

# the NEWSLETTER

Planned Parenthood in Waco since 1939

Fall/Winter 2008



## Generations of Service to Generations

Planned Parenthood in Waco turns 70 next year! Turning 70 is significant for anyone. The 70-year-old of today is typically healthy, active and

involved in the community side-by-side with their younger colleagues, while garnering a respect earned through experience. After seven decades of service, Planned Parenthood is more active, healthier than ever and excited about our future! We continue to be a valued member of the health-care community in Central Texas.

The inspiration for a birth control clinic in Waco came in 1936 when Mrs. Ernest (Helen) Day invited a group of women to meet with Mrs. Agnes Nelms of Houston, President of the Texas League of Planned Parenthood. Like our national founder, Margaret Sanger, Mrs. Day saw the need for improved maternal health among low income women in Waco. The first organized meeting of Waco community leaders interested in making birth control available to low income women was held on February 1, 1939 at the Waco Public Library. Those present included Mrs. Everette Jones, Mrs. W. W. Cameron, Mrs. E.Y. Boynton, Mrs. A.M. Goldstein, Mrs. Walter Dossett, and Mrs. Berry Brazelton. Many of these names represent families who are still active in Waco.

These determined volunteers assisted approximately 100 women during that first year of service. Our founders had few birth control options to offer and would be in awe of the wide array of medical services and birth control methods available at Planned Parenthood today and the thousands of patients we see.

Generations of service to generations of Central Texas families...a proud heritage and a bright future...happy birthday Planned Parenthood!



*We are turning 70 in 2009!*

### THEN: Birth Control Clinic, 1939

**100 patients**

**2 birth control methods**

- ✓ Diaphragm
- ✓ Condom

### NOW: Planned Parenthood Women's Health Centers, 2008

**11,733 patients**

**9 birth control methods**

- ✓ Birth control pills
- ✓ Depo shots
- ✓ Patches
- ✓ Nuvaring
- ✓ IUDs
- ✓ Implanon
- ✓ Diaphragm
- ✓ Vasectomy
- ✓ Tubal

#### Services for Women, Men, & Teens

- ✓ Annual exams for women of all ages
- ✓ Screening for breast and cervical cancer (Pap smears)
- ✓ Counseling, information, and supplies for all methods of birth control
- ✓ Mammograms and diagnostic follow up
- ✓ Colposcopy and cryotherapy
- ✓ Pregnancy Testing
- ✓ Testing and treatment for sexually transmitted infections
- ✓ "Morning after pill"
- ✓ HIV education, counseling and testing
- ✓ Testing and treatment for urinary and vaginal infections
- ✓ Services for men

## **JOHN YOUNG HONORED WITH MAGGIE AWARD BY PLANNED PARENTHOOD FEDERATION OF AMERICA**

John Young, Opinion Page Editor of the Waco Tribune Herald since 1984, received a Maggie Award on July 18, 2008 from Planned Parenthood Federation of America (PPFA) in Washington DC. The Maggie Award, named after Planned Parenthood founder Margaret Sanger, recognizes exceptional achievement in media coverage.

Mr. Young was recognized for his numerous supportive editorials in the Waco Trib around the topics of reproductive health and sexuality education. The award honors news coverage, editorials, and commentary that respond to the public's need for reliable information and responsible discussion of the sensitive issues around sexuality.

A native of Denver, Colorado, his editorials, and a column he writes twice a week, have won a host of regional and national awards. He is a four time winner of the Texas Headliners Award, twice the recipient of the Press Club of Dallas' Katie Award, and received top honors from the National Society of Newspaper Columnists in the humor category in 1988. He received the Best of Cox awards for Column Writing and Humorous Writing in 1997. In 1998 he received the Maggie Award from Planned Parenthood Federation of America and the Press Advocate Award from the Texas Family Planning Association. In 2000 and 2002, he received the Best of Cox Awards for Editorial Writing and 2005, the Best of Cox Award for Column Writing. The Texas Associated Press honored Mr. Young with first place in Editorial Writing and second place in General Column Writing in 2006. His columns are distributed by Cox and the New York Times News Services.

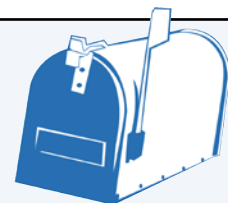
Mr. Young has authored two books, *One Oar in the Brazos* and *Ghosts of Liberals Past* which are compilations of his newspaper columns.

Congratulations, John!

## **JOIN US FOR LUNCH AND A TOUR**

We are continuing to showcase our Audre Rapoport Library, Administration Building and the Mary Ruth Duncan Women's Health Center at 1121 Ross Avenue to the community through "Lunch Stop at PPCT." Since this program began in 2004, we have had 57 groups participate. Pam Smallwood, CEO, has led most of the tours and we have been delighted with the response. Most of the participants have never visited our facility and are surprised by the scope of professional health services we offer to our patients. They are also very interested to learn about the vast holdings on every aspect of sexuality in our Audre Rapoport Library. The tour ends with an informal lunch and a chance to ask questions.

Do you have a lunch bunch, study club, investment group, or other group activity? We would love to show you our facility. Call Trudy Woodson 254-492-1783 to schedule a tour and lunch for your group.



ARE YOU RECEIVING  
DUPLICATE MAILINGS?

IS YOUR NAME  
MISSPELLED?

IS YOUR ADDRESS  
INCORRECT?

Please call us at 254-492-1783 if there is any problem with the mailings you receive from us.

# CALL CENTER A BIG PLUS FOR ALL

In February, we opened a Call Center with staff dedicated to answering phones for all four clinic locations and our administrative offices, making appointments and answering necessary medical questions. As a result, we are now more customer friendly,



providing personalized service and a great first impression. Patients and the public have repeatedly commented about how helpful, polite, and knowledgeable the Call Center staff answers the phones. Since 50 % of the staff is bilingual, we are serving people faster, and more accurately. Through the Call Center, we are able to address needs on the spot and make changes as necessary. This addition has also freed our clinical staff to focus completely on patient care without interruptions from busy phone lines.

The Call Center allows us to provide best practices in customer service at the point of entry, increase appointment slots, and see far more patients due to fewer dropped calls.

The Call Center software enables us to track dropped calls along with number of calls received. The average day brings in hundreds of calls which

has resulted in a 25% increase in our family planning patient appointments. This staggering volume demonstrates the tremendous need for reproductive health care among underserved populations.



## MAKING LEMONADE OUT OF LEMONS

We began our Pledge-a-Picket program in 2002 and since that time our protesters have raised almost \$60,000 for us! This money is used to help patients who don't have resources to get the care they need. The program is a no-win situation for the protesters, because the more who show up to picket outside our clinics, the more donations we receive.

You can join our Pledge-a-Picket program by completing the coupon in this newsletter and returning it to Planned Parenthood!

### JOIN PLEDGE-A-PICKET...

Here is how it works. Each time a protester shows up at the clinic a donation is made to Planned Parenthood. This unique campaign allows donors to pledge between \$.25 and \$1.00 per protester. Every month, participating donors get a short update on activities and a monthly "invoice" for their pledge. The pledge can be capped. (This is similar to sponsoring a runner in a charity marathon).

Please fill out the form below, and mail in the enclosed envelope or call 492-1783 to sign up.

**YES,** I want to Join Pledge-A-Picket

I pledge \$\_\_\_\_\_ per anti-choice protester.

Total pledge not to exceed \$\_\_\_\_\_per month.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*All contributions are tax-deductible.*

Your pledge will be ongoing for a year unless you indicate otherwise.





In September staff took a field trip to the Cameron Park Zoo and received a "behind the scenes" tour of the facility. A great time was had by all!

### WHAT DO

75,000 CONDOMS

6,720 PAP SMEARS

5,982 STI TESTS

AND

372,000 BIRTH CONTROL PILLS

HAVE IN COMMON?

***PLANNED PARENTHOOD IN WACO***

WE HELPED THOUSANDS of people avoid unintended pregnancies, sexually transmitted infections and cervical cancer last year.

***WITH YOUR SUPPORT, we can do it again!***

#### **WAYS TO GIVE:**

To accommodate the differing interests and needs of our donors, we offer many choices for giving: cash, pledge, automatic withdrawal, memorial/tribute, endowment, securities, planned giving, and bequests, easy online donations @[www.ppwaco.org](http://www.ppwaco.org)

## *Holiday Giving Made Easy*

Finding that special gift for the person who has everything can be a difficult task. We have the perfect solution. Give a TRIBUTE gift to Planned Parenthood of Central Texas in honor of that person or family. We will notify the recipient for you with your best wishes. Use the enclosed envelope with your instructions and we'll take care of the rest! Remember that a TRIBUTE gift is thoughtful any time of the year.

*Happy Holidays*



presents

# Nobody's Fool '09

JULY 2009						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	<b>15</b>	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## WHAT KIDS LIKE ABOUT NF...IN THEIR OWN WORDS:

- I got to learn new things in a fun way.
- No one laughed at my questions.
- I learned to speak up.
- Teachers knew what they were talking about.
- My friends came here.
- It was flat out kool.

For the last 19 years, Planned Parenthood has partnered with local faith-based organizations and other non-profit agencies who work with young people. This year we were happy to welcome four new churches as sponsors: Woodway Methodist, Central Presbyterian, St. Alban's Episcopal, and St. Paul's Episcopal joined our veteran list. These faith communities have supported us for years: Unitarian-Universalist Fellowship of Waco, Crossies Ecumenical Church, Temple Rodef Sholom, Lake Shore Baptist Church, Seventh and James Baptist Church, Central Texas Metropolitan Community Church, and First Presbyterian Church.

Let us know if you are willing to have a *Nobody's Fool*® sign proudly posted in your yard next summer. We will be celebrating our 20th year on July 15, 2009.

*Nobody's Fool*® turns 20!



Pictured: Our 2008 Volunteers

Help us celebrate the 19th year of *Nobody's Fool*®

### Show Your Support!

Let us put a yard sign in your yard.

We'll plant the signs the 1st weekend in June.

We'll pick them up after *Nobody's Fool*® on July 15.

Just e-mail us at [pstone@ppwaco.org](mailto:pstone@ppwaco.org)

or call 759-5777

and say "Yes, I'd love a yard sign"

*Nobody's Fool '09*

Thanks! Your *Nobody's Fool*® Team  
Pat Stone, Pam Smallwood, Trudy Woodson



## Planned Parenthood is Planned Parenthood What's the Difference?

With our mailboxes full to overflowing at this time of year, we wanted to sort out our acronyms and mailers. You have probably wondered more than once just who these people are who keep sending you mail from Planned Parenthood and asking yourself, "Didn't I just send these people money?"

We understand the confusion, so here's the scoop!

**Planned Parenthood of Central Texas (PPCT) is the Mary Ruth Duncan Women's Health Center, the Marlin Women's Health Center, and the Mexia Women's Health Center** are our health clinics for low-income women and men. We provide birth control, annual exams, testing and treatment of sexually transmitted infection (STIs), cancer screening, and other reproductive healthcare services to over 10,000 people annually. Your gift helps low-income women who rely on PPCT for their basic health care and supports education programming. Gifts to PPCT stay in our community and are tax-deductible to the fullest extent allowed by law.

**Planned Parenthood Federation of America (PPFA)** is our national organization based in New York. All of the Planned Parenthood affiliates across the country operate under the umbrella of PPFA. PPFA provides resources for PPCT through research, legal and administrative expertise, ad campaigns, and national advocacy. Donations to PPFA do not directly support local clinic or education services.

Questions? Call 254-492-1783

*THE NEWSLETTER IS A PUBLICATION OF PLANNED PARENTHOOD IN WACO*



P.O. Box 1459  
Waco, Texas 76703

ADDRESS SERVICE REQUESTED

MARY RUTH DUNCAN WOMEN'S HEALTH CENTER  
1121 Ross Avenue  
(254) 759-5750

MARLIN WOMEN'S HEALTH CENTER  
209 Green Street • Marlin, Texas 76661  
1-866-387-4256

MEXIA WOMEN'S HEALTH CENTER  
Location Pending  
1-866-387-4256

AUDRE RAPOPORT WOMEN'S HEALTH CENTER  
1927 Columbus Avenue  
(254) 759-5772

ADMINISTRATION & AUDRE RAPOPORT LIBRARY  
1121 Ross Avenue  
ADMINISTRATION  
(254) 759-5762  
FAX - (254) 759-5761

[www.ppwaco.org](http://www.ppwaco.org)

Chair of Board ..... LaRaine DuPuy

### MANAGEMENT STAFF

Chief Executive Officer ..... Pam Smallwood

Associate Director ..... Bill Crowden

Chief Financial Officer ..... Chris Ahlers

Director of Organizational  
Development ..... Felicia Goodman

Development/Public  
Affairs Director ..... Trudy Woodson

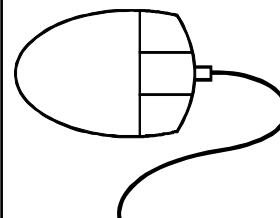
Education Director ..... Pat Stone

Senior Nurse Practitioner ..... Melissa Lynn

Patient Services Director .... Stephanie Evans

# PREVENTION

# FIRST!



**Check out our  
website!!!**

**[www.ppwaco.org](http://www.ppwaco.org)**

Non-Profit  
Organization  
U.S. Postage  
PAID  
Permit No. 1521  
Waco, Texas

A blue diagonal banner with the words "PREVENTION" and "FIRST!" stacked vertically in white, bold, sans-serif font.