

R E S O L U T E

WE HAVE A WORLD TO
REIMAGINE AND **REBUILD**
BETTER THAN IT WAS BEFORE.
WE FACE HARDSHIPS THAT SEEM
INSURMOUNTABLE, AND WE KNOW
IT WILL GET WORSE BEFORE IT GETS
BETTER. BUT WE ARE PLANNED
PARENTHOOD. IF THERE IS NO
PATH FORWARD, WE WILL PAVE
ONE. WE ARE **RESOLUTE.**

THE FIGHT FOR ABORTION EQUITY

Dear friend,

The fight for reproductive freedom has entered a new era. With the Supreme Court's decision to overturn *Roe v. Wade*, they have failed millions of people and turned their back on nearly 50 years of precedent. Abortion will not end with this decision. It will just become much, much more difficult and dangerous for people to get the care they need.

Planned Parenthood has been providing and advocating for reproductive health care and education for over 100 years. We are built for this moment, and right now, people and patients want to know: **If I need Planned Parenthood, will you be there?** The answer continues to be, and will always be: **a resolute Yes.**

This moment requires us to strategize, organize, and mobilize to fight the opposition in as many as 26 states that will move to further restrict – or outright ban – abortion, leaving giant swaths of the U.S. without access to an essential, routine

health care. The dismantling of *Roe* is disproportionately harming people who already face tremendous barriers to health care due to systemic racism and discrimination: Black, Latino, and Indigenous communities, the LGBTQ+ community, young people, those living in rural or remote communities, people with disabilities, and people with low incomes. We understand that true reproductive freedom is impossible to achieve until we close the immense gap between abortion rights and the reality of abortion access.

We are bridging that gap by centering the lives and voices of the patients that Planned Parenthood health centers serve. In addition to innovating how affiliate health centers deliver care, Planned Parenthood is redefining our leadership, championing intersectional advocacy, and amplifying grassroots organizations. We're flexing every muscle and using every refined tool we've developed over the decades to change the narrative about abortion, reconstruct a new policy landscape, and embed health and race equity into everything we do.

BY CENTERING PATIENTS IN AN EQUITY FRAMEWORK, WE ARE TRANSFORMING OUR SYSTEMS AND STRUCTURES SO THAT PATIENTS AND COMMUNITIES CAN MAKE THE MOST PERSONAL HEALTH CARE DECISIONS AND EXPERIENCE TRUE BELONGING.

We are not treating equity as a buzzword, nor will its place in this organization be rooted only in individual goodwill. Equity at Planned Parenthood is a targeted prioritization of resources that leads to better health outcomes and well-being for all patients. By centering patients in an equity framework, we are transforming our systems and structures so that patients and communities can make the most personal health care decisions and experience true belonging.

The movement for reproductive freedom is more diverse and interconnected than it has ever been. The right to govern our own bodies and live our best, healthiest lives is the essence and aspiration of the work we do every day. Patients guide us, our partners ground us, and our staff equips us to show up fiercely. The great challenge of this moment is not to let what is before us overwhelm us. **The great opportunity is to unleash our collective power to reimagine and to reconstruct the foundation of our rights and freedoms around a new standard.**

Against the backdrop of racial reckoning, a new public health crisis, and the protections of *Roe* gone, **Planned Parenthood is resolute in this vision – today, tomorrow, and always.**

The *Resolute* campaign is a bold stride toward abortion equity, led by and centering the needs of the patients and communities that Planned Parenthood health centers serve. We are fighting like only Planned Parenthood can: An all-hands-on-deck response with affiliate leaders, abortion providers, organizers, policy experts, corporate partners, cultural changemakers, movement partners, and 18 million supporters. The innovation we invest in will help build the world we want to see – with compassion, health care, and freedom for all.

This is the work. No matter what happens, we're building something that can never be taken away again. We're fighting for a future where reproductive freedom is more than an ideal – it's our everyday. This is the vision. This is *Resolute*.

In solidarity,

Alexis McGill Johnson

President and CEO

Planned Parenthood

Federation of America

Planned Parenthood Action Fund



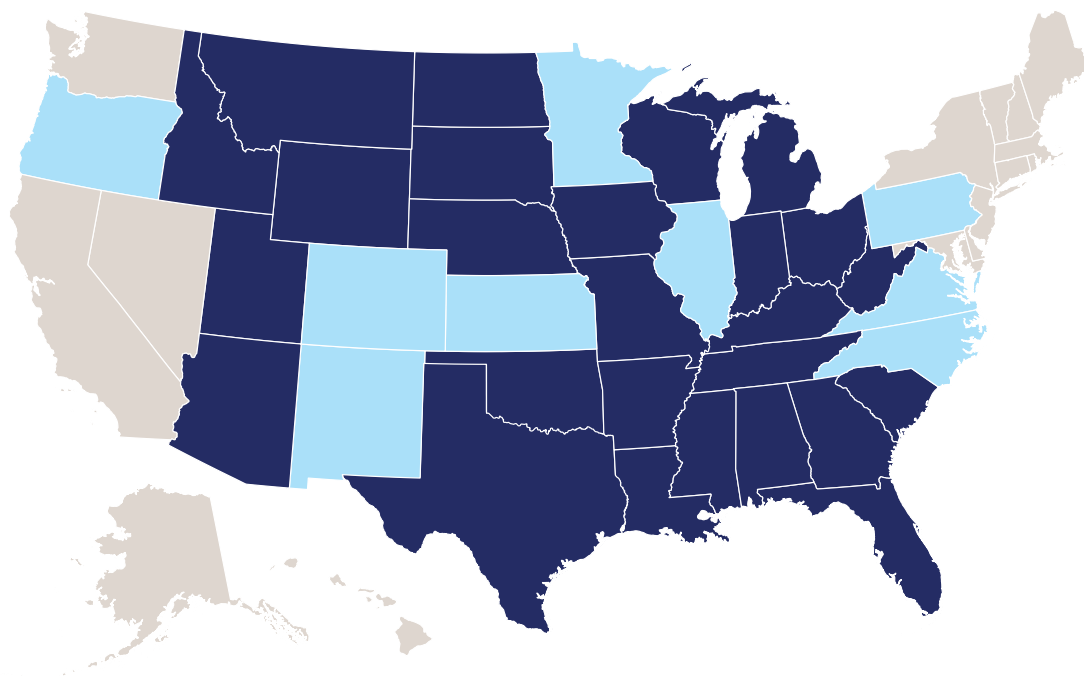
THE LANDSCAPE AND FUTURE ENVIRONMENT

With the U. S. Supreme Court's decision in *Dobbs v. Jackson Women's Health Organization*, the Supreme Court took away our constitutional right to abortion and paved the way for more of our rights to be taken away, including marriage equality, privacy, and contraception. **States are moving quickly to ban access, and we are seeing despair and desperation in real-time.**

POST-ROE LANDSCAPE

- States that have or are poised to move to ban abortion
- States Planned Parenthood is investing in to accommodate significant increase in patient volume

Map as of September 1, 2022



PEOPLE OF COLOR, QUEER PEOPLE, DISABLED PEOPLE, PEOPLE WITH LOW INCOMES, AND PEOPLE WHO LIVE IN RURAL OR REMOTE AREAS FACE COMPLEX BARRIERS IN OBTAINING AN ABORTION – AND FURTHER RESTRICTIONS WILL HURT THESE AND OTHER MARGINALIZED GROUPS EVEN MORE.

We had a glimpse of what it would be like. Texas's Senate Bill 8 (S.B. 8) shows us: Health care workers are forced to turn patients away; patients, desperate for care, driving hundreds or thousands of miles to see a provider; and health centers in nearby states struggling to accommodate a surge in demand. This is now the reality for many and could be the reality for those living in more than half of all states across the U.S.

To be clear: *Roe* was never enough. Although the case established protections for the legal right to abortion, the reality is that abortion has been regulated out of reach for far too many people across the country. As partners in the Reproductive Justice movement have led the way in amplifying, these restrictions are deeply rooted in racism

and intersecting injustices. People of color, queer people, disabled people, people with low incomes, and people who live in rural or remote areas face complex barriers in obtaining an abortion – and further restrictions will hurt these and other marginalized groups even more.

The work powered by the *Resolute* campaign is meant to address both the nullification of abortion rights under *Roe* and the systemic inequities that have kept abortion inaccessible for so many. ***Resolute is our plan to deploy solutions for patients in states where access is gone or at risk; strengthen the movement for equitable reproductive health care; and make abortion accessible to all.***



Barriers to care hinder patient-provider relationships, where trust is key to ensuring positive health outcomes. Our *Resolute* campaign will bring patients and providers together for quality, equitable care.

EQUITY IN CARE

As we face the toughest challenges in the history of this movement, we are keeping patients and communities at the center of our work, partnering with affiliates to help innovate how Planned Parenthood health centers deliver care and collaborate with independent providers across the country. Innovation, technical and organizational, will be deployed strategically across PPFA and affiliates: **We are prepared to invest \$135 million dollars to lead at the cutting edge of health care delivery.**

We're leveraging this moment to preserve and expand patients' access to abortion and the full scope of sexual and reproductive care, including contraception, by building equity into every pillar of our work.

Being patient driven, and grounded in equity while applying data-informed innovation is critical not just for Planned Parenthood, but also vital for reconstructing the

ecosystem that patients can design and benefit from, according to their needs. While innovation may look different in regions across the country, PPFA is investing in nationally scaled approaches that will have a direct impact on patients and their lives. This is what patient-centered access looks like now. This is a moment that requires us to build with patients how and when they want to receive care.



Planned Parenthood affiliates' health center staff live out our mission of providing care, no matter what. Our expansion of patient navigation will be vital as we connect patients to care at Planned Parenthood health centers and independent providers across the country.

PATIENT NAVIGATION & PROVIDER INVESTMENTS

Twenty-six states are poised to ban or severely restrict access to abortion over the next three years.

That means that people seeking abortion in more than half the country will have to travel, sometimes hundreds or even thousands of miles, to access care. With a focus on preparing for this new and more challenging abortion landscape, we are making investments to ensure patients have the information, resources, and support they need to access care. And we're preparing providers to navigate needlessly complicated changes in abortion delivery.

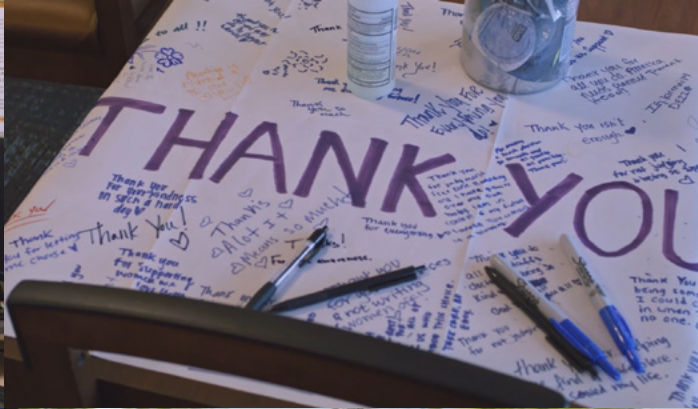
PATIENT NAVIGATORS

States already vary in their restrictions on abortion access, and laws are constantly shifting, making it difficult for patients to determine what is required to obtain care.

Finding a health center and making an appointment can be overwhelming, and arranging for dependent care and potentially long-distance travel can be impossible.

Abortion Patient Navigators, leveraging expanded digital resources, guide patients through the process of obtaining

an abortion from start to finish, driving equity in access by alleviating the burden of planning and making arrangements for care. The program has grown from our original 9 pilot navigators, to over 40 navigators across the country, with some affiliates having more than one navigator. Plans are in place for affiliates to expand these services to regions where people seeking abortion will need the greatest support – the South, Midwest, and other areas where abortion is already heavily restricted or likely to be banned.



Planned Parenthood of Greater Texas has been living with the reality of a post-Roe world since the implementation of S.B. 8 in September 2021. See what this looks like first hand in this powerful video featuring the voices and stories of providers and patients. Hover your mobile device's camera over the QR code for the link to PPGT's YouTube channel.



DIRECT PATIENT SUPPORT

To complement patient navigation, we are expanding **direct financial support** to help cover the expense of care and travel for abortion patients who are eligible, relieving one of the greatest barriers many patients face: cost. This targeted financial support can put care within reach for patients with low incomes, many of whom – due to the intersection of racial injustice and economic injustice – already face the greatest barriers to health care.

WAYFINDING

Through deep investments in digital tools, we will ensure that the millions of digital users who land on our website and other digital products each month have a clear, swift path to care. We will be launching updates to our website, our Abortion Service Locator tool, and our live and artificial intelligence chat products so that wayfinding to an abortion can be as “self-service” as possible, with more personalized offerings for those who face the greatest barriers.

BOLSTERING PARTNERS + PARTNERSHIPS

Planned Parenthood cannot meet this moment alone. We know that it’s crucial that we offer support to **abortion funds, independent abortion providers, and the organizations who support them**. Combined with our ongoing efforts to build our collective movement and amplify their work – deepening partnerships is a vital part of advocating for our health and rights and ensuring all people can access the care they need.

PATIENT ASSURANCE + EDUCATION

We are making sure patients – especially patients who are Black, Latino, Indigenous or people of color, LGBTQ+, young, or have low incomes – know that **Planned Parenthood is here**. We’re redoubling our efforts in all aspects of access – investing in the regions that are hostile to abortion rights with access to sexual and reproductive health care and contraception services, leveraging technology to break down barriers, offering stigma-free education, and advocating for patients and communities.

Through localized communications campaigns; evolving, culturally sensitive information and education programming; and an intentional presence in the progressive movement, Planned Parenthood is advancing an approach that tackles the crisis from all sides and builds authentic partnerships with patients, supporters, and communities.

HEALTH CENTER PREPAREDNESS

With our focus on centering patients, and based on state-by-state data analytics, we have identified **regional surge sites**: health centers that we anticipate will see a significant increase in patient volume if neighboring states were to enact harsh new abortion restrictions. Through both financial and technical support, we are investing in strategic expansion of these critical access points to help ensure that affiliates are ready to meet the increased demand.



Modernizing health care delivery can be transformative for all patients. Through investments in provider recruitment, a unified EMR, and telehealth, we can make care more accessible and equitable.

PROVIDER RECRUITMENT AND RETENTION

To ensure Planned Parenthood health center patients receive the best possible care, affiliates must recruit the most talented providers and essential staff, placing and retaining them where they are needed most – especially in areas where abortion is under attack. Incentives such as student-loan payment assistance, tuition reimbursement, relocation support, and professional development opportunities help health centers bring on board knowledgeable, compassionate clinicians who understand and reflect the diversity of the communities they serve. A new provider can have a transformative effect on patients' ability to access care, potentially seeing **more than 5,000 additional patients per year**. Through innovative programs, affiliates will reduce staffing shortages in underserved areas and help build long-term readiness across the clinician workforce.

ELECTRONIC MEDICAL RECORDS

The concept is simple: one patient, one record. Electronic medical records (EMR) platform, creates a system that centralizes patient information across participating Planned Parenthood affiliates, empowering patients to seek and obtain high-quality care no matter which health center they visit.

An EMR offers providers a more comprehensive view of a person's health and medical history – including Planned Parenthood and other providers using the same platform – helping them better see and holistically care for their patients. And this unified platform can show us trends and patterns in patients' demographics, health, and needs. Most importantly, investing in an EMR platform centers the patients and makes services easier to access for those in abortion deserts who must travel across state lines and affiliate service areas to obtain care.

TELEHEALTH

Telehealth services – health care provided by phone, video, or smartphone apps – are the today and tomorrow of health care, and have been implemented at all 49 Planned Parenthood affiliates. We continue to expand affiliate capacity for **telemedicine abortion**, both advocating for the policy landscape and enhancing the technical infrastructure necessary to offer abortion through telehealth platforms. Putting this essential service within reach for many patients who would otherwise have no access is key in advancing abortion equity.

Telemedicine abortion allows patients to do a video consultation with a licensed provider, as long as they are located in one of the 21 states it's allowed and they can provide an address there to which pills can be shipped. The pills for medication abortion – mifepristone and misoprostol – are then mailed to the address provided, be it a friend, relative, even a motel or post office. We also aim to expand telehealth more broadly for non-abortion related services, creating more availability for affiliates to see more in-person abortion patients.

As an important part of our equity framework and patient-centered approach, we're prioritizing the accessibility of telehealth for patients for whom English is not a first language; patients who may not have secure access to smart devices, computers, or broadband internet; and patients with disabilities. Our mission is to make access to care expedient and secure for as many patients as possible – in person, over the phone, or online.

ADVOCACY + CULTURE CHANGE

For 49 years, we have been on defense and fighting relentlessly for access to be more than a right. Restrictive state laws and intersecting systems of oppression, including racial and economic injustices, mean that – even with *Roe*’s protections – abortion and other essential care is already out of reach for millions. And over the next few years, we anticipate a cascade of state-level abortion bans and restrictions that will only worsen this inequity.

That’s why we’re making a \$95 million dollar investment to change the rules of engagement. We will no longer fight on our opposition’s terms. The strategy is to be agile in working with movement partners to skillfully forecast legislative and legal battles and be first to infuse resources and support leadership at the community, state, and national levels. This is our long-term offensive play: to fight on all fronts – in the courts, in the streets, in the media, in statehouses, and on ballot measures across the country – to advance equity and catalyze a shift in the law, politics, and culture of abortion access and reproductive health care.

STATE-BY-STATE STRATEGY

The path to abortion equity is paved through state-level action. With 26 states poised to ban or severely restrict abortion, it's clear we need to fight both offensively and defensively to protect and advance reproductive freedom. Partnering with local Planned Parenthood organizations, we're running individualized, high-impact programs in the states, strategically building on past successes and lessons learned to win key **legislative, legal, and ballot measure victories**. To help drive this work, we're:

- Implementing, evaluating, and adjusting **data-informed, innovative strategies** – such as those that guide our digital organizing efforts – in real time, working boldly and nimbly so organizers and supporters can show up and fight most effectively;
- Building on our existing **Black, Latino, and youth organizing programs** and launching additional programs among Asian and Pacific Islander and Indigenous people;
- Cultivating an **intersectional, inclusive movement** rooted in authenticity – one that centers young people and people of color in the work itself to ensure our fights are truly patient- and community-centered;
- Leveraging the massive organizing infrastructure we've built over decades to educate and mobilize the growing base of **18 million Planned Parenthood supporters** to stand up, speak out, and fight for the issues that most affect their rights and their communities; and
- Fostering strong grassroots relationships by investing in **local leaders** – people who know their communities best – and resourcing the tools they need to organize and win local advocacy campaigns.



Systemic racism is ingrained at all levels of federal, state, and local governments. Planned Parenthood will center the lived experiences of Black women in all we do in order to advance health equity for all, especially in states where *Roe* was a right in name only.

POLICY

We need to radically expand our tool box for transforming health care policy. It's crucial that we fight back against the worst threats to abortion access while simultaneously working to protect and expand state-level protections and advocate for abortion equity – especially in states where we anticipate a surge in patients. In states where abortion rights are severely weakened or at risk, we'll run **defensive fights**, collaborating with statehouse champions to block harmful policy. We'll also organize and mobilize supporters to educate their communities, speak out, and let lawmakers know where the people stand.

As a consequence of the Supreme Court decision, we'll advocate for **proactive policy** that enshrines the legal right to abortion in state law, expands abortion access, and addresses systemic inequities in access to care. **This includes establishing the right to abortion on gender and race equality grounds and building a strong foundation in the generational fight for advancing a constitutional amendment that will safeguard abortion rights once and for all.**

WE ARE ALREADY SEEING A HOST OF NEW ABORTION BANS BEING INTRODUCED IN THE STATES.

BALLOT MEASURES

In order to have a direct impact on abortion equity we need to engage in direct democracy. Planned Parenthood organizations are implementing a **ballot measure strategy** to repeal laws and undo harm wherever opposition to sexual and reproductive health care has gained ground. We must win proactive and defensive measures in order to realize our vision for long-term change. Wins on the ballot measures – especially in states hostile to abortion – will decisively demonstrate the public’s support for abortion rights and help establish a new legal framework for abortion rights and other essential care.

LITIGATION

Planned Parenthood Federation of America’s **public policy litigation and law** team is expanding, broadening the capacity to fight back in the courts. Working in close collaboration with the ACLU and the Center for Reproductive Rights, along with local partners, we’ve readied ourselves for every scenario and are creatively exploring every legal theory and tactic to protect and advance abortion equity.

We are already seeing a host of new abortion bans being introduced in the states and the outcome of the U.S. Supreme Court decision in *Dobbs v. Jackson Women’s Health Organization* has opened the floodgates. The courts remain a crucial avenue for fighting back.

STRENGTHENING THE MOVEMENT

True reproductive freedom is built locally and nationally, with community-based organizations at the core of organizing, advocacy, and patient support. The strength of Reproductive Justice and fellow progressive organizations is crucial to the future of this movement, and Planned Parenthood will leverage our platform and resources to amplify their work.

By granting capacity-strengthening funds and exploring areas for collaboration, we can bolster authentic, reciprocal relationships across the movement for reproductive freedom. We are investing in equitable stakes because we believe that everyone deserves to be at the movement table.

CULTURE CHANGE

We're ramping up our content creation in order to change the cultural conversation and rewire how people think about abortion and sexual and reproductive health. The goal is to counter and eliminate deeply entrenched stigma around abortion. This means loudly and unapologetically driving multimedia content – in public testimony, in the entertainment industry, and across social media platforms – that feature patient stories with honesty, accuracy, and sensitivity.

By investing in producing more content for Planned Parenthood owned channels, as well as, establishing partnerships with news and entertainment platforms, our cultural engagement, editorial, digital, and creative capacity, **we will craft inclusive, forward-looking, and liberatory narratives on our own terms.**



Planned Parenthood's *Be Seen* campaign elevates the experiences of Black, Latina, and non-binary folks as they navigate the inextricable link between sexual and reproductive health care and other issues young people face. *Be Seen* works to destigmatize access to care and sex education and lets the next generation know that Planned Parenthood is here for them, no matter what. Hover your mobile device's camera over the QR code for the link to *Be Seen* video.



DEMOCRACY REFORM

Planned Parenthood must fight for justice in order for every person to be empowered to participate fully in their communities and have an equal voice in advocating for equitable health care policy and abortion access and all of the issues that impact Planned Parenthood health center patients across the country.

We must reimagine a country where all voices are heard, especially those that have historically been denied. We continue to support short and long term democracy reform measures including efforts to set term limits, reshape equitable redistricting, pass transformative filibuster regulations, and meaningful federal judiciary reform.



Our democracy has not worked for all of us since our nation's founding, with voting rights being a seminal cornerstone that has been fought for by every generation. A democracy that centers the most marginalized among us is essential for ensuring rights for all.

WE ARE RESOLUTE.

We have a world to reimagine and rebuild better than it was before. We face hardships that seem insurmountable, and we know it will get worse before it gets better. But we are Planned Parenthood. If there is no path forward, we will pave one.

The commitment of our most generous champions is our catapult and our cornerstone. When we work together, we can do more than overcome the challenges we face: We can change the fight altogether – on our terms. Together, we can help communities thrive and people live their healthiest lives. Together, we can realize our vision of a just, equitable future. **Together, we are resolute.**



Our Bodies. Our Futures. Our Abortions.

