



Johnson & Johnson Contributions Committee

5-2, Nishi-kanda 3-chome, Chiyoda-ku, Tokyo 101-0065 Japan TEL : 03-4411-6720 FAX : 03-4411-6794 http://www.jnj.co.jp

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Johnson & Johnson 2016 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.



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.

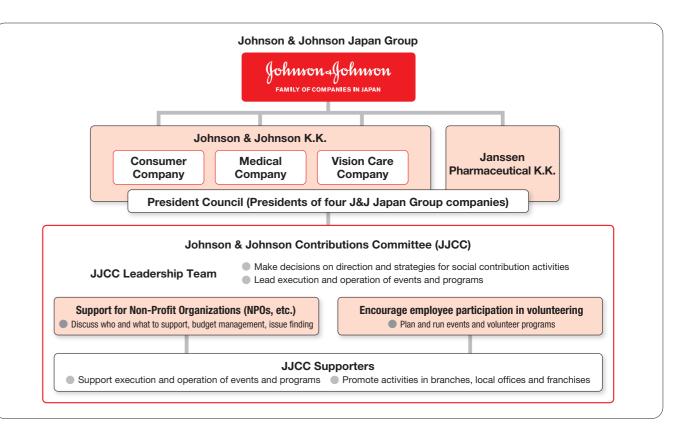
Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be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

Johnson 4 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.



2016 Contributions Report

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

- Johnson & Johnson Family of Companies in Japan has formed Johnson & Johnson Contributions 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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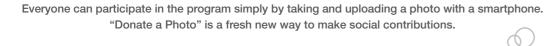


New Way of Social Contribution

New Proposal for Social Contribution towards the Future

Johnson & Johnson has been engaged in diverse social contribution activities to meet the social needs of our times.

Thanks to technological advancement that has made social networking services (SNS) ubiquitous, we live in an era when people around the world can connect to each other across borders and time zones. Now that people can connect with each other to share their joys, sorrows and ambitions to achieve their goals, we imagined a new way to make social contributions. This idea has led to the development of the "Donate a Photo" program.





Johnson & Johnson

US\$1 per Photo Social Contribution Opportunities for Everyone at Any Time

The "Donate a Photo" is a free mobile application from Johnson & Johnson, launched in the US in 2013 and in Japan in 2016. After downloading the application, every time a user uploads a photo, Johnson & Johnson donates US\$1 to the program the user wishes to support. The donations are used to fund a variety of support programs, including support for sick children and their families and food aid for the Tohoku area. Approximately 190,000 people have participated in the "Donate a Photo" program, having uploaded over 2 million photos, thereby contributing to 118 support programs.

In Japan, more than 70,000 photos have been uploaded to support 14 programs (as of February 2017).

Example of support program in Japan

"Let's deliver food to single-parent and destitute families in the Tohoku region."



Support organization No. of photos posted No. of boxes of food delivered 1,725

The donations to this program funded delivery of boxes of food to single-parent families and families with children in the Tohoku region and to destitute families (including single-parent families, elderly people and refugees) in the Kanto region. For the New Year's holiday, boxes of food to celebrate Christmas and the New Year were also delivered to about 400 single-parent families.

Message

Impressed by social contributions through "Donate a Photo" during a business trip

Satoshi Daigo

R&D. Johnson & Johnson K.K.

I had been searching for an activity that people could easily do to contribute to society even if they usually hesitate to participate in voluntary activities without a compelling reason. Then, when I was in the USA on business, I came across a social contribution activity using an app called Donate a Photo. All you need to do is take a photo and send it, and the app lets you make a one-dollar donation to a program that deals with social issues. By using this app, anyone can easily express their interest in social issues. This idea

How to use "Donate a Photo"

- 1. Download Johnson & Johnson's free "Donate a Photo" application.
- 2. Choose the program you want to support.
- 3. Take a photo using the Donate a Photo application or pick one from your photo album.
- Upload your photo (The uploaded photo appears in the Donate a Photo Gallery that can be shared with your friends through Facebook, Twitter and Instagram.)
- 5. Johnson & Johnson donates US\$1 to the program you chose to support

Second Harvest 8.625

Message from single-parent family Thank you so much for the generous gift of We were so excited to receive it and find a We are truly delighted and grateful for your

appealed to me and my search seemed over. After returning home, I proposed that we start this up in Japan, so we organized a team to introduce the app. However, it turned out that not only did we have to translate the app, but we also had to carry out checks and administration, relying on expert IT knowledge and legal and healthcare rules and regulations. Unexpectedly, my idea snowballed into a major project involving colleagues from many different sections. We ultimately achieved our goal, thanks to the many people who helped, and set up a Japanese version of the Donate a Photo app that our company members and the wider Japanese public can now use. I really hope that Donate a Photo will encourage lots of people to take the plunge, which is easy, and start using the app to make needed contributions to their community.

Philanthropy Interview

Can companies keep pace with changes in young people's awareness of social contributions?

ETIC (Entrepreneurial Training for Innovative Communities) is a non-profit organization aiming to develop and support entrepreneurial leaders who play leadership roles in society.

ETIC has been offering programs covering diverse fields, including venture and social businesses, local revitalization and postearthquake recovery in the Tohoku region. In the rapidly changing societies of today, however, individuals and companies will have to change how they relate to the societies in which they participate. To address such pressing current issues, ETIC focuses on fostering future leaders. The following is based on an interview with Executive Director Haruo Miyagi concerning ETIC initiatives.

Anyone can build a winwin relationship in the world of social business.

Yasumura I understand that your organization's name, ETIC, is an acronym for "Entrepreneurial Training for Innovative Communities." So, ETIC. is a non-profit organization with a mission to foster entrepreneurial leaders of the next generation, thereby contributing to social transformation. How did you get started in these activities?

Miyagi When I was a college student, there were a number of high-spirited senior students who expressed their ambitions to change the world, to pursue an international career, and so on. When it came to actually getting a job, however, they chose a company to work for based on numerical data, including scale, salary and performance, which made me feel uncomfortable. This was how things started.

Then, I found an organization that offered support for entrepreneurs. At that time,

most people were taking a passive stance toward work, waiting for tasks to be given to them, and so was I. However, when I learned that individuals can establish their own company, I felt encouraged. I thought that having such a career option, in addition to the conventional option of joining a large company after graduating from college, would allow more people to achieve their potential. Therefore, I established a non-profit organization to support young entrepreneurs. Yasumura Entrepreneurial individuals

were a minority group at that time. Students were not aware that they could start a business, were they?

Miyagi No, they weren't. Therefore, I focused on the practice of "internship." Given the mindset of the young people at the time, encouraging them to start a business was too great a challenge. What was needed was a system offering opportunities to experience an entrepreneurial way of life and work, to promote entrepreneurship among students. We actually devised a unique channel to send students to corporate managers who had started their own businesses, which functioned as an apprenticeship

Shibuya in Tokyo was once called "Bit Valley," which is unfamiliar to many today. "Bit Valley" is a coined term that combines the computer term "bit" and the literal meaning of Shibuya, i.e. "Bitter Valley." At the time, there was a high concentration of IT ventures in Shibuya, which was dubbed the "Japanese Silicon Valley." In addition, since Shibuya was a place where students liked to gather, they played active roles in Bit Valley as the internet rapidly evolved.

Yasumura When the internet began to be widely used, a number of entrepreneurs emerged in IT ventures

to realize new possibilities. This was the market to which you sent internship students.

Miyagi Through the experience of connecting many students with entrepreneurs, I found that students then were not interested in striving for winnertakes-all success in business, which may be a goal in realizing the American dream. Looking at their behavior, on the other hand, I realized that they had the potential to be deeply motivated in working to resolve social issues and improve societies. This kind of approach depends on involvement in wider fields, beyond merely pursuing business success. Working and living in a way that helps a society, one's community and people at large, and finding joy in this approach can make others happy. For example, success in venture business typically brings greatest satisfaction only to the top management, because only top management plays leading roles. In the world of social business, however, everyone can play a leading role by working with people facing difficulties in local venues. In other words, everyone can build a win-win relationship by creating productive connections between societies, communities and individuals, which is what we call social capital.

Haruo Miyagi

Executive Director ETIC

Born in 1972 in Tokushima Prefecture, Mr. Miyagi Founded the "ETIC. Student Entrepreneur Liaison Conference," a national network of student entrepreneurs, in 1993 while studying at Waseda University. He became Executive Director of ETIC in 2000 when it was certified as a non-profit organization. In 2001, he launched the "FTIC Social Venture Center" to support entrepreneurs involved in social issues. Since 2002, Mr. Miyagi has been working on nurturing social entrepreneurs through projects including a social venture business plan competition, "STYLE," the first of its kind held in Japan. He initiated the Challenge Community Project in 2004 to support local human resources development, covering 50 communities. Mr. Miyagi was honored as a 2011 Young Global Leader by the World Economic Forum (WEF)





High school students and communities create possibilities for social innovation.

Yasumura In terms of creating a social ecosystem that serves as the basis for creating innovation and nurturing the next generation, you have implemented a variety of initiatives. Would you tell us about your new initiatives that focus on the next generation?

Miyagi Although our support has focused mainly on college students, we are planning to promote initiatives targeting high school students. High school students who were limited to being recipients of education are now becoming the people who stimulate society.

One example is the annual "Social Venture Competition," a business plan competition targeting young people, which we organized in collaboration with the Tokyo Metropolitan Government. Last year, the competition received approximately 1,000 entries, with high school students accounting for about ten percent. They based their plans on their own wills and ideas, and they reflect a passion different from that for academic studies. In the end, one in ten competition finalists was a high school student.

What I want to mention here is that the world they will create in the future is likely to be completely different from the one that we have been living in. They are internet natives, and concerning social capital, they naturally embrace the concept of sharing the things they notice and the advantages they accrue with people around them and with society at large.

[Interviewer]

Kazuki Yasumura

Social Contributions Committee Leader Vice President LifeScan Medical Company Johnson & Johnson K.K



Yasumura Some people say that Japan is entering an era where revitalization of communities should be the focus. Working in a community shares something in common with the new sense of value and standards you mentioned earlier, and I think this will be clearly reflected in how people choose to live.

Miyagi Community is no longer a place for people who are tired of urban life. I rather think that communities should attract ambitious and interesting initiatives, and offer business potentials and the like, so that people accept new challenges. In this context, we formed the "Local Venture Promotion Council" comprising eight municipal governments around Japan, aiming to promote ventures that have their origins in communities. At the same time, we need to diversify how we relate to communities. To cite one example, some people working in Tokyo support small and medium-sized enterprises within a community for the public good and without compensation (i.e. pro bono), through marketing, planning, system establishment, promotion, and so on. I think that building a variety of flexible and even informal relationships will eventually be of great value.

Yasumura Such relationships may encourage people to migrate to a particular community. However, even if this does not happen, finding a place that can be called a second home can be meaningful.

Miyagi What they actually do is to enter the realm of social business. I think this is a great opportunity for businesspersons, because it broadens their perspective

and enriches their lives.

Finding new solutions for how to build closer relationship with communitiesthis is the core of social innovation. In this sense, I do not think communities are in need of help. On the contrary, communities have great potential and can stimulate the creation of new affluence. This is why we continue to focus on this field.

How can companies change themselves to cope with changes in young people's values?

Yasumura Diverse innovations, including social innovations of course, are supported by technological advancement, such as the internet of things (IoT), the internet of abilities (IoA) and artificial intelligence (AI). Do you sometimes wonder how people can contribute to a society under such circumstances? Miyagi In this regard, I trust the common sense of people living today. The high school students and those who wish to participate in a community, as I mentioned earlier, simply follow their own feelings and act with clear intentions. I want to support their endeavors. Meanwhile, leaders who try to lead others arbitrarily in specific directions will disappear. People already have an environment where they can freely express themselves. A world created by people who follow their hearts to cope with things they believe are truly important, who make decisions and act



A joint training camp where representatives from eight municipal governments participating in the Local Venture Promotion Council and nongovernment organizations gathered was held from February 6 to 8, 2016, in Nichinan-shi, Mivazaki Prefecture

accordingly, should be the foundation of the future.

Yasumura That may be true. We, at Johnson & Johnson, would like to actively work on creating exactly this kind of environment. It is not so easy, however, to face reality and deal with the way we are.

Miyagi Probably, sooner or later, companies will have to address this reality and deal with it. For individual employees, the significance of, and reason for, working for the company will be closely related to how they face the reality of their life and the society they live in. If the company is not a place where they can realize this, there is no reason for them to stav.

In this context, companies which do not stick to the conventional style but pursue evolution even by actively abandoning the style will survive into the future. Yasumura You mean that such endeavors will eventually strengthen people and organizations, entities made up of people, which will lead to social

contributions. Miyagi The changes and choices that companies must make will be substantially accelerated. Young people's values have already changed significantly, and so have their views on companies and their positioning. If a company wishes to hire or retain people who can bring about new innovations, the company should constantly evolve, for example, by accepting ambitious challenges as an organization and embracing such challenges

I recommend that Johnson & Johnson, as an organization, immediately embark on initiatives that support social entrepreneurs in the fields of medicine, welfare, and the like, through collaboration, such as by sending senior and young staff to disaster-hit areas on a long term basis as a means of human resource development, to give you just one example. Consequently, such initiatives, which may appear as a roundabout approach, will greatly contribute to the development of innovative new businesses and strengthen employee loyalty.

Compass

"Purpose" Is a Cornerstone for Social Contribution. The Key Is to Clearly Define the Purpose

From loss of universal values to an era of unpredictability

The world that has maintained a delicate balance, even though appearing uncertain and fragile, has been rapidly shifting into an environment where no one can see what lies ahead, as illustrated by the outflow of refugees from the Middle East, Brexit (the UK leaving the EU), the inauguration of a new US administration, and so on.

Global issues, including environmental destruction, poverty, disasters, disputes and scarcity of resources, have been addressed through the so-called "multistakeholder collaboration" approach in which nations, organizations, groups and companies that do not always share mutual interests work cooperatively to solve problems. Universal values such as liberal democracy, protection of human rights and global common sense were reflected in this approach but it now seems that we have entered an era in which no one knows if these values will continue to be accepted.

Determining the world and roles that individual companies pursue

I am often asked how contributions should be made. There is, however, no definite answer to the question of how companies should define their social contributions. Rather, in this era of unpredictability I mentioned earlier, diverse perspectives and approaches should be embraced. Setting up a

framework may hinder people from doing what they really want to do, and cause a sense of stagnation. The cornerstone for social contribution by companies is to clearly define the purpose, the "what for" and "why." What sort of world and society do you want to create? What roles should companies play to achieve this? The crucial points are that the answers to these questions must be clear and that these ideas must be understood by individual employees.

Social contributions through which a company can demonstrate its unique values

Well-established companies have a credo (management philosophy and mission statement) that clarifies company aims. However, a credo is only a guiding principle and does not specify what needs to be done in the present time. For example, I know that Johnson & Johnson's "Our Credo" was crafted in 1943 by Robert Wood Johnson, Jr., the chief executive officer of the company at

Yoko Ishikura

Prof. Ishikura specializes in management strategies, competitiveness and global talent. She received a Master of Business Administration from the University of Virginia (USA) and a Doctor of Business Administration from Harvard Business School (USA). She was a manager at McKinsey & Company Inc., a professor at the School of International Politics, Economics and Business at Aoyama Gakuin University (Japan), a professor at the Graduate School of International Corporate Strategy at Hitotsubashi University (Japan) and a professor at the Graduate School of Media Design at Keio University (Japan).

that time. The world then was dramatically different from the present world in which information technology plays vital roles in society and all kinds of information spreads like wildfire through SNS. We must convert the purposes expressed in the original "Our Credo" into words that match the times, and translate the ideas into specific actions. These actions should not be those that can be readily achieved by other companies. The most important point is to clearly define the purpose of social contributions that only Johnson & Johnson can make, identify target areas, and define the roles we are to play.

Professor Emeritus, Hitotsubashi University

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.) 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

Support for Children

Supporting the growth of children during after-school hours, fostering their health and mental development

Project name Support organization URL Activities

Project to Dispatch Volunteer College Students to After-School Day-Care Centers in FY2016 Non-Profit Organization, Kamakura Terakoya http://kamakura-terakova.net/

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. They support the establishment of an environment to grow children and young people who will lead the future of Japan.



Summer camp at Myohonji Temple

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

Project name Support organization URL Activities

Program to Formulate the Guideline for House Cleaning of Patients and Their Family Accommodations (Family House) Certified Non-Profit Organization, Family House http://www.familyhouse.or.jp/

concentrate on treatment without worries.



House cleaning by professionals

ventilation fans, etc.).

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Recognizing the importance of building regular relationships with children and guardians, to promote healthy growth in children, they started the project from 2010 to dispatch volunteer college students to after-school day-care centers. While trying to increase the number of day-care centers they can support, they have been carrying out activities beyond a conventional framework, including after-school classes tailored to local community situations. They also organized a temple summer camp for children attending after-school day-care centers. In 2016, the number of volunteer college students was increased to cope with the expansion of the scope of their activities. With pro bono support from Johnson & Johnson, the organization also worked on building a foundation for future activities through crowdfunding.

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

> 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. In the first year, a Cleaning Manual was prepared and customized to the accommodations based on inspection items and expertise suggested by the professional cleaners. In 2016, the second year, the hygienic condition of the accommodations was verified by hygiene experts and the required frequency of cleaning was determined for each facility (air conditioners,



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

Project name URL Activities

Project to Develop the Teacher Support Tool "Rubric" Support organization Certified Non-Profit Organization, Teach For Japan http://teachforiapan.org/

> 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.



Training for teacher support tool "Rubric"

In Japan, one in six children is in poverty*, and this poverty causes educational inequality, which leads to social and economic inequalities, and the "chain of poverty." To help resolve this situation, the organization has been promoting a 3-year project to develop "teacher support tool Rubric" since 2015, to interact with children who are in difficult learning environments and to improve their scholastic abilities and motivation to study. The organization has been continuously enhancing the prototype tool by consolidating advanced teacher training programs and a video record of classes in domestic schools where there are difficulties, to accumulate knowledge necessary for development and to improve quality.

*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

Promoting "Kodomo Shokudo" as a safety net in the Kansai region

Shokudo" as a safety net in the Kansai region.

Project name URL Activities

Project to Develop a Model of Collaboration Between Food Bank and Kodomo Shokudo Support organization Certified Non-Profit Organization, Food Bank Kansai

> http://foodbankkansai.org/ Through collaboration between the non-profit organization operating "Kodomo Shokudo" (children's cafeteria) and organizations carrying out food bank activities, this organization develops a sustainable operating model for "Kodomo



Development of the operating model for Kodomo Shokudo in the Kansai region

Although childhood poverty has been recognized as a problem, the number of Kodomo Shokudo operating as safety nets in the Kansai region is relatively small. The organization will develop a sustainable operating model to establish Kodomo Shokudo locations in the Kansai region as well as to expand this model nationwide. In the first year of the project, regional needs will be identified and collaboration with communities initiated. In the second and third years, the collaboration will be enhanced and operating expertise shared on a nationwide scale. The organization facilitates the provision to food banks of five to eight million tons of food products that are discarded annually despite still being fit for human consumption (food loss), and specifically promotes the provision of such food by companies as a social contribution activity

Helping children with visual impairments to gain experience in social activities and lead a fulfilling life

Project name URL Activities

Project to Measure the Effectiveness of Sports for Children with Visual Impairments Support organization Non-Profit Organization, Japan Blind Football Association (JBFA) http://www.b-soccer.ip/

ability and social life skills of children with visual impairments



Experience of social activities for children with visual impairments

Bringing more attention to the issue of sexual exploitation of children and providing expanded support

Project name Support organization URL

Activities

Project to Support Human Trafficking Victims in Japan Non-Profit Organization, Lighthouse: Support Center for Human Trafficking Victims http://lhj.jp

This organization organizes seminars to protect children from sexual exploitation by bringing more attention to the issue of commercial sexual exploitation, preventing such exploitation, supporting child victims, and so on



Seminar to protect children from sexual exploitation

With the spread of smartphones and rampant crimes of sexual commercialization of children, there has been a sharp increase in the number of Japanese child victims involved in human trafficking associated with sexual exploitation. The organization holds seminars to protect children from sexual exploitation, targeting 100-120 adults who are engaged in work involving interaction with children, to share information about actual conditions of commercial sexual exploitation, provide education on methods for prevention and emergency intervention, and how to provide emotional care and support for child victims. In addition, a network of people addressing these issues is being extended to a nationwide scale.





This organization develops indicators for assessing athletic ability and life skills, including sociability, of children with visual impairments, from an academic perspective, to support the establishment of useful methods for measuring the athletic

> The athletic ability of children with visual impairments is estimated to be about 40% lower than that of healthy children, because they often lack opportunities for exercise, resulting in weaker exercise habits. In addition, due to loss or partial loss of visual function, these children cannot visually confirm directions accurately. Therefore, their athletic ability cannot be appropriately measured using the new physical fitness test method specified by the Ministry of Education, Culture, Sports, Science and Technology. Through realization of this project, the organization expects that appropriate measurement of athletic ability will lead to improved assessments of programs and curricula of special needs schools for children with visual impairment and the like, thereby enhancing exercise opportunities for children with visual impairments.

Support for Women

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

Project name
Support organiza
URL
Activities

Project to Prepare a Better Environment throughout Japan to Support Recovery of Women with Trauma from DV. etc. ation Non-Profit Organization, Resilience

By disseminating useful information and promoting the development of facilitators who lead these activities, the organization provides measures to cope with mental damage and trauma in women who have experienced DV



http://resilience.ip/

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. The number of facilitators with adequate skills has been significantly increased throughout Japan, thanks to comprehensive follow-up training, thereby increasing the number of victims receiving better support by 30,862 in 2016.

Facilitator training

Aiming to further expand support for DV victims

Project name
Support organiz
URL
Activities

Project to Develop Human Resources and to Form Communities to Improve the Quality of Support for DV Victims zation The Young Women's Christian Association of Tokyo (Tokyo YWCA) http://www.tokyo.ywca.or.jp

The organization promotes the establishment of support centers that play a central role in communities, aligned with the basic policy of the Japanese government, to expand support for DV victims.



Seminar for fostering supporters

Although the Japanese government's basic support for DV victims states that "measures to be taken by each municipal or prefectural government based on appropriate division of roles according to local context" should be provided, adequate support has not yet been realized. The reasons for this shortfall pointed out by many municipal governments include professional staff shortages, the inadequacy of comprehensive support systems, and regional disparities. This project aims to foster supporters who have systematic and practical support skills, who will play leading roles at support centers and also share their experiences and results to promote inter-regional information sharing, thereby eliminating regional disparities.

Support for the Great East Japan Earthquake Relief Efforts

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

Project name URL Activities

Project to Build a Safety Net for Children and Young People in Reconstruction Public Housing Areas Support organization Non-Profit Organization, TEDIC http://www.tedic.ip/

By preventing the social isolation of children who live in dire poverty and creating a place to belong for study, play, and/or mingle with other people, the organization facilitates the reconstruction of local safety nets.



Creating a place to belong for children unwilling to ao to school

Fostering human resources who will lead the future of disaster nursing

Project name URL Activities

TOMODACHI J&J Disaster Nursing Training Program Support organization U.S.-Japan Council (Japan) http://usjapantomodachi.org/ja/ Through educational programs, cultural exchange and leadership, the organization aims to foster future-generation leaders of disaster nursing in Japan and the US



US study tour participants, the core segment of the program

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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." Steady results have been achieved by the "Project to Create a Place to Belong through Learning" and "Activities to Create a Place to Belong for Study, Play and Mingle with Other People" that started in 2015. In 2016, the organization initiated "Activities to Create a Place to Belong for Children Unwilling to Go to School" and aims to expand the project in subsequent years.

This three-year program (2015–2017), which was launched based on lessons learned from experiences when providing support for Japan's recovery from the Great East Japan Earthquake, aims to deepen expertise in disaster nursing for nursing students in the Tohoku region and to foster leaders of future generations. The nursing students who participated in the 2016 program attended a range of workshops and lectures during their training in the US, interacting with victims of the 9/11 series of terrorist attacks and hurricanes and with experts in disaster medicine and nursing. After returning home, the nursing students exercised leadership, planning and implementing disaster prevention and victim support activities based on what they learned during the advance seminar and US study tour.

Where We Support

Support for the Great East Japan Earthquake Relief Efforts

Helping infants and pregnant women during natural disasters

Project name
Support organizat
URL
Activities

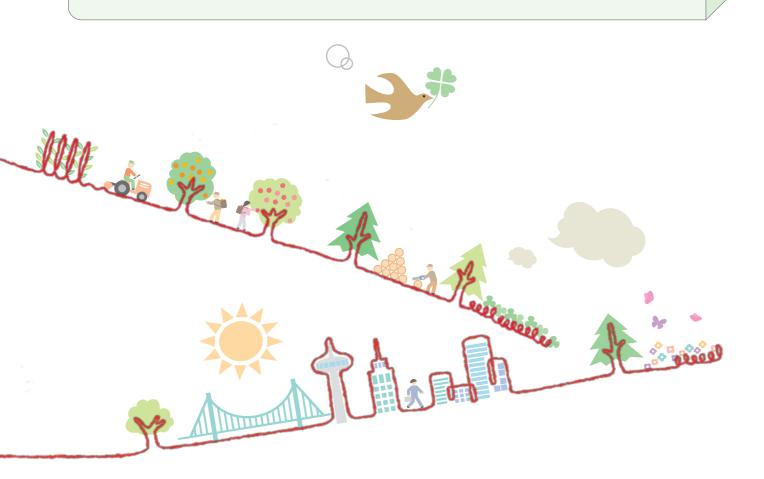
Project to Develop Human Resources for Building a Disaster Aid Network for Mothers and Children tion Non-Profit Organization, Chikyu-no Gakko http://chikyuunogakkou.org/

Through provision of training on aid for infants and expectant and nursing mothers, the organization supports the establishment of a disaster aid network for mothers and children.



Training sessions on caring for infants and expectant and nursing mothers

When a natural disaster strikes, such as the Great East Japan Earthquake, infants and pregnant women need extra help and care. Our project provided training across the whole of Japan to spread knowledge and skills concerning the rescue of infants and pregnant women, who require extra care and assistance in the aftermath of a natural disaster. This training was provided to healthcare professionals (doctors, midwives and nurses) as well as to local government officers (e.g. crisis management/disaster prevention officers and health center staff). In addition, we produced a booklet, the Guide to Natural Disaster Relief for Mothers and Children, which can be a useful reference when producing natural disaster support manuals for local governments where officers attending the training work. This is one way we support the building of effective networks for the care and rescue of mothers and young children in communities during times of disaster.



Other Support

Fostering human resources who promote a deeper understanding of poverty issues

Project name Support organization URL Activities

Project to Promote Understanding of Poverty Issues Non-Profit Organization, Independent Living Support Center "Moyai" http://www.npomoyai.or.jp/

the resolution of social challenges due to poverty



Lecture on poverty issues

Proje

Supp URL Activ

Building community through meal support to connect people of multiple generations

ct name	Project to Promote "Places Where People of Mul Service Organizations
ort organization	Meals on Wheels Japan
	http://www.mow.jp/
ities	This organization aims to foster coexistence amo activities for the elderly who live alone at home.



Offering people of multiple generations a place to dine and spend time together



Through promotion of deeper understanding of poverty issues and the fostering of facilitators, this organization supports

Poverty is an enormous social challenge due to the complexity of problems faced by people who live in dire poverty, the shortage of enrollment in support groups, insufficient donation-based financial resources and so on. Aiming to promote a deeper understanding of poverty issues, the organization holds learning sessions on poverty issues and a course to develop lectures for the training sessions. This three-year course is held at 18 locations around Japan, using the Poverty Issues Lecture Manual that describes how to proceed with the sessions. By promoting knowledge training and human resources development nationwide, the organization supports accelerated mitigation of the social challenges of poverty.

Itiple Generations Can Dine and Spend Time Together" by Food Delivery

ong local communities by supporting NPOs that carry out meal support

The aim of this project is to promote the creation of new "places for connecting people to dine and spend time together" for multiple generations, from children to the elderly. The organization conducts surveys on functional expertise provided by meal delivery service organizations, support for the elderly and parents/children based on this knowledge, and associated issues. By providing this knowledge to related organizations around Japan, the organization expands support to multiple generations.

Employee Volunteering

Contributing to local communities with a good will to help others

Every year, Johnson & Johnson employees are actively engaged in volunteer activities. In 2016, under the theme of "Revitalization of Communities," well-developed programs were implemented all over Japan and employee participation throughout Japan was promoted. There were also many employees who participated in volunteer activities in local communities on their own initiative.





Maintenance of play equipment with my child

Okayama Play Park Ken Hagihara Johnson & Johnson K.K. Medical Company

Since I rarely have a chance to participate in social activities, it was great experience for me to participate in this program that contributed to the local community. I brought my 5-year-old child with me. I talked with members of the NPO that organized the program and learned about their activities, which focus on developing children's independence. It was a valuable opportunity for me to consider the parent-child relationship. I was also pleased to know that the support provided by Johnson & Johnson is very much appreciated by the organization.

Kyushu Area



Harvesting sweet potatoes in Nishihara-mura

Support for the recovery of agriculture in the area hit by the 2016 Kumamoto Earthquake

Masahiro Okada Johnson & Johnson K.K. Medical Company

Living in Fukuoka, I remember spending sleepless nights due to aftershocks of the Kumamoto Earthquake that occurred in April 2016. A total of ten volunteers from the headquarters and various departments in the Fukuoka area got together to help farms in the affected area. Specifically, we helped harvest sweet potatoes in Nishihara-mura located next to Mashiki-machi, a town heavily damaged by the earthquake. Although harvesting was very hard work, our fatigue was relieved by the warmth of local people.

Kinki Area



Making full use of precious food Food Bank Kansai

Shinji Takahashi Janssen Pharmaceutical K.K

We participated in activities promoted by Food Bank Kansai, an NPO that distributes food donated by companies and individuals to underprivileged single parent families and welfare service organizations. When delivering sweets to a child welfare facility, we were welcomed by children with smiling faces. Taking account of each family's situation (structure, demand, etc.) food was packaged to suit their needs evenly and without waste. We were touched by the compassion of the NPO members for the families, expressed in their stories while we were working.

Shikoku Area



sick children and their families Ronald McDonald

Cleaning accommodations for

House Kochi Tadamaro Dokiya Johnson & Johnson K.K. Medical Company

It was surprising to learn that Ronald MacDonald House Kochi, which is financed by charitable donations, is operated by volunteer staff except for a single permanent staff member. Accommodations such as Ronald MacDonald House Kochi contribute to reducing the burden on children fighting disease and helping their supportive families. We helped with garden maintenance, removing weeds and trimming hedges. We hope the children and their families can stay in comfort at this home away from home.



Chubu Area



Cutting undergrowth in the Takigi-no-mori afforestation area

The Life Style Research Institute of Forests Mika Oshima

MIKa Osnima Johnson & Johnson K.K. Vision Care Company

It was hard work to cut the grass growing on steep slopes, trying to stand securely on the ground and not slide down. It was a valuable opportunity for us to learn about the current situation of Japan's forestry; 80% of the timber used in Japan is imported, and the impingement of undergrowth is the largest issue faced by the forest industry. To develop a healthy forest, undergrowth must be periodically cut back during the next five years. We thoroughly enjoyed the taste of fresh tomatoes and corn after our hard work.

Kanto Area



Protecting the beautiful scenery of Ajigaura

Hitachinaka-shi beach cleaning volunteer

Masahiko Nakayama Janssen Pharmaceutical K.K.

Ajigaura is known for its wonderful coastal scenery. Taking a closer look, however, the sandy beaches that look beautiful at a distance are littered with trash, including cigarette butts. We picked up five to six garbage bags of trash. This volunteer opportunity reminded us that the accumulation of small factors leads to a massive impact. We were pleased to be a part of this volunteer project, helping people visiting this beach to have an enjoyable time during the summer.



Hokkaido Area



Cleaning accommodations for sick children and their families Ronald McDonald

House Sapporo

Masafumi Horiuchi Janssen Pharmaceutical K.K.

I was impressed with the fact that there are accommodations like the Ronald MacDonald House and people who support such facilities. As a father with three children, I am encouraged that such support is available if the need arises. It is most important for sick children to spend time together with their families in a comfortable, home-like atmosphere. I would like to promote people's awareness of these support services.

Tohoku Area



Supporting agriculture in the area hit by the Great East Japan Earthquake

Rikuzentakata Hakki Project Yosuke Endo

Janssen Pharmaceutical K.K.

In Rikuzentakata, a city famous for a pine tree that survived the March 2011 tsunami, there are still many people who are living in temporary housing. We participated in cultivating a field for the camping site where the evacuation center was set up after the earthquake, so that vegetables can be grown and sold at reasonable prices. Having no experience in agriculture, harvesting garlic or digging up stubborn weeds, two and a half hours felt like very hard work. It was, however, a wonderful opportunity to interact with NPO staff and local people in an amicable atmosphere.

Kanto Area



Cleaning up a community area (Omotesando) and becoming more self-aware

Green Bird

Keisuke Toda Johnson & Johnson K.K. Consumer Company

Omotesando, located in a crowded commercial area, was less littered than we had expected. Cigarette butts and other tobacco-related trash was the most common form of litter. I felt sorry that such things were carelessly thrown away by adults. While participating in the cleanup, I realized that we can make a big difference if each one of us pays a little more attention to little things, such as how I became more aware of roadside litter, which I paid practically no attention to before.

Johnson & Johnson's Activities

Volunteer of the year 2016

Establishing the Volunteer of the Year Award

New incentive for employee volunteering

In 2016, JJCC newly established the Volunteer of the Year award. Focusing on individuals and teams who actively engaged in volunteer activities, this award aims to introduce their activities to other employees and encourage them, thereby expanding the range of our social contributions. After receiving a number of applications from around Japan, the winners were chosen by employee voting held from August 1 to 15, and a JJCC jury. Finally, four Caring Ambassadors and one Asia-Pacific Social Contribution Ambassador were selected.

Caring Ambassadors



Mother Supporters Social Contributions Committee

Built a new network of working mothers who wish to contribute to society through charity bazaars and the like





LifeScan Medical Company

For 14 years, support volunteers from sales staffs have participated in an NPO-hosted summer camp for children with type 1 diabetes.



Donate a Photo Introduction Team

Promoted the introduction to Japan of "Donate a Photo," an application that triggers a US \$1 donation by Johnson & Johnson each time a user uploads a photo

Yusuke Kanai. Chubu-Hokuriku Branch Office IPI Diseases Business Janssen Pharmaceutical K.K. Launched programs so that Tohoku district employees can participate in job-finding support facilities for the challenged, including farm work assistance and supporting the preservation of traditional architecture in so-called "marginal villages"

Yume-no Chokinbako

Social contribution opportunities for everyone

The "Yume-no Chokinbako (literally, a "coin bank for dreams") Program" operated by the Nippon Foundation is a program that facilitates donations to projects addressing social issues selected by the "Yumecho General Election." To provide "social contribution opportunities for everyone," Johnson & Johnson Japan Group introduced soft drink vending machines for social contribution, a "Yume-no Chokinbako," at its Headquarters in Tokyo in August 2016. Each time a bottled or canned beverage is purchased, 10 yen is donated to the program. During the five months from August to December 2016, a total of 386,400 yen was donated.





Yume-no Chokinbako Program, The Nippon Foundation http://yumecho.com/

THE HEALTHY SOCIETY AWARDS

The 12th Healthy Society Award Healthy societies are created by the energy of many people.

The Healthy Society Award was established in 2004 to commend the achievements of individuals who greatly contributed to the development of healthy societies and communities and improvements in the quality of life of Japanese people. In 2016, the 12th Healthy Society Awards were presented to four persons who played leading roles in areas such as education, healthcare and volunteer activities.

About Healthy Society Award

The Healthy Society Award was established by Johnson & Johnson Family of Companies and the Japanese Nursing Association 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 12th Presentation Ceremony

Date and Venue: Thu. March 31, 2016 at the Palace Hotel, Tokyo

Co-Sponsors : Johnson & Johnson Family of Companies and the Japanese Nursing Association 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

Winners of "The 12th Healthy Society Award" (honorary titles are omitted; organizations and titles are as of the ceremony date)

Educators



Promotion of palliative care through hospice

Tetsuo Kashiwagi

Chairman, Yodogawa Christian Hospital President, Japan Hospice Palliative Care Foundation

In 1984, Dr. Kashiwagi established a palliative care unit within Yodogawa Christian Hospital, the second of its kind in Japan. Serving as Director and Director Emeritus of the Hospice Unit, he was engaged in the palliative care of more than 2,500 terminally ill patients. He supported the establishment of various organizations as a leader to promote palliative care and was a university faculty member.

Volunteers (International)



Planned improvement of healthcare environments in developing countries

Takashi Miyata

President, Organization of International Support for Dental Education

In 2002, Dr. Miyata established the Organization of International Support for Dental Education (OISDE) and has been supporting healthcare and education mainly in Asian and Latin American countries. He devised a periodontal disease prevention program in Cambodia that greatly contributed to people's health management. In East Timor, he played a leading role in bringing dental nurses who disappeared during the civil war back to local health centers.



Johnson & Johnson Group Worldwide Chairman Sandra E. Peterson at the presentation ceremony



Forestry and Fisheries; Ministry of Economy, Trade and Industry; All Japan Hospital Association; Japan Medical Association; Japan Hospital Association

•Volunteers (Domestic)



Home-visit nursing care by volunteer nurses

Yumi Sugahara President, NPO CANNUS

In 1997, Ms. Sugahara, together with approximately 30 advocates, started CANNUS activities, an organization of volunteer visiting nurses and the first of its kind in Japan. By providing home-visit nursing care service that is not covered by the nursing-care insurance system, CANNUS fulfills the needs of local people. With more than 91 service centers around Japan. CANNUS continues to provide home-visit nursing care services.

Healthcare Professionals



Contribution to development of a schizophrenia drug

Masanari Itokawa

Director and Research Director, Center of Medical Research Cooperation Tokyo Metropolitan Institute of Medical Science

In 1993, Dr. Itokawa identified a mutant dopamine gene for the first time in the world. In 2010, he found that particular metabolic changes are present in approximately 40% of schizophrenia patients. In 2011, he discovered that symptoms of schizophrenia can be improved by administration of a particular vitamin. Currently, Dr. Itokawa is working to obtain approval of a drug based on this vitamin.

Social Contribution Activities of Each Company



Knowledge accumulated in businesses is leveraged for social contribution activities

At Johnson & Jonson, 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

Enlightening on importance of oral care in cooperation with dental associations

Praising the purpose of "the 8020 movement" proposed by Ministry of Health, Labour and Welfare: "Let's retain at least 20 teeth at the age of 80!" we have been promoting improvements of daily oral care routines among Japanese.

One of our activities is the partnership with local dental associations and nursing teachers throughout Japan, which we have been operating for more than 10 years. This activity was launched to address the situation where about 80% of the population has periodontal disease, even though the majority of Japanese routinely brush their teeth twice or more often each day.

Consumer Company contributes to periodontal disease prevention in Japan by promoting "three step oral care routine" including brushing and sterilizing/disinfecting entire oral cavity with mouthwash, as well as by teaching importance of preventive dentistry.

In FY2016, we taught approximately 58,000 people the three-step care method, cooperating with more than 80 dental associations and nursing teachers at primary and junior high schools around Japan.



Organizing a medical seminar for students to experience a virtual surgery

Given the persistent concern about a serious shortage of medical doctors, we earnestly hope that elementary to high school students who will lead the future of Japan become interested in medical care. In this context, we have organized a surgery experience seminar by using actually used medical devices together with hospitals throughout Japan from 2005. They are able to virtually experience emergency care, suture, endoscopic operation, use of an electric knife on chicken meat, cardiac catheterization, orthopedic surgery, etc. under the guidance of physicians. We provide sample medical devices and operational support for the seminar. 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."



Vision Care Company

Run for Vision[®] to promote understanding and enlightenment of eye banking

We organized "Run for Vision®," charity marathon participated by cornea donor families which was 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. Besides normal runners, runners with impaired vision can also join alone or with an escort runner. Sponsor companies established a booth in the venue of Opening Ceremony, or the Health Field of Hibiya Park. Vision Care Company established the "Let's visit an ophthalmologist!" booth where we distributed our exclusive wet wipes to those who answered a quiz about contact lenses, designed to increase their knowledge on contact lenses

Janssen Pharmaceutical K.K.

Supporting the creative activities of people with "mental disorders"

Janssen Pharmaceutical develops and distributes schizophrenia drugs to help individual patients take the next step towards social rehabilitation

The "Heart Calendar Contest," started in 2002, is an annual competition for paintings made by people with schizophrenia or other mental disorders. The year 2016 marked the 15th contest.

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 15th contest in 2016, in which 12 works of excellence and 38 outstanding finalists were selected from more than 1,000 entries, and Dr. Kiyohisa Takahashi, Chair, Japan Foundation for Neuroscience and Mental Health, was invited as the special judge. In addition, three works were selected for the newly established "new face award" for those who entered the contest for the first time.



Johnson & Johnson Family of Companies

Exhibiting the "hospital" pavilion at KidZania Tokyo Offering all children a place to know importance of life

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.





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Social Contributions Worldwide

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

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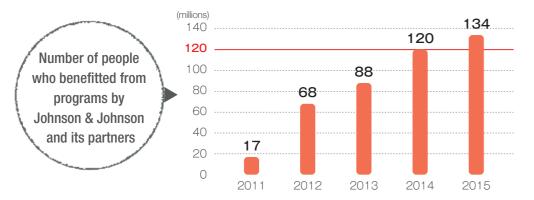
Promoting new commitments to improve health and welfare all over the world

Johnson & Johnson's support programs reaching more people than targeted

In 2010, Johnson & Johnson announced a five-year commitment to the United Nations Millennium Development Goals addressing poverty, primary education, health and so on in developing countries, and pledged to improve the lives of as many as 120 million women and children annually by 2015. Johnson & Johnson's programs supported, in collaboration with partners in 84 countries, more than 88 million and 120 million women and children in 2013 and 2014, respectively. In 2015, the total number of women and children supported reached 134 million. exceeding the target

Achieving Sustainable Development Goals based on a wider vision

On adoption of the Sustainable Development Goals (SDGs) by the United Nations in 2016 to improve the health and welfare of people around the world in social, economic and environmental dimensions, Johnson & Johnson announced its new commitments. To achieve the SDGs within the next five years, Johnson & Johnson will collaborate with global partners to facilitate these commitments for the improvement of global health.



Johnson & Johnson's global commitments to the Sustainable Development Goals

- Provide solutions to prevent, control, and eliminate diseases around the world for 175 million people.
- Implement education and training of 650,000 healthcare professionals to provide higher quality medical care.
- Provide safe and critical surgical care for 50 million people in a timely manner.
- Provide support and tools to achieve a healthy future for 60 million women and children.
- Johnson & Johnson delivers products and services to over a billion people around the world and embraces their lives, thereby gaining inspiration for future endeavors. For our one billion customers, we pursue improvements and sustainably provide business operations, products, and solutions.

Maternal and child health activities in the Asia-Pacific region

China

Neonatal resuscitation program through publicprivate partnership



Suffocation due to respiratory failure accounted for approximately 20% of neonatal deaths in China. To improve this situation, a public-private partnership was established in 2004 by the Chinese government, Johnson & Johnson, and professional organizations. During a ten-year period, educational training of 250,000 healthcare professionals was implemented and the lives of more than 150,000 newborns were saved.

Philippines

First Embrace program to reduce maternal and neonatal mortality rates



This program, which Johnson & Johnson supports in partnership with UNICEF, provides protocol training for healthcare professionals, nurses, and midwives. By promoting neonatal care, maternal health, and breastfeeding, the program aims to rapidly reduce, in developing regions, the rate of maternal and neonatal death from causes that are normally preventable.

The 10th Asia Pacific Contribution Ambassador The inauguration ceremony for the 10th Asia Pacific Contribution Ambassador was held.



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.



India

Neonatal resuscitation program: First Golden Minutes Project



The mortality rate of children who die by the age of 5 years in India is high compared to that in the rest of the world. In 2013, Johnson & Johnson joined the neonatal resuscitation program of the Indian Academy of Pediatrics (IAP), which aims to reduce infant mortality to 30 per 1,000 infants or lower by educating approximately 200,000 healthcare professionals to prevent neonatal asphyxia, thereby reducing the neonatal mortality rate.

Indonesia

Saving Lives on Birth



To reduce maternal and neonatal mortality rates in Indonesia that are higher than those in other Asian countries, Johnson & Johnson has been implementing a collaborative program. "Saving Lives on Birth," with Project Hope, supporting 41,493 expectant mothers, infants, children under 5 years of age, and their mothers, during the period from 2012 to 2015.

Vietnam

Reducing maternal and neonatal mortality rates of minority people



In Vietnam, more than 18,000 newborns die annually because of suffocation due to respiratory failure, infection, and preterm birth. Johnson & Johnson and UNICEF established a 5-year partnership with Vietnam's Ministry of Health. It is expected that this partnership will contribute to a reduction in neonatal and infant mortality rates by fostering more than 3,000 healthcare professionals and midwives for minority people.

Recognizing a broad range of activities by taking advantage of experience as a nurse

After being elected as the 10th APCC Contribution Ambassador representing Japan, Mr. Ida attended the inauguration ceremony held in Jakarta, Indonesia. He was recognized for his broad range of activities, including planning a seminar for children fighting serious diseases and furthering the use of medical devices by taking advantage of his experience as a nurse. While traveling around Japan as a staff member of the Marketing Division, he will promote the rewards of making social contributions to Johnson & Johnson staff around Japan as the APCC Contribution Ambassador.

The 10th APCC Contributi or representing Japan

Kazuhiro Ida rauma & Joint Reconstruction Division, DePuy Synthes Medical Company

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 Sector 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.



Mario Stein President Johnson & Johnson K.K.

Consumer Company

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 58,000 people in 2016, working with local dentist associations and nursing teachers. In collaboration with NPOs, the entire company also undertakes monthly volunteer activities, promoting active participation by employees. 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 Sector 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 mouth wash and OTC drugs such as eye-drop.



Social contribution activities carried out by employees

With a mission to contribute to quality of vision (QOV), the Vision Care Company strives to deliver high quality contact lenses, focusing on safety and quality control. With the eye health of contact lens users as a first priority, we have also been conducting educational activities to promote the proper use of contact lenses. Under the third responsibility described in "Our Credo," we aim to be a good corporate citizen, responsible for societies, and social contributions are the embodiment of this attitude. We not only provide financial support but also encourage spontaneous activities of employees, thereby ensuring that the entire company contributes to societies.

While promoting eye health, the Vision Care Company has been supporting eye banks. We also have been sponsoring "Run for Vision[®]," a charity marathon to promote understanding and education concerning keratoplasty, hosted by the Cornea Center & Eye Bank, since it was initiated in 1998 with employees participating in the marathon. We will contribute to communities by continuing these activities.

Johnson & Johnson K.K. Vision Care Company

The Vision Care Sector 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[®] OASYS[®].

Caring for patients around the world

We carry out our cooperate activities in accordance with Johnson & Johnson's corporate philosophy defined in "Our Credo" to serve physicians, nurses and patients who use our products and services, and the communities we live in.

In 2016, in collaboration with our partners in low- and middle-income countries and major economies, including Japan, we identified innovative solutions to fulfill the medical needs of people living in the world's poorest societies. One example is our support for the Global Health Innovative Technology (GHIT) Fund, a public-private partnership established by the Japanese government, Japanese pharmaceutical companies, the Bill and Melinda Gates Foundation, the Wellcome Trust, and the United Nations Development Programme. Passion for realizing societies where everyone in the world can enjoy good health is the basis of our support activities as a GHIT Fund partner and our continuous work to develop innovative new drugs, which coincides with our commitment to "care for the world, one patient at a time."

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.



Ikuko Ebihara

President Johnson & Johnson K.K. Vision Care Company



Chris Hourigan President Janssen Pharmaceutical K.K.