

Attachment A LOI Cover Page

Contact Information

Organization Name: Planned Parenthood of Southwestern Oregon

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Organizational Information

Mission Statement: To ensure the right of all individuals to manage their sexual and reproductive health by providing health services, education, and advocacy.

No. of Employees: 108 FTE: 70.35

No. of Volunteers (annually)/ Volunteer Hours (annually) 921 / 5,325

Name of Executive Director: Cynthia Pappas

Name of Board President: Audrey Garrett, MD Term Ending Date: 11/11

Number of members on Board of Directors: 18

Total Agency Budget: \$7,500,716 Fiscal Year End: 12/31/10

Geographic Service Lane, Linn, Benton, Douglas, Coos, Curry, Jackson, and Josephine Counties (in Lane County: Eugene, Springfield, Florence, Cottage Grove)

Unduplicated Lane County Residents Served Last Year: Clinic: 14,845; Education: 8,281

Has your organization been previously funded by UWLC? No Yes, Year(s) 28+

Proposed Service(s): Name of Proposed Services: Comprehensive Sex Education for Youth and Parents

1. Mission

The mission of Planned Parenthood of Southwestern Oregon (PPSO) is to ensure the right of all individuals to manage their sexual and reproductive health by providing health services, education, and advocacy.

2. Goal Alignment:

How the proposed Strategic/Preventative services will make a meaningful difference in supporting the UWLC's Education, Income, and Health goals.

Our Comprehensive Sex Education for Youth and Parents directly aligns with the UWLC Income goal of increasing the number of households over 200% of FPL. It targets the population of youth at high risk of a life of poverty by addressing the preventative strategy of Teen Pregnancy Prevention. Helping youth access the education, skills, and services they need to be safe and healthy – whether they are having sex now or waiting for the future – requires ongoing commitment and diligence. The sexual health of young people affects the economic and social health of communities. The effects of teen pregnancy can be wide-ranging and often include negative public health outcomes for teens and their babies, reduced educational achievement, economic dependency, and generational poverty. Amy Rynell's 'Causes of Poverty: Findings from Recent Research' states that, "Half of all non-marital childbearing starts during the teen years which is associated with lower high school graduation and a 20 percent reduction in the girl's adult income."

Comprehensive Sex Education for Youth and Parents also aligns with the UWLC Education and Health strategies. PPSO provides these education programs in a variety of school and community settings. These programs support the health and safety of young people by building knowledge and skills to make important life decisions and promoting access to health services. They help parents build skills in talking with their children about life skills, sexual health, and decision-making.

3. Funding Strategy Addressed and Proposed Strategic/Preventative Services:

The funding strategy to be addressed, the proposed Strategic/Preventative services to be funded, the targeted community outcomes, and the amount of annual funds requested.

Within the Income goal, we are addressing the Preventing Teen Pregnancy Preventative Strategy. PPSO is requesting \$35,000 from the United Way of Lane County to support our Comprehensive Sex Education programs for youth and parents.

PPSO provides age-appropriate comprehensive sex education programs for elementary through high-school-aged youth, in both school and community settings. Programs involve a series of sessions, with multiple visits to a single location. Content areas include puberty, growth and development, healthy relationships, delaying sex, setting boundaries, sexually transmitted infections (STIs) and HIV/AIDS, contraception and sexual protection, and the availability of health services for youth in the community. PPSO also provides workshops and resources for parents to support family communication about sex.

According to a 2007 national survey, “Teens say that parents most influence their decisions about sex, (more so than friends, the media and other sources) but parents underestimate their influence in this area.” This same survey indicated that “...the vast majority of parents (82%) and 66% of teens agree that when it comes to talking about sex, parents often don’t know what to say, how to say it, or when to start the conversation,” (National Campaign to Prevent Teen and Unwanted Pregnancy, 2007). But these conversations are essential. PPSO’s educational resources and workshops provide parents with the information, skills, confidence, and support they need to initiate and sustain this communication. Our parent programs are offered through schools, day care centers, preschools, religious organizations, community groups, and teen parent programs. Our educational materials include videos, booklets, fact sheets, parent packets, and phone consultations that further support parents in their efforts.

Schools and youth serving organizations throughout our region request PPSO’s education programs (see page 4). Funding from the United Way of Lane County will help support PPSO in meeting the demand in Lane County. Grant funds will be applied to education staff time, prep time, and travel costs.

Planned Parenthood’s objective is to sustain the level of comprehensive sex education programs for elementary, middle, and high school-aged youth throughout our affiliate region so we don’t lose further ground on the outreach efforts made to date. In 2010, this would result in programs reaching approximately 21,500 youth (duplicated #s) through school and community-based sites. Of these, almost 19,000 youth will be in Lane County. As a result of these programs, participants will gain knowledge and understanding about relevant sexual health issues and have increased capacity to make informed, responsible decisions about their sexual health and behaviors.

4. Need and Target Population:

A brief statement of the need or problem these services address and the target population.

After a decade of substantial declines, Oregon's teen pregnancy rate increased in both 2006 and 2007. The Oregon Healthy Teen Survey trends indicate an increase in the number of teens who report having had sex, and inconsistent progress with regard to the use of condoms and contraception. Research from the Centers for Disease Control and Prevention (CDC) indicates that one in four females ages 14-19 has a sexually transmitted infection (2008). When left undetected and untreated, many STIs can lead to health problems, including infertility. As a community, we ask that young people make responsible choices regarding their sexual behavior. It is incumbent on us to ensure that they have the information, skills, support, and services to do so. Unfortunately, sex education in Oregon schools and youth-serving programs often occurs in a patchwork fashion, in part because of lack of expertise and comfort level on the part of teachers and staff. This is why so many schools and organizations turn to PPSO for age-appropriate, medically accurate comprehensive sex education.

Preventing teen pregnancy also helps reduce the financial burden to the community. Each publicly subsidized birth costs \$4,696 in state and federal funds. The vast majority of teen births occur among lower-income teens and are

paid for by public insurance, which means the 336 teen births that occurred in Lane County in 2007 cost taxpayers over a million dollars. Added to this are the first year costs of supporting a child with public funds - \$3,386 per child. This brings the total costs of publicly subsidized teen parenting to \$8,082 per child, and this is just for the first year alone. (In contrast, the average annual cost for birth control medical services and contraceptive supplies is approximately \$300 per teen per year.)

PPSO's target population for our comprehensive sex education programs encompasses elementary, middle, and high school aged youth in schools and youth-serving organizations. We also target parents who may need help talking to their children about healthy sexuality.

5. Collaboration/Innovation

Collaborative or innovative aspects of the proposed services, including non-UWLC resources that will be dedicated to the proposed services.

PPSO partners with schools around Lane County to provide Comprehensive Sex Education programs. We also work with youth and family-serving organizations such as Looking Glass: Station 7, New Roads, Stepping Stone, and Adolescent Recovery Center, Serbu Juvenile Justice Center, Birth to Three, Relief Nursery, and area charter and alternative education programs. When Planned Parenthood is asked to provide a series of education programs in any given site, we work with those requesting the sessions to adapt our existing menu of comprehensive programs to best meet the needs of youth they serve. We are guided by best practices and align programs with Oregon Health Education Standards.

Historically, PPSO has depended upon a combination of grants, United Way funds, donations, and revenue from clinic services to support our education program. These clinic revenues are becoming much less of an option for supporting education. Due in part to significant changes in the way clinic services for low-income women are reimbursed through our Medicaid waiver program as well as a reduction in the types of services that are eligible for reimbursement, PPSO has experienced a decline in both patients and clinic revenue.

To address budget shortfalls over the past two fiscal years, PPSO has used a combination of materials and services reductions and personnel reductions. Fees for clinic services have also been increased, and for the first time, PPSO introduced a cost-sharing model for education. PPSO now charges a fee for education programs, with allowance for partial or full waiver when necessary. We understand that many schools and organizations may find it difficult to include this fee for PPSO education services in their budgets at least in the near term. We rolled out fee for education services during the 2008-09 school year, and were successful in collecting almost 38% of invoiced expenses. It is, however, difficult to project fee for service income for 2010 with the current economic conditions. PPSO values each school and organization we work with. As they – and we – struggle with current economic conditions, PPSO seeks increasing partnership with funders and donors to help sustain comprehensive sex education for youth.