March 20, **Pittsburgh Courier**: Will at-home abortions make Roe obsolete?

March 18, **Washington Post**: Former California AG Xavier Becerra confirmed as Biden's head of HHS (PPFA CEO Alexis McGill Johnson quoted)

March 17, **San Francisco Chronicle**: Budget provision banning federal abortion-spending may be nearing its end

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