

Government Contracts

Philadelphia Department of Public Health

- *AIDS Activity Coordinating Office for the Pennsylvania State AIDS Factline*

U.S Department of Health and Human Services

- *CHIPRA Grant*

Other Support

Family Planning Council
Supporters of the CHOICE Annual Event

Funding Sources

Government and Other Contracts	\$381,452	79.34%
Religious Society of Friends	40,000	8.32%
Women's Way	30,697	6.38%
Foundation/Corporate	11,928	2.48%
Individual/United Way	8,269	1.72%
Program/Other	8,476	1.76%
Total	\$480,822	100%

Expenses

Program Service	454,828	83.00%
Administration	46,298	8.44%
Fundraising	46,928	8.56%
Total	\$548,054	100%

*Audited financial statements available upon request.
All photos are for illustrative purposes only.*



CHOICE Staff FY 2011

Brenda Lee Green, Executive Director
Jaime Beck
Heather Frost
Laura Lawrence
Melissa Krechmer
Robin Markle
Arika Moody
Mai Schwartz
Susan Stockl
Megan Van de Mark
Shannon Walker

CHOICE Board of Directors FY 2011

Helen Casale, Esq., President
Rochelle E. Caplan Vice-President
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CHOICE Mission

CHOICE - Concern for Health Options: Information, Care, and Education - increases access to accurate information and essential services concerning reproductive, sexual, and family health, empowers people through education and counseling, and provides these services with empathy and respect. CHOICE works to overcome and eliminate barriers that impede access to quality health care and information for all individuals - regardless of economic status, gender, age, race, religion, culture, or sexual orientation.

CHOICE

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**Concern for Health Options:
Information, Care, and Education**

**ANNUAL
REPORT**

2010-2011



CHOICE

Serving the community
since 1971

About CHOICE

CHOICE is committed to ensuring that quality information, care, and education regarding reproductive, sexual health, and family health is available to everyone. Through our free, confidential, and bi-lingual hotline services we disseminate accurate information and non-judgmental, non-directive counseling. CHOICE seeks to empower health care consumers to make the *best possible decisions for themselves* by exploring all available options and relevant facts. Our community education programs reach youth, parents, teachers, and other professionals with high quality, comprehensive, and creative curricula. In public endeavors, CHOICE advocates on behalf of those who encounter barriers to public health services – regardless of race, class, gender, ethnicity, sexual orientation, or age. We are particularly concerned with the distinctive needs of women, youth, and other minority populations from under-served communities.

CHOICE is unique in the depth, breadth, quality and *accessibility* of the services we offer to the entire Philadelphia community. We maintain an extensive database of medical and social service providers in the region; our staff constantly updates the content and style of our materials. Our Medical Advisory Committee, comprised of physicians, nurse practitioners, and public health experts, reviews the accuracy of all CHOICE materials on a regular basis. CHOICE staff is trained extensively in short-term crisis counseling, human sexuality, reproductive health, sexually transmitted infections, and HIV/AIDS information.

CHOICE is the compassionate, accessible, and knowledgeable public resource for *any* woman, man, or young person seeking quality information, counseling, and referrals in the Philadelphia area.

CHOICE Hotlines

In FY2011, the CHOICE Hotlines -- **CHOICE Hotline, CHOICE Teen Hotline, Pennsylvania State AIDS Factline, Maternal, Child, and Family Health Line, and the Blueprint for a Safer Philadelphia Hotline** -- served over **8,000** health care consumers with their questions and concerns regarding access to reproductive, sexual health, and children's health insurance services.

In doing so, over **17,000** referrals were made for prenatal care, pregnancy options, sexually transmitted infections, HIV/AIDS testing and care, and more. Approximately **70%** of those calling the Hotlines were uninsured or on Medical Assistance, indicating the vital gap in information and services the Hotlines provide to those who may have no other reliable source to turn to for assistance. Approximately **11%** of our callers were aged 18 or younger and **27%** were between the ages of 18 and 22.

Over **80%** of callers last year sought assistance with healthcare and/or questions related to their health, **15%** for human services, and **5%** for miscellaneous questions/referrals.

CHOICE is a comprehensive, compassionate, confidential, consumer-oriented, community-based, accessible, and ever-evolving clearing house that provides critical education and advocacy in the realm of reproductive and sexual health services. CHOICE may be seen as "command central" for any woman, man, or young person who requires assistance accessing health information, counseling, and referrals in the Philadelphia region.

CHOICE Education

Over **20,000** individuals benefited this year from valuable sexual health education and related information through presentations and outreach. More than **71,000** fact sheets, wallet cards, flyers and other materials with information about CHOICE services and how to call our hotlines and/or how to find services in the community were distributed.

CHOICE's **Youth Education** programs were conducted in schools and for community groups on topics such as teen pregnancy, intimacy, and communication. Through these presentations, teens gained practical information about a variety of health issues that they are able to apply to their own lives.

Adult Education programs were conducted for community members, parents, college students, and other healthcare professionals who were interested in learning about reproductive health, sexually transmitted diseases, and HIV/AIDS.

Our **Outreach Program** maintained a community presence by representing the agency at neighborhood events. Through street outreach, staff distributed "safer sex packs" that contained condoms, sexual health information, and Hotline cards. Thousands of others visited our web sites: www.choice-phila.org, www.choiceteens.org, or www.wheretofind.org.

Our distinctive two-pronged approach – direct education services in the community and a six-day-a-week Hotline – breaks down barriers that impede access to services.