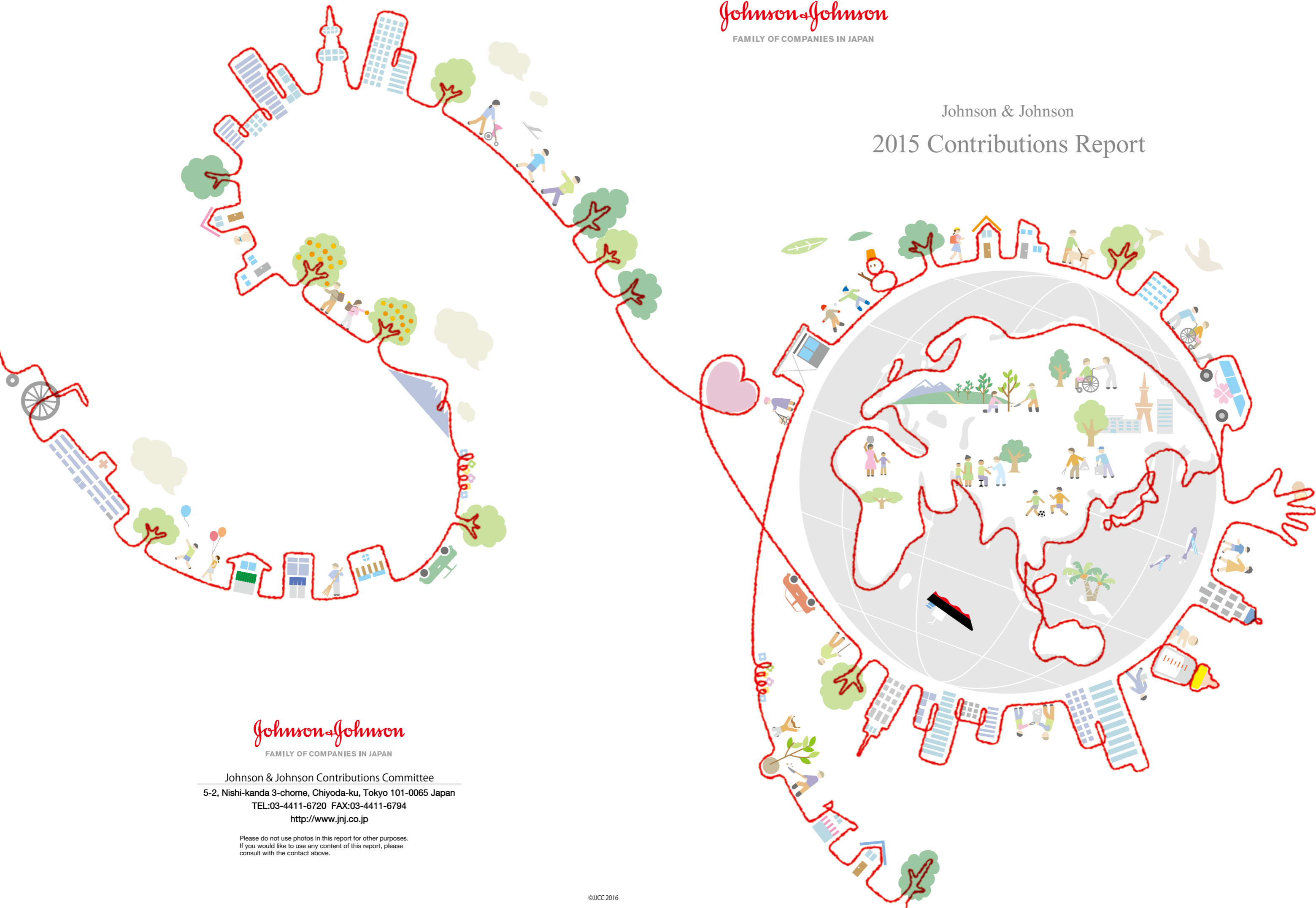


2015 Contributions Report



Always Keeping the Belief in Our Hearts

Our Credo was crafted in 1943 by Robert Wood Johnson, Jr., third Chairman of Johnson & Johnson. Since then, this one page document in English has become the cornerstone of everything Johnson & Johnson does around the world.

We are engaged in a variety of social contribution activities as a company to fulfill our “responsibility for the communities where we live and work” as stated as the third responsibility in Our Credo. Since even before the concept of corporate social responsibility became popular, Johnson & Johnson has practiced such activities for over 70 years as its unchanging code of conduct and will continue to live and breathe with the communities.

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens—support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Johnson & Johnson

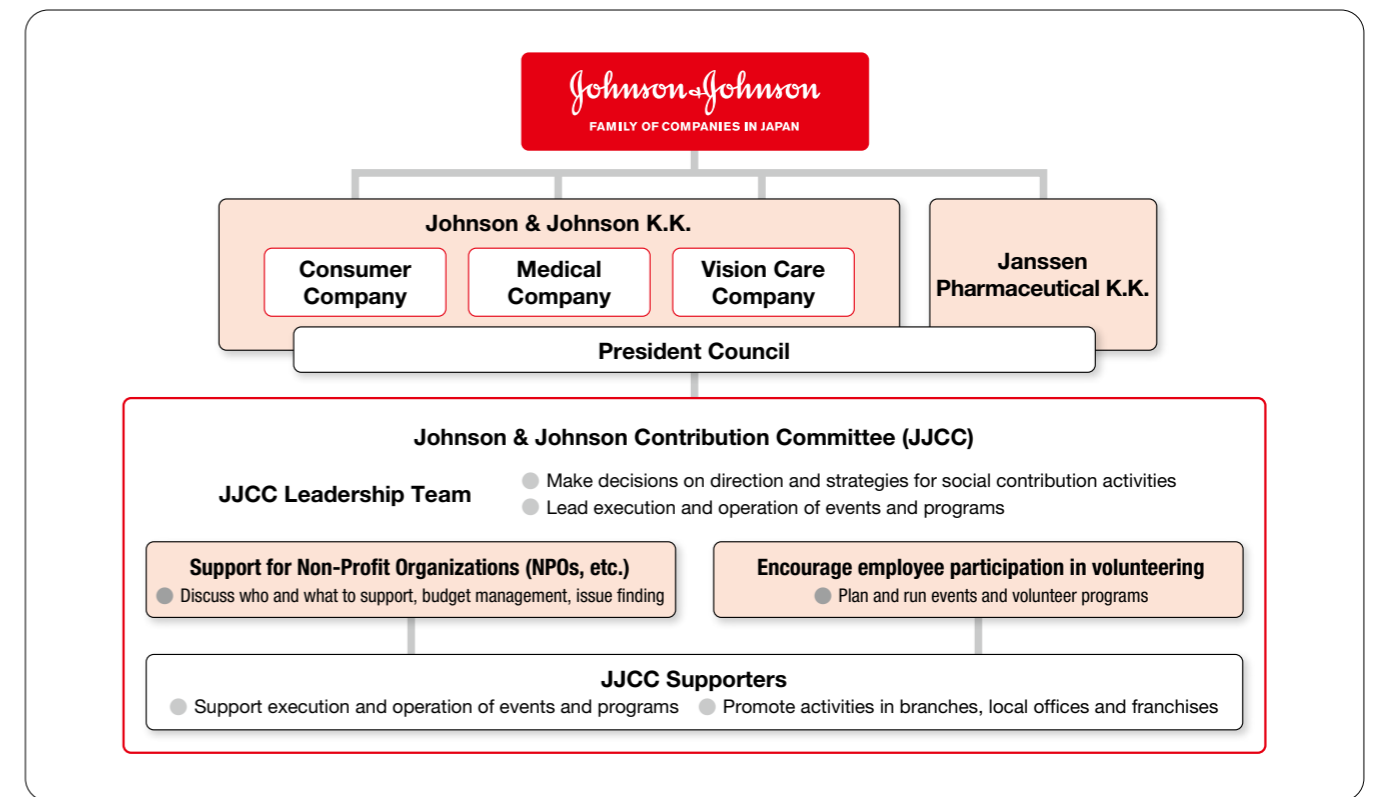
The Third Responsibility in Our Credo Expresses Our Passion and Commitment for Social Contributions.

Responsibility as a World's Largest Total Health Care Company

Johnson & Johnson's products and services are used by over a billion people in the world everyday. As a total health care company, we believe we are largely responsible for the health and well being of the people around the globe. To this end, we are committed to practice our business and fulfill our responsibility to the communities through social contributions as stated in Our Credo.

What We Can Do Now to Fulfill Our Responsibility to the Communities

Johnson & Johnson Family of Companies in Japan has formed Johnson & Johnson Contribution Committee (JJCC) to fulfill our responsibility for the communities as stated as the third responsibility in Our Credo. JJCC is run by employee volunteers of the J&J group companies to address a variety of supporting programs around physical, mental and social health through working with community partners.



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Johnson & Johnson's Support for Disaster-Hit Areas

Progress so far and toward the future.

March 11, 2011—

East Japan was extensively damaged by the unprecedented great earthquake and the giant tsunami. Five years passed quickly from that incidence. Johnson & Johnson has been actively engaged in support required in the disaster-hit areas. Building on the track we took so far together with local people, we have now started new activities to create the future, considering situations in the affected areas changing over time.



Support to create a future through relief efforts in the affected areas.



Support for a training program to learn and spread disaster nursing

Our support activities in the affected areas started with a soup-run and removal of the debris immediately after the Great East Japan Earthquake —. To fulfill the responsibilities stated in “Our Credo,” Johnson & Johnson (hereinafter J&J) has actively promoted the relief efforts from both aspects of financial support and volunteer activities by its employees and engaged in various activities for the victims in the affected areas. Through these activities, we learned that there are efforts required for the affected areas to step forward toward their future in addition to the post-disaster recovery and reconstruction activities such as the supply of relief goods and provision of disaster support and services. We have learned the importance of support to help create the future of the affected areas once again through the efforts based on healthcare. Our support for “TOMODACHI J&J Disaster Nursing Training Program” was started in such circumstances. In the series of discussions about “what is necessary and what we can do to support the future relief efforts” in collaboration with the “TOMODACHI Initiative,” a public-private partnership led by the U.S.-Japan Council (Japan) and the United States Embassy in Japan, with support of Prof. Junichi Sugawara who is involved in the community healthcare at Tohoku University, J&J had an idea of educational support that helps develop the abilities of nursing students including disaster nursing and strengthen their leadership. As such, our support for the 3-year “TOMODACHI J&J Disaster Nursing Training Program” has started in 2015.

The training program consists of 3 components: Advance Seminar, U.S. Study Tour, and Post-Trip Report Meeting. For 2015, the first year of this program, 8 nursing students from Miyagi Prefecture were selected and a teacher from Sendai-Medical Center School of Nursing and Midwifery was selected as their mentor. The purposes of this program are to have the students reconsider the role of a nurse as well as deepen mutual understanding about “mental care” necessary for supporting the people in the affected areas, through studying disaster nursing in U.S. and sharing their disaster experience. The program’s aim is to contribute to the promotion and further development of disaster nursing and post-disaster recovery support in the field of nursing by having the students share with people what they learned and experienced in U.S. after they return to Japan.

TOMODACHI Initiative <http://tomodachi.org/ja/>

TOMODACHI Initiative is a public-private partnership born through the support for Japan’s recovery from the Great East Japan Earthquake led by the U.S.-Japan Council (Japan) and the United States Embassy in Tokyo, in order to foster American and Japanese leaders of future generation through programs of education, cultural exchange and leadership. TOMODACHI Initiative’s aim is to contribute to creating a more cooperative, prosperous and safe world by being deeply involved in strengthening U.S.-Japan relationship and promoting mutual understanding of each other’s country and culture. Also, it aims to nurture “TOMODACHI Generation,” the young leaders of U.S. and Japan with world-class skills and international perspective necessary to succeed in such a world.

Disseminated “disaster nursing” from the affected areas, Supported activities to disseminate it throughout Japan.



What nursing students learned and found in the sites related to disaster nursing during their visits

The U.S. Study Tour lasted for two weeks from August 10 to 24, 2015. The following summarizes this inspiring program and reports comments from students who participated in it, as they studied disaster response established after the 9/11 series of terrorist attacks and Hurricane Sandy and listened to experiences of nurses, experts and families of disaster victims in New York and Washington D.C.

August 11: The Goldman Sachs Group, Inc. In the venue close to the Ground Zero, they heard what victims of the series of terrorist attacks thought and how they behaved. They understood that it was important to consider how to leverage learnings from a disaster to prepare for another.

August 12: NYU Langone Medical Center. A nurse who served after Hurricane Sandy shared her experiences on (1) how she exercised leadership to set the order of priority for securing patients' safety and (2) how she facilitated cooperation and collaboration with other people with different roles and played a role of coordinating support needed for patients by understanding the situations at the site. It assured importance and a broad scope of the role of a nurse at the time of emergency.

August 13: Columbia University Faculty Hall. They experienced role playing for a therapy using poems and discussed psychological care for children and women based on research results, from which they learned importance of mental care and the need to provide a place where people can feel safe in disaster response.

August 14: Robert Wood Johnson University Hospital. They found that in the U.S., highly qualified nurses such as nurse practitioners were empowered to offer necessary instructions during and after hospitalization based on assessment results, equally to physicians. It convinced them that by fostering nurses' ownership, demonstrating improved therapy outcomes, and making them “nursing specialists,” the range of their activities can be expanded.

August 17: Children's National Health System. They studied the concept: “If we assume and prepare for a disaster more severe than one that could actually occur, the disaster will no longer be a disaster.” Now they know that we can minimize damages, if we develop a better disaster management plan by leveraging even small learnings from experiences in preparation

for another.

August 18: Johns Hopkins School of Nursing. They studied the concept of “reverse triage” for disaster response, and they acknowledged the importance of nursing ethics for practicing it and the need to consider life and rights of patients to be discharged.

August 19: American Red Cross. They found importance of thorough assessment of victims' situations in a shelter during a disaster, in addition to recognition of their individual differences, in order to support them to return to their usual life as soon as possible.

August 20: Uniformed Services University Health Sciences Center Daniel Inouye School of Nursing. They underwent a practical training to select goods and materials we would need for evacuation “as an individual” and “as a nurse” and discuss their choices. They listened to the story of the late Hawaii Senator Mr. Daniel Inouye, who was committed to improve the position and rights of nurses, after losing his right arm and receiving encouragement and support from nurses. They were determined to learn more and make efforts to become nurses who can act for patients.

August 21: Children's National Health System. On the last day of staying in the U.S., they learned that we can respond more swiftly and comprehensively to a natural disaster, if we prepare a plan suitable for local characteristics, in addition to measures required by the federal government and other authorities.

*To refer and transfer patients who can be discharged to other institutions capable of caring mild and/or chronic patients.



Participants in the U.S. Study Tour

Nursing students (eight)

Ms. Ayana Iwabuchi, Ms. Nao Onodera, Ms. Mikiko Sato, Ms. Marina Sugawara, Ms. Soyoka Fujisawa, Ms. Ikumi Hoshi, Ms. Mari Miura, and Ms. Natsumi Miyagawa

Coordinator

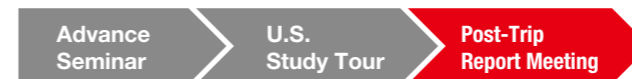
Professor Junichi Sugawara (Department of Community Medical Supports, Medical Megabank Organization, Tohoku University)

Mentor

Ms. Megumi Komatsu (Lecturer, Sendai-Medical Center Affiliated Nursing and Midwifery School)

U.S. Tour Coordinator

Mr. John Walsh, Ms. Krista D. Cato, Ms. Sarah Birch (Children's National Health System)



As the closure of the program, Post-Trip Report Meetings were sequentially held in Sendai, Tokyo, and Kochi. They reviewed learnings and experiences during the U.S. Study Tour, and discussed how to leverage them in the future in the lecture, panel discussion, and workshop.

In the report meeting in Sendai in September 2015, eight nursing students exchanged learnings, experiences, and thoughts they had during the Study Tour.

In the Tokyo report meeting held in J&J Headquarters, nursing students and mentor/lecturer Megumi Komatsu offered presentations under the theme “Learning Disaster Nursing in the U.S.,” while Prof. Shinichi Egawa, Division of International Cooperation for Disaster Medicine, International Research Institute for Disaster Science, Tohoku University, offered the special lecture titled “Current Situations and Prospects of Disaster Medical Care with Insurance.”

In this lecture, he pointed out that in the Sendai Framework for Disaster Risk Reduction revised in March 2015, the word “health” appeared 34 times and it clearly stated that “a disaster can seriously damage our health,” while it also indicated that it addresses mental health in disaster medicine.

In addition, he emphasized that establishment of such a framework would present a major backbone of a reason why we should be committed to disaster management in the world and in Japan.



In the report meeting in Kochi in November, they studied preparation for disaster through a workshop with other students majoring in disaster nursing at University of Kochi, in which they discussed their potential role to fulfill during a disaster.

This report meeting served as an opportunity to start information exchange among Miyagi and Kochi students.

Invaluable experiences promote future growth

In the U.S. Study Tour, besides learnings and experiences about disaster nursing in the U.S., they had additional gains.

During the two weeks of the tour, nursing students shared their thoughts and beliefs based on the common grounds of being students willing to be a nurse and experiencing a disaster, and they built relationships to discuss, understand and stimulate each other.

Additionally, having watched behaviors of nursing students closely, mentor Ms. Komatsu mentioned that this program was meaningful for students.

“It was so meaningful that they felt strong frustration, regret and embarrassment, as they were unable to say or ask what they wanted due to lack of language skill or knowledge. It will certainly lead to their stronger will to learn more about disaster nursing.”

These experiences will be invaluable for nursing students and serve as a drive to step toward the future.

In the second year, the training program focused on development of human resources

In 2016, or the second year of this training program, we build on experiences in the first year to develop a program linked to support of local communities.

Out learnings about recovery and medical care for disasters in the U.S. community should be disseminated in Tohoku as well as other areas in order to accelerate preparation for any disaster. Furthermore, we should think about our role in the local community where we currently live in and start specific actions, to promote growth of people who will exercise leadership and succeed in the field of nursing.

For more details about “TOMODACHI J&J Disaster Nursing Training Program,” please visit the JJCC's official website*.

* <http://www.jjcc.gr.jp/>

Because we experienced the earthquake, we
—What are the thoughts of two students who participated

should leverage our thoughts for the future.
in the disaster training?—



Ms. Natsumi Miyagawa

The Japanese Red Cross Ishinomaki School of Nursing
Hometown: Sendai-shi, Miyagi



**I wanted to support my older brother —
That is why I decided to be a nurse**

“The first thing my parents did was to desperately look for a power supply needed for my brother’s artificial respirator. I did whatever I could, carrying water, cleaning toilets, distributing food, and staying close to elderly evacuees, in the junior high school I graduated from which was an evacuation site then.” A current sophomore of the Japanese Red Cross Ishinomaki School of Nursing, Ms. Natsumi Miyagawa, told as above about her experience immediately after the quake. She watched her brother who needed artificial respirator since her childhood, and she decided to be a nurse to support her brother. Having experienced the earthquake immediately after graduation from a junior high school, Ms. Miyagawa joined the Japanese Red Cross Ishinomaki School of Nursing to become a nurse after graduation from a high school. One day when she led a busy life with practicum and study as a sophomore, her homeroom teacher proposed a training for disaster nursing. “I applied for it without hesitation, as I yearned for Red Cross nurses and Doctors without Borders who responded to disasters.”

**I am willing to take initiative to do something,
even when I do not know what to do**

Then after screening processes, she attended the U.S. Study Tour. Ms. Miyagawa found that it was so important to try

something, even when she did not know what to do, as she actually listened to many stories when she visited sites and people related to disaster nursing in the U.S. and attended reporting activities back in Japan. She said that she strongly regretted that she did not know much about the series of terrorist attacks and Hurricane Sandy in the U.S. before attending this tour. “I became acutely aware that we were unable to learn things passively. When we do not understand something or when we want to know something, we should check and study it in advance. From now on, I will try to be always proactive.” During a visit to J&J U.S. Headquarters, she listened to an employee qualified as a nurse, to understand her broad career options. When she met students from National Student Nurses’ Association, she was struck by students who operated branches and increased knowledge on leadership and nursing with their own initiatives. After returning from the tour, Ms. Miyagawa shared her experiences and learnings in her school. Vice Principal Kaoru Morioka said, “Ms. Miyagawa enthusiastically worked on everything from before, but she appears to be more determined and committed to classes and practicum now.” After the program, she said, “I had a valuable experience in this program, as one of the nursing students chosen from Miyagi. I would like to effectively use this experience to make contributions to Tohoku Area and the rest of the society. I am determined to study hard about nursing and care injured or sick patients in an evacuation site if we have another disaster.”



Ms. Mari Miura

Sendai-Medical Center
Affiliated Nursing and Midwifery
School
Hometown: Sendai-shi, Miyagi

**I was impressed by a midwife who protected
a mother and a newborn after the earthquake**

Ms. Mari Miura reflects the situation immediately after the quake, when she was a high school student, “I still vividly remember how all lifelines were down, and my family and I slept huddled together in the freezing cold and pitch black darkness.” When TV restarted broadcasting, what came into her view were the frightening images of the huge tsunami, the damaged coastal towns, and people living in fear and anxiety at the evacuation centers. It was during this time that she came across a news segment about a newborn baby and a midwife who had helped a woman give birth on the day of the disaster. “I was impressed by the midwife who saved life of the mother and her baby, preventing any medical devices from falling down on them during delivery.” Although she had been interested in becoming a nurse as influenced by her mother who was a nurse, it was this moment when she wanted to be a midwife straightforwardly. After graduating from a high school, she joined Sendai-Medical Center Affiliated Nursing and Midwifery School, as she was attracted to its policy: “Deepen knowledge based on scientific evidence and stay close to patients.” Although at the beginning, she was only overwhelmed by seeing struggling mothers and feeling a tense atmosphere in a delivery room, she says that she is now used to it and willing to help new mothers for delivery. Then, she noticed an announcement of the disaster nursing training program on the school bulletin board and applied for



it, as she thought, “The opportunity to learn advanced disaster nursing in the U.S. is so rare. I definitely want to take this chance.” Vice Principal Ms. Kyoko Kato examined how much senior students willing to apply for it were determined to fulfill responsibilities of participants in the training in the U.S. as well as reporting activities, while they were busy with practicum, job search and study for the national exam. But Ms. Miura’s will was unwavering, and she went to the U.S. after screening.

**I wish to share my learnings and
experiences with many others**

The most impressive for her in the Study Tour was speech of a bereaved family member who lost his child in the series of terrorist attacks. “Even if acquaintances visited him to offer condolence, he preferred to be secluded and left alone, so he was stuck at home and struggled to sort out his feelings. However, when he interacted with those who went through the same experience, he started to speak up and gradually felt healed.” When she heard it, she realized that it was important to share our feelings with others at optimal timing. She says she also learned importance of preparing for disasters in advance during the training program. “I strongly became aware that it is important for not only healthcare professionals but also general public to be aware of actions to take when hit by a disaster.” This thought was reflected in the title of her presentation in the report meeting: “Importance of Advance Preparation.” Ms. Miura recalls that if she did not apply for this program, she would not have a sense of emergency to study harder and develop herself. “If I did not see bereaved families of the terrorist attacks, it would have been only ‘an event which happened in a remote place’ for me. But when I actually listened to and knew the actual situation from a person affected by the incidence, my perspective expanded and now I think about what I can do, as there are certain things in common as the foundation of disaster management. What I learned and experienced in this training, including advance preparation for disaster management, must be disseminated to a greater number of people. Even if I do not find the answer right away, I will search and execute measures to do so.”

Where We Support

If you are unable to do it alone,
we can cooperate to achieve it.

Under the third responsibility described in "Our Credo," we pursue a better society, and as a good corporate citizen, we are engaged in activities to help achieve a society in which everyone can lead a healthy life. In particular, we support non-profit organizations (NPOs, etc.) which work for our priority fields of support based on a long-term perspective, in order to improve a wide range of social problems.

Non-Profit Organizations (NPOs, etc.) Priority Areas

To fulfill the third responsibility in Our Credo, as a good corporate citizen, Johnson & Johnson is engaged in activities to make the world a better place and for everyone to live healthy lives. In particular, we identify priority areas for corporate donations to improve various health issues in the world by supporting non-profit organizations (NPOs, etc.) from a long-term view.



Support for Children

Children build and develop future society. We help create an environment where children can grow up healthy and spiritually rich to fly high with hope into the future.



Support for Women

Women play an important role in making a better world. Building a society where women can shine is critical for healthy family and community.



Support for the Great East Japan Earthquake Relief Efforts

Even after the post-earthquake recovery process has been completed, reconstruction process is still ongoing. With a long-term view, we will proactively support the region in various ways as long as there is a need.

Projects We Support

Grow children who will lead the next generation and aim to create a hopeful future.

Non-Profit Organization, Kamakura Terakoya

<http://kamakura-terakoya.net/>

Their activities support growth of children in after-school hours, fostering their health and rich mind

[Project to Dispatch Volunteer College Students to After-School Day-Care Centers]

They create exchange sites for "learning" and "playing" to bridge home, school, and community, by leveraging the traditional culture, natural environment, and people in the community, and they are committed to establish an environment to grow children and young people who will lead the future of Japan. As they recognized the need of activities to build regular relationships with children and guardians, they started the project from 2010 to dispatch volunteer college students to after-school day-care centers to participate in Kamakura Terakoya's activities.

As of January 2016, they dispatch them about once a week to six sites out of 16 after-school day-care centers in Kamakura. As improvements in after-school day-care are demanded, this activity is reported throughout Japan, aiming to create an environment to support mental balance and physical health of children who visit an after-school day-care center.



Camp at a temple, origin of Terakoya, participated by students and children

Non-Profit Organization, Chikyu-no Gakko (The Nippon Foundation)

<http://chikyunogakkou.org/>

Promotes healthy growth of children suffering from decreased physical strength or stress

[Community Support for Growth and Development of Children]

Affected by the nuclear accident of the Great East Japan Earthquake, children, guardians, and educational professionals still feel anxiety and stress today. The problems include lack of exercise among children due to limited outdoor activities and abuse of children from their guardians. Therefore, they carried out trainings regarding children's development and care, as well as exercise programs to promote children's healthy growth in Fukushima and Date cities, for the purpose of promoting children's healthy growth. By focusing on the areas with high abuse rates, they promoted establishment of know-how. In FY2015, "Karada-no Gakko" was organized again to promote healthy development of children suffering from decreased physical strength or stress. Furthermore, local guardians were trained and encouraged to participate as visiting staff for the purposes of contributing to (1) nurturing children's development, (2) appeasing stress of guardians and educational professionals, and (3) reducing abuse from guardians.



Exercise program to promote children's healthy development

Certified Non-Profit Organization, Teach For Japan

<http://teachforjapan.org/>

Promotes development of teacher support tools for the purpose of offering education opportunities for children in poverty

[Project to Develop Teacher Support Tool "Rubric"]

In Japan, one in six children is in poverty*, and this poverty causes educational inequality, which leads to social and economical inequalities, and the "chain of poverty." Ideally, public education should help filling this gap, but in reality, this problem has not been addressed because teachers are not sufficiently trained and the support system is absent. So by effectively defining and systematizing teachers' competencies to interact with children in a challenging environment such as poverty, this organization leads development of "teacher support tool Rubric," which will be the objective and consistent assessment criteria and the framework for improving teachers' competence. By improving qualities of teachers, instructions, classrooms, and education with this tool, it will be designed to improve children's scholastic abilities and motivation to study. They expect three years as the period required for development, and "Rubric" will be made available for use upon request from educational sites throughout Japan after development.



Training for teacher support tool "Rubric"

*According to "Summary Report on the Comprehensive Survey of Living Conditions of the People on Health and Welfare 2013" from Ministry of Health, Labour and Welfare

Build a society where we can extend our hand to a person in need and everyone can lead a healthy life.

Certified Non-Profit Organization, Family House

<http://www.familyhouse.or.jp/>

Provides an environment where children with an intractable disease and their family can stay safely without worries

[Program to Formulate the Guideline for House Cleaning of Patients and Their Family Accommodations (Family House)]

They provide reasonable accommodations called "Family House" which allow children who visit a remote area for treatment of an intractable disease such as cancer and heart disease (specified children chronic diseases) to stay with their family and concentrate on treatment without worries. The accommodations are annually cleaned by professional cleaners so pediatric patients can safely stay without worries, as their immune strength sharply declines and an ultimate care is needed to prevent infections, etc. This organization will develop the guideline within three years, regarding how to clean air conditioners and wet areas, sterilize facilities, and prepare stock for disasters, by summarizing their activities and adding improvements.

After completion, the guideline will be shared with about 125 accommodations throughout Japan. Through this activity, they aim to provide an environment where pediatric patients with specified chronic diseases and their families can safely stay without worries.



House cleaning by professionals

Non-Profit Organization, Resilience

<http://resilience.jp/>

Supports victims of DV or other kind of abuse with appropriate mental care so they can be economically and socially independent

[Project to Prepare a Better Environment throughout Japan to Support Recovery of Women with Trauma from DV, etc.]

They disseminate useful information mainly through "Mind Care Course" which provides measures to handle mental damages and traumas for women who experienced DV (domestic violence), abuse and/or moral/power harassment. Along with these, they promote development of facilitators who have knowledge to offer this course.

In 2015, they completed a training in Okinawa for those who were mentally hurt, in which they received appropriate mental care and acquired skills to support their mental recovery. By providing an environment where facilitators can leverage their learnings from the training and share useful information in different areas, this program is designed to help victims of DV and other abuse to recover their original strength and become independent economically and socially.



Facilitator Training

We want to listen to the voices of each and every person and make everyone happy.

ISHINOMAKI2.0

<http://ishinomaki2.com/>

Share local attractions with high school students who will lead the future, for the purpose of vigorous revitalization of the area

[Ishinomaki School Seminar for High School Students]

"Let's make the most amazing city in the world"—. In order to upgrade Ishinomaki to a "new city" instead of restoring it to its original state, project members with diverse competencies have convened to run various projects under the themes including but not limited to industries, information sharing and community. Started in January 2014, "Ishinomaki School Seminar for High School Students" invites company executives and innovators who are successful in the creative fields and provides a place for high school students to be inspired by them.

It is positioned as a place where high school students can disseminate their own ideas and thoughts and enhance ability to convey their opinions instead of simply "being taught." They are thinking about spreading this style of teaching as a new model of education to the entire society, in the near future.



High school students running the project themselves

Non-Profit Organization, TEDIC

<http://www.tedic.jp/>

Prevents social isolation of children and young people who live in dire poverty

[Project to Build a Safety Net for Children and Young People in the Reconstruction Public Housing Areas]

As "mutual assistance" in the community has declined in the modern society including the affected areas, some children are looking for adults and/or places that are accepting to their anxieties and stress from school/home. Reflecting on this situation, many actions have been taken under the vision "No one is alone in Ishinomaki."

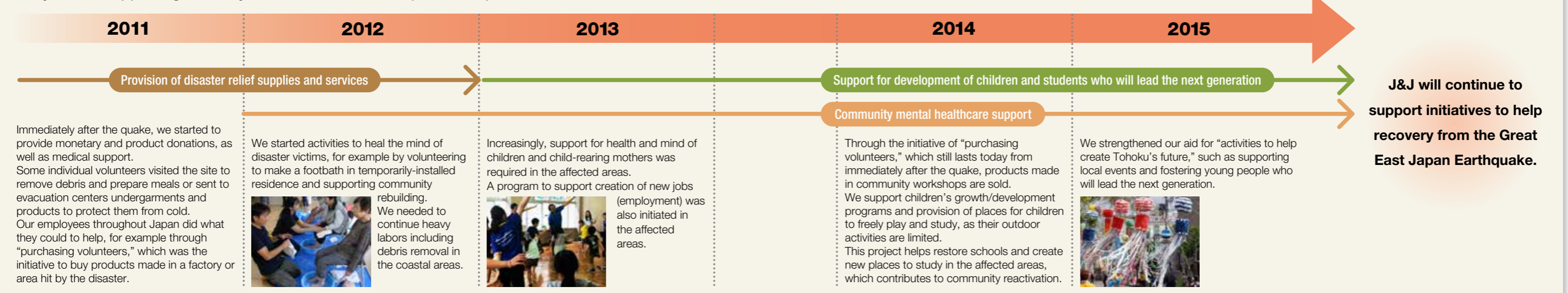
One of them is "Project to Build a Safety Net for Children and Young People in the Reconstruction Public Housing Areas." Its purpose is to prevent social isolation of children (from elementary school to high school students) as well as young people (mainly, university students) who live in dire poverty, by creating a place to belong.

There are currently eight locations in the city and about 150 beneficiaries who come to these locations to study, play and/or mingle with other people. They intend to continue this reconstruction of the safety nets.



Establishment of a safety net for local children

Five years of supporting recovery from the Great East Japan Earthquake



Group interview about assistance in collaboration with other organizations

Support activities actively promoted by Johnson & Johnson

—Connecting the achievement of pro bono activities* to the future—

At Johnson & Johnson (referred to as J&J below), we provide support combining financial aid and employees' participation.

While we provided support as suitable for groups, one of our pro bono programs focused on strengthening activities of NPO Kamakura Terakoya, engaging employees of our Group twice in July and August 2015. Kamakura Terakoya and J&J discussed their own thoughts/wishes, commitment to ideal support, and activities for the future, based on their perspectives.

What we found through the pro bono program

Ogiso: At Kamakura Terakoya, we have regularly supported healthy growth of elementary and junior high school students in Kamakura city and accumulated knowledge and know-how so far. But at the same time, we were acutely aware of our lack of skills to disseminate our activities. It was that time when JJCC proposed "One Day Pro Bono Workshop," and we decided to hold it to help solve our daily issues. On that day, the workshop was participated by five students from PR and Liaison Departments of our NPO.

Ka. Suzuki: In One Day Pro Bono Workshop in 2015, J&J employees supported them as pro bono workers (pro bono activists) to strengthen the organization's sales and PR functions. As the pro bono team, we heard from Kamakura Terakoya and found the following issues upon expanding a scope of their activities:

- Acquisition of new supporters and collaborators
- Acquisition of financial donations and grants

As a result of reviewing the current situation and seeking for solutions based on the above, we identified mainly two points to improve:



Mr. Shun Ogiso
Kamakura Terakoya Secretariat

1. The pamphlet alone was difficult to communicate their activities and concepts
2. It was difficult to see how donation or grant helped their activities

As a result of sharing and discussing different opinions, participants reached proposal of the following four improvements:

- (1) Develop a video to convey voices from the field as the sales tool
- (2) Improve quality of presentations
- (3) Inform benefits of sponsor companies
- (4) Pick up companies to be approached and design a procedure for approach
(Effectively "visualize" successes and failures)

Based on this result, we summarized "actions to take" before closing this Pro Bono Workshop.

[Actions to Take]

First share the learnings with other student staff who did not participate in the Pro Bono Workshop and build a common awareness. Then unite as a team to take the following actions:

- 1) Sales training of student staff
- 2) Brushing up presentation materials (sales tools)
(Add the organization's vision, video to show activities, potential future programs, the organization's strengths, and advantages of making donations)
- 3) Video creation

Ogiso: In the Pro Bono Workshop, you clarified purposes, carefully assessed each issue, and then argued and discussed our own views... Members of the pro bono team had high skills to facilitate a meeting ideally, and it was a precious experience for us and students.

Ta. Suzuki: Practical advice and ideas about how to facilitate a meeting or discussion were very helpful. Among all, the advice to say a conclusion first when making a comment will be effective in many situations, and I remember it very clearly.



Mr. Takaya Suzuki
Senior, Meiji Gakuin University
Student Staff of Kamakura Terakoya

Work together and grow for the future

Ka. Suzuki: In the following "Presentation Skill-Up Seminar," we focused on identifying how they actually succeeded in 1) sales training of student staff and 2) brushing up presentation materials determined as "actions to take" during One Day Pro Bono workshop, while proposing improvements and advice as needed. In this seminar, by reflecting our instructions and advice, the student staff made presentations better than our expectations.

We are convinced that they will achieve a greater success by continuing their activities and challenges to reach the next level, as they were capable of demonstrating such tangible results.

Ogiso: The pro bono team members proposed, based on their perspectives, what we will need and which efforts we will need to make in Kamakura Terakoya to expand the scope of our activities. I found a great value in our making a new step forward after deep deliberation.

Ta. Suzuki: Presentation Skill-Up Seminar was a fruitful experience for us as student staff, as we were able to incorporate instructions and ideas we learned in the Pro Bono Workshop to make successful presentations. One good advice given in the Pro Bono Workshop was to develop a video which "will disseminate Kamakura Terakoya's activities to a wider audience." Then we repeatedly discussed it mainly in the project team, and a three minute video was developed, after determining the contents, shooting, and editing it. I believe this experience nurtured confidence in each student staff.

Pro Bono Activity to obtain mutual learning and findings

Ka. Suzuki: Through these two activities, I was inspired and amazed by students who genuinely thought about children's future, enthusiastically spoke up their beliefs, and sometimes very keenly listened or asked questions. It was a remarkable opportunity to learn that if we try an extraordinary experience, it

generates extraordinary ideas and findings. We found great satisfaction and a sense of fulfillment by supporting management of Kamakura Terakoya working for the better society, contributing to the activities of student staff who will lead the next generation, and sharing empathy and sentiments with earnest student staff through these activities. When I tell about this experience, everyone is interested in listening to me. Those who never participated in a pro bono activity tend to set a high bar (mental block) themselves, as they often assume that it would require great skills. I feel that five members who participated in this workshop developed a sense of unity by overcoming this block. I appreciate encounter with wonderful peers and would like many other employees to have a similar experience. I will actively invite my coworkers to join in the future.



Katsunori Suzuki
"J&J Pro Bono Team" Leader
Janssen Pharmaceutical K.K.

Ta. Suzuki: I would like to pass down our learnings in this program to our successors, so they will be able to effectively build on them in order to expand the scope of these activities. Additionally, we should look outside and build relationship with diverse people, through which we can actively incorporate new perspectives and opinions. By doing so, I hope these activities will be even more helpful for the society.

Ogiso: We truly appreciate support from external organizations like J&J for our management and activities, providing not only financial support but also physical collaboration of employees. What kind of concept and environment do we need to expand our activities in the future? For example, an ability to develop mid-term strategy cannot be acquired only through financial support.

We learned many things by communicating with external people and achieving an objective based on different values. Pro Bono Team proposed what we will need for future activities and which efforts we will truly need to make in Kamakura Terakoya, and I found a great value in our making a new step forward after deep deliberation. As our activities focus on fostering children's mind with diverse values, we will leverage learnings and experiences in this pro bono activity in the future.

*Pro Bono Activity: Derived from Latin "Pro bono publico (for the good of the public)"
Business people participate as volunteers to leverage their professional and social skills for a public purpose.

Employee Volunteering

A good will to help others is converted to energy.

One of JJCC's important missions is to promote volunteer activities among employees. A growing number of our employees now participate in volunteer programs with their own will, responding to a variety of calls.

We restarted volunteers to set up decorations for Tanabata Festival after five years

After discontinuation due to the Great East Japan Earthquake, they restarted decorations for Tanabata Festival during Ishinomaki Kawabiraki Festival, tradition in Ishinomaki-shi, Miyagi Prefecture. J&J employees joined as volunteers to set up hand-crafted decorations for Tanabata Festival, which cheered up the central shopping avenue of the city. They made decorations as instructed by people in the shopping avenue and set them up together. They felt invigorated by their words of "thank you" and many smiles. They rediscovered that our good will to help others can make someone smile. Because Tohoku area is still under recovery, we should think what we can do and take part in those activities.

Tatsuya Sawazaki
Janssen Pharmaceutical K.K.
(Location: Miyagi)



Support single mothers by giving away business suits

We supported organization of "Single Mother Festa" as the event for single mothers to take a break during their daily challenges of childrearing. We gathered suits, bags and shoes from J&J employees throughout Japan, sorted them, shipped in 51 carton boxes, and organized giveaway in the venue on the event day. As I was greatly inspired by interactions with mothers and their children who visited the event, I renewed my recognition that our company should continuously provide products useful for them.

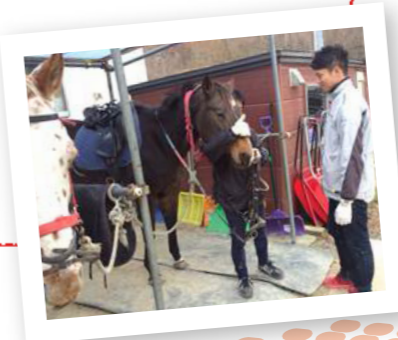
Miho Hamaue
Johnson & Johnson K.K.
Consumer Company
(Location: Tokyo)



Supported horse riding therapy in a horse riding center for the challenged

The horse riding therapy promotes development of physical functions and psychological health in challenged children, while supporting their independence through horse riding. I participated as a volunteer to help the therapy. When I stayed with children and horses in the splendid nature of Hokkaido, I felt deeply at ease. By seeing children trying to do things they were unable to do, I also felt strength and courage. Additionally, I built new relationships with those in the horse riding center and other J&J employees who participated in the program together. It provided extensive learnings and broadened my values.

Yuto Nogawa
Johnson & Johnson K.K.
Medical Company (Location: Hokkaido)



Management of a basketball competition for the mentally challenged

I supported a national basketball competition held as a part of Special Olympics, in which the mentally challenged aimed for their health promotion and social independence through sports. When I saw how participants chased a ball and shared their joy, I was assured that people were all the same with or without a disability and that it was important to connect with others through sport. I was inspired by this activity and gained a new perspective and a new way of thinking, which was more than what I gave.

Hiroshi Fujiwara
Johnson & Johnson K.K.
Medical Company (Location: Hiroshima)



Project to support organic farming of cotton in Fukushima

"Fukushima Organic Cotton Project" is designed to organically grow cotton, which is resistant against chloride damage, produce and market its products, aimed to activate the area, create employment, and develop new agriculture and textile industries in Fukushima. We felt a sense of unity with other employees in our Group beyond sections and sectors, through pinching cotton branches, picking weeds, and fixing supporting rods against typhoons under the broiling sun with the temperature over 30 degrees C. I would like to leverage this experience in my job, to build a strongly united organization.

Fumiyoshi Imai
Janssen Pharmaceutical K.K.
(Location: Miyagi)



Organized a kids seminar for children fighting against pediatric cancer

For the purpose of removing their anxiety against therapies they took regularly and making them positive, J&J and NPO Japan Heart organized the kids seminar for children fighting against pediatric cancer as well as their siblings (children's experiences of medical devices, lectures about the organization's activities, etc.). I was happy to see children enjoying with the products of which I was involved in development, and I genuinely felt happy about my work. This seminar was the social responsibility program unique to J&J. I hope to organize this seminar also in Osaka, besides Tokyo.

Yujiro Kumagai
Johnson & Johnson K.K.
Medical Company (Location: Osaka)



Participated in an activity to restore damaged precious photos

Knowing that many photos need to be restored even after five years from the Great East Japan Earthquake, IT Department participated in "Photo Rescue Project" to restore photos and designs through image processing. Photos of a child's first visit to a shrine, an entrance ceremony, and a graduation ceremony, as well as family photos, all reflected owner's precious memories, so we wanted to carefully treat and restore them as beautifully as possible before returning them. We would like to think of a framework that allows us to participate casually, such as a program which we can do in Tokyo or utilize our IT skills for, and to be actively engaged in it.

Saori Kamiya
Johnson & Johnson K.K.
Vision Care Company (Location: Tokyo)



Participated in "Project to change the world with books you finished reading"

In Sugakawa Office, a volunteer committee was founded to ship towels to areas affected by a flood, donate foreign coins to NGOs, etc. This time, we sent 58 books to "Project to change the world with books you finished reading," which donated funds earned by selling books, DVDs, CDs, and other products which we no longer need to an NGO which promoted improvements in the environment of children in rural areas of Myanmar. I am willing to continue to do something at my own pace, for example donating things which we no longer need in our household, and create opportunities for those who want to join in volunteer activities.

Kazuhiisa Kuzumaki
Johnson & Johnson K.K.
Medical Company (Location: Fukushima)



Social Contribution Activities of Each Company

Knowledge accumulated in businesses is leveraged for social contribution activities.

At Johnson & Johnson, under "Our Credo," the four companies, namely Consumer, Medical, Vision Care, and Janssen Pharmaceutical, leverage knowledge of each business to actively participate in social contribution activities.

Consumer Company

Enlighten on importance of oral care in cooperation with dental associations

Oral care is essential to enjoy meals with our own teeth and conversation with others every day to make our life fulfilling. At Consumer Company, we praise the purpose of "the 8020 movement" proposed by Ministry of Health, Labor and Welfare: "Let's retain at least 20 teeth at the age of 80!" To achieve it, we promote improvements of daily oral care routines among Japanese. One of these activities is the partnership with many local dental associations throughout Japan. We contribute to periodontal disease prevention by promoting "three step oral care routine," i.e. brushing, using dental floss for interdental cleaning, and sterilizing/disinfecting entire oral cavity with mouthwash, as well as by teaching importance of preventive dentistry. In FY2015, we instructed three step care mainly in local oral care events for "Oral Health Week (June and November)," cooperating with 95 dental associations throughout Japan.



Voices of participants —through social contribution activities—

Reduce periodontal disease through activities to improve oral care routines



Akemi Ide
Johnson & Johnson K.K.
Consumer Company

This program started with dental associations 10 years ago, and now the number of participants who learned oral care from dentists in this program increased to more than 10,000 people per annum. I am very pleased to find the public reaction growing year after year. Through this enlightenment activity for oral health with dental associations throughout Japan, I hope that more and more people adopt correct oral care routines in their life, and that a proportion of patients with periodontal disease, which is also called "national disease," can reduce even if slightly. This is why I will continue participating in this program.

Medical Company

We organize a medical seminar for students to experience a virtual surgery

Together with hospitals throughout Japan from 2005, we have organized a surgery experience seminar for elementary to high school students who will lead the future of Japan, by using actually used medical devices, in order to nurture their interest in physicians and medical care through experience of advanced medical care. They are able to virtually experience emergency care, suture, endoscopic operation, use of an electric knife on chicken meat, cardiac catheterization, orthopedic surgery, etc. From 2011, we have provided an opportunity for young people throughout Japan to experience a pseudo surgery under the name of "Black Jack Seminar*." This seminar is currently offered in about 50 institutions a year.

*This seminar does not support practice without a surgeon's license or extravagant billing as performed by "Black Jack," character illustrated in Mr. Osamu Tezuka's comic; instead, it supports his passionate attitude in medicine to gain and maintain his remarkable surgical skills, as well as to always question "what a physician should do," "what is preciousness of life," and "what is more important than money."



©Tezuka Productions



Voices of participants

—through social contribution activities—

A pseudo experience in a medical care site serves as an opportunity to increase their interest in physicians and medical care

This seminar uses surgical gowns and medical devices actually used in medical care sites and allows participants to learn directly from actively working surgeons, so eyes of participating students are bright even if they feel slightly tense. Many students commented in the questionnaire after the seminar that the event strengthened their will to become a physician. We continue this program hoping that many more students will feel familiar with medical care sites and support the future medical service in Japan.

Kaoru Hayashi
Johnson & Johnson K.K.
Medical Company

We organize a summer camp for children with type 1 diabetes

In cooperation with local diabetes associations and patient advocacy groups from 2002, we have supported "summer camp for children with type 1 diabetes" for elementary to high school students with diabetes. It is purposed for adding different experiences to daily life of children who fight against this disease and their families under instructions from physicians, as well as developing their correct understanding about the disease and treatment. We are engaged in advance preparation and operation support on the day, so they can learn how to properly address symptoms, inject insulin, and measure blood sugar levels, besides feeling joy of leading a normal life, such as playing on a beach or playing soccer.

Voices of participants

—through social contribution activities—

We are encouraged by seeing children's growth

In summer camp, children run around and learn how to measure blood sugar levels themselves. When I see them teaching other children how to inject insulin and measure blood sugar levels in the following year, I feel moved and encouraged, thinking "I should do my best, too." I will continue joining in this activity, to increase the number of patients and their families who can enjoy their daily life.



Haruka Seki
Johnson & Johnson K.K.
Medical Company

Vision Care Company

Marathon to promote understanding and enlightenment of eye banking and keratoplasty

"Run for Vision®" is the charity marathon participated by cornea donor families for which we cooperate every year, and we had the 18th race in 2015, sponsored by Cornea Center & Eye Bank, Tokyo Dental College Ichikawa General Hospital and supported by Ministry of Health, Labour and Welfare and Tokyo Association of Ophthalmologists, etc. Its purpose is to promote understanding and enlightenment of eye banking and keratoplasty, and besides normal runners, runners with impaired vision can also join alone or with an escort runner.

Vision Care Company established the "Let's visit an ophthalmologist!" booth in the venue of Opening Ceremony, or the Health Field of Hibiya Park. We distributed our exclusive wet wipes to those who answered a quiz about contact lenses, designed to increase their knowledge on contact lenses.



Voices of participants —through social contribution activities—

Create a vigorous society in which we can respect individual differences



Shintaro Watanabe
Johnson & Johnson K.K.
Vision Care Company

I was surprised as many people with visual impairment reached the goal with the time comparable to healthy runners after daily training, and I renewed my recognition that we will be able to invigorate our society, company, or organization, by focusing on what individuals can do, instead of disabilities, and respecting individual differences. We are willing to contribute to improvements in QOV (quality of vision) so everyone can lead a healthy daily life with bright and clear vision—under this company's vision, we should continue enlightenment activities in order to improve the current situation where the number of donors is too small, while many people improve QOV after keratoplasty.

Janssen Pharmaceutical K.K.

We organize a competition of paintings for people with "mental disorders"

We have held a "Heart Calendar Contest" every year since 2002, for paintings made by those with schizophrenia or other mental disorders. We support creative activities of patients who draw and paint for treatment or hobby, and it is purposed for helping to create a society without prejudice or bias for mental disorders and supporting a better life of those with such disorders. We had the 14th contest in 2015, in which 12 works of excellence and 38 outstanding finalists were selected from more than 1,100 entries, and Dr. Kiyohisa Takahashi, Chair, Japan Foundation for Neuroscience and Mental Health, was invited as the special judge.



Voices of participants —through social contribution activities—

We receive a lot of energy from passionate messages in paintings



Shoko Ono (right)
Michihiro Uruse (left)
Janssen Pharmaceutical K.K.

Developing and marketing medicines for schizophrenia, Janssen Pharmaceutical K.K. helps patients who seek rehabilitation and life in community to take a "next step" forward. As a part of such an effort, we organize the Heart Calendar Contest, and also in 2015, we received many inspirational entries. Every time we see passionate messages in paintings, we receive a lot of energy from them. In 2016, we will celebrate the 15th contest. We should prepare for the next contest to attract even more entries and increase satisfaction among patients through the challenge.

Johnson & Johnson Japan Group

Communicate importance of life to children who will lead our future

Johnson & Johnson, exhibits the "hospital" pavilion as a sponsor at the Edutainment Town "KidZania Tokyo." We support children who will lead our future by promoting their correct understanding and interest in health and medicine, and offering a place to know importance of our life and health.



As a part of our activities in 2015, we organized a period-limited event called "Disaster Medicine Quest," designed to facilitate children to learn preparation for disaster prevention and fundamentals of disaster medicine while having fun, from Fri, January 16 to Mon, January 19, for "the Disaster Prevention and Volunteer Day" on Sat, January 17. Children who participated received our exclusive gloves called "Let's remember ten promises" made under supervision of Dr. Shoichi Ohta, Affiliate Professor, Emergency and Critical Care Medicine, Tokyo Medical University. These gloves were made in order to facilitate a greater number of children to be always familiar with the guidelines for responding to a disaster, so they can calmly and appropriately act and protect themselves in case of an emergency.



Healthy Society Award

“The 11th Healthy Society Award” honors those who contributed to our health, social welfare, or quality of life.

Japanese Nursing Association and Johnson & Johnson Japan Group held the presentation ceremony and the celebration party for “The 11th Healthy Society Award” on Wed, March 25, 2015. In 2015, six persons won awards, from the three categories: Educators (domestic and international), Volunteers (domestic and international), and Healthcare Professionals (domestic and international).

About Healthy Society Award

Healthy Society Award was established by Japanese Nursing Association and Johnson & Johnson Japan Group in 2004, for the purpose of rewarding individuals or leaders of organizations who prominently contributed to improvements in people’s health, local healthcare, and quality of life, through academia, education, medicine, volunteer/civil activities, etc.

- Reward prominent efforts of an individual to help build a healthier society
- Honor achievements in domestic and international support for the entire society or a specific group
- Encourage acts of charity, generous spirit, and consideration for those who need help
- Encourage good Japanese tradition to care about and serve for others
- It is intended for individuals whose achievements have not been widely recognized as well as those who are already highly acclaimed.



Program Outline for the 11th Presentation Ceremony

Dates and Venue: Wed, March 25, 2015 at Palace Hotel Tokyo

Co-Sponsors: Japanese Nursing Association and Johnson & Johnson Japan Group

Cooperation: Ministry of Foreign Affairs; Ministry of Finance; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Health, Labour and Welfare; Ministry of Agriculture, Forestry and Fisheries; Ministry of Economy, Trade and Industry; All Japan Hospital Association; Japan Medical Association; Japan Hospital Association

Winners of “The 11th Healthy Society Award” (honorary titles are omitted; organizations and titles are as of the ceremony date)

Educators (domestic)



Shunichi Yamashita
Chair and Vice President,
Nagasaki University

After graduating from Nagasaki University School of Medicine and studying in the U.S., he studied health impacts of atomic bomb radiation among survivors as the professor in the same university. Then as an expert of thyroid cancer, he visited Chernobyl as requested by the former Soviet Union (current Russia) government to participate in medical support and a health effect survey after the nuclear accident. Being recognized for this activity, he accumulated accomplishments by serving World Health Organization (WHO) and became an expert of radiation risks renowned in the world.

After one week from the Great East Japan Earthquake, he visited Fukushima to teach correct knowledge about radiation, and he gave many lectures not only for experts but also for residents. Considering development of his successors as an urgent task, he took the position of Vice President of Fukushima Medical University and helped to make the university the international research and education hub for radiation emergency medicine.

Prominently encouraged by this award, he will continue, in ordinary times, domestically and internationally cooperating for promoting education and human resource development for disaster medicine and radiation emergency medicine, as well as for medical assistance for high dose radiation exposure and nuclear disaster medicine. He will also develop a project useful for global risk management.

Educators (international)



Masamine Jimba
Professor, Department of
Community and Global Health,
Graduate School of Medicine,
The University of Tokyo

After joining Hamamatsu University School of Medicine, he wanted to work for peace, and when he was a fourth-year student, he instructed public health to children as an intern by staying in India for two months. From that experience, he started to have a dream to work in a developing country. He became a clinician, researcher at National Institute of Public Health, and then a visiting researcher at Harvard School of Public Health. As his thoughts about the dream came back, he started work as a coordinator for WHO’s Emergency and Humanitarian Action Unit.

He established the first WHO Office in the Gaza Strip where Palestinian autonomy had just started, and in the following year, he established the foundation of healthcare and medical practice by concurrently working as Office Director in Jerusalem.

For the following five years, he stayed in Nepal as an expert for Japan International Cooperation Agency (JICA), to advocate voluntary health protection activities among school-age children, improvements in mothers’ literacy levels, and improvements in local healthcare instructors’ competencies.

Volunteers (domestic)



Tateo Ito
President,
Japan Patients Association

He developed myasthenia gravis when he was four years old, but he graduated a high school as his symptoms improved. He came to know treatment gaps in areas depending on presence of experts in “Japan Association of Myasthenia Gravis Patients,” and he established its Hokkaido Branch in 1972 to disseminate the information among patients.

He established “Hokkaido Liaison Council for Intractable Disease Associations” in the following year by inviting many patient groups of intractable diseases, as well as “Japan Patients Council (JPC)” in 1986. He currently works as chair of “Disability Employment Support Association” and president of “Intractable Disease Support Network Hokkaido.” By cooperating with medical institutions and health care professionals, he creates opportunities for patients to take examinations, establishes institutions where they can undergo rehabilitation, and organizes events for them. For the future, he plans (1) development of successors of his patient group activities, (2) development and dissemination of long life bread stock and potable water for disaster preparation, and (3) development of comfortable, reliable, and safe mats and beds with light weight and many functions, that are considered for intractable disease patients, elderly, and severely challenged people.

Volunteers (international)



Kazumasa Kakimi
No affiliated organization

When he was an English teacher, he visited Nepal for the first time. As he repeatedly visited the country since then, he was shocked by its poverty and strongly willing to help villagers. Withdrawn from the teaching position which he had retained for 23 years, he went to Nepal alone.

At the beginning, he visited many villages in the same area with his backpack and listened to people whom he encountered. He did not understand Nepalese so he used to answer “OK, I try to do something about it” in English when he was asked a favor by a villager.

Then he was called “OK baji,” as “baji” meant an old man in Nepalese. He helped to find solutions for issues local people faced, such as securing potable water, construction of a school, and foundation of a healthcare facility. As his activities were appreciated, he won the Gorkha Dakshina Bahu Medal of Member Fourth Class from the King of Nepal in 1997 and then Eiji Yoshikawa Cultural Award in 2009. He will now focus on securing safe potable water and forestation.

Healthcare Professionals (domestic)



Haruko Kato
Obstetrician/gynecologist,
Hannan Chuo Hospital
Representative,
NPO Sexual Assault Crisis Healing
Intervention Center Osaka (SACHICO)

She chose to be an obstetrician/gynecologist to “protect mental and physical health of women.” After graduating from Osaka City University Graduate School of Medicine, she worked in Hannan Chuo Hospital and organized Study Group of Perinatal Social High Risks together with Director of Department of Obstetrics and Gynecology. As she accumulated her experience as a physician and supported pregnant and parturient women who were unmarried or received DV, she was looking for ways to support and save women raped and pregnant as well as children sexually abused by their fathers.

It was that time when she visited a healthcare center in a women’s hospital in Canada. As she found the answer in this one-stop support center dedicated to respond to sexual violence as a health and human right problem of women, she founded “Sexual Assault Crisis Healing Intervention Center Osaka (SACHICO),” to accept patients 24 hours a day with female supporters. Within four years, they answered more than 17,000 calls and saw 780 patients. As local governments and NPOs inquired, similar centers were founded throughout Japan, so she established the liaison office for those centers throughout Japan in 2013.

Healthcare Professionals (international)



Tadashi Hattori
Chair,
NPO Asia Prevention of Blindness
Association

After graduating from Kyoto Prefectural University of Medicine, he accumulated experiences in vitreoretinal surgeries as an ophthalmologist in Kyoto, Osaka, Kumamoto, and Shizuoka, until he became one of the world’s best ophthalmologists in endoscopic surgery. At the Annual Congress of Japan Clinical Ophthalmology, he was pleaded by a Vietnamese physician to treat patients and teach ophthalmologists in his country, and he dropped everything and went to Vietnam. He bought medical equipment with his own savings and sometimes did not charge poor patients for surgery. He treated about 13,000 patients so far and trained more than 200 surgeons capable of vitreoretinal surgeries in 12 years. His activities were recognized, and he is widely active, giving hope of life to many patients and promoting friendship between Japan and Vietnam. With his strong will “to be a doctor who care about patients,” which is the principle underlying his activities, he is committed to medical activities to disseminate a medical network, in which patients are a top priority, from Vietnam to the world. In the future, he will focus on technical training of doctors in Vietnam, pro bono surgeries for poor patients, and training of young doctors in Laos and Myanmar.

We wish to deliver healthy life and smile to people around the world.

Worldwide

For effective social contributions based on Global Strategy

Johnson & Johnson Group rolls out various social contribution activities in the global society to fulfill "our responsibility for the communities we live in and work and for the world community" in Our Credo.

In order to promote such activities more effectively with non-commercial organizations in the communities, Johnson & Johnson rolls out proactive initiatives based on our global strategy.

Global Strategy

Pillar 1: Saving & Improving the Lives of Women & Children

- Improve maternal and infant health
- Promote the health and development of children and youth
- Advance the empowerment of women and girls

Pillar 2: Preventing Disease in Vulnerable Populations

- Prevent HIV transmission and improve care and supportive services Increase access to integrated
- Solutions that prevent onset of chronic conditions and support those coping with them

Pillar 3: Strengthening the Healthcare Workforce

- Increase interest in and reduce barriers to entering the health care workforce
- Improve the skills of health workers and community members who care for the underserved
- Improve leadership and management in health care system

Specific support programs in Asia Pacific region

At APCC (Asia Pacific Contributions Committee), we have intensively encouraged our employees to join in volunteer activities by designating a volunteering month from 2010. We present our major volunteer programs implemented in each country during 2015 as follows:

China



Provided education for elementary school children on how to protect themselves on a busy street, allowing them to exercise and play outside.

Singapore



Visited homes of elderly persons living alone and provided a help, such as cleaning and painting.

Korea



Organized a picnic for children with diverse cultural backgrounds to enjoy outdoor activities.

India



Supported indoor painting of the welfare facility for those with visual and auditory impairment "Helen Keller National Center for Deaf-Blind Youths & Adults."

Philippines



Developed a survival kit containing a drug to facilitate safe delivery, baby's clothing, etc. which was distributed in the area where maternal mortality rate was high.

Australia



Cleaned a premise of an infants' institution so children would be able to play safely without getting injured.

China (Hong Kong)



Created a gigantic art work with children growing up in low-income households, to nurture their social skills.

Achievements over six years (2010-2015)

Number of volunteers who participated in: **42,063**

Number of people benefitted from volunteers (beneficiaries): **138,746**

Asia Pacific

About an Asia Pacific Contribution Ambassador

One employee actively and voluntarily engaged in social contribution activities is chosen from each country or region as an "APCC Contribution Ambassador" by APCC, which supervises the Asia Pacific Contributions Committee. An APCC Contribution Ambassador representing each country or region actively promotes employees' participation in social contribution activities in their own country or region during his/her one year term.

The 9th Asia Pacific Contribution Ambassador



APCC Contribution Ambassador chosen from each of 13 Asia Pacific countries

APCC Contribution Ambassador representing Japan in 2015



Takashi Okamura
Janssen Pharmaceutical K.K.



Inauguration ceremony

After attending an inauguration ceremony in Singapore

As a volunteer for Japanese Society for Disabled Children, Takashi Okamura from Janssen Pharmaceutical K.K. has continued to plan and operate one week YMCA camp for children with motor impairment (arms, legs, or spinal cord) for 14 years. As his achievements were recognized, he was chosen as the 9th Asia Pacific Contribution Ambassador representing Japan, and he attended the inauguration ceremony in Singapore in December 2015. As he exchanged with others representing their own countries, he also actively participated in local volunteer programs. Mr. Okamura describes these activities below:

The volunteer activities that I experienced in Singapore simply and successively inspired and excited me. The inauguration ceremony lasted one whole day but was very substantial, as each ambassador representing a country made a 10 minute presentation in the morning, followed by local volunteer work in the afternoon and the award ceremony in the evening. The most stimulating was presentations of ambassadors of all countries. It was so limpid that everyone was very enthusiastic and proud of his/her activities. Other ambassadors listened to my presentation with earnest eyes, and I felt encouraged when I caught their eyes. Even if we lived in different areas and had different cultures and activities, we had only one thing in common. It was a strong will to fulfill responsibility in our local community, as an employee of J&J. If you are currently engaged in an activity with a high aim or are strongly attracted to social contribution, why not become an APCC Contribution Ambassador and experience it yourself? We are looking forward to receiving applications from those who can disseminate our efforts in Japan.



Cleaned homes of elders who lived alone in Singapore

Greetings from the Group Presidents

Working as a Group to Encourage Employees to Face the World

Johnson & Johnson is committed to contribute to making the world a better place as a good corporate citizen.

We believe it is important for not only the company but for each one of our employees to face the world and proactively engage in activities to do so. This attitude based on Our Credo has and will always remain throughout the ages.



Tamotsu Hiiro
Chairman,
Contributions Committee
President and CEO,
Johnson & Johnson K.K.
Medical Company

Each and every person is a bridge with the society

“Our Credo” is Johnson & Johnson’s corporate philosophy renowned in the world. One of its distinctive features is that it refers to our independent responsibility to the local community in which the company operates, in addition to our responsibilities to customers and employees directly involved in corporate business activities.

Although it clearly indicates that the company is the public institution in the society, the company is an aggregate of each employee, and therefore all employees are expected to be engaged in social contribution activities.

As the company focuses its efforts on maintaining a favorable relationship with the society, I believe each and every employee should be interested in a variety of social issues and act for bringing ideals as good citizens, from the perspective of local people.

By growing the volunteer spirit, we can develop an ability to think of a role which should be played by the company or business in the social framework, and I believe that it will help increase our sense of responsibility and pride in Johnson & Johnson, which operates business in the field of healthcare.

Johnson & Johnson K.K. Medical Company

The Medical Segment imports and markets a broad range of innovative medical devices and products including the fields of surgeries and internal medicine. The segment provides the products of Johnson & Johnson Group worldwide as a health care expert partner.

Our Mission Is To Be The Company that Embraces the Lives of Our Customers

At J&J Consumer Company, we offer products and services that our consumers rely on for healthy, vibrant daily lives. It would not be an exaggeration to say that our business enables the healthy growth and development of communities. Therefore, our value, “Responsibility to the communities,” which is stated in Our Credo, is regarded as one of our most important deeds that we must accomplish as good corporate citizens.

With the changes happening in technology and lifestyle, the problems facing society are becoming increasingly complex. This is why, as a company, it is ever more important for each employee to think of what they can do for their communities and jump into action.

As Consumer Company, we are seeking to help people of all ages to have higher quality of life through healthy oral care, by conducting oral care seminars nationwide for more than 8,000 people working with 95 local dentist association in 2015. We will keep this type of activity and would like to grow together with our communities, contributing to a healthier and happier society.

Johnson & Johnson K.K. Consumer Company

The Consumer segment offers a broad range of products essential to the daily lives of consumers used in the wound care such as plasters, baby care, skin care, oral care such as toothbrush and mouth wash and OTC drugs such as eye-drop.

Social contribution is a steppingstone to growth

Johnson & Johnson expresses an attitude of wanting to be a good citizen responsible for the society and social contributions are the embodiment of such attitude. We not only provide monetary support but also encourage spontaneous activities of employees and build an environment where people can contribute to the society. This is because we believe that only the employees have power to change the world. Participation in social contribution activities gives people not only satisfaction but also joy and inspiration. Vision Care Company supports eye banks from eye health point of view. Also, I joined the relief activity in Minamisoma with employees. As a company, we will continue to value activities of improving the lives of people in the communities in which we live and work.

Johnson & Johnson K.K. Vision Care Company

The Vision Care segment released ACUVUE®, the first disposable contact lenses in Japan in 1991. Since then, the segment has developed and offered an innovative range of products such as a daily disposable lens 1-DAY ACUVUE® and a daily disposable lens with a silicone hydrogel material 1-DAY ACUVUE® TruEye®.

Continuing our social contribution for the benefit of all

Our world faces a range of complicated and serious economic, environmental and health challenges that impact individuals and communities everywhere. The Ebola crisis is one such example. In response to this major public health issue, Janssen promptly focused its efforts on developing a vaccine to combat the Ebola virus. This served as a timely reminder of the importance of our role as a corporate citizen in addressing issues that extend beyond our everyday business activities. As we continue to encounter such problems, it is our responsibility to face them head on, and to help find effective solutions. By giving back to the community, we come to appreciate the value of diversity and we become more open and connected. I firmly believe that these characteristics will support our efforts to develop and introduce innovative healthcare solutions. Inspired by Our Credo, we will continue to pursue our passion for giving back to the communities in which we live and work, knowing that our efforts deliver benefits for all.

Janssen Pharmaceutical K.K.

Janssen Pharmaceutical K.K. is the Japanese pharmaceutical company in the Johnson & Johnson Group. We are working for critically serious diseases and complex medical issues in the fields of cancers, immunity disorders, mental/neurological disorders, etc.



Mario Stein
President
Johnson & Johnson K.K.
Consumer Company



David R. Smith
President
Johnson & Johnson K.K.
Vision Care Company



Chris Hourigan
President
Janssen Pharmaceutical
K.K.