

Planned Parenthood Ottawa

2011 Annual Report

Charitable # BN 12398 7430 RR0001



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Mission, Vision and Values

Mission

Planned Parenthood Ottawa (PPO) is a pro-choice organization promoting healthy sexuality and supporting informed sexual and reproductive health choices through education, counselling, information, and referral services.

Vision

Planned Parenthood Ottawa envisions a community where accurate sexual and reproductive health supports and services are comprehensive, accessible, and delivered equitably.

Values

Non-judgmental

- We are committed to creating a space where personal beliefs, attitudes and values are recognized; a space where clients' perspectives and decisions are validated.

Inclusive

- We are dedicated to supporting any individual regardless of age, sexual orientation, gender identity, ability, religion, race, ethnicity, financial circumstance or the language they speak.

Evidence-informed

- We are committed to providing accurate, up-to-date information on sexual and reproductive health topics, administration, services and practices.

Sex-positive

- We believe healthy sexuality can be a positive, pleasurable and dynamic force in life and are committed to embracing the unique ways people choose to express this aspect of their lives.

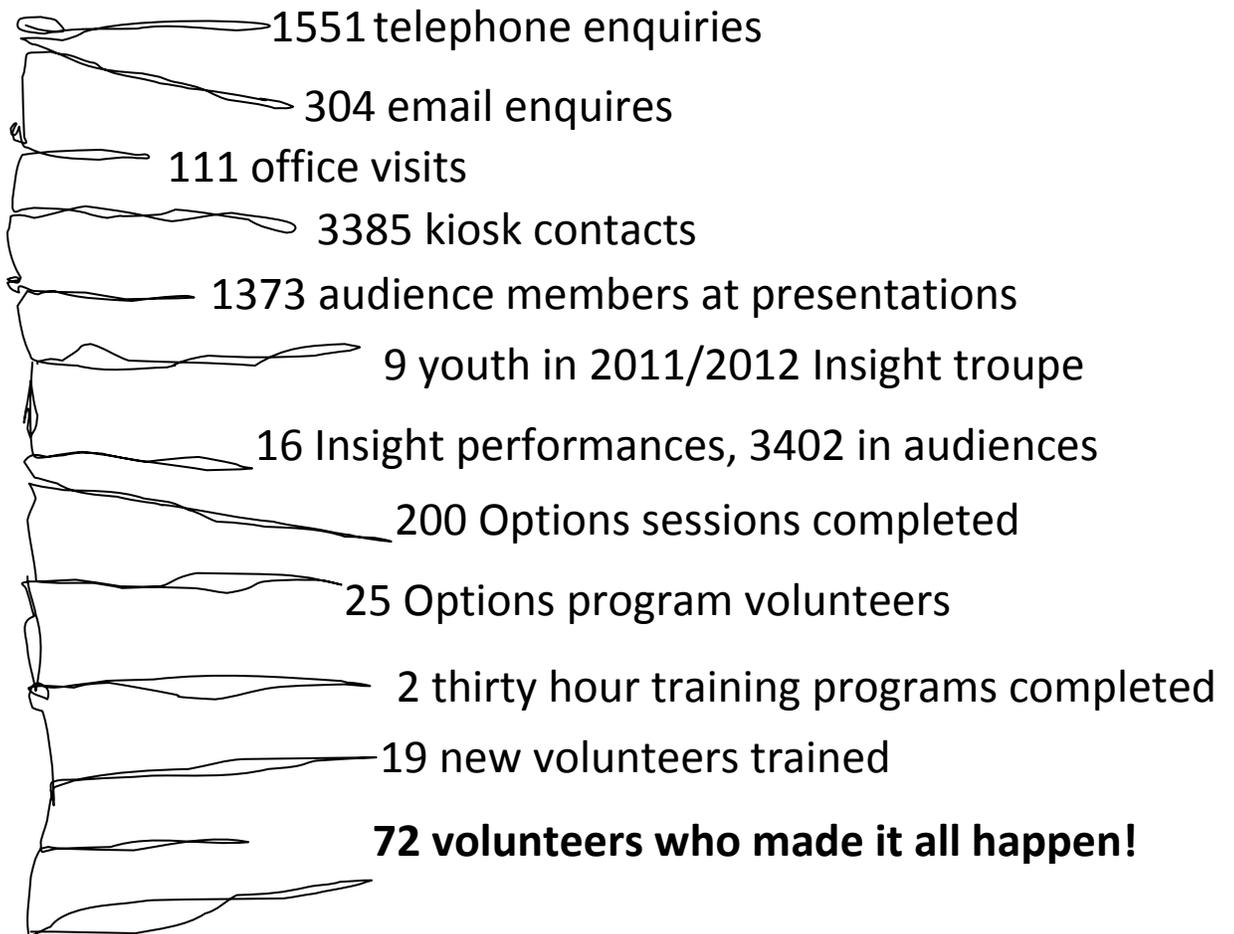
Pro-choice

- We respect the right of every individual to make their own decisions about their sexual and reproductive health. Our role is to support and help to inform the decisions that each individual makes based on their own circumstances and needs.

Community-oriented

- We are dedicated to ensuring our programs and services are accessible to all members of the Ottawa region and involving community members in the administration of our programming and service provision.

How PPO Helped in 2011



President and Director's Note

Planned Parenthood Ottawa (PPO) client service numbers in 2011 continued to increase—from 1822 client contacts in 2010 to 1962 in 2011. Options support bookings also showed a significant increase—from 89 completed in 2010, to 128 in-person information and support sessions in 2011. Including phone sessions, the number of completed appointments in 2011 was 200. The increase in in-person sessions is due in large part to the welcome introduction of free pregnancy tests.

The number of program volunteers engaged in PPO remained high and the number of hours those volunteers contributed continued to increase. Volunteer numbers were sustained through the delivery of two Sexuality Awareness Program trainings for a total of 13 volunteers, 4 professionals and 2 students trained in 2011. The restructured training program that was initiated in 2010 again made it possible to deliver two training series in 2011 and the restructured format continued to receive positive participant evaluation.

The 2011 Insight numbers reflect the difficulty encountered in the 2010-2011 season. The combination of a skilled Program Coordinator, an experienced drama coach, a committed troupe, and changes to summer training have led to a very strong production for the 2011-2012 season. While the bookings in the 2011 calendar year were low overall, bookings for the 2011-2012 troupe have already shown an increase from September-December of 2011. The program is receiving considerable media interest this season given that this is its 30th anniversary year! A celebratory gala is scheduled for June 2nd 2012 and staff, volunteers and Insight alum are busy organizing for the big event.

Another challenge faced in 2011 was the loss of United Way support for PPO's Community Education program. With Ottawa Public Health (OPH) as a supporting partner, the Centretown Community Health Centre (CCHC) and PPO secured interim funding from the Champlain Local Health Integration Network (Champlain LHIN) to sustain PPO's Community Education program until March 2012 and to explore long-term solutions to sustain and enhance sexual health services in Ottawa. This included a process to explore the opportunities and risks of integration across the full spectrum of available options, ranging from strategic administrative and programmatic alliance to full integration, with a view to strengthening sexual and reproductive health services in Ottawa. The first phase of the integration project is complete, and while we will not be moving ahead with integration, we are looking forward to continued consultation with supporting partners regarding the opportunities identified in the process.

A Community Education program success in 2011 involved the adaptation of PPO programming for use specifically with Muslim girls. The pilot project involved a needs assessment, the delivery of 6 workshops to 30 participants and a follow-up focus group to evaluate the impact of the programming. The work was implemented in partnership with the Ottawa Rape Crisis Centre. The feedback from participants was overwhelmingly positive and the project has received a great deal of recognition in the community, including the receipt of The Bentley Award—a national award given by the Canadian Federation for Sexual Health to recognize outstanding achievement and program excellence in sexual and reproductive health.

In addition to core programming, PPO was actively involved in a number of successful community events including the International Women's Day celebration, AIDS Walk 2011, Pride, and Timeraiser as well as a few of our own special events—the sold-out M^{énage à Trois} fundraiser in partnership with the Sexual Overtones and Apartment 613 and a film fundraiser showing of *The Full Monty* at the Mayfair.

PPO partnered again in the fall of 2011 with the School of Social Work at Carleton University. This year's team of graduate student researchers surveyed youth ages 16-24 about their knowledge of and behavior in regards to STI testing (e.g., do they know where to go, what are the barriers to accessing testing, what experiences with clinical services have been like etc.). Results will be available by Spring 2012.

In 2011, the PPO team was led by Executive Director Heather Holland. Andrea Hogue Reynolds continued to serve as the Volunteer and Client Services Coordinator, Nadine Thornhill continued as the Insight Theatre Coordinator, and Courtney Scanlan continued to serve as the Community Education Coordinator. The team also welcomed the return of Barbara Hayes who is coordinating the second phase of a two-phase communications and fundraising project that is funded by the Ontario Trillium Foundation.

2011 was a successful year and PPO had a meaningful impact on the community. The challenges and changes that were encountered over the last year have been met by a strong team that is committed to growing PPO's programs and strengthening sexual and reproductive health services in Ottawa. 2012 shows a great deal of promise and our snazzy new logo and communications materials (launched in January 2012) set the year off right!



Jocelyn Wentland, Board President



Rachel Horsley, Interim Executive Director

Programs and Services

Information and Referral

Information and Referrals Services continued to be at the core of PPO’s public health service delivery. Clients accessed PPO with a wide variety of inquiries, including information on pregnancy options, contraception , and STIs, as well as inquiries about where to access doctor or clinical services, how to access other PPO services, and general information on sexual health topics. As was noted, there were **a total of 1551 information inquiries by telephone, 304 by email, and 111 drop-ins in 2011.**

Client service numbers in 2011 continued to increase—from 1822 client contacts in 2010 to 1962 in 2011. Options support bookings also showed a significant increase—from 89 completed in 2010, to 128 in-person information and support sessions in 2011. Including phone sessions, the number of completed appointments in 2011 was 200. The increase in in-person sessions is due in large part to the introduction of free pregnancy tests.

Inquiries by Topic

Contraception	347
STIs	49
Doctors / Clinical services	373
Sexuality / Period / Health	157
Pregnancy Options / Concerns	644
Media Inquiries	61
Services and Programs (Vol., Options, Speaks, Insight, Fund., Resources, etc.)	805

Sexuality Awareness Program

Since the bulk Planned Parenthood Ottawa's programs – Community Education, Information and Referral, Options Support, Insight Theatre—rely on well-trained volunteers for service delivery, effective training is critical to the ongoing success of PPO's role as a sexual health information service provider for the community of Ottawa. The vital health promotion role of PPO in this city is dependent upon proper training of the people (volunteers and community partners) who provide the information to members of this community. In keeping with public health policy, PPO recognizes that population health depends upon more than the reactive bio-medical care model and means more than simply the absence of disease. The message of prevention is essential to the ongoing sexual and reproductive health of a community. By training the trainers with the Sexuality Awareness Program, Facilitation Skills training, and Options Support training, PPO multiplies its reach.

Topics covered in the Sexuality Awareness Program include:

- Attitudes and Values
- Puberty & Anatomy
- Healthy Sexuality
- Sexuality through the Life Cycle
- Contraception
- Sexual Orientation and Gender Identity
- HIV and AIDS
- Sexually Transmitted Infections
- Pregnancy Options and Testimonials
- Sexual Rights and Sexual Violence
- Sex Positivity
- Anti-Oppression

The Sexuality Awareness Program was held twice during 2011: from April 13th, 2011 to May 25th, 2011 and from October 15th, 2011 to November 5th, 2011. Effort was made to make the training accessible to all interested volunteers and to provide the training in different formats to suit different schedules. The SAP training continues to be of high quality and well respected in the community. It reinforces our relationship with our volunteers and with our community partners who take advantage of the accessibility and credibility of the program in order to provide professional development for members of their staff. PPO continues to receive a great amount of interest in the SAP course and maintains an ongoing wait list.

Community Education

PPO continued to support schools and community organizations in 2011 by offering presentations and kiosks on sexual health topics. As noted, in 2011 there were **3385 kiosk contacts and 1373 audience members at 98 presentations**. All of the presentations are in line with the existing Ontario Ministry of Education Health and Physical Education Curriculum. Presentations such as Puberty and Growing into Adolescence, Safer Sex, and Contraception and STIs have a direct impact on children and youth, providing skills and knowledge to enhance their decision-making processes with regards to sexual and reproductive health.

At kiosks, brochures on sexual and reproductive health are widely distributed. Examples of forms of contraception are also on display, which elicit numerous questions on sexuality that are asked of the staff and volunteers operating the kiosk.

PPO's community education program has been the 'go-to' source for sexual health education in Ottawa since 1975!

"I felt comfortable, accepted, and confident to speak."

-H.S. Student

"I am very proud to have participated to this discussion group! I feel grateful to have greater knowledge on sexuality and just being a girl!"

-Community Youth

"The presentation was invaluable because PPO has a level of expertise that's unmatched in the community in my opinion. The quality of their workshops are impressive. In particular, the presentation they delivered during my 3rd year social work class that I taught was well received and a great compliment to the course content."

-University Student

"I think that it is an all-around important, unbiased, and honest program-keep it up!!"

-H.S. Student

Insight Theatre

Insight Theatre is PPO's educational youth theatre initiative. The primary goal of Insight Theatre is to increase access to sexual and reproductive health education for students attending secondary schools in Ottawa.

Youth in the community are recruited and trained in sexual health promotion and the use of theatrical performance as a means of public education. Each summer students participate in a training program and then develop a dramatic presentation based on the collaborative input of youth volunteers, representatives from community organizations, and PPO staff.

Throughout the school year the youth present a 45-60 minute show, made up of skits on sexual health, and tour to area schools and community organizations. Skits cover a range of topics including safer sex, contraception, sexual orientation, unintended pregnancy options, sexual readiness, sexually transmitted infections, and healthy relationships. The show is followed by approximately 15 minutes of a question and answer period. In the summer of 2011, nine participants went through the summer training program and went on to form the 2011/2012 troupe.

The two troupes active in 2011 (the 2010/11 school year and 2011/12 school year) presented a total of 16 shows in 2011: 6 schools, 1 university, 3 special events, 1 community show, 1 audition show and 2 previews.

The fall of 2011 saw the launch of **Insight Theatre's 30th season** which presents an excellent opportunity to profile and celebrate the thousands of youth who have been impacted by this program over the years as both participants and audience members.

Options Support Service

As was noted, Options support bookings continued to increase— from 89 completed in 2010, to **128 in-person information and support sessions in 2011. Including phone sessions, the number of completed appointments in 2011 was 200.** The increase in in-person sessions is due in large part to the introduction of free pregnancy tests.

The Options Support Service has three to four key roles: the program coordinator, the options support provider (counselor), a buddy and a mentee, when applicable. While the first two roles are self-explanatory, a buddy increases security by ensuring that a minimum of two staff and/or volunteers are in the office for the duration of the Options session, and by providing a PPO presence in the outer office while any client support persons are sitting in the waiting area.

An Options Support specific training (for SAP graduates) was offered in June 2011 concurrently with the mentorship process. Most mentees observe over a period of several months.

“Everything was explained in a clear and concise way and the counselor answered all my questions very well. Thank you.”

[The most helpful thing was]
“assuring me that in the end, I know what is best for me and nothing can change that.”

“All of the resources that were given to me took a lot of weight off my shoulders.”

“She gave me lots of information and many different options which is what I was looking for.”

The PPO Team

Board of Directors (2011)

Kate Verhoeven, President

Heather Thom, Vice President (resigned May 2011)

Anne Neal, Treasurer

Samar Musallam, Director (resigned September 2011)

Andréa Proulx, Director

Herbert de Graaf, Director

Danielle Leguard-White, Director (resigned November 2011)

Jocelyn Wentland, Director

Tanara Pickard, Director (joined November 2011)

Jonathan Huber, Director (joined November 2011)

Nora Al Alewi, Director (joined November 2011)

Lauren Dobson- Hughes, Director (joined November 2011)

Staff Team (2011)

Heather Holland, Executive Director

Andrea Hogue Reynolds, Volunteer and Client Services Coordinator

Courtney Scanlan, Community Education Coordinator

Nadine Thornhill, Insight Theatre Coordinator

Christopher Bedford, Insight Theatre Drama Coach

Barbara Hayes, Fundraising and Communications Coordinator

Anastasia Szakowski, Intern

Mel Pagliaro, Intern

Leanne Philbert, MSW Placement Student

Brianna Clancy, MSW Placement Student

Merry Sun, Bookkeeper

Volunteers (2011)

Insight Theatre team (2011/2012 school year): Amy Wang, Christian Angel, Danica Brockwell, Faith Thomson Heather Cormier-Laurin, Justin Michel Viertelhausen, Leah Careless, Merissa Taylor-Meissner, Nick Goddard

Program Volunteers¹: Cassandra Ackerland, Karin Almuhtadi, Amanda Bagalacs, Selena Bateman, Leslie Bennett, Robert Blanchard, Anna Bogic, Gemma Bonham-Carter, Sébastien Button, , Christina Clorey, Julie Dagenais, Lindsay Deschamps, Courtney Dollar, Angela Dore, Jocelyn Dudley, Caitlin Goyeau, Hana Haines, Ragen Lane Halley, Sarah Halpenney, Rebecca Hosker, Anne Houston, Patty Hoyland, Jenny Lacombe, , Anna Maria (Ania) Lawrukiewicz, Adam Lee, Angela Livingstone, Greg Macdougall, Airlie McGhee, Sarah McGirr, Dana Ménard, Suzanne Miller, Èva Morin, Amanda Neilson McCartney, MaryAnn Notarianni, Melanie Oattes, Leslie Ordal, Lindsay Patrick, Renee Pelletier, Leanne Philbert, Sarah Pinnington, Nikki Reklitis, Tina Richichi, Onessa Robertson, Derek Rowsell, Léa Séguin, , Jill Stothart, Jessamy Tedlie-Stursberg, Amanda Whitten, Samantha Whittle, Kerry Worth, Joan Wright, Makeda Zook

¹ Excluding Insight youth and board members, listed above

Funders and Supporters (2011)

PPO could not serve the community without the support of our loyal individual donors and the following funders and supporters:

The City of Ottawa

Ottawa Public Health

United Way Ottawa (transition funding in 2011)

Ontario Trillium Foundation

MBNA Bank of America

Community Foundation of Ottawa

Weld Foundation

Canadian Federation for Sexual Health (Bentley Award)

Apartment 613

Sexual Overtones

Cathexis Consulting

Mother Tongue Books

Venus Envy

Financial Information

	<u>2010</u>	<u>2011</u>
Revenue		
Programs & Grants	179,580	200,971.00
Fundraising & Donations	37,203	42,933.00
	<u>216,783</u>	<u>243,904</u>
Expenditures		
Advertising	760.00	1,065.00
Amortization	2,576.00	3,067.00
Program contracts	22,200.00	22,880.00
Bank charges and interest	817.00	553.00
Insurance	8,575.00	12,191.00
Office	18,478.00	15,079.00
Fundraising	2,749.00	7,950.00
Professional Fees	5,105.00	3,600.00
Rent	26,497.00	7,780.00
Repairs and Maintenance	505.00	402.00
Salaries and wages	142,283.00	143,702.00
Honorarium and outside service	3,230.00	5,945.00
Training	997.00	1,554.00
Transportation	991.00	1,643.00
	<u>235,763.00</u>	<u>227,411.00</u>
Excess of revenue over expenditure	(18,981.00)	16,493.00
Draw down on reserve	20,000.00	0
Net assets, Beginning of year	<u>65,761.00</u>	<u>46,780.00</u>
Net assets, end of year	<u><u>46,780.00</u></u>	<u><u>63,273.00</u></u>