




PRETTY ugly

Planned Parenthood's
deception of the
American Public

National surveys reveal that Planned Parenthood enjoys a mostly favorable brand reputation. They have done a skillful job of marketing their brand as “the most trusted provider of reproductive health care” and proudly claim that “one in five American women have visited them at least once in their life.” On the surface, Planned Parenthood appears to be a caring nonprofit looking out for the best interests of women.



But when you loosen the colorful and attractive marketing ribbon wrapped around this \$1.5 *billion* dollar corporation, you find a very different, far more cunning reality.

Planned Parenthood has built an effective business model by creating a “customer” as young as grade school students, encouraging children toward sexual activity. This naturally increases the need for Planned

Parenthood’s services...including the ultimate solution to an “unwanted” pregnancy: abortion. To that end, Planned Parenthood is the nation’s largest abortion provider...aborting more than 330,000 children per year.

This abortion giant works at keeping overhead costs low by resisting compliance with basic health standards, which puts women at risk. And they have been repeatedly charged with fraud, waste, and abuse of our tax dollars.

This deception of the American public is revealed in four foundational elements of Planned Parenthood’s marketing plans and business culture.



Planned Parenthood promotes **underage sexual promiscuity**

- Planned Parenthood is the nation's largest provider of sex education – utilizing millions of taxpayer dollars to create books, videos, social media pages, curriculum, and campaigns targeted for young people.
- Positioning its staff as “sexperts”, Planned Parenthood aggressively markets sexual experimentation, through targeted social media and public campaigns. Personnel and materials go into thousands of schools around the country encouraging sexual exploration by young people. This pamphlet shows just three examples, but there are numerous more troubling illustrations, which can be found at **www.ItsPrettyUgly.com**
- Increased sexual experimentation naturally leads to an increased need for contraception and sexually transmitted disease (STD) testing and treatment. In 2011, Planned Parenthood:
 - Conducted 4,475,013 STD tests and treatments
 - Distributed 3,436,813 contraceptive devices

All paid for by the taxpayer or the patient.



WHERE DID YOU WEAR IT?

Safe sex happens.

Find out wherel

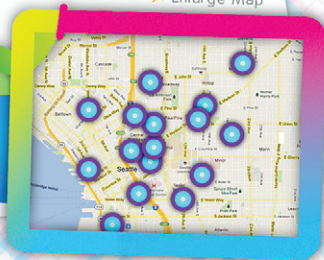


Condoms are 98% effective in preventing pregnancy.
More than half of us will get an STD
at some point in our lives,
but condoms reduce the risk.

CHECK IN

Learn More

Enlarge Map



Be Proud
to wear protection!

WHERE DID YOU WEAR IT?



THANK YOU

for using
Where Did You Wear It.

But more importantly,
thank you for practicing safer sex.

When used correctly, condoms are 98% effective
at preventing pregnancy and a great way to protect
against sexually transmitted infections.



VIEW MAP

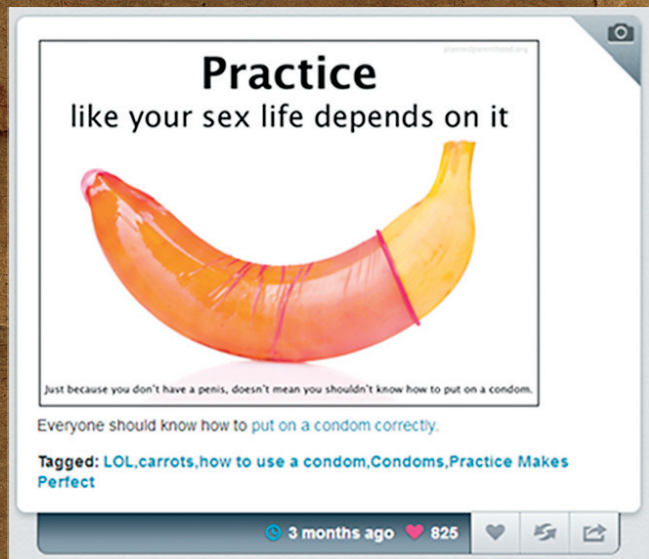
Learn more about condoms.



Share your safer sex shout out.



"Where Did You Wear It?" Campaign – In Western Washington, Planned Parenthood gave away 55,000 condoms with tracking codes to college students so they could post and describe their sexual experience on-line.



Social Media — Planned Parenthood's Facebook page for Teens and their Tumblr page encourages and instructs young people in all types of sexual activity.

Transit Ads — Planned Parenthood utilizes clever, targeted, expensive ad campaigns which are often placed near college campuses and inner city areas where many young people live. The "We're Your..." transit ad campaign communicates that Planned Parenthood can be a trusted, hush-hush partner in your sexual encounters no matter what the outcome.



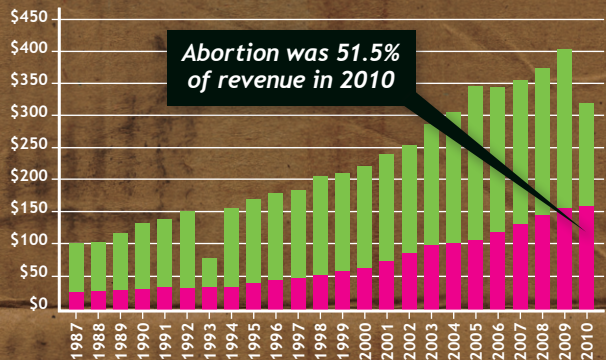
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Planned Parenthood enforces abortion quotas to ensure financial stability and growth.

- Planned Parenthood advocates for abortion to be “safe, legal and rare,” yet committed 333,964 abortions in 2011 and advocates for abortions to remain legal up to 36 weeks of pregnancy.
- Abortion is the source of up to half of Planned Parenthood’s revenue.
- According to the Guttmacher Institute, the research arm of Planned Parenthood, the average cost of a first-trimester abortion is \$450. Planned Parenthood generates, at minimum, \$150 million a year by committing abortions.
- Each year, Planned Parenthood has increased its market share of abortions.
- As of 2013, every Planned Parenthood affiliate (a conglomeration of facilities organized for business purposes) is required to provide abortions. Individual facilities are also given abortion quotas.
- Nearly 3 million individuals visit Planned Parenthood a year, but in 2010, Planned Parenthood provided only 841 adoption referrals. No money is made on adoption referrals.

Planned Parenthood Federation of America Annual Clinic Income and Abortion Income.

Abortion Income (In Millions) Clinic Income (In Millions)



Statistics courtesy of American Life League

- Clinic income from PPFA Annual Reports.
- Abortion income calculated using PPFA annual reports and average price for abortion at Planned Parenthood each year.
- In 1993 PPFA changed fiscal years. This number represents six months of data.



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Planned Parenthood puts **women at risk** by maintaining poor health standards



- Compliance with common health and safety standards can be costly. As a result, many Planned Parenthood facilities do not meet minimum standards.
- Substandard patient care has been reported by health inspectors and regulators across the nation. Various facilities have received citations for:
 - Having non-medical personnel performing medical functions
 - Using abortion pills long after the Food and Drug Administration's approved expiration date
 - Employing abortionists who do not have admitting privileges at local hospitals and cannot follow up with patient care when abortions go wrong
 - Reusing unsanitary sponges for several days to clean instruments
 - Failing to disinfect or remove blood stains from patient tables between abortions
 - Allowing frozen blood and fetal matter to build up on freezers
 - Not providing proper staff training



Planned Parenthood deceives the American taxpayer

- Planned Parenthood's net assets for 2011-2012 were just over \$1.5 billion. More than 45 percent of its annual revenue – \$542 *million* – came from the government through Medicaid, Title X funding, and direct grants from the ObamaCare program.
- Planned Parenthood has been repeatedly accused of manipulating patient records and miscoding services provided in order to increase government reimbursements. Former Planned Parenthood facility directors have alleged that charts were altered and records falsified, allowing Planned Parenthood to be paid for services that were not actually provided.
- Planned Parenthood pressured women to pay a portion of the cost for the services they received even when the services were covered by government funding...essentially receiving double payment for the same service.
- In one rural area, Planned Parenthood automatically signed up women to receive contraception by mail, often without their knowing it or requesting it. When pills came back by return mail because women had moved away, Planned Parenthood simply re-shipped these contraceptives to other women and charged the government for them a second time.
- Planned Parenthood pays approximately \$3 or less per cycle of oral contraceptives, but appears to have billed the government – thousands of times – for more than \$22 per cycle, gaining millions of dollars in profit.
- Using taxpayer money to cover abortions is illegal, so Planned Parenthood frequently “unbundles” its abortion services. Clinics charged separately for tests and supplies related to abortion, like blood tests, sonograms, scrubs, etc., effectively making American taxpayers pay the bill for a majority of the abortion.

Even if people have conflicted feelings about abortion, nobody is “pro fraud.” Very few people are in favor of instituting abortion quotas or using taxpayer dollars to promote sexual promiscuity to children. Any organization that provides even basic medical procedures should be required to meet general health and safety standards. And no one should be free to prey on women and children just to feed their own business enterprise. Planned Parenthood advertises that women and young people can depend on them, but in reality, they depend on the troubles of those women and children to keep their own doors open.

For more detailed information, visit www.ItsPrettyUgly.com



Information excerpted from the booklet, “Pretty Ugly – Planned Parenthood’s Deception of the American Public”



Marketing Abortion — Gloria Steinem participated in a campaign encouraging women to be proud of their abortion. This is part of the Planned Parenthood business plan to use abortion for profit and business growth. Learn more at www.ItsPrettyUgly.com



www.AllianceDefendingFreedom.org