



PROTECTING
CHOICES

You are the key to
CHOICE

PLANNED PARENTHOOD® FEDERATION OF AMERICA



PROVIDING
CHOICES

1996-97 ANNUAL REPORT



ABOUT

PPFA

Planned Parenthood Federation of America, Inc., is the world's oldest and largest voluntary reproductive health care organization. Tracing its origins to the first birth control clinic in America founded in 1916 by Margaret Sanger, Planned Parenthood is dedicated to the principle that every individual has the fundamental right to choose when or whether to have children.

Planned Parenthood's nearly 20,000 volunteers and staff members nationwide provide medical, educational, and counseling services to meet the family planning needs of nearly five million Americans each year.

Planned Parenthood's volunteers, staff, and 400,000 donors also serve as vigorous advocates for reproductive freedom for every individual.

Further strengthening Planned Parenthood's commitment to advocacy, the Planned Parenthood Action Fund meets the need for increased lobbying efforts and voter education to preserve the right to reproductive choice.

Planned Parenthood addresses family planning needs around the world through its international service arm, Family Planning International Assistance*, which assists developing countries; and through its membership in the International Planned Parenthood Federation and the International Service Agencies.

Vital support for Planned Parenthood's programs and services is derived from private-sector contributions, patient fees, government grants, and third-party reimbursement for services.

Planned Parenthood Federation of America comprises a headquarters in New York City; a legislative and public information office in Washington, DC; three affiliate service centers (Atlanta, Chicago, and San Francisco); and 142 affiliates with more than 900 health centers in 48 states and the District of Columbia. PPFA's international family planning program maintains three regional offices (Nairobi, Kenya, for Africa; Bangkok, Thailand, for Asia and the Pacific; and Miami, for Latin America and the Caribbean).

Planned Parenthood's mission is also enhanced by the work of The Alan Guttmacher Institute (AGI), to which PPFA provides support. AGI, a special Planned Parenthood affiliate, is an independent, not-for-profit corporation for reproductive health research, policy analysis, and public education.

Planned Parenthood* and its logo of "nested Ps" are registered service marks of PPFA.

Medical and education service data in this report apply to the calendar year 1996. All other program activities apply to the fiscal year ending June 30, 1997.

For an appointment with the Planned Parenthood health center nearest you, call toll-free 800-230-PLAN.

Visit Planned Parenthood on the World Wide Web at www.ppfa.org/ppfa

Planned Parenthood.
America's most trusted
name in women's health.*

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WE BELIEVE:

Sexuality is a natural, healthy, life-long part of being human.

Every individual has a right to pursue sexual health information and services without fear, shame, or exploitation. That right involves access to adequate, accurate, and age-appropriate information about sexuality, including the advantages and disadvantages of sexual expression.

All people, regardless of gender or sexual orientation, have rights that need to be respected, and responsibilities that need to be exercised.

It is unacceptable to sexually pressure, force, or exploit another person.

In a pluralistic society, we must respect diverse sexual attitudes and behaviors, as long as they are based on ethics, responsibility, justice, equality, and non-violence.

Information about becoming pregnant and about postponing, preventing, continuing, or terminating pregnancy should be easily available; the choice of whether or not to parent should be free and informed.

Every child deserves to be wanted, loved, and cared for.

Abstaining from sexual intercourse is the most effective method of preventing pregnancy and sexually transmitted infections.

Young people explore their sexuality as part of a process of achieving sexual maturity; adolescents are capable of expressing their sexuality in healthy, responsible ways.

There are many healthy ways to express sexual feelings, alone or with a partner; sexual intercourse is only one form of sexual expression.

Uninformed or irresponsible sexual behavior poses risks.

Women, men, girls, and boys benefit from fairness and flexibility in gender roles.

Individuals and society benefit when children are able to discuss sexuality with their parents and/or other trusted adults.

Individuals and society benefit when childbearing is postponed until maturity.

These values statements about human sexuality were endorsed by the Planned Parenthood membership at its 1996 annual conference.

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Sharon W. Allison
Chairperson

MESSAGE FROM THE CHAIRPERSON AND PRESIDENT

The fact that we are writing this message together is, we think, a perfect example of how Planned Parenthood's volunteers and staff unite in working toward our mission. On a more personal note, the two of us feel a special kinship. We both have deep roots in central Texas; we're the same age; and, though we didn't know one another then, we both joined the Planned Parenthood family around the same time, more than 25 years ago.

And what a different time that was! In those days, most of the women who came to Planned Parenthood already had four or seven or 10 children, and they were desperate to prevent the birth of additional children they knew they could not care for. Today, most women first come to Planned Parenthood *before* they've had their first child; by helping them plan their families from the outset, we enable them to shape their lives and destinies.

It was also during our early days with Planned Parenthood that the U.S. Supreme Court ruled in *Roe v. Wade* — the landmark case that recognized women's constitutional right to make childbearing decisions based on their own consciences, in consultation with their physicians.

As we look toward the 25th anniversary of *Roe* in January 1998, it is clear that Planned Parenthood's vision was pivotal in that case. It did not spring full-blown from the Supreme Court; in fact, it was a natural evolution from the decades of work by Planned Parenthood's founder, Margaret Sanger, to bring contraception within reach of every individual. Further, the principle of reproductive privacy enshrined in *Roe* was first enunciated in *Griswold v. Connecticut*, the 1965 case in which Planned Parenthood successfully argued that birth control must be legalized.

Roe became the cornerstone for a whole set of freedoms. For the first time in history, people could become parents by choice, not by chance. For women especially, that meant vast new horizons in education, work, and family life. For children, it meant that the universal right to be born loved and wanted could be a reality. It is not an overstatement to say that *Roe* embodies the promise of fulfillment for every human being in our society. Its anniversary is a landmark profoundly worthy of celebration.

Anniversaries are naturally a time for looking back and appreciating how far we have come. At the same time, we



Gloria Feldt
President

challenge all Planned Parenthood staff, volunteers, and supporters to look ahead and move forward. In pursuing our goal of reproductive self-determination for all, we have won the war — but many battles continue.

What do we mean by that? The war we have won is that the *concept of* reproductive freedom is now as accepted in our culture as the ideals of universal suffrage or racial equality. Young women grow up securely taking their reproductive autonomy for granted. Most people view abortion as a private decision, 90 percent of Americans support access to family planning, and nearly all of us recognize that access to these reproductive health services has brought dramatic health benefits to women and children.

But like civil rights and the vote, reproductive freedom is not automatic. Laws and regulations have everything to do with whether, and for whom, a right becomes a reality. Opponents of reproductive freedom concede that they have lost the war on rights, so they are waging battles on every front to prevent the *exercise* of those rights.

The battlefields are numerous and alarming: intimidation and violence against patients and staff at reproductive health centers...intrusive laws that prevent teens in troubled families from getting the confidential services they need...bureaucratic regulations that undermine established medical protocols...restrictions that establish one level of health care for the affluent and a lesser level for the poor, or for women in prison, the military, or the federal government...the shameful attempt by Congress last year to outlaw specific abortion procedures.

For so many, reproductive freedom is not yet a reality. We need better technology, to create more birth control options and to make abortion more private. We need better sexuality education, to teach young people that they have options besides premature sexual activity, and futures worth protecting. And we need to ask ourselves how we as a society can use the rights we have won, to ensure access to the health care that is our right, and to uphold the health,

dignity, and independence of women, families, and communities as we enter the 21st century.

Planned Parenthood has always grown and changed with the times, constantly expanding the services we offer to meet the needs of people who count on us — from the latest advances in birth control technology, to prenatal care, to medical abortion, to HIV testing and counseling, and even primary health care at many of our centers. Last year we celebrated the 25th anniversary of Family Planning International Assistance®, Planned Parenthood's international service program. Planned Parenthood recognizes that reproductive rights belong to everyone.

Both of us are convinced that Planned Parenthood's continued growth and success are of the utmost importance to the future well-being of women, children, families, communities, and the world at large. To that end, we adopted in 1997 an ambitious three-year strategic plan for the national organization, a powerful reaffirmation of Planned Parenthood's 80-year-old dual mission of service and advocacy. By strengthening our collaboration with affiliates, by defining the public debate about reproductive rights through successful advocacy initiatives, by re-energizing our leadership in the reproductive health and rights arenas, and by rededicating ourselves to excellence and diversity in management of the national organization, we will be poised for even greater success as we greet the new millennium.

The two of us have witnessed many changes in our quarter-century with Planned Parenthood, and we hope for even greater change ahead. But what has not changed, and what will never change, is Planned Parenthood's mission, vision, and values. At this defining moment in Planned Parenthood's history, we are honored to be leading PPFA into its ninth decade of protecting choice and providing choices. We are grateful for the past support of all our friends, and we count on your participation as we take the next steps together.

In 1996* Planned Parenthood staff and volunteers nationwide courageously worked to further the federation's 80-year mission: to offer real reproductive choices for Americans, despite harassment, threats, even violence.

Planned Parenthood affiliates provided a wide range of reproductive health care to more than 3.3 million women and men last year. With an additional 1.6 million individuals reached by affiliate education programs, Planned Parenthood affiliates served a total of nearly five million women, men, and teenagers in 1996.

People rely on Planned Parenthood for first-rate medical services and health professionals who really care. Just as important to our clients is our unswerving commitment to confidentiality and to voluntary, informed decision making. PPFA serves as a model provider of high-quality, affordable, community-based health care services that emphasize prevention, education, and self-empowerment.

* Medical and education service data in this report apply to the calendar year 1996. All other program activities apply to the fiscal year ending June 30, 1997.

MEDICAL SERVICES



NATIONAL OFFICE ACTIVITIES



Planned Parenthood's national office enjoys worldwide recognition as an authority on all aspects of family planning and reproductive health care,

serving as a trusted resource for other agencies, health care professionals, the media, and individuals. Many activities in this area are described in "Sexuality Education," page 10, and "From Books to Bytes," page 22. In addition, from July 1996 through June 1997, PPFA's national office:

◆ Promoted American women's access to safe, effective, non-surgical methods for early pregnancy termination:

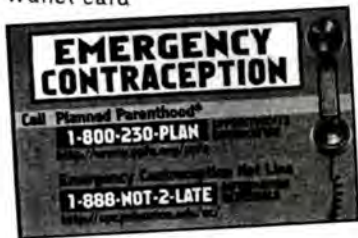
One drug regimen for medical abortion is the combination of **methotrexate** and **misoprostol**, both of which are widely available on the U.S. market, where they are commonly prescribed for other uses. In September 1996, PPFA launched a nationwide study of methotrexate/misoprostol, with more than 800 women currently participating at 28 Planned Parenthood affiliates.

Mifepristone (the French abortifacient known in Europe as RU-486) was approved in September 1996 by the U.S. Food and Drug Administration for sale and distribution in the U.S., but anti-choice politics have kept it off the market. PPFA continues to monitor and promote efforts to bring this valuable medication within reach of American women.

- ◆ Broadened women's options for early surgical abortion by providing affiliates with training and information on the manual vacuum aspiration (MVA) technique. Many affiliates have begun to offer this method, which can be used up to 12 weeks from the last menstrual period.

- ◆ Approved testing of Cyclo-Provera®, a promising new monthly injectable contraceptive method, at eight affiliate clinical testing sites across the country. Each site will screen and enroll up to 30 women to receive the once-monthly injection.

Wallet Card



- ◆ Took the lead to ensure that emergency contraception (EC) becomes recognized as a basic part of reproductive health care.

Sometimes erroneously called the "morning-after pill" – and often regarded as the "best-kept secret" of family planning – EC uses ordinary oral contraceptives or an IUD to prevent pregnancy soon after unprotected intercourse. To educate practitioners and the public about this safe and effective method, the national office participated with the Program for Appropriate Technology in Health and other organizations in the production of 50,000 EC kits. The national office distributed the kits, which include a poster, brochure, and health care provider manual, to Planned Parenthood centers and other providers nationwide. Many Planned Parenthood affiliates are listed on the toll-free, 24-hour EC hotline, run by the Reproductive Health Technologies Project. The national office currently is preparing a major EC marketing and service campaign for affiliates.



The Planned Parenthood national office establishes exacting nationwide medical standards for affiliates and offers information and technical support in all areas of reproductive and sexual

health care service delivery. In 1996-97, the national office:

- ◆ Revised the PPFA *Manual of Medical Standards and Guidelines* for numerous services, including: provision of emergency contraception; Pap test screening; the management of abnormal Pap tests; hormonal contraceptive use; IUDs; and HIV testing, counseling, and management. PPFA's scrupulous requirements are regarded as standards for the health care industry and used as models by other agencies.

- ◆ In response to the increased prevalence of managed care and new forms of health care financing, sponsored the second annual PPFA Health Care Institute in Keystone, CO, attended by 250 people. With the theme, "Improving Clinical Practices," the three-day institute offered staff from affiliates nationwide the opportunity to gain insights, learn new skills, and improve the quality and effectiveness of Planned Parenthood services.

- ◆ Supported a nationwide, toll-free appointment line, 800-230-PLAN, which automatically connects callers to their nearest Planned Parenthood center. On average, 11,000 callers each month use the toll-free number to reach Planned Parenthood.

- ◆ Monitored 226 affiliate medical research projects, of which 91 were initiated last year. Planned Parenthood affiliates participate in a variety of

NURSE PRACTITIONER PROGRAM

In 1972, PPFA pioneered the role of the family planning nurse practitioner by establishing the nation's first advanced professional training that prepared registered nurses to provide contraceptive medical care. Today that program and similar programs based at PPFA affiliates are recognized as leaders in the field. In 1996-97:

- ◆ Four affiliates — Planned Parenthood of the Rocky Mountains (Denver, CO), Planned Parenthood of Minnesota /South Dakota (St. Paul), InterMountain Planned Parenthood (Billings, MT), and Planned Parenthood of Wisconsin (Milwaukee) — offered certificate programs with an emphasis on women's health care, graduating approximately 100 nurse practitioners.

- ◆ PPFA's national program trained 32 nurses in the basic program, 34 clinicians in a colposcopy education course, and 450 advanced practice clinicians.

- ◆ In anticipation of a future requirement for women's health nurse practitioners to have a master's degree in nursing, PPFA established academic partnerships with two graduate schools of nursing. Nurse practitioners in the basic program who already have a bachelor's degree will be able to receive academic credit toward a master's degree.

- ◆ PPFA began development of a curriculum using distance-learning modalities to help increase the number of nurse practitioners, certified nurse midwives, and physician assistants.

studies in conjunction with academic institutions and product manufacturers, exploring such topics as the safety, efficacy, and acceptability of birth control methods; treatments for vaginal or sexually transmitted infections; and attitudes and behaviors that affect sexual health. (Affiliate research projects on methotrexate/misoprostol and Cyclo-Provera are described above.)

- ◆ Developed an organizing kit for affiliates' participation in National Condom Week during the week of Valentine's Day. Affiliate activities nationwide included workshops on safer sex and public promotional events geared toward young people.

- ◆ Published and distributed the bi-monthly *Marketing Exchange* newsletter, through which Planned Parenthood marketing staff nationwide exchange their most creative and successful strategies to improve service outreach and customer satisfaction.

Service Summary, 1995 and 1996

Service	Consumers 1995*	Consumers 1996*	Percent Change 1995-96	Referred Out 1995	Referred Out 1996
Contraception					
female	1,881,274	1,872,229	-0.48	—	—
male	30,530	26,489	-13.24	—	—
Abortion	139,899	153,367	9.63	59,365	54,207
HIV Testing					
female	109,965	117,523	6.87	—	—
male	35,668	43,271	21.32	—	—
Vasectomy	2,401	2,595	8.08	2,175	1,916
Female Sterilization	787	616	-21.73	4,152	4,049
Prenatal	12,034	14,292	18.76	82,357	80,870
Infertility	686	635	-7.43	1,933	1,732
Colposcopy	9,325	25,607	32.51	—	—
Cryotherapy	5,819	6,718	15.45	—	—
Emergency Contraception	17,270	28,297	63.85	—	—
Midlife	17,182	21,515	25.22	—	—
Pregnancy Testing	716,105	708,026	-1.13	—	—
Pregnancy Testing with Pelvic Exam	151,976	170,557	12.23	—	—
Adoption	—	—	—	5,758	6,274
Contracted Services					
Abortion	544	261	-52.02	—	—
Female Sterilization	996	842	-15.46	—	—
Vasectomy	414	415	0.24	—	—
Other Treatment & Health Maintenance**					
female	175,695	194,065	10.46	136,085	116,258
male	20,501	29,282	42.83	—	—
Totals	3,339,071	3,416,602	2.32	291,825	265,306

* Consumers are clients who received multiple services and are counted in each service.
 **Includes all other services not specified above, including well-child services, and other miscellaneous services.

AFFILIATE ACTIVITIES



Planned Parenthood has built its outstanding reputation on decades of high-quality, professional, affordable, and accessible reproductive health

services. With more than 900 health centers in 48 states and the District of Columbia, PPA's 142 affiliates meet the sexual and reproductive health care needs of women and men living in a diverse range of communities across the U.S., including many medically underserved areas. Each year the family planning services provided by Planned Parenthood help prevent an estimated half-million unintended pregnancies.

Contraception and Family Planning Services

The core of Planned Parenthood reproductive health services is providing **contraception** and the **health care counseling** and **services** that accompany it.

For many years, oral contraceptives have been the overwhelming birth control method of choice among Planned Parenthood clients, as among the general U.S. population. In recent years, however, the proportion of oral contraceptive users has declined relative to other methods: in 1996, 56 percent of Planned Parenthood clients used the Pill, a significant decrease from the high of 76 percent in 1988.

At the same time, there has been an increase in the use of **non-prescription barrier methods** of birth control, especially the condom, as well as contraceptive foams, jellies, and suppositories. Nearly 13 percent of Planned Parenthood

contraceptive clients used such methods in 1996. Undoubtedly, continued concern about the spread of sexually transmitted infections, including HIV, contributes to the increased use of barrier methods, especially condoms, which protect against such risks.

The use of **Depo-Provera**[®], an injectable contraceptive that is effective for 12 weeks, also increased again last year, from just under 9 percent of contraceptive clients in 1995 to 10.11 percent in 1996.

For the past three years, usage has declined for **Norplant**[®], a five-year contraceptive that consists of matchstick-sized Silastic capsules inserted subdermally in the upper arm. Slightly more than half of one percent of Planned Parenthood contraceptive clients currently use this method.

Another recent trend is the dramatic increase in use of **emergency contraception (EC)**. More than 27,000 women sought EC last year from Planned Parenthood, an increase of nearly 59 percent from 1995. EC, which prevents pregnancy with high doses of oral contraceptives or with an IUD soon after unprotected intercourse, is still a largely unknown method of birth control in the U.S. One expert, Dr. James Trussell of Princeton University, has estimated that EC could cut in half the 3.5 million unintended pregnancies and 1.4 million abortions that occur each year in America. PPA has made it a priority to increase women's knowledge about, and access to, this method.

Contraceptive Methods Chosen by Planned Parenthood Clients, 1996

(shown as percent of all contraceptive clients - rounded to nearest tenth percent)

Oral	56.1
Non-Prescription Barriers	12.7
Depo-Provera	10.1
Other*	4.6
Diaphragm	0.9
IUD	0.7
Norplant	0.6
Fertility Awareness Methods	0.2
Cervical Cap	0.2
No Method	13.9

*"Other" includes sterilization.

Pregnancy-Related Services

Abortion

The number of women receiving abortion services at PPFA affiliates rose by nearly 10 percent from 1995 to 1996. Last year, 75 Planned Parenthood affiliates provided abortion services to 153,000 women.

Adoption Referral

Planned Parenthood affiliates counsel and refer on all options for managing an unintended pregnancy. In 1996, affiliates referred 6,274 women to outside adoption agencies for further counseling and placement.

Prenatal Care

Among pregnancy-related services, prenatal care continued to be Planned Parenthood's fastest-growing area, with a 19 percent increase in clients from 1995 to 1996. This trend has been spurred by the PPFA Comprehensive Prenatal Care Network (CPCN), a \$1.4 million, three-year initiative. By designing and implementing a comprehensive prenatal care delivery model, the initiative seeks to reduce the rates of infant and maternal deaths, as well as premature and low-birthweight births. Eighteen affiliates are participating in the CPCN, now in its second year.

Reproductive and Sexual Health Screening and Treatment

Planned Parenthood affiliates conduct a variety of reproductive health screenings and procedures. Among the services offered at affiliate health centers are:

◆ **Screening for cancers of the reproductive organs**, including breast examination and instruction in breast self-exam; mammography; and Pap tests, which detect cervical abnormalities at an early stage. In 1996, Planned Parenthood health centers provided 1.5 million Pap tests, of which more than 50,000 — or 3.3 percent — indicated that additional investigation or treatment was needed.

◆ **Testing and counseling on HIV/AIDS**. In 1996, PPFA affiliates provided more than 160,000 women and men with anonymous or confidential testing for HIV, the virus that can cause AIDS. All affiliates provide HIV/AIDS counseling and education about how best to minimize risks of transmission — including skills like partner communication and sexual decision making. Many affiliates offer specialized education and health care programs to inner-city youths, immigrants, and low-income populations.

◆ **Screening and treatment for other sexually transmitted infections**. In 1996, these services included nearly 980,000 tests for chlamydia; more than 880,000 tests for gonorrhea; nearly 144,000 tests for syphilis; and more than 15,000 tests for herpes.



REACHING OUT BY "REACHING IN" — THE PLANNED PARENTHOOD DIVERSITY INITIATIVE

The five million people who rely on Planned Parenthood services each year are an extraordinarily diverse group. They represent a wide variety of ages... racial and ethnic backgrounds... religious, political, and cultural beliefs... economic and educational levels... and life circumstances. To ensure that our services are appropriate and sensitive to their differing needs, PPFA has made the affirmation of diversity a guiding principle for all the federation's efforts.

In Spring 1997 PPFA's national office secured planning grants for a Nationwide "Reaching In" Diversity Initiative. The program will include surveying affiliates about their needs and existing diversity efforts; market research on attitudes toward Planned Parenthood among various constituencies; and developing a strategic plan for staff recruitment, diversity training, and ongoing monitoring.

PPFA's Diversity Initiative is a rededication to Planned Parenthood's 80-year commitment to defending the individuality of decision making. Coming at a time of significant backlash against our nation's hard-won progress for people of color, women, immigrants, low-income people, and others who have long been marginalized, this initiative could not be more timely.

The Campaign
to Promote
Family
Planning and
Planned
Parenthood
Services



To bring Planned Parenthood's top-quality services and educational resources within reach of more people than ever, in April 1997 the national office launched the Campaign to Promote Family Planning and Planned Parenthood Services. The campaign's messages are that family planning and responsible decision making about sexuality and reproduction are critical to the well-being of women and men, and that Planned Parenthood offers the wide range of services that make responsible choices a reality. The campaign includes television spots with spokespersons from diverse backgrounds; radio ads featuring Kathleen Turner, a long-time friend of Planned Parenthood; and print ads with testimonials from clients — all of which are unified by the tag line, "Health Care. Education. Counseling. That's what we do at Planned Parenthood."

LEADERSHIP INSTITUTE

The Leadership Institute contributed to the efficiency and excellence of affiliates by offering ongoing trainings across the country, and 18 workshops held at PPFA's annual regional and national conferences.

The institute provided skills assessment and development for affiliate CEOs, board leaders, and senior managers; registration for all events totalled 500. The institute also launched two new programs, Leadership for a New World and The Management Challenge.

For more than 80 years, Planned Parenthood has promoted sexual health through responsible education and training activities. We recognize that knowledge empowers individuals to make informed, healthy choices about sex and sexuality, helping to create strong families and a strong society. In 1996 Planned Parenthood educators reached 1.6 million young people, parents, teachers, and others with programs about birth control, sexually transmitted infections, women's health, parenting skills, and many other subjects.

While religious political extremists in Washington, DC, last year voted to fund a \$250 million program to teach "abstinence-until-marriage" education, Planned Parenthood educators and trainers were providing young people with balanced, responsible sexuality education, *including* information about abstinence. Planned Parenthood proudly continued its long history of providing accurate information, encouraging informed choices, and counseling individuals to act responsibly.

SEXUALITY EDUCATION

NATIONAL OFFICE ACTIVITIES



In 1996-97, PPFA's national office:

- ◆ Led the 22nd annual observance of National Family Sexuality Education Month (NFSEM) in October 1996, in conjunction with 50 other national organizations that support parents as the primary sexuality educators of their children and as advocates in their communities. PPFA distributed 10,000 NFSEM bookmarks and pamphlets to parents and community agencies across the country, featuring tips to help parents examine their own values, start the conversation early, and be a reassuring resource to their children.
- ◆ Provided information and technical assistance to thousands of educators, researchers, other professionals, students, and parents on sexuality, health, program development and evaluation, strategic planning, building community support for sexuality education, and many other topics.
- ◆ Through the Katharine Dexter McCormick Library and Resource Center, disseminated articles, resource materials, and tools for advocating for responsible sexuality education to hundreds of educators, clinicians, students, and program managers.

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- ◆ Distributed an award-winning multi-media educational kit, *Talking About Sex: A Guide for Families* (see "From Books to Bytes," page 23).

- ◆ Expanded the collaborative efforts of FIRST THINGS FIRST®,

PPFA's domestic and international adolescent pregnancy prevention initiative, seizing on President Clinton's challenge to America in 1996 to work harder at reducing adolescent pregnancy. FIRST THINGS FIRST worked to expand education, service delivery, and advocacy programs in coalition with Planned Parenthood affiliates nationwide and other youth-serving organizations.

Last year, to increase input and guidance from those it serves, FIRST THINGS FIRST® established a Youth Advisory Council.

By November 1997, FIRST THINGS FIRST also will have completed the third and final year of its Long-Term Contraceptive (LTC) project, which aims to make Norplant®, Depo-Provera®, and all other birth control methods more accessible to teens. The project was conducted in partnership with four affiliates — Planned Parenthood of Alabama (Birmingham), Planned Parenthood of Central and Northern Arizona (Phoenix), Planned Parenthood of Nassau County (Hempstead, NY), and Planned Parenthood Southeastern Pennsylvania (Philadelphia). The project's significant findings, about adolescent contraceptive behavior, community outreach strategies, and program implementation, will be reflected in a forthcoming Strategic Planning Manual.



PPFA's national office supports affiliates in developing and evaluating educational programming. In 1996-97, the national office:

- ◆ Launched the Network for Learning (NFL), which offered 23 training sessions for 640 educators from affiliates, state departments of health, and the Peace Corps. A highlight of the NFL was the Training of Trainers, designed to respond to the shortage of community-based sexuality education experts. The national office collaborated with three affiliates — Planned Parenthood of Southern Arizona (Tucson), Planned Parenthood of the Rocky Mountains (Denver), and Planned Parenthood of Western Washington (Seattle) — to produce this exciting model, which helps affiliate sexuality educators train professionals in their communities on sexual health issues.

- ◆ Sponsored a retreat for 60 affiliate education and training directors, at which PPFA President Gloria Feldt presented her "Vision for Education." Workshops covered such topics as program evaluation, educating diverse audiences, grant-writing, adult learning, program standards and trainer competencies, and advocacy for responsible sexuality education.

- ◆ Launched a new bi-monthly publication, *Educator's Update*, which describes books, articles, videos, and meetings of interest to sexuality educators; provided training, technical assistance, consultation, and materials to hundreds of affiliate staff and volunteers; and fulfilled more than 1,000 requests for printed information.

AFFILIATE SERVICES

In 1996 Planned Parenthood affiliates employed some 700 professional educators and trainers, who offered programs in a variety of settings for diverse audiences.

Nearly 800,000 schoolchildren participated in Planned Parenthood programs about puberty, decision making, communication skills, sexually transmitted infections, HIV/AIDS, and pregnancy prevention.

More than 55,000 parents participated in affiliate programs to help them talk with their children about sexuality, and nearly 800,000 other adults participated in a wide range of specialized programs. These included training sessions geared to teachers, clergy, medical professionals, social workers, civic and business organizations, social service providers, and the staffs of prisons, group homes, and addiction programs.

Examples of affiliate sexuality education activities in 1996-97 include these:

◆ Planned Parenthood of Greater Iowa (Des Moines) developed "The Teen Theatre Troupe: A Community Collaboration." One of six community initiatives funded by Iowa's Adolescent Pregnancy Prevention grants, the project uses theatre as a peer education tool focusing on pregnancy prevention, sexual decision making, managing relationships, and understanding diversity. In 1996, troupe members performed for 1,000 students and adults in school classes, teachers' conferences, and professional groups.

◆ Planned Parenthood Southeastern Pennsylvania (Philadelphia) addressed the lack of comprehensive sexual health education for youth aged 9-12 by developing "STEPS Towards Adolescence." More than 700 participants gained knowledge about coping with changing bodies and lives; reducing teen

pregnancy and sexually transmitted infections; countering negative and inaccurate messages conveyed by media and peers; developing decision-making and negotiation skills; and fostering respect and appreciation for human sexuality.

◆ Responding to requests from parents and community agencies, Planned Parenthood of Utah (Salt Lake City) developed workshops to facilitate family discussions about puberty and sexuality. Participants used interviews, role-playing, and games to improve parent-child communication. Held at community-based organizations as well as at Planned Parenthood facilities, the workshops reached 400 parents and children.

◆ Planned Parenthood of Central Oklahoma (Oklahoma City) launched "Shades of H.O.P.E.," an HIV-prevention project for African Americans aged 13-30. H.O.P.E. stands for "Harambee (Swahili for "pulling together") through Outreach and Peer Education." After extensive focus group research to develop strategies, the affiliate recruited and trained 29 peer educators in two age groups. The project reached 1,500 people with educational programming, and an additional 1,000 through outreach efforts like door-to-door visits, home parties, and nightclub canvassing.



Family Planning International Assistance® (FPIA), Planned Parenthood's international division, celebrated its silver anniversary in 1996-97 by continuing to do what it does best: created effective, culturally sensitive programs that promote the reproductive health and rights of women and their families around the world. FPIA staff have created effective project development techniques and management systems for family planning programs in a wide variety of settings — so effective, in fact, that many programs are considered models for other international family planning agencies.

At several points in its history, FPIA has faced extreme opposition to international family planning from policy leaders in this country. Through those difficult times, FPIA never faltered in its mission. With the help of dedicated private donors, FPIA's hard-working staff throughout the world struggled to do the same fine work with fewer resources.

INTERNATIONAL SERVICES



The FPIA philosophy is founded on partnership. FPIA involves the local community in the design, implementation, and evaluation of projects. This approach empowers individuals; builds alliances with community organizations whose activities are complementary to FPIA-assisted programs; and gives grantees the pride and sense of investment that come with ownership.

Twenty-five years ago, FPIA made a commitment to women living in almost unimaginable circumstances around the world — to people who, in the words of one Indonesian official, lived “beyond the end of the road.” Wherever they live, women and their partners deserve the right and the means to make reproductive choices — safely, knowledgeably, and with dignity. On its silver anniversary, FPIA's commitment shines brighter than ever.

Accomplishments in 1996-97

Under the banner of its 25th anniversary motto — “Investing in Women, Their Families, and the Future” — FPIA focused particular attention on vulnerable populations such as adolescents, refugees, and displaced persons; increased the number of projects that provide safe abortions (a global health priority, since unsafe, often self-induced, abortions kill an estimated 200,000 women each year in the developing world); increased the participation of women's organizations and women leaders; and worked to integrate international activities into PPFA's domestic programs.


From July 1996 to June 1997, FPIA provided financing, commodities, and technical assistance to 27 projects in 17 countries, including eight new projects. In addition, FPIA created a special endowment fund — the Ruth Mott Rawlings Mott Award for International Excellence — to encourage affiliate excellence in international advocacy and service programs.



Regional Highlights

In Africa, FPIA programs were recognized by two respected multilateral donor agencies. The World Bank approved assistance for a community-based project in the Dire Dawa region of Ethiopia, which will serve people

displaced by civil war, including Somalis and returning Ethiopian refugees. The United Nations Population Fund approved support for major expansion of an FPIA-assisted project in the Sudan. Located in the outskirts of Khartoum, home to more than half a million of the city's poorest residents, the project will improve maternal and infant health by promoting birth spacing and providing reproductive health services and comprehensive child care. One program leader called it "an oasis of sensibility and dignity for women in a desert of male-dominated insult and difficulty."




In Asia, three new adolescent reproductive health projects were developed in the Philippines to educate and serve homeless youth. FPIA also expanded into the Chin State in Myanmar (formerly Burma), a region rarely visited by foreigners. A new Vietnam project, in Hai Phong, was developed to serve adolescents, and programs continued in Laos, Bangladesh, and Thailand.

GLOBAL PARTNERSHIP & LEADERSHIP PROGRAM

The PPFA national office is planning a new initiative to increase U.S.-based support for international family planning. The Global Partnership and Leadership Program (GPLP) comprises three integrated components:

GLOBAL PARTNERSHIPS. Guided by affiliates that have already formed partnerships with overseas family planning programs, the GPLP will expand the number and scope of such collaborations.



COMMUNITY EDUCATION. The national office and affiliates will implement coordinated information campaigns in communities nationwide, to turn the majority of Americans who support U.S. aid to international family planning into educated activists.

COALITION ACTION. The stunning victory achieved last year in the congressional battle to release international family planning funds (see "Public Policy," page 18), was the work of a PPFA-led coalition with some two dozen organizations. The GPLP will build on these relationships to more effectively educate policymakers.

FPIA's path-breaking reproductive health project in Cambodia, funded by a three-year grant from the U.S. Agency for International Development, ended in 1996-97. A major success, this project became the largest of its kind in that country, and enrolled more than 25,000 Cambodians since its launch in 1994.

In Latin America and the Caribbean, nearly 40 percent of the costs of FPIA-assisted projects were funded by locally generated income. New safe abortion projects were developed in Ecuador and Guyana, and other reproductive health projects were initiated in Mexico and Haiti. Programs continued in Ecuador, Haiti, Bolivia, and Nicaragua.

Towards Sustainability

From the start, FPIA has viewed its role in supporting family planning projects as a temporary one. Eventual sustainability is built into project development from the earliest stages of long-range planning. This involves not

only charting a course for financial self-sufficiency, but also addressing broader issues of institution-building, leadership, accountability, and vision.

FPIA helps grantees to progress along the continuum of sustainability through carefully focused technical assistance. This support enables each project to plan, prioritize, identify sources of income, and analyze data to refine management and program strategies. The projects assisted by FPIA continuously strive for improvements in program quality and efficiency.

Most FPIA-assisted projects work to achieve self-sufficiency through the sale of contraceptives. One of the most successful of such efforts began in Nigeria several years ago; it generated considerable sums from sales of pills, condoms, and IUDs through 4,000 distributors and retail outlets. Other FPIA projects recoup their operating costs by providing training programs and educational materials. Still others have found less obvious, but equally successful, means of generating necessary income — including entrepreneurial ventures as diverse as beekeeping,

fish farming, tuna fish canning, and garment manufacturing.

The Family Obstetric Center (COF) in Ecuador is an example of an FPIA-assisted project that has advanced far along the continuum of sustainability. COF, which provides reproductive health care to more than 41,000 Ecuadorians annually, brings in funds through its cytology labs, training courses, educational materials, and contraceptives marketed to a network of 500 providers. Last year, through a combination of cost reduction, income generation, and donor diversification programs, COF covered 76 percent of its costs.

FPIA regional offices occasionally make special grants to assist projects with income-generating ideas. For example, such funding enabled projects in Haiti and Bolivia to purchase ultrasound systems; the fees charged for sonograms support the projects' ongoing family planning efforts.

Many FPIA projects no longer require our assistance because they have secured funding from other donors. This was the case, for example, with Concerned Women for Family Planning in Bangladesh, and with FEMAP (*Federación Mexicana de Asociaciones Privadas*) in Mexico, both of which continued with other donors' support after the FPIA grant period expired. Some projects are incorporated into their government's programs, as were the former FPIA-assisted projects in Hue and Ha Bac Provinces in Vietnam.



AFFILIATE SERVICES

Planned Parenthood affiliates are involved in international family planning efforts through advocacy, service provision, and direct assistance to family planning organizations in other nations. In 1996-97, activities included the following:

◆ Planned Parenthood of Northern New England (Williston, VT) provides education, technical, medical, and management training to its partners in Russia. In February 1997, Drs. Loudmila Kamsioux and Inga Grebesheva, directors of the Russian Family Planning Association, came to the U.S. to provide a briefing on Capitol Hill on the importance of international family planning assistance. Russia, they said, provides an extraordinary example of the effectiveness of family planning in improving the health of women and reducing rates of abortion. The briefing was co-sponsored by Sens. Olympia Snowe (R) and Patrick Leahy (D) and Reps. Nita Lowey (D) and Connie Morella (R).

◆ Planned Parenthood of San Diego and Riverside Counties (San Diego, CA), working with the Mexican Family Planning Association (MEXFAM), has established five family planning clinics, including a surgery center, in some of the poorest areas of Tijuana, Mexico. The binational project, *"Fronteras Unidas Pro Salud,"* also encompasses services in 100 Tijuana factories, 60 *promotores* (community-based counselors), youth programs, and weekly radio broadcasts.

◆ Planned Parenthood of Central and Northern Arizona (PPCNA) in Phoenix also established a MEXFAM affiliate, this one in the state of Sonora. PPCNA provided financial assistance and training in marketing, fundraising, and management. The affiliate now has four clinics and an extensive *promotora* outreach program in three cities.

◆ Planned Parenthood of Eastern Oklahoma and Western Arkansas (Tulsa) co-sponsored "A Woman's Place Is in the World." Art, film, dance, drama, poetry readings, and lectures highlighted women's lives and the variety of women's experiences. "A Woman's Place," inspired by the 1994 International Conference on Population and Development (Cairo) and the 1995 World Conference on Women (Beijing), is an example of how affiliates match their global vision with local action.



Planned Parenthood is a forceful advocate for reproductive rights and health wherever public policy is formed: in Congress, statehouses, courts, the media, and the heart and mind of every American.

Last year, reproductive freedom sustained numerous attacks. Having failed to eliminate the right to reproductive freedom, religious political extremists shifted to restricting access to reproductive health care. The first target is the most vulnerable — women who are poor and young.

Nevertheless, with the courageous activism of millions of Americans, Planned Parenthood helped achieve notable victories in the policy arena — including release of long-delayed international family planning funds, and defeat of damaging amendments to Title X, America's family planning program.

PUBLIC POLICY

NATIONAL OFFICE ACTIVITIES



The national office monitors and influences federal and state legislative action and serves as an information resource for policymakers and the media; galvanizes individuals to become activists; and responds to legislation that threatens reproductive rights and access to reproductive health services.

From July 1996 through June 1997, the national office:

◆ Played a significant role in achieving a stunning victory by defeating crippling amendments to Title X, America's family planning program. As the major federal vehicle for providing reproductive health services to low-income women, Title X of the Public Health Service Act prevents unintended pregnancy, reproductive cancers, HIV, and other infections — and saves millions of tax dollars each year.

Despite its 26-year record of success, and overwhelming public support for family planning, the Title X program once again came under extremist attack in 1996. Yet in a congressional atmosphere where other reproductive health care measures were repeatedly defeated, PPFA worked with the Clinton administration to achieve a bipartisan victory over these attacks. PPFA's national office and affiliates nationwide stressed the importance of Title X through hundreds of meetings with

INCREASING VISIBILITY

Planned Parenthood is more determined than ever to define the terms of the public debate on reproductive health and rights issues. The national office furthered awareness of these issues through hundreds of media interviews — PPFA President Gloria Feldt alone did 364 media interviews — and through dissemination of press releases, advisories, and editorial memos on a range of medical, political, legal, and advocacy issues.

One area of focus was the September 1996 launch of the Planned Parenthood study of methotrexate/misoprostol as an alternative to surgical abortion. PPFA and affiliates coordinated press conferences nationwide, generating coverage in *The New York Times*, *USA Today*, *CBS Evening News*, *National Public Radio*, and countless local media outlets.

Other key issues were state and federal campaigns to outlaw certain abortion procedures and to fund abstinence-only education.

PPFA President Gloria Feldt discussed these and other key issues on major news outlets, including *CBS This Morning*, *Good Morning America*, *NPR's Talk of the Nation*, and *PBS' The Newshour with Jim Lehrer*. Ms. Feldt also held meetings with editorial boards of 14 influential newspapers, including *The New York Times*, *The Washington Post*, *USA Today*, *The San Diego Union Tribune*, *The Boston Globe*, *The Chicago Sun-Times*, *The Los Angeles Times*, *The Dallas Morning News*, and *The Philadelphia Inquirer*.

congressional staff, placements of editorials and op-eds, and media appearances.

◆ Achieved bipartisan victories for international family planning, when both houses of Congress voted in February 1997 to release earmarked funds that had been withheld since October 1996. This win was the result of an all-out effort by Planned Parenthood staff and volunteers nationwide, in coalition with women's health, environmental, and international development advocates. The Clinton administration responded with strong backing, and even some solidly anti-choice legislators were persuaded to show their support for family planning and approve the release of the much-needed funds.

◆ In an important shift toward a proactive agenda, PPFA worked closely with congressional offices to draft proactive legislation — the "Equity in Prescription Insurance and Contraceptive Coverage Act" — that would require health insurers to cover contraceptive care in the same way they cover other prescriptions and medical services. The bills have been introduced in both the House and the Senate. PPFA also played a key role in legislation introduced in the House that would guarantee women access to their own OB/GYN provider within their insurance plan.

◆ Lobbied vigorously in both the House and Senate against the so-called "Partial Birth Abortion Ban Act," the first attempt to ban specific medical procedures and a direct attack on *Roe v. Wade*, the 1973 Supreme Court decision that legalized abortion nationwide. Both houses of Congress passed versions of this legislation, which would deny certain abortion procedures to a woman even when they may be safer for her. More action is expected throughout 1997 and 1998, and PPFA continues its efforts to educate lawmakers about the importance of defeating this dangerous legislation. PPFA has played a highly visible leadership role in this fight; PPFA President Gloria Feldt presented testimony before the joint House and Senate Judiciary Committees, during which Congressman Henry Hyde (R) asked Ms. Feldt if it bothered her that 40 percent of abortions are repeat abortions. She replied, "I think that if it bothers you, you need to work with us to prevent unintended pregnancy, Mr. Hyde. I don't believe that you have ever once voted to support family planning."

◆ Continued to support and organize two special constituencies. The Pro-Choice Religious Network comprises some 1,500 religious leaders who are a visible force in their communities. The network is led by the Planned Parenthood Clergy Advisory Board, for which PPFA's national office produces a newsletter, *Clergy Voices*, and organizes grassroots activities. A second group, Planned Parenthood Republicans for Choice®, lobbies elected representatives, represents the views of pro-choice Republicans in the media, and works to remove anti-choice language from the Republican

Party platform. In 1996, Planned Parenthood Republicans for Choice presented its annual Senator Barry Goldwater Award for promoting public policies that enable women to make decisions about their reproductive lives to U.S. Senator Olympia Snowe of Maine and U.S. Representative Nancy Johnson of Connecticut.

Serving Affiliates

Planned Parenthood's national office works with affiliates nationwide to raise public awareness of reproductive rights and sexual health issues,

monitor and shape state and community political developments, and initiate precedent-setting litigation to expand reproductive freedom.

In 1996-97, the national office:

- ◆ Convened a Public Policy Summit in Washington, DC, at which 150 national, state, and local staff and volunteers discussed ways to shape the public debate on reproductive health and rights issues. Attendees agreed on the following nationwide goals: identify and mobilize a winning majority; work toward a society that guarantees universal access to voluntary and confidential family planning services; work toward a society in which all pregnancies are clearly and consciously desired; and reshape the abortion debate.

- ◆ Hosted the third annual Political Academy, a three-day retreat in Washington, DC, that provided training and technical assistance on policy issues to 125 affiliate public affairs staff and volunteers.

- ◆ Assisted affiliates in protecting clients, staff, and facilities against anti-choice religious political extremists, and in disseminating information about such extremists, especially those who advocate violence against women and reproductive health care providers. Published an award-winning issue of *Front Lines Research*, "Storming Wombs and Waco," which

examined the convergence of the anti-abortion and militia movements; and *HotSpots*, a biweekly publication detailing the occurrence of harassment and violence directed at reproductive health care centers. Sponsored the first-ever security coordinators' conference, helping nearly 100 affiliate staff and volunteers learn more about security hardware and procedures, theft prevention, pre-employment screening, and working with law enforcement.

- ◆ In a new effort to increase the nationwide impact of PPFA's public education efforts, conducted 24 message training workshops for affiliates, and crafted and disseminated compelling messages for nationwide use. In unifying Planned Parenthood's message and leveraging the tremendous strength and reach of PPFA's affiliates, these efforts enable PPFA to make the most of limited funds and staff resources for paid advertising and media outreach.

"KEEP THE CHOICE YOURS"

"Keep the Choice Yours" is a compelling print and broadcast ad campaign created to build support for family planning and reproductive choice. The ads included TV spots; a *New York Times* ad challenging readers to imagine a world without choice; and an ad in *USA Today* in which Planned Parenthood Republicans for Choice underlined Planned Parenthood's role in helping individuals and families make responsible decisions. One series of ads, developed and produced jointly by the national office and affiliates, was timed to coincide with the two major political party conventions held in the summer of 1996.

The ads have run in eight major media markets nationwide, and the national office continues to support "rippling out" of the message by working with affiliates in target areas to design high-visibility local efforts. In markets where the ads have run, affiliates report increases from 40 to 400 percent in the number of calls from new clients.

AFFILIATE SERVICES

The staff and volunteers of Planned Parenthood affiliates across the nation exert leadership in the public policy arena to help protect Americans' reproductive health and rights. On the front lines every day, these courageous women and men raise public awareness of family planning issues, mobilize grassroots support, serve as resources to policymakers and the media, and challenge actions that threaten access to sexuality education and reproductive health services.

The following are representative of Planned Parenthood affiliate public policy activities in 1996-97:

- ◆ Planned Parenthood of Minnesota/South Dakota (St. Paul) secured an increase of \$2.25 million in state family planning funds over the next two years. The affiliate's diligence has brought about a five-fold increase in family planning funding in the last six years. The affiliate also succeeded in removing a statutory cap that had limited family planning grants to \$75,000 per organization in a given region.

- ◆ Planned Parenthood of the Rocky Mountains (Denver, CO) led a statewide coalition in defeating a ballot measure cast as a "parental rights" issue, which would have threatened teenagers' access to health care services. The coalition's Protect Our Children campaign started out with public opinion stacked against them by a three-to-one margin, and ended up winning by a landslide, thanks to sophisticated polling, successful redefinition of the issue, and grassroots mobilization.

- ◆ Working closely with Family Planning Advocates of New York State, affiliates in New York led a successful campaign to increase the state family planning budget. The campaign, "Why We Care," generated numerous letters to the editor, op-eds, and articles in newspapers statewide, as well as tens of thousands of postcards to legislators. The campaign also rallied 50 clergy from across the state to address lawmakers at a special lobbying day in Albany. These efforts yielded an additional \$8.2 million in state

funds for pregnancy prevention for low-income women and teens, and also helped to defeat a "family cap" proposal limiting aid to women who have another child while on welfare.

- ◆ Planned Parenthood of Chester County (West Chester, PA) won a battle with anti-choice local government leaders. In August 1996, the Borough of West Chester claimed that the affiliate was not properly zoned for its services and ordered it to halt all medical procedures, including abortions. When the affiliate's organizing efforts brought 150 Planned Parenthood supporters to the zoning hearing, the West Chester Zoning Board unanimously voted to allow the affiliate to continue its operations.

- ◆ Affiliates in Florida staged a model advocacy campaign urging the governor to veto anti-choice legislation on late-term abortion and biased abortion counseling. The campaign resulted in 20,000 postcards and countless phone calls to the governor; five press conferences across the state that attracted nearly 500 supporters; and work with editorial boards that produced six editorials opposing the bills. Although the governor signed the biased counseling bill, he vetoed the late-term abortion law.

- ◆ Planned Parenthood of North Carolina-West (High Point, NC) was a key sponsor of a Conference on Religious Political Extremism, attended by 250 people. Spurred by an arson attack on a women's health clinic in Greensboro, several co-sponsors of the conference later united to form a speakers bureau and community outreach group.



LEGAL ACTION FOR REPRODUCTIVE RIGHTS®

PPFA's litigation project, Legal Action for Reproductive Rights (LARR), works in collaboration with Planned Parenthood affiliates, other health care providers, and other pro-choice organizations to challenge laws and policies that restrict access to reproductive health care and information. LARR also counters clinic violence by pursuing court challenges to abortion protesters' illegal activities.

In 1996-97, LARR attorneys defended reproductive freedom on the following fronts, including:

Parental Consent and Notification

To protect the right of teens in crisis to seek confidential, professional counseling and services, LARR obtained preliminary injunctions against mandatory parental involvement laws in Iowa and Tennessee.

Waiting Periods

LARR represented Planned Parenthood of Wisconsin (Milwaukee) and other abortion providers who challenged a law requiring that they provide biased information and impose a 24-hour waiting period for women seeking abortion. LARR obtained a restraining order in May 1996 and argued the case in an October trial. In June 1997, a federal district judge ruled that the law imposed significant obstacles to women seeking to obtain abortions, but that the Supreme Court's decisions in this area constrained her to find the statute constitutional. The injunction remains in effect while the court decides further legal issues.

Access to Health Care

Since November 1995 Planned Parenthood of Greater Iowa (Des Moines) has sought to open a comprehensive reproductive health center in the Quad Cities of Iowa and Illinois, the largest metropolitan area in the U.S. without an abortion provider. Currently, women in the Quad Cities (comprising Rock Island, Moline, Davenport, and Bettendorf) must travel 100 miles to obtain an abortion.

LARR has filed three lawsuits on behalf of the affiliate. The first secured an injunction against the State of Iowa's requirement that the affiliate apply for a certificate of need to open the clinic. The second obtained an injunction against the City of Bettendorf's moratorium on the opening of abortion clinics. The third, pending in federal court, challenges Bettendorf's refusal to approve the affiliate's site plan for the clinic.

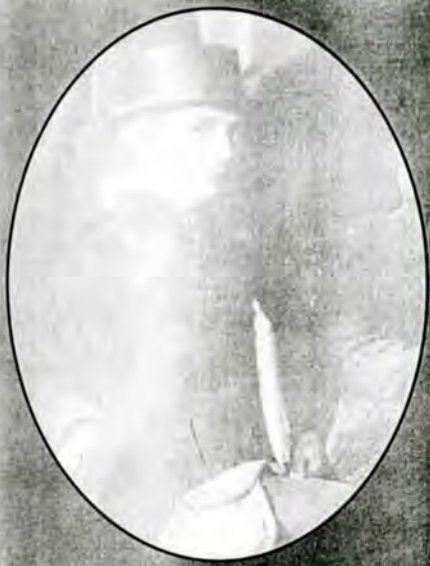
Defusing Anti-Choice Extremism

LARR achieved progress in its litigation against the American Coalition of Life Activists (ACLA), an extremist group that has distributed "Wanted" posters featuring photographs and personal information about physicians who provide abortions. LARR seeks a judgment that these acts of intimidation constitute a campaign of terror that violates several federal and state laws. Last year a federal court denied ACLA's motion to dismiss, and ACLA has stopped distributing the posters since the lawsuit was filed.

Bans on Abortion Methods

LARR filed suit against Arizona's ban on certain abortion methods, a vaguely worded statute that effectively outlaws nearly all second-trimester abortions. In July 1997 a federal judge issued a temporary restraining order, finding that PPFA's suit was likely to succeed in its claim that the statute is unconstitutional.

FROM BOOKS TO BYTES



More than 80 years ago, Planned Parenthood founder Margaret Sanger was jailed for providing information about sexuality and reproduction. Today, improving access to information, as well as to health care services, remains central to Planned Parenthood's mission.

PPFA seizes every opportunity to offer the knowledge that helps people make healthy choices about birth control, sexual activity, health care, relationships, and reproductive options. Committed to using new technologies to reach people where they are and when they need us, Planned Parenthood's national office expanded its efforts in 1996-97 to communicate with a vast and diverse audience of clients, advocates, and supporters worldwide.

Planned Parenthood Online

In 1916, Margaret Sanger could not have imagined hypertext, bandwidth, or Web server capacity, but in 1997 the organization she founded has a rapidly growing online presence. PPFA's World Wide Web site, launched in January 1996, reaches thousands of people each month with information about all aspects of sexual and reproductive health:

- ◆ information on reproductive health and background on dozens of reproductive health issues;
- ◆ up-to-the-minute action alerts for pro-choice advocates;
- ◆ downloadable voter registration forms;
- ◆ a photo gallery illustrating the history of family planning;
- ◆ links to hundreds of other Internet resources on sexual and reproductive rights, medical research, feminism, human rights, and international development, including nearly 30 Planned Parenthood affiliate sites;
- ◆ an e-mail utility that allows users to seek detailed answers to their questions about reproductive health and advocacy issues; and
- ◆ a new breast health page, featuring an illustrated guide to breast self-exam and helpful questions and answers.

PPFA lawyers last year obtained an injunction against an anti-abortion activist's use of the domain name "plannedparenthood.com" to post anti-choice messages on the Web.

Planned Parenthood: Still America's Uncensored Source

Ironically, the censorship that Margaret Sanger faced in the age of Anthony Comstock is still with us in the age of global telecommunications. In 1996 Congress passed the federal Communications Decency Act (CDA), which sought to regulate the content of material transmitted by computer networks. Certain provisions of the CDA could have made it a crime for PPFA to offer its educational publications over the Internet, or to list abortion providers online.

To fight censorship in cyberspace, PPFA was a co-plaintiff in *ACLU v. Reno*, in which we argued that the CDA violates the constitutional protection of freedom of speech and is also unconstitutionally vague. Last year a federal court in Philadelphia agreed with that argument and enjoined the provisions challenged by PPFA. In June 1997 the U.S. Supreme Court affirmed the decision.

The Planned Parenthood Women's Health Encyclopedia

While exploring the potential of new information technologies, PPFA continues to make the most of traditional information resources. In November 1996 PPFA released *The Planned Parenthood Women's Health Encyclopedia*, the first of three health guides and reference books to be published by the Crown Publishing Group (a division of Random House). The encyclopedia offers information about women's health concerns throughout the life cycle, from choosing a gynecologist or a birth control method, to preventing osteoporosis and dealing with depression.

PPFA's national office promoted the encyclopedia through a national book tour and bookstore signings with PPFA President Gloria Feldt, in cooperation with affiliates in eight cities. Many affiliates partnered with local bookstores to offer workshops and seminars.

Talking About Sex: A Guide for Families

The Planned Parenthood multimedia video kit, *Talking About Sex: A Guide for Families*, was released in July 1996. Designed to encourage families with children aged 10-14 to have open, accurate, and comfortable discussions about sexuality and growing up, the kit includes a 30-minute animated video, an in-depth resource guide for parents, and an engaging activity book for kids.

Hillary Rodham Clinton and the National Campaign to Prevent Teen Pregnancy honored the kit at a White House reception, and PPFA President Gloria Feldt promoted it in a highly successful satellite media tour reaching dozens of markets and millions of individuals nationwide. *Talking About Sex* has been met with acclaim from endorsing organizations and individuals, including the National Educational Association, Whoopi Goldberg, and Judy Blume, and has won awards from nine major national and international film, education, and health associations. PPFA has distributed the kit to libraries nationwide and is currently distributing them to middle schools.

Consumer Health Brochures

For generations, Planned Parenthood has been a trusted source of client-oriented pamphlets on family planning, sexuality education, and reproductive health and rights. In 1996-97, PPFA distributed more than 1.5 million such pamphlets to Planned Parenthood health centers and other health care providers nationwide, which make these resources freely available to clients. In addition to updating and redesigning a dozen publications, in 1996-1997 the national office published four new pamphlets: *Tus Alternativas Anticonceptivas* (*Your Contraceptive Choices* in Spanish), *Emergency Contraception*, *How to Be a Good Parent*, and *This Is Planned Parenthood*, an overview of PPFA's programs and services.



Among PPFA's millions of supporters are many celebrities whose

national renown makes them especially visible advocates for our mission. At the PPFA 1996 annual conference, for example, PPFA National Public Advocacy Chair Kathleen Turner narrated a special video tribute to Family Planning International Assistance, PPFA's international service arm; and Peter Frampton, John Kay of Steppenwolf, and Maura O'Connell presented PPFA Maggie Awards, recognizing excellence in media coverage of reproductive health and rights issues.

Members of PPFA's Board of Advocates made more than 30 visits to Planned Parenthood affiliates in 1996-97 and contributed more than 20 auction items to affiliates to assist in fundraising efforts.

F A M O U S F A C E S

Some advocate highlights from 1996-97:



Jane Fonda, Oscar-winning actress and long-time activist, joined Planned Parenthood of Southeast Michigan (Detroit) in May 1997 for its 75th anniversary celebration. Founder of the Georgia Campaign on Adolescent Pregnancy Prevention, she praised Planned Parenthood as the premier provider of reproductive health care and sexuality education. The luncheon was a huge success; a sellout crowd of 800 people attended, and \$90,000 was raised.



Anne Archer, former PPFA national public advocacy chair, and **Dina Merrill**, chair of RKO Pictures and an active pro-choice Republican, appeared at the Planned Parenthood of Dallas and Northeast Texas Seventh Annual Awards Luncheon this past January. The luncheon was attended by more than 500 people. Anne Archer introduced keynote speaker PPFA President Gloria Feldt, and Dina Merrill presented the Gertrude Shelburne Humanitarian Award to her friend and fellow Republican Nancy Brinker.



Tony Award-winner and film star **Matthew Broderick** is a vocal advocate for reproductive rights and long-time supporter of Planned Parenthood. In the past, he has appeared at national and local events for PPFA and taped a public service announcement. In February 1997 his commitment to choice delighted the guests of Planned Parenthood of the Capital and Coast (Raleigh, NC), as he signed autographs and shook hands at a Sunday evening reception.



Pulitzer Prize-winning author and former *New York Times* columnist **Anna Quindlen** presented the keynote address – "The Politics of Family" – at the Planned Parenthood of Rhode Island (Providence) annual meeting in October. She spoke to a sold-out audience of 375 guests, the largest attendance in the history of the affiliate's events.

Each year, Planned Parenthood recognizes outstanding contributions made by individuals and organizations to the fields of sexual and reproductive health and reproductive rights by presenting several prestigious awards.

A N N U A L AWARDS

The PPFA Margaret Sanger Award

Planned Parenthood's highest honor was presented in 1996 to retired Supreme Court Justice Harry A. Blackmun. As author of the majority decision in *Roe v. Wade*, Justice Blackmun literally helped to write the history of the reproductive rights movement. A consistent defender of the downtrodden and one of the most ardent champions of human rights ever to sit on the Supreme Court, Justice Blackmun is a hero to all who cherish individual liberty.

PPFA Maggie Awards

The Maggie's recognize exceptional media coverage of reproductive health issues. They were presented in 1996 to *Self* magazine (for "What's New in Birth Control?" by Charles Mann); *The Nation* magazine (for Katha Pollitt's columns on abortion); *The Chicago Tribune* (for a feature, "Gambling With Life: Why Parents Defy Odds and Circumstances to Have More Babies"); HBO (for the documentaries "The Dying Rooms" and "Sandra's Web: A Mother's Diary"); ABC (for "The Vasectomy One," an episode of *Home Improvement*); and NBC (for "The Toughest Choice," an episode of *Dateline NBC*).

The Ruth Green Award

The Ruth Green Award honors a Planned Parenthood affiliate executive director chosen by her or his peers for exemplary board development activities. In 1996 it was presented to Francine Stein of Planned Parenthood of Westchester & Rockland (Hawthorne, NY).

Affiliate Excellence Awards

In 1996 PPFA's national office presented these awards for outstanding achievements by affiliates:

- ◆ *Clinical and Social Research* - InterMountain Planned Parenthood (Billings, MT)
- ◆ *Clinical Service Expansion* - Planned Parenthood of Mahoning Valley (Youngstown, OH)
- ◆ *Community Education* - Planned Parenthood Association of Hidalgo County (McAllen, TX)
- ◆ *Winston E. Forrest Jr. Award for Excellence in Private Fundraising* - Planned Parenthood Mar Monte [San Jose, CA]
- ◆ *International Advocacy and Service* - Six Rivers Planned Parenthood (Eureka, CA)
- ◆ *Media and Public Relations* - Planned Parenthood of Northern New England (Williston, VT)
- ◆ *Shannon Lowney/Lee Ann Nichols Award for Medical Services* - Planned Parenthood of San Antonio and South Central Texas
- ◆ *Planning* - Planned Parenthood of North East Pennsylvania (Trexlerstown)
- ◆ *Professional Education and Training* - Planned Parenthood League of Massachusetts (Boston)
- ◆ *Public Affairs* - Planned Parenthood Association of Utah (Salt Lake City)
- ◆ *PePe Award for Special Efforts in Serving Racially Diverse Communities* - Planned Parenthood of Mid-Missouri and Eastern Kansas (Kansas City, MO)
- ◆ *Special Efforts Serving Teens/First Things First* - Planned Parenthood of South Carolina (Columbia)

SUMMARY OF FINANCIAL ACTIVITIES

for the Year Ended June 30, 1997

PPFA makes contributions to other organizations. A list of all organizations that received contributions from PPFA during the year ended June 30, 1997, may be obtained by writing to PPFA, 810 Seventh Avenue, New York, NY 10019.

Audited statement available on request from New York Department of State, Office of Charities Registration, Albany, NY 12231, or from PPFA.

Notes (All Dollar Amounts in Millions)

(a) National office figures reflect operations for the year ended June 30, 1997. Affiliate figures reflect the operations of 151 Planned Parenthood affiliates and are based upon amounts reported in affiliate audited financial statements for fiscal years ended during 1996.

(b) Payments and receipts between affiliates and the national office have been eliminated. These include dues, rebates, insurance payments, and payments to the Alan Guttmacher Institute. Related adjustments have been made to the balance sheet.

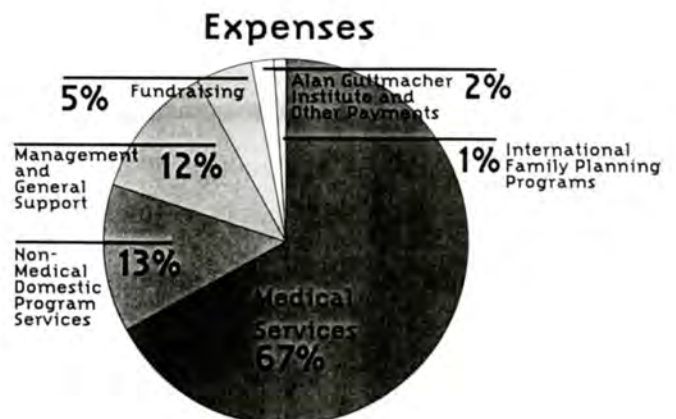
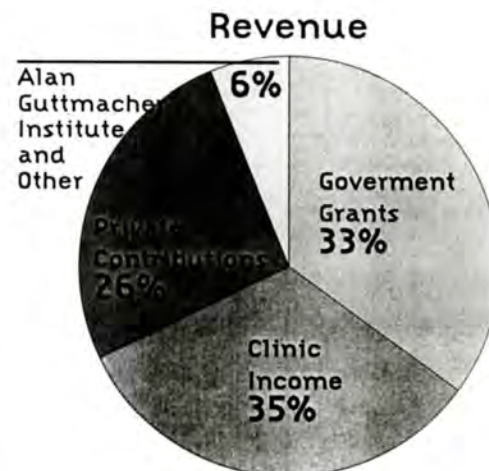
(c) Includes corporate contributions, foundation grants, and support from more than 500,000 active individual contributors, including individual contributions received through International Service Agency and Federal Service Campaigns (on-the-job solicitation and contributions through payroll deduction plans for employees of federal and state governments and participating corporations). This also includes \$9.5 million of bequests.

(d) The Alan Guttmacher Institute, a special affiliate to which PPFA supplies some support, is an independent, not-for-profit corporation for reproductive health research, policy analysis, and public education.

(e) Throughout the text of this Annual Report, these domestic programs of the national office have been described in the context of the affiliate programmatic areas (Medical Services, Sexuality Education, Public Policy) to which they relate.

(f) Expenses do not include capitalized expenditures for property, plant, and equipment and repayment of related loans, but do include depreciation and amortization of such property, plant, and equipment and interest expense on such loans.

(g) Primarily involves the adoption of Financial Accounting Standards Board Statement No. 124, requiring the carrying of nearly all investments at market value instead of cost.



**OPERATING AND OTHER FUNDS (ALL AMOUNTS IN MILLIONS)
COMBINED STATEMENT OF REVENUE, EXPENSES, AND CHANGES IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 1997**

Revenue	Total(a)	Affiliates	National Office	Eliminations (b)
1. Clinic Income	184.3	184.3		
2. Government Grants and Contracts	177.5	175.8	1.7	
3. Private Contributions and Bequests	137.7 (c)	110.4	29.2	(1.9)
4. Indirect Support from Affiliates			4.9	(4.9)
5. Other Operating Revenue	25.7	19.3	11.6	(5.2)
6. Alan Guttmacher Institute	5.7 (d)	6.0		(0.3)
Total Revenue	530.9	495.8	47.4	(12.3)
Expenses				
1. Domestic Programs:				
a. Medical Services	332.6	332.8		(5.2)
b. Sexuality Education	27.2	27.2		
c. Public Policy	10.5	10.5		
d. Service to the Field of Family Planning (e)	8.4		8.4	
e. Service to Affiliates (e)	17.4		17.7	(0.3)
Total Domestic Programs	396.1	375.5	26.1	(5.5)
2. International Family Planning Programs	4.9	1.4	3.5	
Total Program Services	401.0	376.9	29.6	(5.5)
3. Supporting Services:				
a. Management and General	61.2	56.9	4.3	
b. Fundraising	25.2	18.9	6.3	
Total Supporting Services	86.4	75.8	10.6	0.0
4. Other Expenses:				
a. Payments to Related Organizations	2.3	7.2	1.9	(6.8)
b. Alan Guttmacher Institute	5.3	5.3		
Total Other Expenses	7.6	12.5	1.9	(6.8)
Total Expenses	495.0 (f)	465.2	42.1	(12.3)
EXCESS OF REVENUE OVER EXPENSES	35.9	30.6	5.3	0.0
5. Other Changes in Net Assets (g)	6.7	4.6	2.1	
NET ASSETS: Beginning of Year	317.6	297.6	20.0	0.0
NET ASSETS: End of Year	360.2	332.8	27.4	0.0

COMBINED BALANCE SHEET: NATIONAL AND AFFILIATES (All Amounts in Millions) 6/30/97

ASSETS	Total (a)	Affiliates	National Office	Eliminations (b)
Current Assets	233.2	222.4	14.5	(3.7)
Property, Equipment, Endowment, Other	202.7	179.0	23.7	
TOTAL ASSETS	435.9	401.4	38.2	(3.7)
LIABILITIES AND NET ASSETS				
Current Liabilities	50.6	46.6	7.7	(3.7)
Mortgages, Notes Payable, Other	25.1	22.0	3.1	
TOTAL LIABILITIES	75.7	68.6	10.8	(3.7)
NET ASSETS				
Unrestricted	147.5	139.1	8.4	
Property & Equipment	134.5	133.0	1.5	
Temporarily Restricted	35.7	29.3	6.4	
Permanently Restricted	42.5	31.4	11.1	
TOTAL NET ASSETS	360.2	332.8	27.4	0.0
TOTAL LIABILITIES AND NET ASSETS	435.9	401.4	38.2	(3.7)

Planned Parenthood Federation of America, Inc., relies on the generosity of individuals, foundations, and corporations for support of its domestic and international programs. Private funding enables us to pursue our mission on behalf of women and families in the U.S. and many parts of the world. In recognition of their generosity and friendship, supporters become members of one of PPFA's national gift clubs and receive a range of benefits, including membership card, newsletter, and invitations to attend donor briefings and the PPFA Annual Conference.

GIFTS IN SUPPORT OF PPFA

Tax-deductible contributions may be made in cash or in the form of securities, real estate, or other property.*

In addition to outright contributions, the following are ways to support PPFA:

- ◆ *Matching Gifts* through workplace programs.
- ◆ *Donor Designations* to PPFA in the United Way or other federated campaigns.
- ◆ *Memorial Gifts* to honor, or in memory of, a friend or relative.

Gifts in Support of Planned Parenthood's Future

Bequests of money, securities or property to PPFA are tax deductible under federal estate tax laws. Planned Parenthood recommends the following language for use in a will:

I give, devise, and bequeath (description of gift) to Planned Parenthood Federation of America, Inc., now or formerly at 810 Seventh Avenue, in the city and state of New York, to be used for general purposes.

Planned Gifts. For those who wish to contribute to meeting Planned Parenthood's future needs while retaining income during their lives, several planned giving opportunities are available, including charitable trusts, gift annuities, and a pooled income fund. For more information, please call: 212-261-4673.

For general information about contributions, call or write:
Donor Services, Planned Parenthood Federation of America, Inc.,
810 Seventh Avenue, New York, NY 10019, telephone 212-261-4682.
For information about giving securities, telephone 212-541-7800.

*Planned Parenthood Federation of America, Inc. (PPFA) is a tax-exempt corporation under Internal Revenue Service code section 501(c)(3) and is not a private foundation. (Tax ID #13-1644147.)

Planned Parenthood Action Fund, PPFA's political arm, is classified by the IRS as a 501(c)(4) not-for-profit organization to which contributions are not tax deductible.

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Human Resources

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Planned Parenthood Federation of America, Inc., is a member of the International Planned Parenthood Federation (IPPF), comprising family planning associations in more than 150 countries, and of the International Service Agencies (ISA), a federation of non-profit groups providing medical, emergency, relief, development, and other assistance overseas.

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Dr. (Mrs.) Attiya Inayatullah

IPPF Secretary-General
Ingar Brueggemann

ISA President
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Visit PPFA on the World Wide Web at <http://www.ppfa.org/ppfa>

PPFA's national office offers a wide range of publications, videos, and other resources for consumers, educators, and health care professionals.

For a free copy of PPFA's resource materials on birth control, sexuality, and reproductive rights, contact:

Marketing Group
Planned Parenthood Federation America, Inc.
810 Seventh Avenue
New York, NY 10019

For an appointment with a Planned Parenthood health center near you, call 800-230-PLAN.



KUDOS FOR P L A N N E D P A R E N T H O O D F R O M O U R W E B S I T E

"Ever since I first became aware of Planned Parenthood, I was not only impressed with the immense variety of services you provide, but also the integrity with which they are performed."

"It's great the way you present information with frankness and without prejudice and judgement. I wish those who oppose Planned Parenthood's efforts really understood how important knowledge is. You are an everywoman resource. I, for one, appreciate your persistence in combatting ignorance."

"When I was a teenager, I came to your clinic and had my first pelvic exam. I also received information about birth control... Today I found excellent and thorough information about menopause on the Planned Parenthood Web site. Thank you for your many years of concerned and excellent service. I and millions of other women are eternally grateful."

"I have never received better care elsewhere. The staff is friendly, supportive, and genuinely interested in me as a person. The name Planned Parenthood to me is a synonym for goodness."



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www.saveRoe.com

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