

ovinginpartnershipmovinginpartnership movinginpartnership movinginpartnership  
ovinginpartnershipmovinginpartnershipmovinginpartnershipmovinginpartnership  
ovinginpartnershipmovinginpartnershipmovinginpartnershipmovinginpartnership  
ovinginpartnershipmovinginpartnershipmovinginpartnershipmovinginpartnership  
ovinginpartnershipmovinginpartnershipmovinginpartnershipmovinginpartnership

# moving partnership

2009 | Report to the Community

# a message

## from the CEO and the Board Chair

In mid-2008, Planned Parenthood of Northern New York and Northern Adirondack Planned Parenthood submitted the Certificate of Need for merger to the New York State Department of Health. While we waited for the necessary approvals, our two affiliates, led by Rick Bearup at PPNNY and Kathie Wunderlich at NAPP, began to function as one. We spent all of 2009 building the foundation for the merged entity: Planned Parenthood of the North Country New York. That merger became official on January 4, 2010.

While NAPP and PPNNY remained two separate affiliates throughout the course of the year, we worked together as one whenever we could. Here are some examples of that work:

- In January, Kathie Wunderlich and Susan Delehanty joined Rick Bearup and Cheryl Douglass, PPNCNY Vice Chair, in San Diego for Planned Parenthood Federation of America's Partnership in Leadership training.
- The Boards of PPNNY and NAPP met together several times in 2009 in person and via conference calls and gathered in May for a day-long retreat.
- PPNCNY staff met twice: first in January for an all-day values clarification training in preparation of expansion of abortion services and again in December with a facilitator to work on teamwork and corporate culture.
- PPNCNY created two teams, Leadership and Consolidation, to tackle the merging of policies, procedures and cultures. Leadership, composed of the PPNCNY VPs and CEO, and Consolidation, which included leadership and all department heads and program coordinators, met on alternating weeks throughout the year.
- On a near daily basis, teams of PPNCNY staff came together by phone, via videoconferencing, and in person for meetings and planning sessions.
- Where practical and possible PPNNY and NAPP shared staff, both through split positions and management contracts.



**Kathie Wunderlich**  
NP, CEO



**Susan Delehanty**  
Board Chair

That is why you will see all three names throughout this report—Planned Parenthood of the North Country New York, Northern Adirondack Planned Parenthood and Planned Parenthood of Northern New York. We are using our current name, PPNCNY, to talk about that work we did together. But we still wanted to honor each affiliate's separate and different accomplishments, so when a project, program or service was primarily that of just one affiliate, we are using NAPP and PPNNY as appropriate.

This use of three names may be confusing but it accurately reflects the year that we had. There were times when we wanted to be able to do things jointly and could not. And there were times when it would have been simpler to complete projects as individual affiliates.

The day our merger was made final, at long last, brought much relief. We are now truly one and, like all successful partnerships, looking forward to building a future together.

- **Kathie Wunderlich**, *President and CEO*
- **Susan Delehanty**, *Board Chair*

*P.S. While the partnership that most defined the year was our merger, you will see throughout this report that our work in 2009 was marked by many partnerships. We salute all of the donors, volunteers, advocates, coalition partners, local agencies and organizations, Planned Parenthood affiliates, Planned Parenthood Federation of America departments, grant makers, and government funders with whom we worked.*

## revenue

### Planned Parenthood of Northern New York

Government grants for family planning and community health worker program . . . . .	44%
Insurance, Medicaid, FPEP/FPBP . . . . .	46%
Self Pay Patients . . . . .	.5%
Teenage Services Act Program . . . . .	.4%
Donations and other community funds . . . . .	.1%

### Northern Adirondack Planned Parenthood

Government grants for family planning and sexual assault services program . . . . .	47%
Insurance, Medicaid, FPEP/FPBP . . . . .	37%
Self Pay Patients . . . . .	10%
Donations and other community funds . . . . .	.5%
Foundation Grants . . . . .	.1%

## expenses

### Planned Parenthood of Northern New York

Medical Services . . . . .	69%
Administrative & Fundraising . . . . .	18%
Community Relations . . . . .	.8%
Education . . . . .	.5%

### Northern Adirondack Planned Parenthood

Medical Services . . . . .	62%
Administrative & Fundraising . . . . .	16%
Sexual Assault Services . . . . .	.9%
Education . . . . .	.5%
Community Relations . . . . .	.4%
MOMS Program . . . . .	.3%
Advocacy . . . . .	.1%

## services by type of visit

### Planned Parenthood of Northern New York

Problem Visits . . . . .	42%
Annual Exam . . . . .	23%
Birth Control . . . . .	13%
Initial Exam . . . . .	10%
Pregnancy Test . . . . .	10%
Counseling . . . . .	.2%

### Northern Adirondack Planned Parenthood

Problem Visits . . . . .	38%
Annual Exam . . . . .	18%
Birth Control . . . . .	15%
Initial Exam . . . . .	12%
Pregnancy Test . . . . .	.9%
Abortion . . . . .	.4%
Counseling . . . . .	.2%
MOMS Program . . . . .	.2%

## patient income

### Planned Parenthood of Northern New York

100% or less of FPL* . . . . .	61%
101-200% of FPL . . . . .	23%
201% or more of FPL . . . . .	16%

### Northern Adirondack Planned Parenthood

100% or less of FPL* . . . . .	25%
101-200% of FPL* . . . . .	55%
201% or more of FPL* . . . . .	20%

\*FPL: Federal Poverty Level. In 2009, this was an annual income of \$22,050 for a family of four.

## patient age

### Planned Parenthood of Northern New York

<18 . . . . .	15%
18-29 . . . . .	64%
30-39 . . . . .	13%
>40 . . . . .	.8%

### Northern Adirondack Planned Parenthood

<18 . . . . .	11%
18-29 . . . . .	69%
30-39 . . . . .	12%
>40 . . . . .	.8%

## board of directors

### Planned Parenthood of the North Country New York

- Susan Delehanty, *Chair*
- Cheryl Douglass, *Vice Chair*
- Cheryl Maid, *Treasurer*
- Jan Mosher, *Secretary*
- Mike Cartier
- Natalie Loder Clark
- Frank Florence
- Elizabeth Fowler
- Beth Johnson
- Donna LaFave
- Betsy Metz
- Kathy Sajor
- Jonathan Schneiderman
- Laurena Wickham Will
- Sherry Wilson

# Healthcare **partners in**

In April 2009, Planned Parenthood and MTV launched GYT (Get Yourself Tested), a multimedia campaign aimed at raising awareness of and access to STI testing. All PPNCNY health centers participated by offering free and low-cost testing. In Plattsburgh, NAPP teamed with the AIDS Council of Northeastern New York, the Clinton County Health Department and SUNY Plattsburgh to offer a day of free STI testing on campus.

PPNCNY was awarded a grant from the New York State Department of Health to build our capacity for serving gay, lesbian, bisexual and transgender patients. The funding is being used to train staff, conduct research and build connections with local LGBT partners.

PPNCNY is dedicated to providing culturally competent care. Communications with patients at varying literacy levels were identified as an area needing improvement at both NAPP and PPNNY.

As a result, medical, education and marketing staff participated in training on health literacy provided by REACH Central New York. The training was made possible by a grant from Family Planning Advocates of New York State.

NAPP sponsored two Dr. David McDowell/Northern Adirondack Planned Parenthood Grand Rounds Lectures at Champlain Valley Physicians Hospital in 2009. Dr. Irene Sills spoke on "Gender-Variant and Transgender Youth" and Dr. Barbara Starfield spoke on "Primary Care: A World and Local Imperative."

PPNCNY staff actively participates in many local coalitions including the North Country Prenatal and Perinatal Council, Clinton County Partners for HIV Awareness and Service, the Adirondack Tobacco Free Network, the Uninsured Task Force, the Northern New York Rural Health Alliance, the Eastern Adirondack Health Care Network, and HEARTH.

## In 2009

Patients Served at Planned Parenthood of the North Country New York Health Centers

**Total Patients:** . . . . . 13,746  
**Total Visits:** . . . . . 25,053  
**Male Patients:** . . . . . 1065

## Services Provided

**STI tests** . . . . . 17,293  
**STI treatment** . . . . . 1279  
**Breast exams** . . . . . 8025  
**Tests for Cervical Cancer** . . . . . 6168  
**HIV tests** . . . . . 3669

## Birth Control Prescribed in 2009

**Birth Control Pills** . . . . . 29,597 cycles\*  
**Nuva Rings** . . . . . 2798 rings  
**Depo Provera** . . . . . 2456 shots  
**Ortho Evra Patches** . . . . . 1574 patches  
**Intrauterine Contraceptives** . . . . . 280 IUCs  
**Implanon (new in 2009)** . . . . . 35 implants  
**Emergency Contraception** . . . . . 4099 doses

## Planned Parenthood of the North Country New York Health Centers

- Canton
- Gouverneur
- Lowville
- Malone
- Ogdensburg
- Plattsburgh
- Saranac Lake
- Watertown

*\*If all those pills were for one woman, she would be protected from unplanned pregnancy for 2,466 years!*

# partners in community

PPNCNY serves as the preeminent provider of comprehensive sexuality education in the North Country. In 2009, educators provided 640 programs in 62 schools in our service area to 9,707 participants. These programs are provided at all grade levels and include topics as varied as healthy relationships, self-esteem and birth control methods.

Educators also provided 298 non-school programs to 4,112 participants. These programs were in venues as wide ranging as county jails and state correctional facilities, inpatient and outpatient substance abuse treatment centers, residential children's homes, alternative education programs, youth advocacy groups, youth centers, and Girl Scout troops.

Our Franklin County MOMS program sponsored two "Fathers Day" events in 2009 – inviting dads and dads-to-be to firehouses in Bloomingdale and Malone to learn about baby care, parenting, and safety. Free car seats were provided and installed by the State Police. Other participating agencies included Adirondack Medical Center, Head Start, Even Start, MICE, Eat Smart New York, North Country Tobacco Cessation, WIC, and the Franklin County Department of Public Health. These events were made possible by a grant from the Greater Adirondack Perinatal Network.

It takes a community to help patients feel welcome and safe. In 2009, volunteer escorts gave more than 225 hours of their time greeting patients at our health centers.

In St. Lawrence and Jefferson counties, five Community Health Worker (CHW) program case managers saw 143 clients in 2009. The two Teen

Aged Services Act (TASA) case managers saw 95 clients. Each case manager in these programs averages eight to ten visits with each client per year.

Case managers piloted "Open Door Wednesday," a monthly support group for clients in both CHW and TASA in Jefferson County. The group meets for two hours and gives clients a chance to network, share stories and swap advice. Each session includes an education component with a PPNCNY staff person or a guest speaker – topics have included stress management, healthy relationships, infant/child CPR, dental health, and contraception. And the group has fun, too – members watched a movie at a local coffee house and spent an evening at the local vocational school getting hair cuts and manicures.

NAPP marked Sexual Assault Awareness Month in April with two large events. Five local bands donated their time and talent to Rock Against Rape. 21 businesses, schools and agencies allowed their staff to wear jeans on April 8th to increase visibility and awareness.

Our 24-hour sexual assault services hotline is staffed primarily by volunteer Certified Rape Crisis Counselors (CRCCs) and they answered 74 calls from survivors of sexual assaults in 2009. The CRCCs and staff accompanied 10 survivors to the hospital. NAPP's staff counselors provided clients with 482 counseling and advocacy sessions in 2009.

Donors and supporters gathered to socialize and learn more about the work of PPNCNY at events in Potsdam, Saranac Lake, and Plattsburgh.

# partners in advocacy

**P**PPNCNY worked with a broad coalition of pro-choice organizations and advocates to press for passage of the Reproductive Health Act in New York State. Though the progress of the Act was halted due to political upheaval in Albany, the work done in 2009 has prepared us for future efforts.

In January, volunteers and staff from the North Country hit the ground running on the first day of the legislative session in Albany for the Family Planning Advocates Day of Action.

Local clergy brought the voices of faith and choice to our legislators on Concerned Clergy for Choice Lobby Day in April.

PPNCNY supporters generated more than 80 letters in support of RHA to Assemblymembers Scozzafava, Russell and Duprey.

Health Care Reform was the focus of our advocacy work throughout the summer and fall of 2009. Our

message to Congress was this: women should not lose coverage they currently have as a result of health care reform.

PPNCNY volunteers and staff participated in six phone banks for health care reform. Once the support of New York's Senators was secured, we reached out to other states, calling pro-choice Virginians, Pennsylvanians, Kentuckians, Ohioans, and Louisianans,

PPNCNY participated in a national lobby day in December, visiting new Congressman Bill Owens on the Hill to thank him for standing against the Stupak amendment as one of his first votes.

Our power in advocacy would not be possible without the almost 1500 local members of the Planned Parenthood Action Network who respond to our calls to action by reaching out to their legislators through phone, email and fax.

## partners in grief

**I**n May, like providers and defenders of reproductive choice across the nation, we mourned the loss of Dr. George Tiller. One of Dr. Tiller's mottos was "Trust Women." That sentiment perfectly describes the work he did and the work that PPNCNY continues to do in his memory.



**Dr. George Tiller**