

2018 Contributions Report



JAPAN COMMUNITY IMPACT (JCI)

5-2, Nishi-kanda 3-chome, Chiyoda-ku, Tokyo 101-0065 Japan

<http://www.jnj.co.jp>

Please do not use photos in this report for other purposes.
If you would like to use any content in this report, please consult with the contact above.

©JCI2019

Bringing More Happiness to the World



As one of the leading healthcare companies in the world, Johnson & Johnson's mission is to support people around the world in leading a healthy life both physically and mentally.

In reality, however, there are all sorts of social issues that adversely affect people's physical and mental health.

We would like to alleviate such issues and bring more smiles to the world.

With such aspiration, we have carried out diverse social contribution activities in 2018.

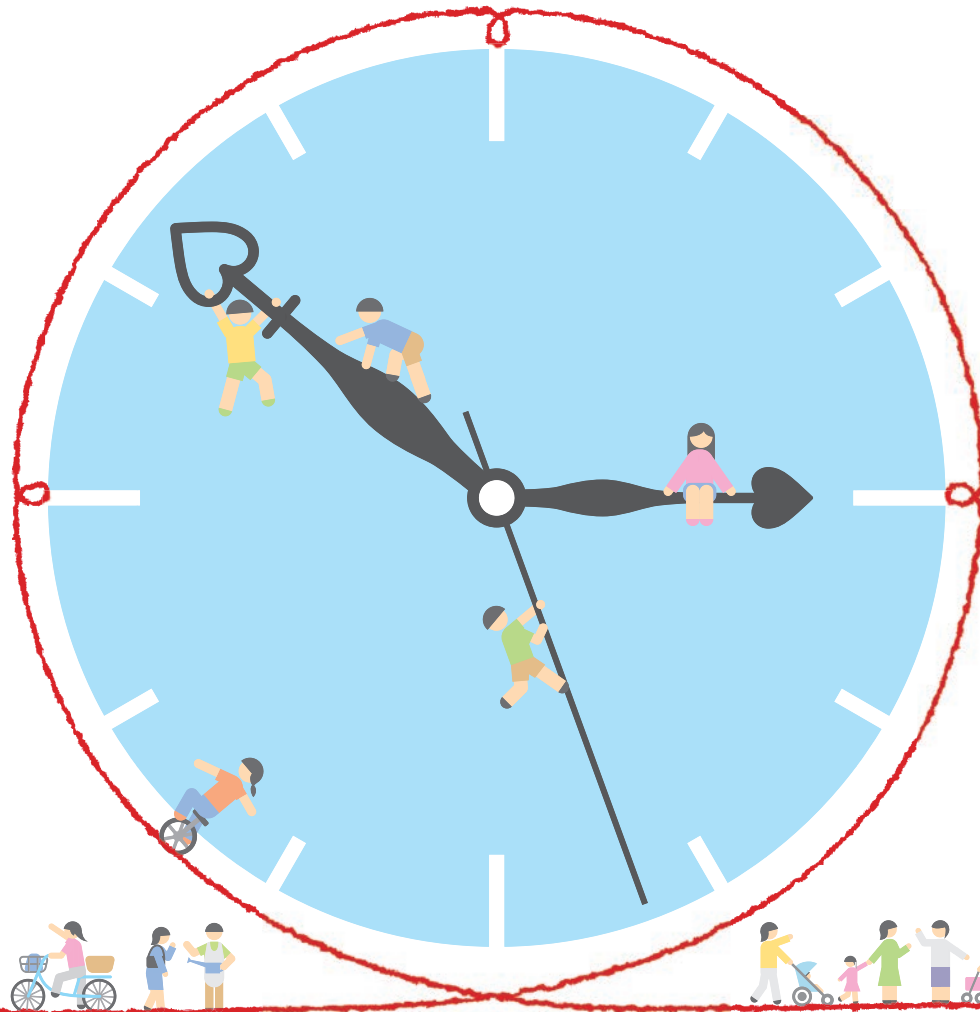
Johnson & Johnson brings more happiness to the world.

CONTENTS

02	PROLOGUE
04	"Our Credo" Together with People's Smile for 75 Years
06	Sustainable Development Goals (SDGs) What We Can Do for a Sustainable Tomorrow
08	Diversity & Inclusion Evolving into a Place Where Everybody Can Demonstrate Their Own Abilities
10	JAPAN COMMUNITY IMPACT (JCI) Believing We Can Change Tomorrow
18	Forefront of Social Contributions Report At the Forefront of Bringing a Smile TOMODACHI J&J Disaster Nursing Training Program Remembering the Day and Learning and Growing Together to Lead the Future of Disaster Nursing Florence - Baby Adoption New Style of Family that Connects Babies, Biological Parents, and Foster Parents for Healthy Growth of Babies Lighthouse: Center for Human Trafficking Victims Crossover Collaboration for Monitoring and Support to Protect Children in Difficult Circumstances
30	Diverse Support Activities 1 Exhibiting the "Hospital" Pavilion at KidZania Tokyo Realistic Medical Care Experience for Children to Learn about the Importance of Life 2 Holding Black Jack Seminar Give a Boost to Taking the First Step to Become a Healthcare Professional 3 "Rikejo" Initiative / Junior and Senior High School Girls Outreach Supporting "Rikejo," Women Majoring in Science, to Achieve Gender Equality 4 "Donate a Photo," a Free Mobile Application from Johnson & Johnson Take a Picture and Share: An Easy Way to Make a Social Contribution via your Smartphone
33	TOPICS The 14th Healthy Society Awards
34	Greetings from the Group Presidents
36	SUMMARY Social Contribution Activities in 2018 Volunteer programs J&J Family of Companies in Japan employees participated in during 2018 Non-profit organizations and their programs that JCI supported in 2018 Organizations supported by the Modest Grant (2018)

"Our Credo"

Together with People's Smile for 75 Years



Our Credo, a one page document composed of less than 400 words,
is the cornerstone of decision making by Johnson & Johnson
to carry out its business activities.
It also clearly shows our commitment to people and guides us
as a leading healthcare company that offers solutions
toward a better future.



Our Credo celebrated its 75th anniversary in 2018. For more than 75 years, every employee at Johnson & Johnson has been kept Our Credo in mind from generation to generation

Describing how a responsible company should act

Johnson & Johnson (J&J) products and services are used by over a billion people in the world every day. Being largely responsible for the health and well-being of the people, we are committed to practice our business in accordance with Our Credo that was crafted in 1943 by Robert Wood Johnson Jr., third Chairman of Johnson & Johnson.

Unalterable and timeless ideas and philosophy spreading around the world

The concept of corporate social responsibility (CSR), that has become popular, was one of the minor advanced ideas when Our Credo was introduced. J&J has been embracing this unalterable corporate philosophy since more than 75 years ago and consistently pursuing management based on awareness of social responsibility.

Being updated and evolving into leadership of the times

The unalterable ideas put into Our Credo guide Johnsonians all over the world toward the future. At the same time, how such ideas are expressed has been updated with an eye on the change of the times. In 2018, taking the opportunity of the 75th anniversary, Our Credo has further evolved, thanks to the feedback provided by more than 2,000 employees. Specifically one sentence stating, "We must help people be healthier by supporting better access and care in more places around the world," has been added to our third responsibility of "responsibility for the communities where we live and work."

Our Credo

We believe our first responsibility is to the patients, doctors and nurses, 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 provide value, reduce our costs and maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our business partners must have an opportunity to make a fair profit.

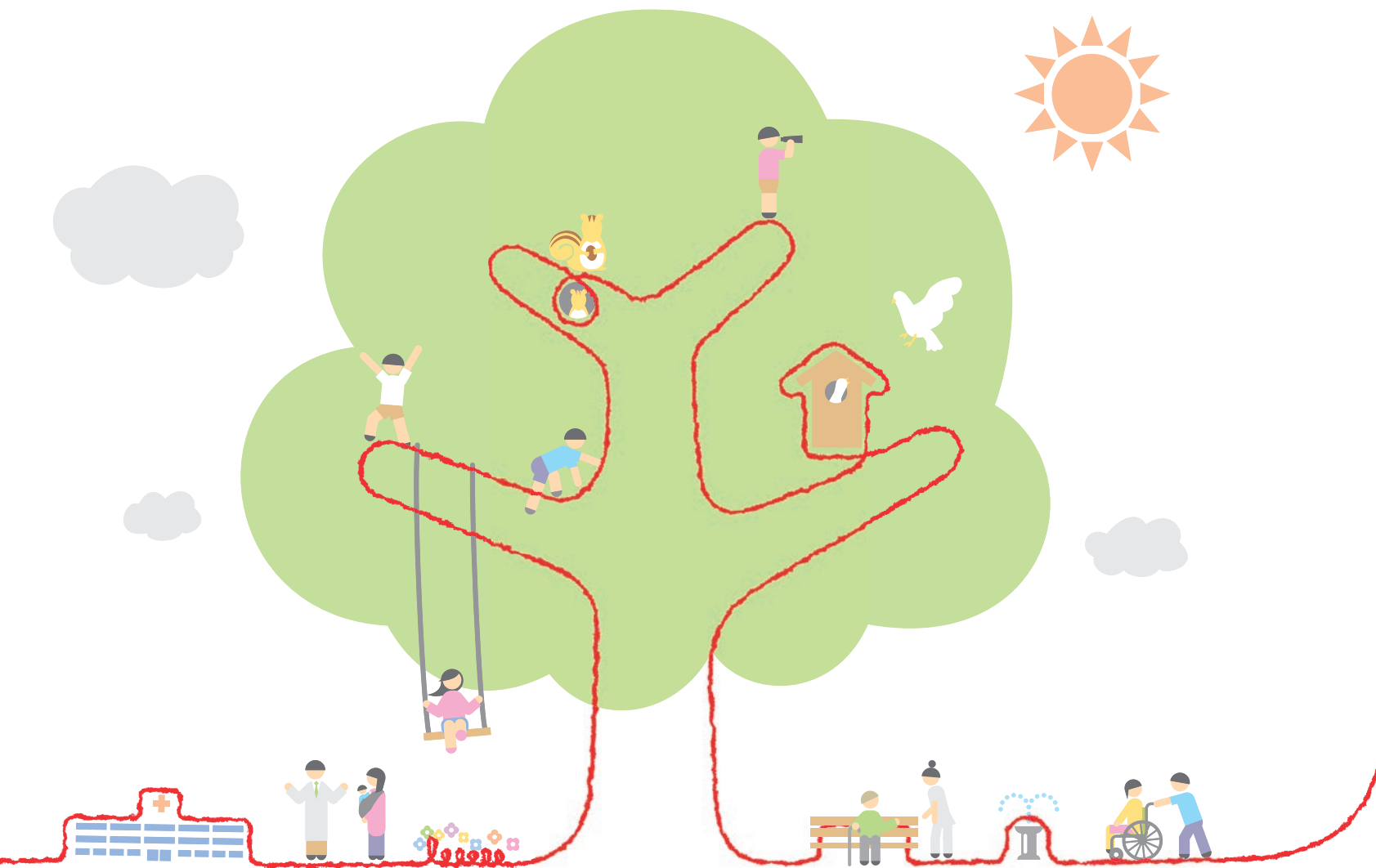
We are responsible to our employees who work with us throughout the world. We must provide an inclusive work environment where each person must be considered as an individual. We must respect their diversity and dignity and recognize their merit. They must have a sense of security, fulfillment and purpose in their jobs. Compensation must be fair and adequate and working conditions clean, orderly and safe. We must support the health and well-being of our employees and help them fulfill their family and other personal 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 highly capable leaders 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 help people be healthier by supporting better access and care in more places around the world. We must be good citizens — support good works and charities, better health and education, and bear our fair share of taxes. 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, investments made for the future 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

What We Can Do for a Sustainable Tomorrow



The term “SDGs” is an acronym for “Sustainable Development Goals” adopted by member countries at the United Nations Summit held in September 2015. The SDGs provide the universal goals for the issues that the global society faces.



(Source: United Nations Information Centre <https://www.un.org/development/desa/indicators/>)



Profoundly change the trajectory of health for humanity,
we are blending our hearts, science and ingenuity

One of the first private companies to declare the commitment to SDGs

The SDGs are universal goals to solve global issues including poverty, climate change, discrimination, and dispute, and to pursue a sustainable future. In addition to country-level initiatives, companies are expected to contribute to solving environmental, social, and various other issues as part of their business activities. Johnson & Johnson (J&J) is one of the first private companies that have declared its commitment to fulfill the SDGs.

Setting numerical targets and actively leading activities

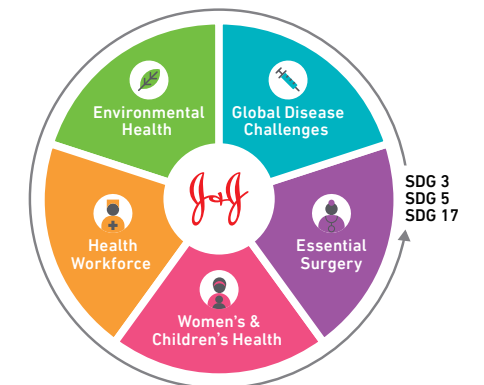
Under the vision of realizing a world where people can enjoy a sound mind, healthy body, and safe environment, J&J has decided to promote activities to achieve the SDGs, specifically Goals 3 (good health and well-being), 5 (gender equality), and 17 (partnerships for the goals). In order to accelerate the achievement of these goals, J&J has identified five key issue areas to which the company can sustainably contribute by leveraging the scale of its business, and has been carrying out activities by developing clear and practical processes and setting numerical targets.

Health for Humanity Report

Progress in Citizenship & Sustainability

J&J aims to realize healthier mind and body and sound environment for people around the world by reviewing how healthcare should be and promoting efforts to eliminate and prevent diseases. J&J's worldwide efforts including those made in Japan can be seen in the “Health for Humanity Report.”
<http://healthforhumanityreport.jnj.com/>

Five key issue areas that J&J focuses on
and 5-year targets (2016–2020)



- **Health Workforce**
650,000 health workers will have received training to better deliver quality healthcare.
- **Women's & Children's Health**
60 million women and children will have received support and tools to enable a healthy future.
- **Essential Surgery**
50 million people will have had access to safe, essential, and timely surgical care.
- **Global Disease Challenges**
175 million individuals will have benefited from J&J solutions that prevent, control and eliminate global diseases.
- **Environmental Health**
60 million citizens living across 30 cities will have benefited from climate and air quality actions that have the potential to positively impact public health.



Evolving into a Place Where Everybody Can Demonstrate Their Own Abilities



“Diversity & Inclusion (D&I)” means to have a workforce that reflects diversity, regardless of gender, age or nationality, who works in diverse styles.

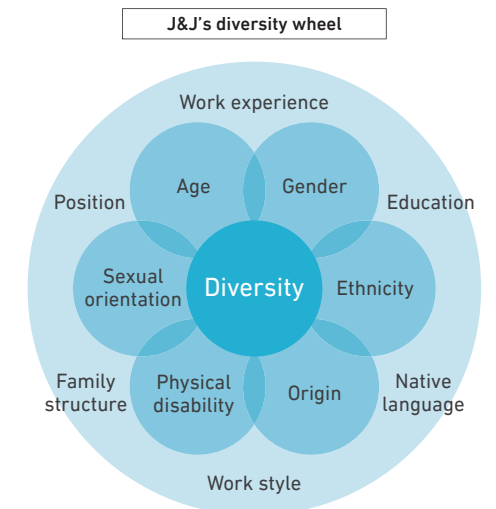
With “Our People and Value” as a driving force for growth, J&J has been striving to promote D&I.



Creating an environment that reflects diversity to improve employee's performance

Developing an organization where everyone can work with the motivation

Against the backdrop of business globalization, companies are increasingly required to respond to with diverse needs and changes. In order to survive in an increasingly intense competition, it is crucial for a company to create an environment where each and every employee with unique experience can continuously work with vigor and fulfillment. Recognizing D&I as a key management issue, Johnson & Johnson (J&J) respects diversity in gender, age, ethnicity, nationality, physical or mental disability, and sexual orientation including LGBT (lesbian, gay, bisexual and transgender), thereby promoting employees' creative ideas and thinking. J&J has established various systems to support highly flexible work style as well as supporting voluntary initiatives by employees including “Women's Leadership & Inclusion (WLI)” and “Open & Out.”



Women's Leadership & Inclusion (WLI)

“Women's Leadership & Inclusion (WLI)” is an initiative based on the idea of shared responsibility to promote women's leadership that was launched in the US and Japan in 1995 and 2005, respectively. With male members accounting for 40% of the initiative members, WLI regularly holds awareness-raising and culture-building workshops and events in order to create an environment that champions the advancement of women.

Open & Out

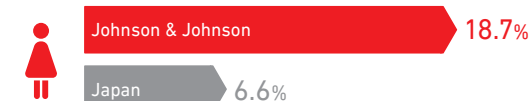
The “Open & Out” initiative aims to promote understanding of LGBT and to realize a society where everybody can be their entire selves in work and life. A wide range of activities have been conducted since 2015 to promote creation of the D&I culture including provision of communities to LGBT employees, presentation of LGBT-related problems, awareness raising, and educational activities. Such activities have been expanding to outside the company, including collaboration with external LGBT support groups and participation in educational events.

Wider role for women in the world and Japan

Percentage of female executives



Percentage of female managers



Ranked 1st among 570 companies in “100 Best Companies Where Women Actively Take Part” (2018)
Survey jointly conducted by *Nikkei WOMAN* and Nikkei Womenomics Project

Certified as an “Excellent Enterprise of Health and Productivity Management (White 500)”
Certification conducted by the Ministry of Economy, Trade and Industry (METI) to recognize companies engaging in outstanding efforts for health and productivity management

Ranked in the top 10 companies in the “Great Place to Work” survey
“Great Place to Work” survey conducted by Great Place to Work® Institute Japan in 2018

Believing We Can



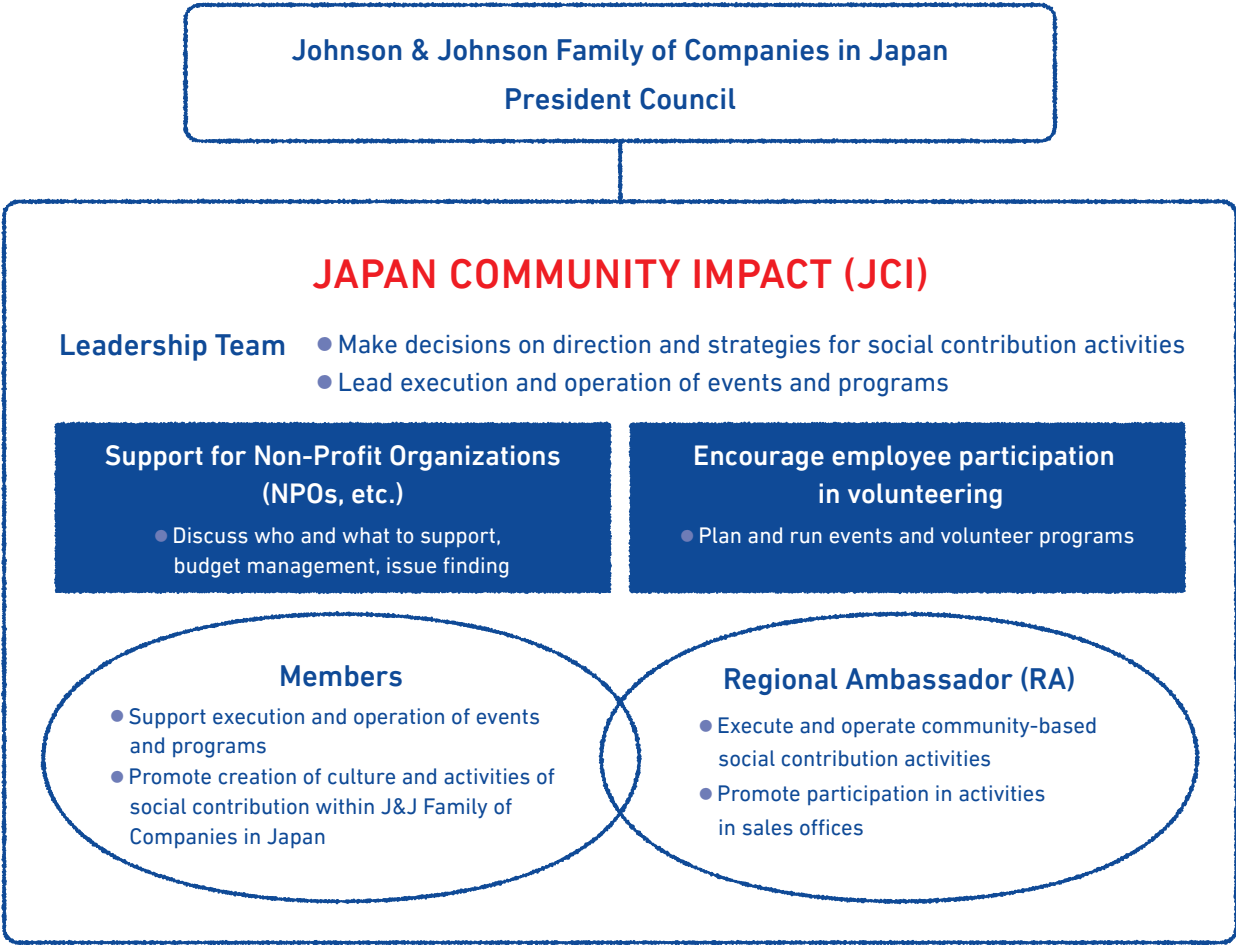
Johnson & Johnson Family of Companies in Japan
has formed the JAPAN COMMUNITY IMPACT (JCI) to fulfill our responsibility
to the community as stated as the third responsibility in Our Credo.
JCI is run by employee volunteers to carry out diverse initiatives including supporting programs
for non-profit organizations, support for social contribution activities by employees,
social contribution activities on a global scale, and disaster relief efforts.

Social contribution activities of Johnson & Johnson Family of Companies in Japan are supported by employee volunteers

Unique organization for social contribution activities led by employee volunteers

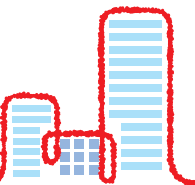
JCI is run by employee volunteers of J&J Family of Companies in Japan.
The JCI Leadership Team plays a major role in the social contribution activities of J&J Family of Companies in Japan, leading decision-making concerning direction and strategies for activities as well as planning, execution, and operation of events and volunteer programs. The members, as task team members, work with the leaders to support execution and operation of events and programs as well as to carry out activities to

promote participation of employees in volunteer activities in individual departments.
In 2018, the Regional Ambassador (RA) was established with an aim to promote participation of sales force employees working in sales offices around Japan. Those volunteered to become the RA members across the country have been actively carrying out community-based activities, involving regional employees across J&J Family of Companies in Japan.





Focusing on Many Aspects of Social Issues and Implementing Various Programs



Support programs for non-profit organizations (NPOs, etc.)

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. Under the theme of physical, mental and social health, we closely collaborate with local community-based partners to support non-profit organizations (NPOs, etc.) that address the improvement of social issues based on a long-term perspective.

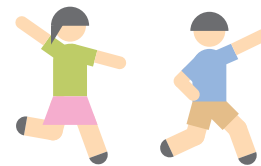
Non-profit organizations (NPOs, etc.) priority areas

To fulfill the third responsibility in Our Credo, as a good corporate citizen, Johnson & Johnson (J&J) Family of Companies in Japan 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 support to improve various health issues in the world by supporting non-profit organizations (NPOs, etc.) from a long-term view.

Support for Children

Supporting children facing various difficulties and expanding the possibilities for the future

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

Building a society where women can shine

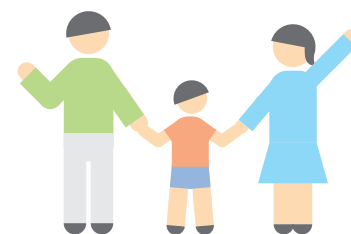
Women play an important role in making a better world. Building a society where women can shine is critical for a healthy family and community. We aim to provide comprehensive support including emotional support for women struggling with a sense of isolation due to financial difficulties and lack of someone to call for help.



Support for Recovery from the Great East Japan Earthquake and Other Disasters

Grasping the changing situation of the affected areas and providing support that meets the needs of the areas

Even after the post-earthquake recovery process has been completed, there still remain issues in the reconstruction process. With a long-term view, we will proactively support the affected areas including community support in transition from temporary housing to disaster restoration public housing, support for community restoration, and tailored support for children and women in the affected areas.



Employee Volunteering

Creating an environment where employees can voluntarily act as “good citizens”

1 “Starting from Learning” Program

This is a lunch-time program in which employees can feel free to participate as the first step toward social contribution. Workshops on social issues and lecture meetings by organizations that JCI supports have been held. It is intended that participating employees recognize social issues as their own issues and, taking this opportunity, participate in social contribution activities.



2 Toward Resolution of Social Issues

JCI not only provides financial support to non-profit organizations (NPOs, etc.), but also provides support tailored to each organization including sorting out problems and putting out ideas by active involvement of employees in projects run by the organizations in order to make such projects impact society in an effective and efficient manner.



3 Continuous Support that Fosters Personal Relationships

Placing importance not on one-time-only support but on continuous support, we have been supporting children's homes and welfare facilities in Gunma and Tochigi Prefectures, respectively, since 10 years ago. After the Great East Japan Earthquake, we have been periodically visiting the affected areas and promoting “contributions through purchases” in which employees buy goods provided by welfare facilities and NPOs in the affected areas. Thus a system to allow employees around Japan to continuously and naturally support the affected areas has been established.



4 Aiming for Volunteer Months with the Participation of All Employees

With June and July every year designated as the Volunteer Months, various programs are offered throughout Japan to help employees take the first step toward social contribution. The programs in which employees can participate with their families and friends are also available. During FY2018, about 134 programs were offered and a total of 4,700 employees took part.



5 Volunteer of the Year Award to Teams and Individuals for Their Outstanding Activities Selected by Employee Voting

The Volunteer of the Year Award was newly established in 2016 to make honorable recognition of social contribution activities in which employees have actively engaged. The evaluation system for the award has been enhanced to further facilitate these activities. In FY2018, the grand prize was awarded to the Regional Ambassador Team; 15 employees around Japan launched 22 volunteer programs involving a total of 220 employees across Japan.



6 Those Who Can, Do What They Can, When They Can. Charity Bazaar of Children's Clothing

The female employees with children, who face constraints related to time and resources but wish to contribute to society, set up the Working Mother Supporters. Since 2016, the charity bazaar of children's clothing, where used children's clothing is sold, has been regularly held within the company and the proceeds donated. In FY2018, the bazaar was held twice and proceeds of over 200,000 yen were used for donation to non-profit organizations and purchasing Christmas presents for children living in children's homes.

Disaster Relief Efforts

J&J Family of Companies in Japan participated in the establishment of the Social Emergency Management Alliance (SEMA), Japan's first private-sector-led disaster support alliance, which, in 2018, swiftly sent out relief supplies to the areas affected by the western Japan heavy rain disaster and the Hokkaido Eastern Iburi Earthquake. For the western Japan heavy rain relief, donations from employees in Japan with a matching sum from the company were utilized for mental support for children in the affected areas through the National Council of YMCAs in Japan. Meanwhile, employee volunteers have been carrying out diverse support activities in the disaster-stricken areas including Tohoku.



Support for the International Community

J&J Family of Companies in Japan has been supporting the "Cleft Lip & Palate Medical Mission Project" operated in Nepal by a non-profit organization, Adventist Development and Relief Agency Japan (ADRA Japan) since 1996. JCI annually collects and donates unsent postcards to support medical expenses. In FY2018, on the occasion of visit to Cambodia by Mr. Yusuke Kanai, Asia Pacific Contributions Committee (APCC) Contribution Ambassador, for overseas education support, contribution of stationery was solicited, thereby delivering 100 sets of stationery to local children.



Voluntary Social Contribution Activities Make the Employees, Company, and Society Happy

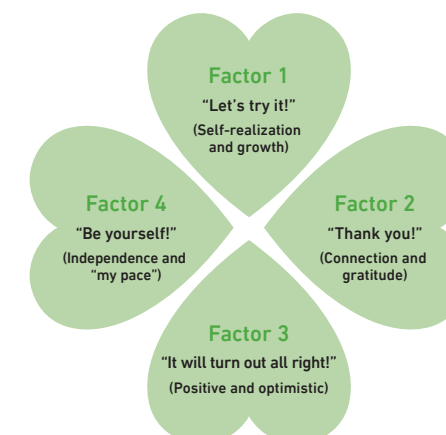
Takashi Maeno, Ph.D.

Dean and Professor, Graduate School of System Design and Management, Keio University Director, Well-Being Research Center

Dr. Maeno received a B.S. degree in 1984 and an M.S. degree in 1986 from the Tokyo Institute of Technology, Tokyo, Japan. Having held a number of roles including a visiting professor at Harvard University, he is currently the Dean and Professor of Graduate School of System Design and Management, Keio University and concurrently serves as the Director of the Well-Being Research Center. Dr. Maeno's specialty areas include system design management, human-machine interface design, well-being study, and well-being management.

"Well-being study" aims to scientifically elucidate and systematically study the mental mechanism to become happy. People may think that the more money one has, the happier he/she should be. As a matter of fact, however, the happiness that comes from positional goods including money, goods, and social status does not last long. On the other hand, the happiness given by non-positional goods including peace of mind, good health, and sense of well-being continues for a long time. Analyzing the factors from which people can derive happiness in the long term, I have identified four factors that make people happy, which I named the "four factors of happiness."

Four Factors of Happiness



Source: Takashi Maeno (2013) *Mechanism of Happiness*: Kodansha

Whether employees are happy or not will be increasingly important for companies. It has been revealed by studies in Europe and the US that happy employees are three times more creative and 1.3 times more productive than unhappy employees, and show relatively low absence and turnover rates, etc. The more there are

happy employees, the stronger an organization becomes and the more competitive a company becomes. The time will come when a company with unhappy employees will no longer be able to survive. My first encounter with J&J Family of Companies in Japan was when I met JCI's volunteer leaders at an event to consider how companies can address poverty in children. Learning about how the organization for social contribution activities of J&J Family of Companies in Japan is operated and its Diversity & Inclusion (D&I) initiative, I have found a number of elements of the four factors of happiness. The four factors of happiness are deeply linked with each other to enhance happiness. In a workplace where employees appreciate, trust, and respect each other and are allowed to act voluntarily, they can positively tackle challenges without overly caring about others' eyes and the risk of failure, thereby fulfilling the factor of "It will turn out all right!" I am sure that many of the J&J employees engaged in social contribution and D&I activities feel happy.

Talking about social contribution, when people's self-preservation instinct to survive is fulfilled, altruistic group-preservation instinct to make others happy is activated. In this case, society becomes stabilized, thereby contributing to the survival of human beings and conservation of the global environment. If people refrain from self-serving attributions and are excessively devoted to work, Factor 4 of "Be yourself!" is less fulfilled. Nonetheless, if the self-serving, self-preservation instinct, which provides more stimulating pleasure, becomes excessive, there will

be persons who act wrongfully for their own gain. In order to avoid such acts, it is important to have both a selfish and altruistic mindset. People become happy when the four factors of happiness are fulfilled. Hence it is recommended that, from the perspective of building a robust company and governance, the environment to enhance happiness be established by creating systems and places in a workplace to make employees feel the four factors of happiness. For example, an opportunity to talk about what employees want to do and how their work ultimately contributes to society can be offered. It is also recommended that employees take part in volunteer activities together. There are also things that individuals can do. Participation in activities outside home and work (e.g. hobby community, volunteer activity) enhances happiness. It is recommended to switch how you ordinarily think and act from a selfish to an altruistic perspective. As I mentioned earlier, it is meaningful to have an opportunity to discuss how your work contributes to society. In this context, satisfaction with work and happiness vary depending on how you recognize your work: a means of making a living by pursuing higher sales or a means to let the company strategically invest in the development of products that can help patients recover from illness based on appropriate sales and analysis. It is said that the happier people are, the longer they live. I hope, by utilizing the mechanism of the four factors of happiness, more people will become happy, thereby making good companies and society.

Have fun doing what you can, when you can!

Message from the JAPAN COMMUNITY IMPACT (JCI) Members



The more I get involved, the more “likes” I find!

I come to like those with whom I work to launch volunteer events and projects. I also like my company that encourages volunteer activities, my work, and those I helped in volunteer activities.

Akane Yoshida
Law Department, Medical Company



Sense of fulfillment and joy in contributing to society as a Johnsonian

Taking an interest in social issues and carrying out activities by involving others, I can not only contribute to society, but also build a network with people within and outside the company, which allows me to collaborate with other divisions smoothly.

Yusuke Kanai
Biosense Webster, Medical Company



Smiles of people whom I met make me feel comforted

Exchange with people whom I would not have a chance to meet in my ordinary life made me able to smoothly communicate with anyone. Through the activities of JCI, I learned to accept the smiles and kind words of others.

Eiji Jinnai
Law Department, Medical Company



Experience with JCI is the great treasure of my life

Meeting with many people has broadened my horizons, and the experience I gained as a JCI member has made me realize and enhance the value of my existence. Each one of us has gained confidence to become the person we want to be.

Nahoko Uchida
R&D Q&CM Department,
Janssen Pharmaceutical K.K.



I feel I'm helpful to others as a JCI member

Being engaged in planning of the JCI projects, I could realize the value of my existence. This experience gave me the power to act to make a proposal first, to engage others, and to meet someone.

Mai Terashima
MAF, Janssen Pharmaceutical K.K.



Learning from and enjoying volunteering

I enjoyed the cleaning volunteering work with my colleagues that started from our office and expanded to the community, thereby building a network with people both within and outside the company. Consequently I could launch a cleaning project involving all of our business sites in Japan.

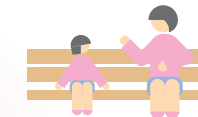
Masaki Sugimoto
Hematology, Janssen Pharmaceutical K.K.



Understanding of and respect for diverse opinions are essential for working in a global environment

Through volunteering, I could not only learn about major social issues and conflicts, but also connect with many people both inside and outside the company, thereby collecting diverse opinions. I have achieved personal growth that will contribute to my work.

Satoshi Daigo
Business Development Division,
Janssen Pharmaceutical K.K.



Enjoying and learning from volunteering to contribute to others

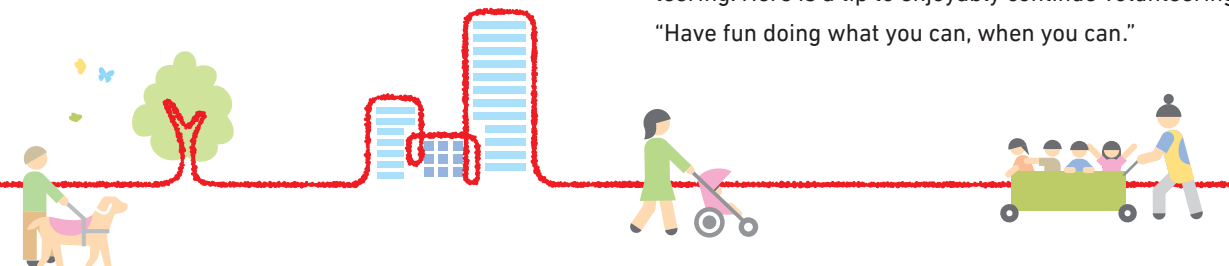
Taking part in volunteer activities, I was grieved to learn about issues, the world, people's feelings and facts that I never knew before. At the same time I was pleased to learn that what I did was helpful to others.

Chikako Takao
One HR, Johnson & Johnson Family of Companies in Japan



To keep the balance between work and volunteering, identify the “scope” that you can continuously engage, collaborate with others, and avoid overcommitment.

Sometimes you are so busy with work that you cannot take part in activities as you wish. Although it is very difficult to balance what you want to do and what you can do, try, in your busy days, to find what you can do and do what you are interested in. Such activity can be a refreshing change of pace and you can go back to work with refreshed mind. You may also try to work efficiently to find time for volunteering. Here is a tip to enjoyably continue volunteering: “Have fun doing what you can, when you can.”



Tackling Social Issues

At the Forefront of Bringing a Smile

The JAPAN COMMUNITY IMPACT (JCI) supports non-profit organizations (NPOs, etc.) that address the improvement of social issues associated with healthcare based on a long-term perspective. JCI also builds a relationship of trust with NPOs, etc. to support their projects from various aspects in order to achieve optimal results that the projects aim for.

In this section, from among our priority support areas of “support for children,” “support for women,” and “support for recovery from the Great East Japan Earthquake and other disasters,” we introduce the activities of three projects that were implemented in 2018.

Remembering the Day and Learning and Growing Together to Lead the Future of Disaster Nursing



TOMODACHI J&J Disaster Nursing Training Program

2015 - 2020

U.S.-Japan Council (Japan)*

The TOMODACHI J&J Disaster Nursing Training Program is a leadership program for nursing students that Johnson & Johnson (J&J) supports as part of our commitment to fulfill our responsibility to the community as stated as the third responsibility in Our Credo.

*A public interest cooperation that manages and supports programs providing opportunities to participate in and experience activities promoting people-to-people ties between Japanese and Americans based on the core principles of the TOMODACHI Initiative
http://usjapantomodachi.org/ja/about-us/usjc-japan_operations/

The lives saved by dedicated efforts in the face of unprecedented damage and chaos

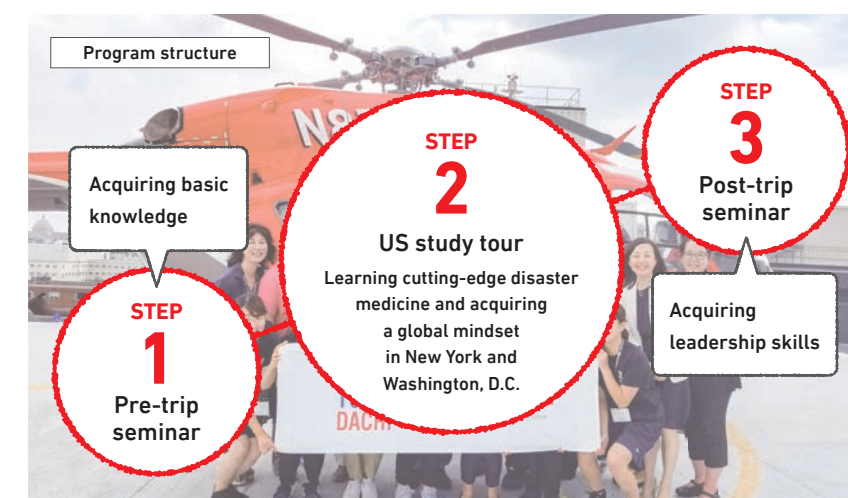
More than 15,000 people lost their lives along the Pacific coast of the Tohoku Region, which was struck by the devastating Great East Japan Earthquake and subsequent tsunami. Thanks to the dedicated efforts by healthcare professionals and rescue teams coming from all over Japan and the world, many people were saved in the midst of unprecedented damage and chaos. The Operation Tomodachi, an emergency rescue and restoration support operation by the US military and Japan Self-Defense Forces, also greatly contributed to the relief of victims. The TOMODACHI Initiative is a public-private partnership supported by the Japanese government, which was born out of the spirit of cooperation and friendship in support for Japan's recovery from the Great East Japan Earthquake. The initiative invests in the next generation of Japanese and American leaders through educational

and cultural exchanges as well as leadership programs to foster next-generation leaders with world-class skill and an international perspective.
<http://usjapantomodachi.org>

Fostering human resources who will lead disaster nursing in Japan, which is particularly vulnerable to natural disasters

J&J Family of Companies in Japan, in collaboration with the TOMODACHI Initiative that aims to foster human resources through its programs, developed an educational support plan to enhance the skills including those in disaster nursing and the leadership ability of nursing students in order to foster the next generation of leaders of

It all started with the Great East Japan Earthquake that happened in 2011.



disaster nursing in Japan. In this context, the 3-year TOMODACHI J&J Disaster Nursing Training Program was launched in 2015.

A number of medical institutions were collapsed by the Great East Japan Earthquake. In the coastal area of the Tohoku Region, which was already a medically underserved area, available medical care facilities further deteriorated and the health concerns of victims became more serious. In Japan, a country which is vulnerable to natural disasters including earthquakes and typhoons, there is a need to foster human resources who will play a leading role in disaster nursing as leaders of nursing staff in individual communities.

Starting with trial and error in the first year and training content evolving over three years

This 7-month program is composed of three stages. In the first stage of pre-trip seminar, students learn mainly about the impact of the Great East Japan Earthquake and disaster nursing. During the second stage of the 2-week US study tour, students study cutting-edge disaster nursing in New York, Washington, D.C., etc. Finally in the third stage of the post-trip seminar, students plan and implement their own activity program based on what they have learned in the TOMODACHI J&J Disaster Nursing Training Program to provide their local communities with the fruits of their learning as well as presenting what they have learned in this 7-month program at the final reporting meeting. This program is supported by disaster nursing professionals who assist participating students in learning.

Launched in 2015, this program has been tried and tested, and, thanks to generous donations provided by those supportive of the intent and purpose of the program and the hosting organizations, the training content has been coordinated according to characteristics and qualifications of participants. In 2016, time to deepen learning and

understanding was allotted each day and a project to provide local communities with the fruits of the learning was added to the post-trip seminar. The program was further enhanced in 2017 by introducing HUG (*Hinanjo* [evacuation shelter] *Unei* [operation] Game) to the pre-trip seminar to provide more practical training. A total of 28 nursing students who completed the program in Phase 1 (2015–2017) have been taking an active role in various settings by utilizing the knowledge and experience they gained in the program.

Evolving the program to deepen learning in disaster nursing

In 2018, the program entered Phase 2 in which the program has been further improved with increased simulation training, etc. that cannot be experienced in university classes and training to foster leadership. Thanks to the relationship of trust established with the hosting organizations in the US and enhanced communication between those concerned in Japan and the US, the program has been operated smoothly.

With the increasing number of areas across Japan being struck by natural disasters, nursing students not only in the area affected by the Great East Japan Earthquake but also in other parts of Japan are invited to participate

in the program in 2019. A total of 60 students are expected to complete the program in 2020 when Phase 2 is to end. Continuous involvement of the stu-

Thanks to mutual cooperation, the program has been polished and advanced since its launch three years ago.

dents who completed the program is another feature of the program. The completed students support students participating in the program the following year by giving advice on speech and preparation of presentation materials. Moreover, they have an opportunity to share with the participating students what they learned in the program, what they are doing after completion of the program, what they are learning as nursing professionals, etc. at the final reporting meeting. Starting in Phase 2, an event where the completed students disseminate their learning has been held once a year. The completed students say their experience in the program has a significant impact on their attitude at school and in the medical settings, continuing to seek various learning opportunities. From the first year of the program, the organizer, mentors, and participants have been learning, thinking, and developing through friendly competition under the unified goal of “develop-

ment and improvement of the field of disaster nursing.” The knowledge and experience accumulated during the last four years have been reflected in the evolving program.

Phase 2 will be completed in two years. The TOMODACHI J&J Disaster Nursing Training Program continues to further evolve in order to provide training for deeper learning of disaster nursing, thereby contributing to further advancement of disaster nursing in Japan.



Simulation at School of Nursing, Rutgers University

It was a valuable experience for me to contribute to the strong growth of the students, which was also an opportunity for me to grow.

—— Megumi Komatsu, Mentor & Advisor



Megumi Komatsu

Mentor & Advisor
Assistant Professor,
Division of Fundamental Nursing
School of Nursing, Iwate Medical University

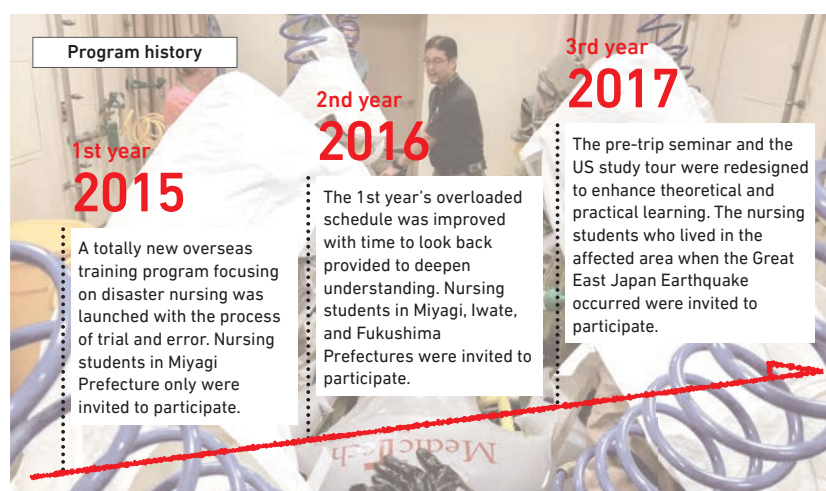
I applied to the program as a mentor in the first year of the program since I thought I could contribute to the program as a nurse who experienced the 9/11 series of terrorist attacks in the US and the Great East Japan Earthquake. I have been involved in the program as a mentor and advisor through Phases 1 and 2.

In Phase 1, I discussed with the staff members in Japan and the US to identify what sort of learning opportunities was necessary in the program. In order to make sure that the students fully understand what they have learned before proceeding to the next step, we pursued a better program through trial and error, taking into account the knowledge and experience of the diverse students including undergraduates and nursing students as well as whether they have disaster experience.

During the 2-week US study tour,

students face new learning and experience an unfamiliar environment, many of them going beyond their capacity. Their weak points and inner elements sealed in their minds emerge and students have no choice but to face them. Going through such a challenge, students grow into mature and responsible humans. It was a wonderful experience to help them learn and grow. There were also a number of issues I found with the program including how to teach and communicate with students, which gave me an opportunity to grow. Completing the program, students who were accustomed to peer pressure in Japan and not self-confident become able to think deeply without demanding an answer from others, which is one of the qualifications of leaders. They also become able to actively express their opinions with enhanced presentation ability. I expect that the participating

students will gain self-confidence from their experience of completing the program, become responsible nurses, and act to achieve their goals. I would like to express my sincere thanks to J&J Family of Companies in Japan for their advice on the planning and implementation of the program and continued engagement in the program. Exchange with staff members of J&J Family of Companies in Japan at the final reporting meeting is also a valuable experience for the participating students. The participating students will, by leveraging the experience they gained through this program, be excellent leaders in the organization they belong to. I will appreciate your continued support and encouragement in the future.





Rina Ishikawa

Year 2 participant
Graduated from Department of Nursing,
Faculty of Health Sciences,
Tohoku Fukushi University
Currently working as an OR nurse at a
university hospital in Tokyo

I re-recognized the potential of nursing in the US study tour. My goal is to become a nurse who can address patients from diverse cultures and backgrounds.

—— Rina Ishikawa, Year 2 participant

It was the day of my junior high school graduation ceremony in Shiogama City, Miyagi Prefecture when the Great East Japan Earthquake occurred. I was very much encouraged by the support extended by medial teams from across Japan and overseas that I wanted to become a nurse who can support people in need due to disasters, etc. When I was a 3rd-year nursing student, I got to know about this program to learn disaster nursing from a global perspective and participated in Year 2 of the program. What strikes me most in the program was the US study tour. I had an opportunity to share disaster experience with the victims of the 9/11 series of terrorist attacks and realized that, although the type of disaster is different, mental scars are not healed no matter how many years go by. I strongly believed in the necessity of mental care. I also learned that importance is placed on self-help preparedness for disasters and emergency in the US, which inspired me to hold a workshop to prepare an emergency bag for foreign students in Tohoku Region after coming back to Japan. From

perspectives of disaster nursing and international nursing that I gained in the program, I also explained about how to prevent infectious diseases at evacuation centers where people with diverse living backgrounds come together. I was originally interested in disaster nursing and international nursing. Being impressed by nurses taking pride in and having a passion for their work in the US, I decided I wanted to become a nurse like them. Also, I realized that there are opportunities for nurses to demonstrate their abilities not only in hospital rooms but also in disaster sites and rescue operations. Thus, re-recognizing the potential of nursing, my ultimate goal was set to become a nurse who can engage in disaster nursing and international nursing. Since medical care and nursing care in Japan and the US have respective advantages, I recommend that those who will participate in the program not only learn the cutting-edge medical care in the US, but also introduce advantages of Japanese medical care and nursing care in the US. I am currently working as an operating room nurse at a university hospital in Tokyo where patients of various age, gender, and nationality undergo surgery. Leveraging the nursing care with consideration given to diversity that I learned in the US, I strive to become a nurse who can address patients with diverse backgrounds.



Patient transfer drill at Children's National

New Style of Family that Connects Babies, Biological Parents, and Foster Parents for Healthy Growth of Babies

2

Non-Profit Organization, Florence

2017 - 2019

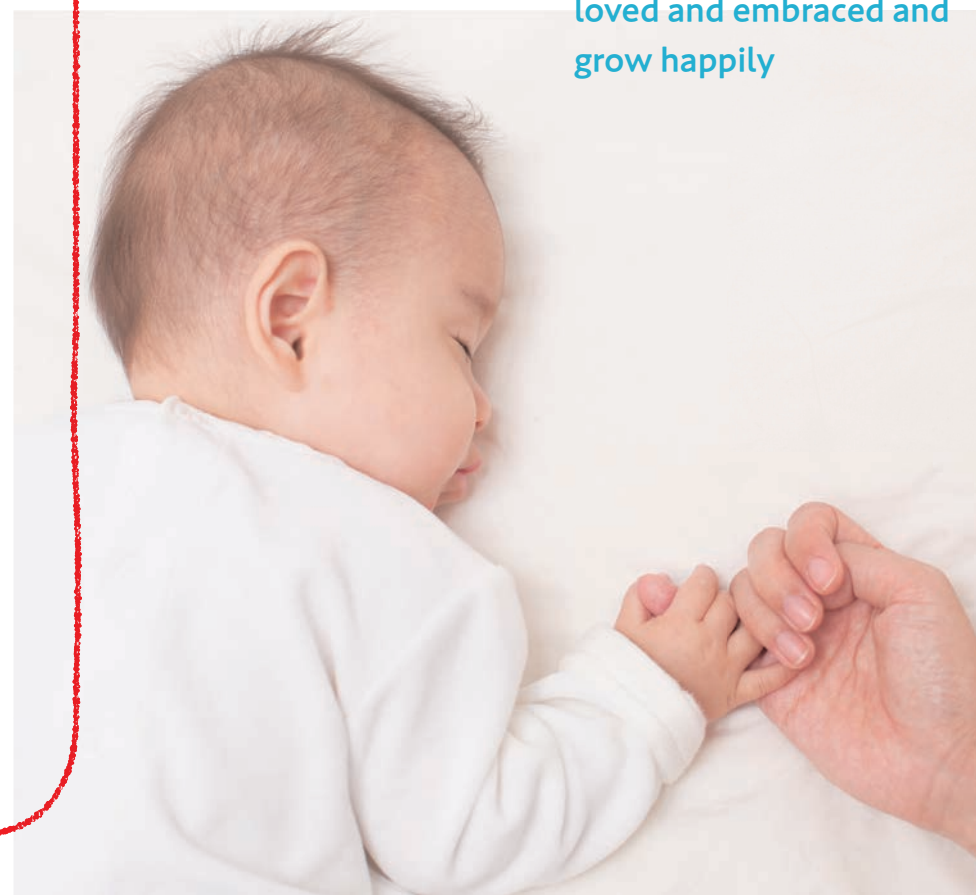
“Development of Parenting Training Program for Foster Parents,” cultivation of parenting trainers, and awareness-raising campaign for special adoption

With a sincere hope that babies coming into this world will be embraced and raised in a loving home, Florence, a specified non-profit corporation, develops and implements a parenting training program for foster parents to support special adoption.

Connecting a baby with foster parents and bringing a smile to a new family

In Japan, one baby per two weeks loses his/her life shortly after birth due to abandonment and abuse by biological parents. Florence launched a baby adoption project based on its strong desire to correct the situation where precious lives are taken due to multiple reasons including unwanted pregnancy, poverty, and social isolation of mothers. “Florence has been striving to solve diverse social issues associated with support for child care including sick child care and children waiting for admission to kindergarten/nursery. In the wake of the increasing number of abusive deaths of babies, we launched the ‘Baby Adoption Project’ to support special adoption in 2016 to save the lives of babies. The ‘special adoption’ is a public

To ensure all babies are loved and embraced and grow happily



Adequate training and learning are essential for foster parents to ensure happy lives for children.



Junko Fujita
Project Promotion Manager
Baby Adoption Project Division
NPO Florence

system to enable foster parents to raise children who, for whatever reason, cannot be raised by their biological parents. An adopted child can become a registered child in the family register based on the judgment of the family court. In this project, we offer consultations to women facing unwanted pregnancy and their families as well as providing parenting training to couples wishing to adopt children, thereby ensuring best matching of a baby with adoptive parents," said Ms. Junko Fujita.

Make children grow with a healthy mind in a loving home

It is estimated that there are currently more than 47,000 children in Japan who cannot live with their parents for various reasons. 80 percent of these children live in children's home, etc.; only 12 percent of the children live with foster par-

ents via public systems including the foster home system and adoption. Ms. Fujita continued, "The number of special adoptions in Japan is far lower than that in other countries. We have been promoting this project in order to expand the opportunity of home child rearing so that children can be loved and embraced by foster parents at home and grow up with healthy minds." It is not easy, however, for candidate foster parents wishing to receive a child to adopt a baby. Ms. Fujita said, "The special adoption is a system established under the concept of 'welfare for children.' In order to ensure happiness of an adopted child, matching of a child with adoptive parents based on the child's background and characteristics of foster parents is essential. Meanwhile, it is necessary for a married couple who wish to become foster parents to receive adequate training to prepare for adoption.

During parenting training, prospective foster parents prepare themselves to be 'parents' and acquire necessary knowledge and skills through tens of hours of lectures and workshops that covers correct understanding of the special adoption system, mental preparation for rearing babies, child care training at a medical institution and nursery, etc. A well-developed parental training program for foster parents is indispensable in order to increase the number of foster parents who can endearingly raise an adopted baby as their real child."

Pursuing better matching of a child with adoptive parents

Feeling strong empathy with Florence's philosophy to prevent abusive and neglectful death of babies and to provide more children with opportu-

nities to grow up at home, J&J Family of Companies in Japan has been supporting the development of parenting training for foster parents and cultivation of parenting trainers since FY2017 in order to offer a place and opportunity to learn to couples hoping for special adoption. Ms. Fujita said, "Thanks to your generous support for our project, specifically, part of the introductory training went online, which has produced great results. Previously, those who live in a rural area had to spend much money and time to attend training sessions held in an urban area and there was a gap in information on special adoption among regions. By making online training available, it became possible to

provide an opportunity to make the first step to correctly understand and consider special adoption."

Special adoption gained recognition, thanks to implementation of the parenting training program for foster parents and provision of online access to training

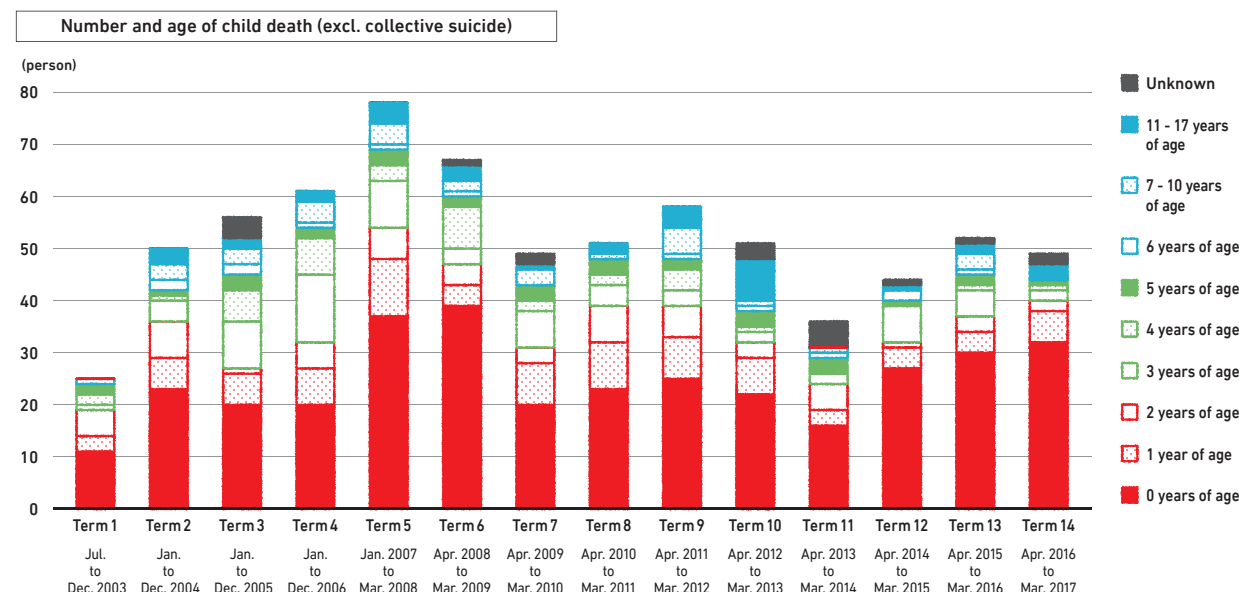
Overcoming many difficulties starts a story of a new family

Since the launch of the Baby Adoption Project three years ago, 13 babies have found their new family. Each family has their cherished family story.

Ms. Fujita said, "For example, there were some cases where a mother running away from domestic violence and sexual abuse by her husband made a heartbreaking decision to give up her baby. For unwanted pregnancy, women only should not be blamed. We recognize special adoption as a last resort when biological parents determine that it is difficult to raise the child taking into account the child's happiness in the future. Our mission is not to lead biological parents to baby adoption without careful consideration, but to respect their self-decision and provide appropriate support to let them choose the future they really wish for."

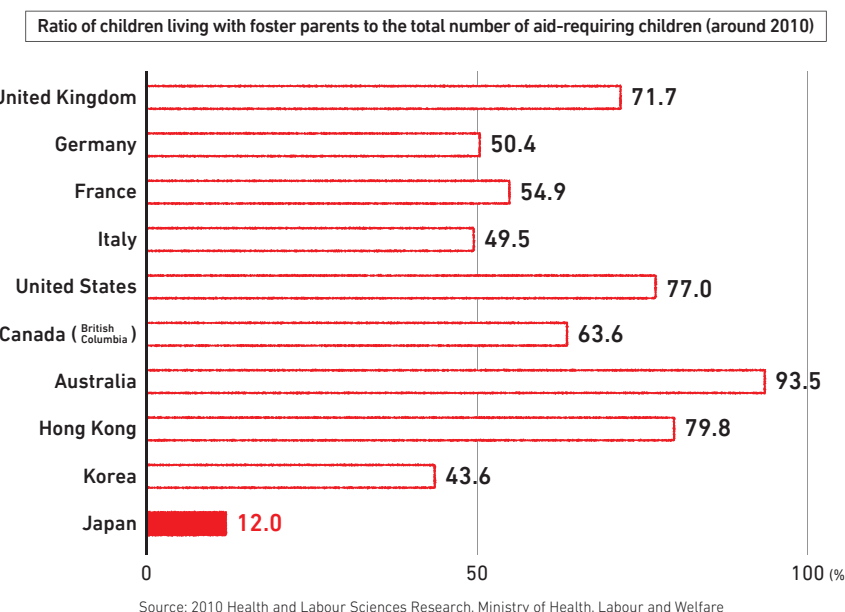
On the other hand, there are couples who chose an option of special adoption after years of fertility treatment and became foster parents. They all say, "We cannot imagine life without this child."

Increasing child abuse deaths, half of which are babies



Source: Results of Verification of Child Abuse Deaths (August 2018). "14th Report on the Verification of Aid-requiring Children due to Abuse, etc. by the Special Committee, Children's Subcommittee, Social Security Council." Ministry of Health, Labour and Welfare

90% of aid-requiring children grow up in welfare facilities for children



Source: 2010 Health and Labour Sciences Research, Ministry of Health, Labour and Welfare

Want to support a new style of family and happiness
tied by a strong family bond



"They have built a happy home that is more wonderful than one can imagine. Curious to say, the face of an adopted child resembles that of his/her foster father or mother. People who do not know the fact of adoption often say that the child looks like his/her father. Meanwhile, grandparents who strongly opposed adoption of a baby have become attracted by and fall madly in love with the adopted grandchild. Babies have a unifying force that moves the hearts of adults. Although emphasis is still placed on blood relationship as the tradition of the Japanese society, we would like to create and support a new style of family and happiness that has not been seen in Japan," said Ms. Fujita.

Welfare for children Future of baby adoption

In order to make more children benefit from special adoption, related laws and regulations have been reviewed; the Child Welfare Act was partially amended and the Special Adoption Services Act was established in 2016, followed by announcement of the "New Social Nurture Vision" by the Ministry of Health, Labour and Welfare in 2017. Special adoption is becoming recognized by society as welfare necessary for children.

Ms. Fujita said, "We strive to establish a strong foundation for baby adoption activities, to spread the activities throughout society, and to give many children an opportunity to grow up in loving homes. To this end, we provide training for foster parents covering

wide ranging and specialist content including theory and skills of child-rearing and developmental psychology. We will work harder to make baby adoption a common safety net for children in the near future."

Thanks to the foster parents training program, adequate foster parent training can be provided to couples around Japan who wish to adopt a child, opening up the possibility to select special adoption as a new style of family. As the special adoption system becomes widely recognized, society's capability to accept children requiring rearing at home expands. Florence continues its efforts to promote its Baby Adoption Project to realize matching that makes the baby, biological parents, and foster parents happy.

Crossover Collaboration for Monitoring and Support to Protect Children in Difficult Circumstances



Non-Profit Organization Lighthouse: Center for Human Trafficking Victims

2016 - 2018

Holding seminars to foster community
leaders to protect children against
sexual commodification and promoting
networking among supporters

There are suffering children in Japan who are victims of sexual violence and human trafficking for sexual commodification. The "Seminar to Protect Children from Sexual Commodification" was launched with an aim to raise awareness of this issue and provide expanded support to child victims.

Protecting children against human trafficking, a form of modern-day slavery

What are images that spring to your mind when you hear the term "human trafficking"? Human trafficking associated with hazardous work, organized prostitution, organ trade, etc. is not an issue seen in developing countries. Serious human trafficking issues including forced labor, sexual exploitation, etc. are emerging also in Japan. Lighthouse: Center for Human Trafficking Victims is an NPO that works to bring more attention to this issue, to eliminate human trafficking, and to support victims in Japan. "Human trafficking includes sexual exploitation, labor exploitation, and organ trade. It is a form of modern

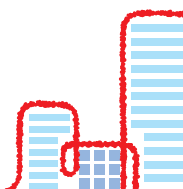
slavery and abuse of human rights that must not be overlooked. Among these issues, Lighthouse mainly focuses on sexual exploitation which is an act or acts committed by a perpetrator who exploits victims after putting them under his/her rule by means of violence, threat, abduction,

Not only adult women but also men and children can be victims.

fraud, etc. In addition to victims of forced prostitution, child pornography, and child prostitution, the number of victims of forced appearance in porn video, and self-taken images of young people has been markedly increased in recent years. Not only adult women but also men and children can be victims," said Mr. Arata Sakamoto.

Walking into a cunning trap, an ordinary child suddenly turns into a victim.

We adults may think, "How come children become victims?" The process leading to sexual exploitation is, however, planned so ingeniously that ordinary children can easily become victims when they walk into even a small trap. Mr. Sakamoto said, "Let's take forced appearance in porn video as an example. Perpetrators skillfully approach young people and invite them to become a model or a pop idol. Taken to a porn video production office, a victim is relentlessly persuaded by adults and forced to sign a contract. Being threatened that a large amount of penalty will be imposed if the contract is cancelled, the victim has no choice but is forced to appear in a porn video. Meanwhile, social networking services (SNS) play a triggering role in abuse by means of



Pushed into a situation where one cannot say “No” by adults approaching with alluring words, young people turn into victims.

Arata Sakamoto

Secretary-General
Lighthouse: Center for Human Trafficking Victims



self-taken images. Approaching as a gentle person with whom young people can consult, perpetrators gradually control the mind of them and demand self-taken picture in their underwear or in the nude. Their demands increasingly escalate, threatening that they will post such pictures on the internet if their demands are not met.”

Making preventive efforts in addition to providing consultation and relief services for victims

The consultation hotline via telephone, e-mail, and SNS is the door to relief from sexual exploitation. A total of more than 250 victims contact Lighthouse annually to whom support members listen carefully. In case of emergency, support members rush to a victim wherever in Japan he/she is. Moreover, with the aid of the Tokyo Metropolitan Government, Lighthouse has been carrying out other activities including night watch in the downtown areas in Tokyo, distribution of cards describing hotline services, and outreach activities via SNS, etc., since October last year.

“Since perpetrators sometimes contact us as a victim or his/her relative, we meet face-to-face to confirm identification. There are children among those wandering around downtown at night, who become victims via the internet and who get incorporated in the sex industry including compensated dating in order to find a place to sleep since they have no place at home due to abandonment and sexual abuse by their parents. In this way, the sex industry has become the unfavorable safety net for children who have no place to go,” said Mr. Sakamoto. In order to relieve victims, in case of forced appearance in porn video, for example, cancellation of contract, suspension of sales and collection of products, and removal of information on the internet are sought and, if a victim wishes, reporting of the incident to the police and criminal prosecution are implemented. Nonetheless, it is currently difficult to fully satisfy the victim’s claims including complete removal of leaked pictures.

Launching seminars to realize collaborative support, thanks to the aid of J&J Family of Companies in Japan

Although there are public support organizations including women’s and children consultation centers, there are victims who are outside the scope of these organizations. There are also many cases where, although relieved, victims cannot achieve economic independence for various reasons and consequently go back to the sex industry. Mr. Sakamoto said, “I think not only relief but also measures to support the independence of victims including their living are strongly called for. Another big barrier was the trend in society that questions the responsibility of victims without focusing on specific solutions and repression of

perpetrating act.”

Based on the desire to promote public understanding of suffering from human trafficking and to save as many child victims as possible, Lighthouse has been holding the “Child Support Seminar” in Tokyo for those engaged in child welfare-related services since 2013. Thanks to the aid of J&J Family of Companies in Japan since FY2016, Lighthouse has also been holding the “Seminar to Protect Children against Sexual Commodification” in Tokyo and Osaka by inviting specialists from diverse child-related fields including child welfare, medical care, education, etc. in order to learn about actual conditions of victims, prevention, and support as well as to strengthen the relationship among participants. Lectures on diverse themes including how the police support child victims in the medium and long term and sex education at schools have been well received. With the aid of J&J Family of Companies in Japan, this seminar and Lighthouse have become increasingly recognized year by year. Mr. Sakamoto said, “Child victims of sexual violence sometimes cannot recognize what is actually happening to them and are not able to ask for help. Meanwhile, since awareness of and specific countermeasures against human trafficking as well as interventional support methods have not yet been established, the supporters engaged in child welfare sometimes overlook signs in children or do not know exactly how to support a child victim even when found. By holding seminars, we could promote how to support protecting children among those involved as well as contribute to enhancing the network of support organizations.”



Night watch activity in a downtown area in Tokyo

During the last three years, the seminars have been increasingly attended not only by private support organizations including those operating protective shelter, but also by welfare workers of municipal governments including those of children’s homes and police officials with a public-private network being established. Thanks to the establishment of a cross-sectoral support system, there have been successful relief cases although specific details of such cases cannot be given.

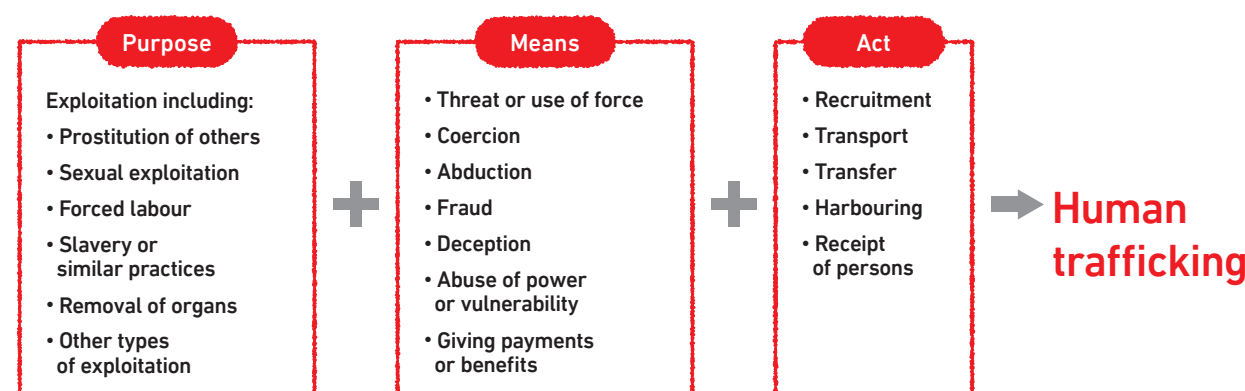
compensation is an extension of their act. Legal actions including imposition of penalty should be taken as a matter of course. What is most important is, however, change of mindset of us, adults. Driven by high sense of responsibility, we strive to steadily carry our grass-roots move-

Children who have no place to go are locked into the sex industry including sexual services and compensated dating.

What we adults can do now to eliminate human trafficking

Mr. Sakamoto said, “We would like people to know the fact that trafficking of minors is happening now here in Japan. As long as there are adults who buy minors, this issue will never be solved. We want adults who use sexual services and “JK business” (i.e. intimate services rendered by female high school students) to ask themselves what lies ahead beyond their action. It is not a matter of business in which compensation is paid for the service provided. Rather, it must be recognized that the issue of children suffering from sexual violence and exploitation without

ment for the sake of children.” The “Seminar to Protect Children against Sexual Commodification,” which J&J Family of Companies in Japan has been supporting, has focused the spotlight on the issue of trafficking of minors in Japan that had drawn scarce attention, and played an important role in establishing a support system. With this seminar as the opening door, opinion exchange with Diet members and officials of related government ministries and agencies including the Cabinet Office and the National Police Agency has been promoted and a collaborative system among support organizations established, which are bold driving forces toward elimination of human trafficking in Japan.



Source: UNODC website (<https://www.unodc.org/unodc/en/human-trafficking/what-is-human-trafficking.html#WhatIsHumanTrafficking>)
National Police Agency website (Japanese translation by the Japanese Government) (<https://www.npa.go.jp/bureau/safetylife/hoan/jinshintorihiki/index.html>)

Diverse Support Activities

1 Exhibiting the “Hospital” Pavilion at KidZania Tokyo Realistic Medical Care Experience for Children to Learn about the Importance of Life

Johnson & Johnson Family of Companies in Japan exhibits the “hospital” pavilion as a sponsor at the Edutainment Town “KidZania Tokyo” located in Toyosu, Tokyo. Children can role-play as a doctor, nurse, pharmacist and paramedic and experience virtual surgery, baby care, dispensing of medicines in accordance with prescriptions, and emergency life-saving activities. We support children by promoting accurate understanding and interest in important medical professions, and offering a place to learn about the importance of our life and health. By learning the significance and roles of these professions, it is hoped that these professions will be options for children in the future.

Activities that can be experienced

Doctor:	Thoracoscopic surgery for lung cancer, cataract surgery
Nurse:	Baby care in a nursery (bathing, massage)
Pharmacist:	Dispensing of medicines and training on medication instructions
Paramedic:	Emergency care in an ambulance

KidZania Tokyo Invitation Program

“SmileSmilePROJECT” × JAPAN COMMUNITY IMPACT (JCI)

Time for children with pediatric cancer to be happy and have fun without worries

JCI has been supporting the “KidZania Tokyo Invitation Program” organized by the International Medical Volunteers Japan Heart. In 2018, six children aged between 3 and 15 years who were in treatments or who had completed treatments of pediatric cancer in the previous 12 months were invited. The children were greeted by ten employee volunteers from J&J Family of Companies in Japan with a handmade welcome board. Each family was accompanied by the employee volunteer to make their family trip so special that children who usually cannot go out will remember.



Upper: Lung cancer surgery / Lower left: Paramedic / Lower right: Bathing of a newborn baby

? KidZania Tokyo

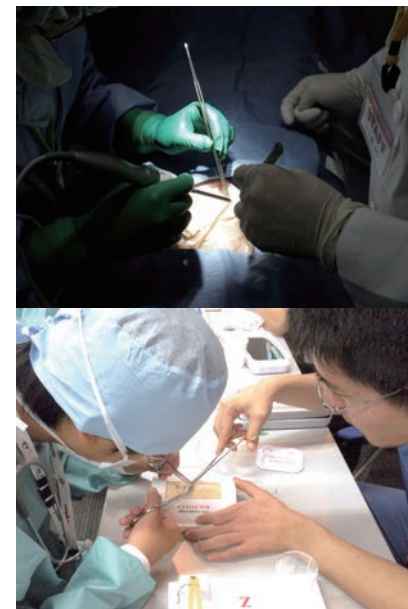
KidZania Tokyo is a 2/3 scale city for kids where they can be leaders. At KidZania Tokyo complete with familiar shops and vehicles, children can role-play as adults in various jobs, learning about society while having fun. About 60 pavilions are exhibited by sponsor companies. Children can learn about different professions and the society through realistic role-play, which will help them prepare for the future.

Date : Thursday, November 8, 2018

Participants : Six children aged between 3 and 15 years who were in treatments or who had completed treatments of pediatric cancer in the previous 12 months

*The participating children were accompanied by doctors/nurses and parents.

2 Holding Black Jack Seminar Give a Boost to Taking the First Step to Become a Healthcare Professional



Upper: Making an incision in chicken meat using an ultrasonic scalpel / Lower: Suture of skin

In July 2005, the “Kid’s Seminar” was launched to offer surgery experience to children to foster healthcare professionals in the future. Later, with the cooperation of Tezuka Productions Co., Ltd., the seminar was renamed “Black Jack Seminar.” Thanks to the generous support of medical and educational personnel, the seminar has been held more than 300 times. Being held 68 times a year throughout Japan, more than 12,000 children have participated in the seminar to date. It is exciting that some of the children actually later went to medical school to become a doctor. It is expected that more children will aim to be a healthcare professional and contribute to medical care in Japan in the future.

Realistic role-play that fosters the dreams of children

In the “Black Jack Seminar,” children experience 4-6 virtual surgical procedures including skin suturing and cardiac catheterization by using actual medical devices. At the end of the seminar, a certificate is awarded to each participant at the ceremony.

*This seminar does not support practice without a surgeon’s license or extravagant billing as practiced by “Black Jack,” the 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 the preciousness of life,” and “what is more important than money.”

3 “Rikejo” Initiative / Junior and Senior High School Girls Outreach Supporting “Rikejo,” Women Majoring in Science, to Achieve Gender Equality

J&J has been implementing the STEM2D (Science, Technology, Engineering, Mathematics, Manufacturing, and Design) initiative to promote diversity in the scientific fields worldwide as well as to accelerate the development of women’s leadership skills. As part of this initiative, J&J Family of Companies in Japan, in collaboration with the University of Tokyo, has launched two projects in 2016: “Rikejo” Initiative and Junior and Senior High School Girls Outreach.

In the “Rikejo” Initiative, J&J Family of Companies in Japan offers female undergraduates selected from 5 science-related departments (science, engineering, medicine, pharmacy, agriculture) opportunities to interact with top female leaders and to visit cutting-edge research facilities. In the Junior and Senior High School Girls Outreach, J&J Family of Companies in Japan provides support for science career pathways including introduction of science-related departments of the University of Tokyo and provision of information on science career options after finishing university and job satisfaction, etc. In addition, the “Science Tour for Junior and Senior High School Girls” is implemented at Johnson & Johnson Institute (Tokyo Science Center) which is open especially for the tour to offer opportunities for full-scale virtual surgery.



Upper: Virtual laparoscopic surgery during the Science Tour / Lower: Virtual orthopedic surgery during the Science Tour

4

“Donate a Photo,” a Free Mobile Application from Johnson & Johnson

Take a Picture and Share: An Easy Way to Make a Social Contribution via your Smartphone

Donate a Photo

Johnson & Johnson

“Donate a Photo” is a free application from Johnson & Johnson (J&J). Every time a user uploads a photo, J&J donates US\$1. The donations are used to fund a variety of support programs, including support for sick children and their families, as well as food aid for disaster victims. This is a form of social contribution in which people around the world are connected to each other via smartphone and share their visions.

Involving smartphone users in the world and Japan

“Donate a Photo” was launched in the US in 2013 and in Japan in 2016.

Approximately 200,000 people around the world have participated in the “Donate a Photo” program, with over 4.3 million photos uploaded, thereby supporting 223 programs.

In Japan, more than 250,000 photos have been uploaded to support 20 programs.

Program categories

Women's and children's health	Healthy families	Environmental health	Health care
Emergency relief	Global disease challenges	Essential surgery	Education and equality

Programs supported in 2018

- * Provision of “Ally Teacher’s Tool Kit” educational materials to be used for LGBT education in elementary and junior high schools
- * Support for Japanese language schools for children from low-income foreign families
- * Support for the “Wish Vacation” program for children with intractable diseases and their families to make good memories
- * Food aid for needy families and people in disaster affected areas
- * Restoration support for the areas seriously affected by the western Japan heavy rain
- * Support for victims of Hurricane Harvey
- * Eye testing of children at poor schools in Asia and Africa
- * Support for activities to provide safe surgery to children with cleft lip and palate
- * Support for activities to improve neonatal survival in poor regions

Easy to use!

This app is written in Japanese for Japanese residents.

1

Download

Download J&J’s free “Donate a Photo” application.



Google Play



App Store

2

Choose

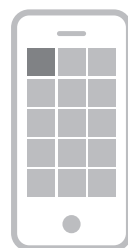
Choose the program you want to support.



3

Take a Photo

Take a photo using the Donate a Photo application or pick one from your photo album.



4

Upload & Share

Upload and share your photo.



5

Donate

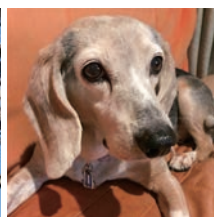
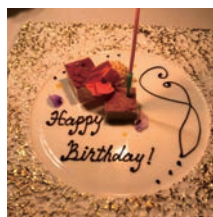


J&J donates US\$1 to the program you chose to support.

For example:

These photos support children undergoing surgery and restoring their smiles.

Johnson & Johnson Donate a Photo



TOPICS

The 14th Healthy Society Awards

Four award winners who dedicatedly promoted valuable life

The year 2018 marked the 14th year of the Healthy Society Award which was established by Johnson & Johnson Family of Companies in Japan and the Japanese Nursing Association in 2004.

The purpose of this Award is to praise and reward 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.

The 14th Healthy Society Awards were presented to four individuals who have been dedicatedly promoting valuable life for lasting happiness over the years.

It is sincerely hoped that this award will contribute to the further promotion of these meaningful activities.

Healthy Society Awards:

- * 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 the good Japanese tradition to care about and serve others
- * It is intended for individuals whose achievements have not been widely recognized as well as those who are already highly acclaimed.

Educators



Makiko Osawa

Professor Emeritus
Tokyo Women's Medical University

Prof. Osawa is a leading medical expert in child neurology and epilepsy, who played an active part in the introduction of “Tutorial Education” which serves as a foundation for the medical education curriculum in Japan. Served as the first chairperson of the Japanese Society of Child Neurology and the Japan Epilepsy Society, Prof. Osawa has been working actively to support female doctors.

Healthcare Professionals



Taiji Hasuda

President and Director
Jikei Hospital

Constantly thinking first of what we can do for the happiness of children, Dr. Hasuda proposed to set up a baby hatch called the “Cradle of Storks” in 2006. Dr. Hasuda has been vigorously carrying out various activities including a visiting lecture in sex education for elementary, junior high, and senior high school students titled “Lecture on Life,” fund-raising for production of an animated film for education on respect for life, mother and child home visits, and child-care support.

Volunteers



Kayoko Yamamoto

Deputy Director
Organization to support Rural Medicine in Zambia (ORMZ)

Strongly feeling the necessity of rural medicine during her service as a JICA expert in Zambia, Dr. Yamamoto launched a travelling clinic in 2011. By December 2016, Dr. Yamamoto, in cooperation with local collaborators, examined more than 21,000 patients. Even now Dr. Yamamoto spends half a year in Zambia engaging in medical activities and, in the other half, works as an internist in Kumamoto.

Pioneers



Ikuo Wada

Director
Daiki Angel Help Co., Ltd.

Mr. Wada took a new approach for dementia care that supports the elderly with dementia to act proactively so that they can play a leading part throughout their remaining life. Through unique projects to connect those with dementia with society including “Restaurant of Mistaken Orders,” Mr. Wada has been contributing to the improvement of their quality of life and activities of daily living.

(Honorary titles are omitted.)

Greetings from the Group Presidents

Having a sense of
responsibility and
passion to “contribute
to the community”

Chris Hourigan
President
Janssen Pharmaceutical K.K.
Chairman, JAPAN COMMUNITY IMPACT



At Johnson & Johnson, Our Credo guides all our activities, including our responsibility to the communities in which we live and work.

2018 was a landmark year for our Community Impact program, with 4,700 employees giving back and participating in community activities; supporting both longstanding and newly formed partnerships to forge a healthier and more equitable future for the people of Japan.

At Janssen Pharmaceutical K.K., we collaborate with the world for the health of everyone in it. This includes the way in which we develop and deliver transformative medicines to patients, but also our community giving, social impact and philanthropic work. Collaboration in these areas will be critical in the years ahead, as Japan looks to address significant health challenges, including a rapidly aging society, which is anticipated to peak in 2040.

Last year, we partnered with NPOs on numerous initiatives, including those aimed at supporting the elderly and families of children with incurable disease. The passion of our employees, united by a deep sense of responsibility to serve our communities, inspires me and I hope the examples included in this report, motivate others to go further in their own community giving.

Cross-company efforts to have connection with the society proactively

2018 was the first year to roll out our mission to care for cleft lip and palate patients as the J&J Family of Companies in Japan, upgrading it from a Medical Company-led activity to a cross-sectorial one. As our effort took on more significance, there has been a growing awareness among employees. On a personal level as well, these social contribution activities help me gain a lot of insights into social issues and I feel encouraged and energized by the positive attitude of participating employees. Going forward, I will proactively stay connected with local communities along with more colleagues through various programs.



Takanao Tamai
President and CEO
Johnson & Johnson K.K.
Medical Company

Always embracing society and the lives of people

In June 2018, Consumer Company hosted a volunteer Hand Massage event to connect with senior citizens living near our corporate headquarters in Nishi Kanda. Approximately 25 cross sector members joined me for an afternoon of giving hand massages using our Johnson's Adult hand cream to a group of senior citizens at the local senior citizen center. While giving massages, we engaged in interesting conversations, learning about their lives while helping them to feel relaxed with the pleasant feeling and aroma of our Johnson's hand cream! I also recognize our employees who joined cross sector partners last fall to support disaster recovery for people affected by flooding in the Mabi-cho area in Okayama Prefecture.

They helped in cleanup activities that made a big impact to the lives of people in real need of support.



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

Contributing to society and living through quality of vision

With a mission to contribute to high quality of vision (QOV), we, Vision Care Company, strive to serve patients, healthcare professionals, and consumers in Japan. 80% of information is processed through the eyes. QOV plays a very important role for high Quality of Life. We support the eye bank and advocate the Paralympics games to better understand serious vision impairment. We also have been working with an NPO in Tohoku as a Pro bono project.



Ikuko Ebihara
President
Johnson & Johnson K.K.
Vision Care Company

See Better, Connect Better, Live Better.

AMO Japan K.K., specializing in products supporting ophthalmologists and healthcare professionals engaged in ophthalmic surgery and treatment, joined the Johnson & Johnson Group of Companies as Surgical Vision in 2017. Quality of vision has a significant impact on people's health and living. To help people see better, connect better, and live better, we strive to contribute to the advancement of ophthalmic care. We also proactively promote social contribution activities company-wide in order to contribute to the improvement of beneficial social activities, welfare and health, thereby helping people stay in better health.



Keiko Iwashige
President
AMO Japan K.K.

Contributing not only to patients but also to society

Since its foundation, Actelion Pharmaceuticals Japan Ltd. has been active in the development of new drugs for pulmonary arterial hypertension (PAH), a designated intractable disease, and carrying out information provision activities to raise awareness of and realize optimal treatment for the disease. After joining the Johnson & Johnson Group of Companies in 2017, we, as a specialty pharma company, have been striving to expand the employees' expertise and to fulfill our responsibility to the communities as stated in Our Credo with many employees actively participating in volunteer activities. We endeavor to contribute to PAH patients as well as to encourage our employees to take an interest and part in social contribution activities.



Hiroo Ito
President
Actelion Pharmaceuticals Japan Ltd.



Each of Us to Fulfill Our Responsibility to the Community

JAPAN COMMUNITY IMPACT (JCI) drives social contribution activities of Johnson & Johnson Family of Companies in Japan, one of the largest healthcare companies in the world. JCI has been carrying out diverse activities to help each employee fulfill our responsibility to the community as stated as the third responsibility in Our Credo.

Non-profit organizations and their programs that JCI supported in 2018

- * TOMODACHI J&J Disaster Nursing Training Program
..... U.S.-Japan Council (Japan)
- * Project to Develop a Model of Collaboration Between the Food Bank and Kodomo Shokudo
..... Certified Non-Profit Organization, Food Bank Kansai
- * Project to Develop Human Resources and to Form Communities to Improve the Quality of Support for DV Victims
..... The Young Women's Christian Association of Tokyo (Tokyo YWCA)
- * Project to Measure the Effectiveness of Sports for Children with Visual Impairments
..... Non-Profit Organization, Japan Blind Football Association (JBFA)
- * Project to Hold Seminars to Protect Children Against Sexual Commodification
..... Non-Profit Organization, Lighthouse: Support Center for Human Trafficking Victims
- * Project to Promote Understanding of Poverty Issues
..... Certified Non-Profit Organization, Independent Living Support Center "Moyai"
- * "Kotoba Camp" Instructor Training Project
..... Non-Profit Organization, JAM Network
- * Projects for "Development of Parenting Training Program for Foster Parents," cultivation of "parenting trainers" who implement the training program, and awareness-raising campaign for special adoption
..... Non-Profit Organization, Florence
- * Project to Support the Mental and Physical Health of Mothers
..... Non-Profit Organization, Murano Mirai

Volunteer programs J&J Family of Companies in Japan employees participated in during 2018

Volunteer activities at Family House / Tokyo Marathon Volunteer / Cleaning activity in Shinagawa FS area / Helping prepare for spring in Hokuriku / Sukagawa Environment Beautification Campaign / Green Bird cleaning volunteer / Food preparation and distribution volunteer / Picnic with users of Ichiban-cho Special Nursing Care Home / Red Cross Disaster Prevention volunteer / Accompanied and helped children with intractable disease enjoy activities at KidZania Koshien / Charity Relay Run supported by Ronald MacDonald House / Grass cutting and cleaning activities at temporary housing complex in Kesennuma, Miyagi Prefecture / Volunteer work at apple farms / Support for operation of Yokohama North Dog Running Festival 2018 / Mental Barrier-Free Training Session with Hearing Dogs and light work / Grass cutting and collection in the field of Mobilia temporary housing complex in Rikuzentakata / Cleaning of Marine Park in Kanazawa-ku, Yokohama / Support for after-school day care services for child victims with disabilities / Support for junior high school students in English learning / Agriculture support volunteer as part of reconstruction support for the area affected by the 2016 Kumamoto Earthquake / Shimizugaoka Community Care Plaza Challenge Tennis / Let's Play with Children of Children's Home / Voluntary workforce at the Imperial Palace / Trash collecting in Omotesando / Escorting single mothers and their children at KidZania Tokyo / Assembling and packaging of Ally Teacher's Tool Kit / Assistance work at Coco Farm & Winery (grape paper bag covering, vine cutting) / Cleaning of pinewood forest on Shigetomi Beach in Kagoshima from where Sakurajima can be seen / Let's play with children in Chiyoda ward in your language ! / Sign language charity circle / Helping with a tea party at a long-term health care facility / Sheltered-dog waking and shelter cleaning volunteer / "Cultural Volunteer": Trip to Minamisanriku to Support Reconstruction in 2018 / Beach cleaning in Ishinomaki, Miyagi Prefecture/ Let's Clean the Nursery School for Children with a Disability / Preparation volunteer at Harvest Lunch (preparation and serving) / Let's Serve Dinner to Users to Bring a Smile to the Faces of Child Patients and Their Families! (Fukuoka Meal Program) / Beach cleaning and farm experience in Kurosakimachi, Kaga-shi, Ishikawa Prefecture / Tohoku Sanriku Volunteer / Grass cutting at a temporary housing complex in Rikuzentakata / Para-sport Experience Event / Helping sheltered dog care and cleaning Totonon House / Let's Help Single-parent Children Experience Medical Care Work! / Volunteer at the Hiroshima Peace Memorial Ceremony (assisting people in wheelchairs) / URAWA cleaning volunteer /Volunteer Tour to See, Listen, and Know J-Village in Namiemachi / Hand massage at home coming event at Seishuryo, a self-support home / Volunteer at Tomioka Wine Club / Dialogue in the Dark Showcase @ 21st Century Museum of Contemporary Art Kanazawa (operation and dismantling support volunteer) / Christmas Santa volunteer (making Christmas presents and writing Christmas cards) / Visit to "Kanenonaruoka Shounen-no le" / Christmas Party of NPO Single Mothers Forum (implementation support) / Ronald MacDonald House cleaning volunteer / Barrier-Free Turtle Marathon

Organizations supported by a Modest Grant (2018)

(Small donations made through voluntary social contribution activities by J&J Family of Companies in Japan employees)



1 Certified Non-Profit Organization, Tomoni / 2 Non-Profit Organization, Shuwaemon / 3 Certified Non-Profit Organization, Shuto Kanazawa / 4 Social Welfare Corporation, Midori-no Kaze Fukushima / 5 Universal Design Ishikawa / 6 Non-Profit Organization, Hana'Hana / 7 Federation of Inochi No Denwa / 8 Non-Profit Organization, RDA Yokohama / 9 Human Rights Watch Japan / 10 Non-Profit Organization, BLACKSOX / 11 Non-Profit Organization, Asdessin / 12 Osaka Akuru Club / 13 Shanti Volunteer Association / 14 Certified Non-Profit Organization, good aging yells / 15 Non-Profit Organization, Hokkaido Shogaisha Joba Center / 16 Non-Profit Organization, Kureon / 17 Ishinomaki Umisakura / 18 Non-Profit Organization to Support Positive Activities of Challenged Children, Niwatori Club / 19 Non-Profit Organization, Never-ending International Workcamps Exchange (NICE) / 20 Imagawa Gakuen / 21 Special Kids Support Corporation / 22 Non-Profit Organization, Japan Heart / 23 Non-Profit Organization, Fukushima Yasai Batake - Fukko Project / 24 Non-Profit Organization, Minamisanriku Mishin Kobo / 25 Certified Non-Profit Organization Hattatsu-Wanpaku-Kai / 26 Non-Profit Organization, Habitat for Humanity Japan / 27 Kanenonaruoka Aiseikai, Kanenonaruoka Shonen-no le

No. of NPOs JCI supported	No. of organizations promoting NPO projects and donation amount	
Total 36	9	72,688,661 yen
	No. of organizations supported by the Modest Grant* and donation amount	
	27	6,578,000 yen

* Small donations made through voluntary social contribution activities by Johnson & Johnson Family of Companies in Japan employees

No. of disposable contact lens packages collected for recycling	Amount donated by employees for children with cleft lip and palate	
Total 148,900		2,500,000 yen
	No. of employees participating in volunteering and number of programs they participated in	
	4,700	134

Donation through soft drink vending machines for social contribution, a "Yume-no Chokinbako," installed in company offices

443,350 yen

Total

4,700

Total

134

Social Contribution Activities in 2018

No. of photos uploaded and amount donated through "Donate a Photo"

119,000 photos
13,090,000 yen

Total amount of Listerine delivered immediately following western Japan heavy rain and the Hokkaido Earthquake

Total 750 kg

Amount of donation through voluntary activities by employees

357,786 yen

Amount donated by employees for the areas affected by western Japan heavy rain + matched amount donated by JCI

2,028,200 yen

Total financial contribution in 2018

97,685,997 yen