

Helping Diverse Populations Access Care: Successful Advocacy & Outreach Strategies

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Josephine Mercado, Executive Director
Hispanic Health Initiatives

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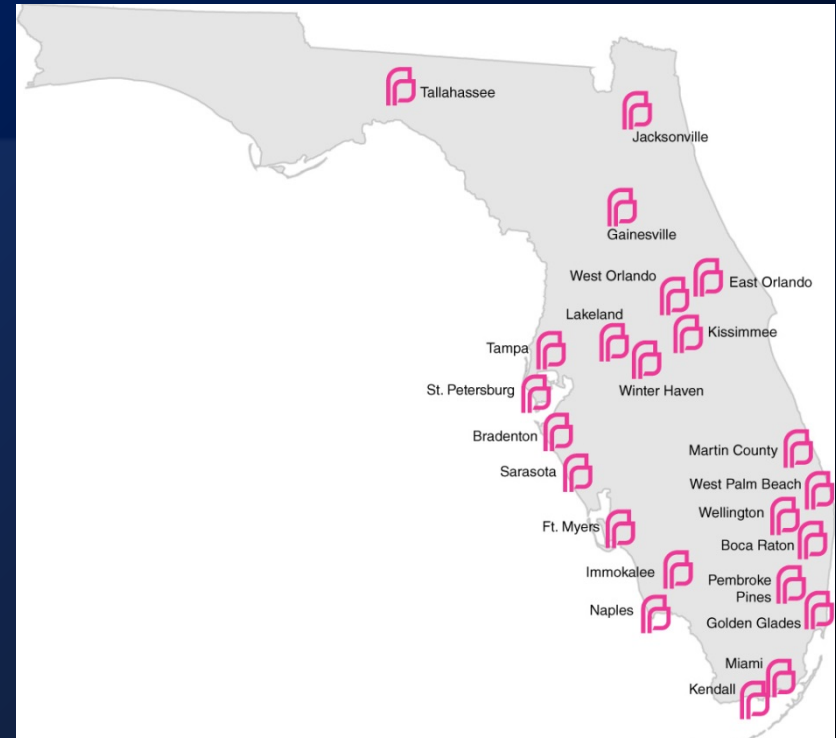
In a New Era of Health Care

Planned Parenthood in Florida

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Women's Health Care Provider for almost 100 years

- 23 Health Centers in Florida
- 80,000 women, men and teens served annually
- 29,407 life saving cancer screenings
- 83,903 STI tests including HIV
- 65,294 contraception services
- 1 in 5 women has been to us some time in her life



Patient Advocacy

- Health Center Advocacy Program (HCAP)
- Patient Escorting
- Healthy Neighborhood Canvass
- ACA outreach and canvass



Creating Healthiest Generation Ever

- Meeting our patients where they are: online and mobile
- Mobilizing young people and engaging them in our work
- Eliminating barriers to coverage through insurance, Medicaid advocacy, Title X education funding
- Comprehensive Sexual Health Education
- Meeting the diverse needs of all patients



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