

Planned Parenthood PR Plan

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Introduction/Mission Statement

“The mission of Planned Parenthood is

- to provide comprehensive reproductive and complementary health care services in settings which preserve and protect the essential privacy and rights of each individual
- to advocate public policies which guarantee these rights and ensure access to such services
- to provide educational programs which enhance understanding of individual and societal implications of human sexuality
- to promote research and the advancement of technology in reproductive health care and encourage understanding of their inherent bioethical, behavioral, and social implications”



Client Overview

- **Who?**
 - a trusted health care provider, educator, advocate, and a global partner in helping organizations similar to itself around the world
- **What?**
 - gives important reproductive and family health care, sex education, and information to millions of people worldwide
- **When?**
 - founded in 1916 with the idea that women should have the information and care they need to live strong, healthy lives
- **Where?**
 - over 600 locations in the United States

Media Coverage:

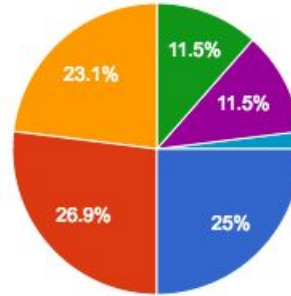
- Negative
- Abortions and Funding
- Not an accurate representation
- Trump Administration

Situational Analysis

Research

Survey

- 52 participants
- Overall perception of Planned Parenthood?
 - 52% positive
 - 23% negative
 - 25% neutral



- 5- very positive
- 4- positive
- 3-neutral/no strong opinion
- 2- negative
- 1- very negative
- n/a- I am unfamiliar with Planned Parenthood

Interview

- Three females, one male
- Birth Control and many other services- neutral
- Abortion Services- highly supported or opposed

Overview

- **Target Publics:**
 - Women aged 40+: Many people from this public are not aware of the services that Planned Parenthood may provide to them. This specific public includes women who are eventually or have reached menopause and we can assist/provide our services to them.
 - Minority populations in urban areas 15-25 year olds: These publics are more greatly affected by Planned Parenthood and its services. These groups tend to have lower incomes and less accessibility to quality health services.

Goal #1

Goal #1: Public Image (reputation)

Our public image is important to us because it is how others base their opinions on. We need to be seen as a resourceful organization that helps more than harms our clients since many people see us as the enemy to their agenda. For example, AHCA and the Graham-Cassidy Bill that work to defund Planned Parenthood.

Goal #1: Meno-PAUSE: Let's Talk About It

- topics such as going through menopause, what happens after menopause, sex education post-menopause, and risks for cancers
- keep track of how many women **attend** the classes
- conduct a survey at the end of the course to gauge their responses to the program
- Take place over the course of 5 months, **starting April 1st**
- helps our goal by increasing attendance to Planned Parenthood
- Shows that Planned Parenthood isn't only an organization that benefits young people
- Promote on Twitter, Facebook, and Instagram: feature locations that have been going above and beyond with this program



Goal #2

Goal #2: Awareness of benefits and services other than abortion (relationship)

Abortions accounted for 3 percent of the nearly 10.6 million total services provided by Planned Parenthood clinics in 2013, according to its annual report. However, some politicians have spread the notion that abortion accounts for 94 percent of services, which has proven to be incorrect.

Goal #2: Inclusivity in the Big City

- Host 2-day long events at local community centers
- **Educate** and reach out to those in these communities to increase **awareness** of our services with PP President, **Cecile Richards**
- Starts in **August 3-September 8** in minority populations of large cities in: **New York City, Detroit, Washington DC, Atlanta, Houston, & San Francisco**
- Give them the tools and services they need for their sexual health and incentivise with SWAG
- After events, option for participants to give feedback through **surveys**.
- Promote on Twitter, Instagram, and Facebook



Timeline

Inclusivity in the Big City		
	Start Time	End Time
Planning		
Research	Jan. 1	Jan. 31
Secure Locations	Feb. 1	Feb. 28
Designing & Ordering SWAG	Feb. 1	March 31
Secure Speakers	Feb. 1	February 28
Get Volunteers	March 1	June 30
Events		
New York	August 3	August 4
Detroit	August 10	August 11
Washington DC	August 17	August 18
Atlanta	August 24	August 25
Houston	August 31	September 1
San Francisco	September 7	September 8
MenoPAUSE: Let's Talk About It		
	Start Time	End Time
Planning		
Research	January 1	January 31
Distribution of Resources	Feb 1	Feb 28
Promotion on Social Media	Mar 1	September 30
Event		
Implementation in Clinics	April 1	September 30

Budget

	Amount of Items	Price
SWAG		
Condoms with our logo	2,000	\$3,600
Shirts	500	\$5,000
Brochures	9,000	\$3,000
Bags	1,000	\$400
		Subtotal: \$13,000
	Amount of Items	Price
Events		
Venue	6	\$3,000
Catering	For all 6 venues	\$2,000
Speaker	1	\$0
Security	6 per event (36)	\$1,000
Miscellaneous		\$2,000
		Subtotal: \$7,000
		Total: \$20,000

Conclusion

- Mission is to provide quality health services and education to all
- Campaign goals are to better the reputation of PP and relationship with publics and population as a whole
- We believe that our timeframe will allow enough time to improve these aspects of our organization.



**NOW, WHAT ARE YOU
TALKING ABOUT?**