



# CHOICE



## Chatter

Winter 2008

### OUR MISSION



CHOICE works to eliminate barriers that im-

pede access to quality reproductive, sexual, and family health care and information for all individuals regardless of economic status, gender, age, race, religion, culture, or sexual orientation.

### Teen Calls to Hotlines Increase By Nearly a Third

It has been a very busy year for CHOICE and we are pleased to announce that Philadelphia's teens are continuing to rely on the free and confidential counseling and referral services provided by our hotlines. Between May 2006 and May 2007, the CHOICE Hotlines saw a 30% increase in teen callers. Teen callers have similar concerns as their adult counterparts. Manager of Hotline Programs Jaime Beck noted "Many calls are for abortion, birth control, and testing referrals for Sexually Transmitted Infections (STI's). There really isn't a huge



difference between teen and adult callers." This impressive increase is attributed to the dedicated outreach efforts of CHOICE's Community Education staff as well as the reprinting and distribution of CHOICE's signature teen publication, *Changes: You and Your Body*. Since spring 2006, CHOICE has distributed more than 9,000 copies of this popular booklet. All of the information CHOICE distributes includes our teen Hotline number (1-800-84-TEENS) and encourages consumers to call with any questions or concerns. CHOICE looks forward to another year of serving the needs of Philadelphia area teens.

### CHOICE President's Corner

Greetings! It is with great pleasure that I introduce myself. I recently joined the staff of CHOICE in the new position of President. Susan Stockl who has been admirably serving as Interim Executive Director recently assumed the role of Chief Operating Officer. The three months since I joined the CHOICE team have been a whirlwind of activities. We held a successful fundraising event, welcomed two new counselors to our hotline staff, and released a mini CD-rom of our popular *Where to Find* resource guide to family planning services in the five-county area. Of course, this was all business as usual at CHOICE where the staff is constantly looking for ways to

improve and expand services to the members of the community in need of quality education, unbiased counseling, and appropriate referrals.

Based on more than 20 years experience in public health, I can say with sincerity that the programming, outreach and support services provided by CHOICE are without peer. Working with limited resources the staff consistently delivers quality services. This newsletter details just a few of the most recent changes and successes as 2007 comes to a close. The New Year promises to be just as challenging and rewarding as we begin our strategic planning process, imple-

ment a new state-of-the-art hotline system, and pursue new avenues and collaborations for sexual health education, outreach, and advocacy.

During the coming year I look forward to hearing from donors, volunteers, and consumers. I can be reached at 215-985-3355 x113 or through email at [brendag@choice-phila.org](mailto:brendag@choice-phila.org). On behalf of the CHOICE staff, Board of Directors, student interns, and volunteers please accept our best wishes for a happy healthy holiday season.

*Brenda Lee Green*

## CHOICE Receives Grant from The Philadelphia Foundation

CHOICE has received a \$35,000 grant from the Nancy Brinley



McKean, Jonathan C. Neff, and Elizabeth Jamison O'Brien Funds of The Philadelphia Foundation to support our hotline work. The five distinct CHOICE Hotlines provide nearly 24,000 ser-

vice referrals yearly to callers with concerns ranging from birth control options and pregnancy testing to mentoring programs and children's healthcare.

The grant will be used to purchase and install a new Inter-Tel telephone system. The project will put into place a state-of-the-art system that meets the current needs of CHOICE consumers as well

as allowing for future growth in service capacity. The system will meet the requirements for Alliance of Information and Referral Services (AIRS) accreditation and CHOICE's Business Continuity and Disaster Plan—ensuring that our services are available even in the event of a local or regional emergency.

Installation of the system and training for the hotline staff

will begin after the first of the year. There will be no disruption of hotline services during this period. On behalf of the more than 35,000 consumers who call the hotlines each year for information, crisis counseling, and referrals CHOICE recognizes The Philadelphia Foundation for their support of this project.

## 2007 Samuel S. Fels Summer Internship in Community Service

"I often have callers tell me, 'No one else took the time to talk to me and explain things the way you did.'"

Hotline  
Counselor

CHOICE was honored to once again receive a \$6,000 grant for a Samuel S. Fels Summer Internship in the Community. As one of twenty-five organizations selected, CHOICE conducted focus group research with Philadelphia teenagers in the Latino community regarding their attitudes and preferences for receiving sexual health information.

Lilliam Ambroggio, a Drexel Public Health Graduate student, worked on the project between June and August 2007. This research built on our 2006 Samuel S. Fels Summer Internship that explored the preferences of all youth for receiving sexual and reproductive health information. The feedback gathered through the 2007 research allowed CHOICE to customize

materials, such as a planned Spanish version of our signature youth publication, *Changes: You & Your Body*. This translation will allow CHOICE to continue to be a trusted source of sexual and reproductive health information throughout the Latino community in Philadelphia. For more information on our report, you can contact CHOICE at (215)985-3355.

## CHOICE FY2007 Foundation Support

Fiscal year 2007 (FY2007), July 1, 2006 to June 30, 2007, CHOICE received program and general operating revenue through the generous support of individuals and foundations alike. In addition to hosting our most profitable fundraiser to date, The 6th Annual Cocktail Reception and Silent Auction, CHOICE received funding from various local and

regional foundations who believe in supporting the ongoing work of CHOICE. On behalf of the more than 50,000 people we serve each year, we thank these foundations for making it possible for CHOICE to continue to provide quality education and information to the Philadelphia community for years to come.

### In alphabetical order:

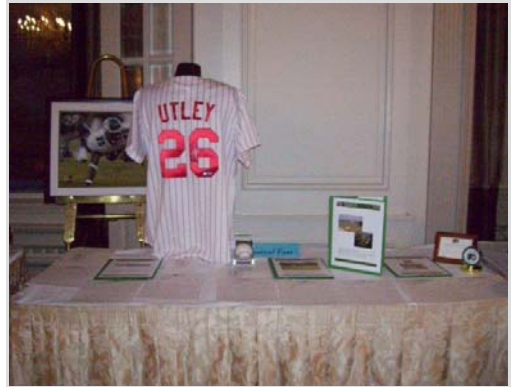
- The Claneil Foundation
- Dolfinger-McMahon Foundation
- Fourjay Foundation
- Independence Foundation
- The Jonathan E. Rhoads Trust
- Joseph K. Skilling Foundation
- The Patricia Kind Family Foundation
- The Religious Society of Friends
- The Samuel S. Fels Fund
- The Valentine Foundation



# CHOICE Annual Event 2007

The 7th Annual CHOICE Cocktail Reception and Silent Auction was held at the elegant Westin Philadelphia and was attended by more than 150 supporters from around the Philadelphia area. Our silent auction was another success! We received generous donations from nearly 100 different restaurants, vendors, and theatres throughout the region. CHOICE also honored Councilwoman-at-Large Blondell Reynolds Brown as the recipient of the 3rd Annual Louis Gerstley III Community Health Advocate of the Year Award

for her tireless work to improve the health and lives of women in Philadelphia. This event raised more than \$20,000 that will go directly into providing accurate and compassionate sexual and reproductive health information and referrals to the more than 50,000 individuals we serve. CHOICE would not be able to provide the high quality of service to our consumers without your help. We would like to thank everyone for supporting CHOICE and helping make this one of our most successful fundraising events.



Items at CHOICE's 2007 Silent Auction and Cocktail Reception at the Westin.

## CHOICE Then & Now

After 36 years of service in Philadelphia many things have changed at CHOICE and our Development Associate, Bethany Andorfer Morley, had the opportunity to speak with a former CHOICE volunteer who was here in the beginning. Fred Bostwick started as an Options Counselor in 1972 before the hotline and community education programs were established. According to Bostwick, CHOICE began with volunteers providing in-person pregnancy

options counseling. The counselors would meet on Saturday mornings at Jefferson Hospital OBGYN to talk with pregnant women considering their options. Like many clinics today, women and counselors often faced protestors when they went in to find out more about their legal options.

Options counseling was done in person and was intended to be one on one but the demand sometimes exceeded staffing,

"We were trained to counsel one to one, but sometimes there were so many young women there that the veteran counselors had to do group counseling," remembers Bostwick. Over time, the need for counseling continued to grow and CHOICE had a presence in health clinics in the evenings.

Since beginning in 1971, CHOICE has made several changes that allowed us to

continue to educate people on sexual and reproductive health issues. Though we no longer provide pregnancy options counseling in person, CHOICE continues educating men and women on their legal options through our free and confidential hotlines.

If you are a former volunteer or employee of CHOICE and would like to share your experience, please e-mail Bethany at [bethany@choice-phila.org](mailto:bethany@choice-phila.org)

## Giving to CHOICE

Each year, CHOICE serves more than 50,000 individuals through our hotlines and community education programs.

We could not do this without the generous support of people like you. All gifts are tax deductible.

I would like to give:

\$1,000 \_\_\_\_\_ \$500 \_\_\_\_\_ \$250 \_\_\_\_\_ \$100 \_\_\_\_\_ \$50 \_\_\_\_\_ \$25 \_\_\_\_\_ Other: \_\_\_\_\_

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

Organization: \_\_\_\_\_

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

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

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

**Planned Giving:** I would like to include CHOICE in my will \_\_\_\_\_ I have included CHOICE in my will \_\_\_\_\_

# CHOICE

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## CHOICE Services

**The CHOICE Hotline** helps callers make informed personal decisions about their sexual and reproductive health care needs. CHOICE counselors provide education, counseling, and referrals to people who are often in crisis when they call and require immediate, accurate, and unbiased health care information. Call the CHOICE Hotline for answers to your questions about: Birth Control, Emergency Contraception, Pregnancy Options, Prenatal Care, HIV/AIDS, and Sexually Transmitted Infections. Call (215) 985-3300 or 1-800-848-3367.

**The State AIDS Factline** provides HIV/AIDS related information, counseling, and referrals for people throughout the state of Pennsylvania. Call 1-800-662-6080.

**The Blueprint for a Safer Philadelphia** is a 10-year community-based violence prevention program designed to eliminate youth homicides in Philadelphia. The Blueprint Hotline serves as a clearinghouse to link parents and teens to educational and family support services, connect individuals to volunteer opportunities, and engage community organizations to work with one another to combat youth violence in the city. Call 1-888-570-BLUE.



**The Maternal and Children's Health Line** provides assistance to pregnant women and families with children applying for free and low-cost health insurance programs. Health Line counselors also provide information and referrals for children's primary medical care services, including immunizations, and advocate for consumers who experience difficulty navigating the health care system.

Call (215)985-3301.

**For Information in Additional Languages:** Spanish speakers can call: (215) 985-3350, for TTY: (215) 985-3309. For assistance in any language other than English/Spanish, CHOICE uses a third-party translation service to interpret calls.

**The CHOICE Community Education Department** provides information through workshops and outreach efforts to more than 28,000 individuals each year. Educators provide workshops and information to participants as young as nine through adulthood. CHOICE is approved by the Philadelphia Public School District to teach and provide sexual education materials in the schools. To arrange a program, call (215) 985-3355.

For more information about our workshops and hotlines, or to receive materials, please call CHOICE at (215) 985-3355 and we would be happy to assist you.