



## A BOOMING BUSINESS

### *Planned Parenthood and marketing: the connection*

Abortion is big business. According to New York state data, in 2000, women in the Buffalo area paid at least \$385 average for an abortion for a total of 5,703 abortions. That adds up to \$2.2 million for abortions for one year in two New York counties.

#### **Profit is the key**

With profit margins the "bottom line" in any business, how does Planned Parenthood, the leading abortion provider market its product?

Planned Parenthood recently has reached a financial agreement with Waco Texas initiating a library partnership incorporating Planned Parenthood's "specialized collection of books, periodicals, pamphlets, videos, curricula and teaching aids" to the local library system. Some of the titles include "The Complete Guide to Sexual Fulfillment: Your Questions Answered" and "Going All the Way: Teenage Girls' Tales of Sex, Romance, and Pregnancy." Planned Parenthood of Texas has agreed to pay the city an undisclosed amount each year for the privilege of posting the contents of the library collection on the city's computer catalogue system [Cybercast News Service; November 20, 2002]

Teen recruiters: Planned Parenthood of Ohio has proposed that two teens from each of the four high schools in Morrow County Ohio be paid \$100 to be trained as outreach workers to other students at their school. They get an additional \$5 for every patient they recruit for the new Planned Parenthood clinic in Cardington, Ohio. Grant money totaling \$5,145 was awarded to Planned Parenthood from the Temporary Assistance to Needy Families via the Ohio department of Job and Family Services. The goal is to "maximize the number of teens who practice birth control." The new Planned Parenthood clinic urges these teenagers to take advantage of "word of mouth" advertising. They are described as "informed educators" about Planned Parenthood's services. The application for the funding left out "Abstinence programs" and "Activities to promote parent-child communication about responsible sexuality and/or parenthood." [Ed Szymkowiak, *The Washington Dispatch*, November 22, 2002]

"Choice on Earth" cards for Christmas: (Excuse me, I should have said "holiday cards") According to Planned Parenthood, the "holiday cards" are to promote an "inclusive message of individual freedom." To counteract protests by CWA and other family-oriented Christian organizations who object to the Christmas message of "Peace on Earth" being subverted to the mantra of "choice", Planned Parenthood said, "Recent anti-choice attacks on Planned Parenthood's 'Choice on Earth' holiday cards are absurd. A very popular greeting card among America's pro-choice majority for almost a decade, it sends an inclusive season message for people of all faiths. Our supporters are so energized by the vicious criticism of our

holiday card that we're printing additional cards and limited-edition 'Choice on Earth' T-shirts."

Planned Parenthood's Web site advertises in "Teenwire" a poster contest that celebrates thirty years of choice and asks entrants to illustrate the concept that "Behind Every Choice Is a Story." Interestingly, a parental permission form must be filled out before the teen can submit an entry.

Recently, Life Dynamics and World magazine brought Planned Parenthood's sidestepping the law protecting young girls from older men to the attention of the nation. Undercover tapes recorded by a woman employed by Life Dynamics revealed that Planned Parenthood employees all across the nation were ignoring the law that requires they report any form of abuse to the authorities. In this case, the woman posed as a thirteen-year-old girl and told the Planned Parenthood counselors over the phone that she was pregnant by a 22-year-old man. In most states that constitutes statutory rape and the requirement to report. In taped telephone conversations, many Planned Parenthood employees told her that she would not have to tell anyone, that they would take care of the problem. Mark Crutcher of Life Dynamics said that 516, or about 8 in 10 of the clinics responded in similar fashion. Mandated reporter laws in every state require medical personnel to report to child protective services or law-enforcement officials any suspected child abuse.

**World Magazine** followed up on the Life Dynamics report and verified its accuracy by cross-checking the clinic worker and checking the numbers called. A sample that occurred in Soldolna, Alaska: **Caller:** "...well, I'm going to be 14 next month and my friend told me that they would have to tell my parents I'm getting an abortion. But my boyfriend's 22. Is that--is he old enough to take care of it and they wouldn't have to tell anybody? **Clinic:** "...it's kind of an illegal thing for a boy who's over 21 to have sex with a girl---" **Caller:** "Are you going to tell on him?" **Clinic:** "No, I won't. But maybe when you go to the doctor you shouldn't tell them how old your boyfriend is ... Just, you know, maybe have a girlfriend come with you and tell them your boyfriend is 16 or something because he could get into a lot of trouble." Title X funding through state and county agencies provide millions in tax dollars to Planned Parenthood clinics across the nation. In 2000 they received more than \$54 million. Section 211 of the Department of Health and Human Services Appropriations Act, 2002, declares that no provider of services under Title X shall be exempt from any state law requiring notification or the report of child abuse, child molestation, or sexual abuse.

Recently several Planned Parenthood offices in the Carolinas were cited by Life Dynamics who revealed that six of the seven clinics taped, the caller was promised confidentiality even after the clinic worker knew her age and the age of the boyfriend. Many directed the caller to contact the Clerk of Court to request a judicial bypass to get an abortion without parental consent and that they not mention the age of the boyfriend when approaching the court. [Lynn Vincent, **World Magazine**. "Keeping Secrets"; July 27, 2002] [L.A. Williams, "Carolina's Planned Parenthood staffer may be sidestepping the law" **The Charlotte World**]