

**Testimony on Resolution 1793-2013**  
**In Support of “Stop Deceptive Advertising in Women’s Services Act”**  
*New York City Council Committee on Women’s Issues*

Good morning. My name is Sasha Ahuja and I am testifying on behalf of Joan Malin, President and CEO of Planned Parenthood of New York City. I am pleased to be here today to provide testimony in support of Resolution 1793-2013, calling upon Congress and the President to affirm their support for the “Stop Deceptive Advertising in Women’s Services Act.”

I want to first thank the Speaker of the City Council, the Hon. Christine Quinn, for introducing this resolution. I also want to thank the Chair of the Women’s Issues Committee, the Honorable Julissa Ferreras, for holding this hearing. PPNYC’s Board, staff, and most importantly, the women, men and young people who we serve, thank you for your unwavering support. I also want to take this opportunity to recognize the Hon. Carolyn Maloney for her steadfast leadership on women’s issues and for introducing the “Stop Deceptive Advertising in Women’s Services Act” in Congress. We look forward to our continued work our elected leaders on the local and national level to improve the lives of the New Yorkers we serve.

For almost a century, Planned Parenthood of New York City (PPNYC) has offered high-quality, affordable health care services to New York City’s women, men, and adolescents. Planned Parenthood provides the full range of confidential reproductive health services and counseling to the women, men, and teens of New York City. During 2012, over 50,000 patients from all boroughs made nearly 85,500 visits to our health centers with a specific focus on preventive care. The broad spectrum of services provided this past year included lifesaving breast and cervical cancer screenings, birth control counseling and provision, gynecological exams, HIV testing, male reproductive services, testing and treatment of sexually transmitted infections (STIs), and both medical and surgical abortion care.

As a leading reproductive health provider, we know all too well that crisis pregnancy centers (CPCs) intentionally engage in deceptive practices which include misleading women and teens about the types of services provided and about the availability of licensed medical providers on-site. These deceptions are widely practiced through advertisements placed throughout New York City, and throughout the country.

Right here in New York City, we saw a fantastic victory in 2010 when legislation introduced by Council Member Jessica Lappin passed to ensure that New Yorkers would no longer be tricked into thinking they are in a medical provider’s office, or wonder if they are receiving honest and accurate information about their reproductive health care. That legislation also confirmed that patients would rest assured that the private, confidential information that they share with medical providers would be protected. Council Member Lappin’s legislation was promptly

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blocked once it became law. Women are still being deceived by CPCs here in New York City.

The “Stop Deceptive Advertising in Women’s Services Act” will ensure that CPCs will have to stop representing themselves as medical providers and must start informing the women and teens who find themselves on their premises about what they do and what they don’t do. This legislation will go a long way in ending deceptive practices by CPCs, and most importantly will help women get good medical care. By forcing CPCs to be upfront and honest, we’re removing one more barrier that keeps women from seeking the good medical care they need to stay safe and healthy.

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. 1793

in favor  in opposition

Date: 6/26/13

Name: Sasha Ahuja (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Planned Parenthood of NYC

Address: 26 Bleecker St, NY, NY

◆ Please complete this card and return to the Sergeant-at-Arms ◆