

Cambodia – Tuk Tuk (Tricycle) Donation Ceremony

PHJ held a donation ceremony of tuktuk emergency transportation service on March 11 at a temple located near Chuksak Health Center. Mr. Yoshinobu Kajiyama, Director, Business Planning & Liaison, Otsuka Pharmaceutical Co., Ltd. represented the donor at the ceremony. More than 150 villagers participated and the community representatives, head of the health center, and heads of villages expressed their appreciation for the donation of four units of tuktuk. Buddhist monks blessed the tuktuks and the children of Chuksuk School played traditional Kumer music with the instruments donated by PHJ a few years ago.



(photos: Mr. Kajiyama making donation message



Buddhist monks blessed four tuktuks



Donation Contract handed to the Chuksuk representative

PHJ is promoting safe and trouble free childbirth under the Project for Community Based Health Care for Mothers and Children in Kampong Thom Province. In this rural area, if an expecting woman starts labor at midnight and cannot find a transportation to a health center, she has to bear a child at home. In a difficult case, both the mother and child would face serious risks. Even a healthy woman needs help of a skillful midwife for safe delivery who is stationed at a health center. Although the transportation is an important factor in the safe delivery, it is difficult for an ordinary family to secure it. One has to negotiate with a vehicle owner and borrow money from relatives, for example.

This project includes provision of an emergency transportation service (using tuktuk tricycle) to and from village to health center and hospital. The tuktuk is custom-made as an ambulance with a motorbike and platform to place a bed for a patient and space for accompanying family or attendants. This service is managed by a transportation committee consisting of representatives of villagers. The committee members keep users and accounting records.

Villagers join a tuktuk club to support the service by paying a small fee. The club members have special advantages such as using a tuktuk free for an emergency. In 2012 PHJ donated two units of tuktuk to Tanon Chum Health Center and surrounding villages. Each month they are used four or five times for emergency transportation.

To make effective use of the tuktuk emergency transportation service, PHJ Cambodia staffs will help the villagers on the transportation service management so that the villagers could manage this system by themselves in the future. We know that this support requires patient and continuous efforts on our part but we are happy to contribute for saving life and improving maternal and child health.

By Yoshimi Nakata, Program Support Group, PHJ Tokyo

Respective Roles of Pharmaceutical Companies and PHJ



Haruo Naito, PHJ Director, Chairman of the Federation of Pharmaceutical Manufacturers Associations of Japan, President (Representative Corporate Officer) and CEO of Eisai Co., Ltd.

The pharmaceutical industry's responsibility is to contribute to the medical and health wellbeing of the people in Japan and the world, by making innovative researches and creating excellent pharmaceuticals. The expectations to the industry are growing not only in the developed countries with the aging population issue but also in the emerging countries where structure of prevalent diseases is changing, as well as in the developing countries where many infectious diseases are still expanding.

Looking at the global community, the Millennium Development Goals (MDGs) were developed as a commitment for the 21st century by the United Nations, national governments and relevant institutions to reduce poverty and disparity in living conditions. The MDGs consist of eight goals of which reduction of infant mortality, health improvement of expecting mothers, and prevention of HIV/AIDS, malaria and other infectious diseases are related to global health.

In order to firmly establish the movement to improve the level of health care and medical services in the developing countries, grass root activities are necessary. NGOs/NPOs are the best providers of such grass root services to fill the gap of national/public and corporate support activities. Since establishment, PH-Japan (Peoples' HOPE Japan - PHJ) has been firmly and continuously extending support to achieve the MDGs, through health and medical education aimed at the self-sustained progress of the people in the developing countries.

In the field of global health, the role of the pharmaceutical industry is rapidly expanding and

a new scheme to solve these issues is needed. For example, there are schemes called Public Private Partnerships (PPPs) that make use of the expertise, technology, and knowledge each public and private group has in order to raise social innovation.

The pharmaceutical industry joined the London Declaration of January 2012 as part of the WHO Roadmap to eradicate 10 neglected tropical diseases (NTDs) by 2020, in partnership with the governments of the United States and European countries, the World Bank, the Bill & Melinda Gates Foundation, and the governments of the developing countries.

The partnership between PHJ and the pharmaceutical industry, each performing their respective roles, will surely be useful in extending medical and health support to the people in the developing countries. I wish PHJ continuing success and growth.

Indonesia – Rohto Indonesia Employees Report on Providing Health Education at Donated Health Clinic

Rohto Pharmaceutical Co., Ltd. and PT Rohto Laboratories Indonesia donated a health clinic with delivery room called Poskesdes in one of the PHJ project sites, Kemanisan Village, Tirtayasa Autonomous Community, Selang District, Banteng Province in July 2011. On October 24, 2011, an opening ceremony of the clinic was held with the presence of representatives from the Rohto Indonesia. The clinic has been effectively used by the villagers



since then.

(The photos above show the Poskesdes opening ceremony and entrance.)

Rohto Indonesia’s mission is “a healthy future for all.” As a practical action to implement this mission, the Rohto employees decided to continue their support on strengthening local health care and easy access to birth/maternal facility and emergency center through health education to the villagers.

On November 20, 2012 we organized a health education event called “Eye Health” for the community of Kemanisan Village. There were about 50 participants who learned the proper way to improve eye health, prevent illness or eye damage and re-shape everyday habit with unhealthy lifestyle. We plan to organize similar health education events. (The photo on the right shows the Eye Health education event – lecturer is a Rohto Indonesia employee.)



By Lucia R. Meila, Personnel and Administration Section, PT Rohto Laboratories Indonesia

PHJ’s policy is to extend health and medical educational support in order to empower the health care system by the local people. We are truly grateful that Rohto Indonesia is sharing our policy by extending not only the health clinic (hardware) but also health education (software) to the local community by its employees. Mika Ito, Director of PHJ-Indonesia.

Visits to PHJ Vietnam and Thailand Project Sites

In October 2008, Yokogawa & Co., Ltd. (YCL) established the “YCL Fund” within PHJ to commemorate the company’s 75th anniversary of foundation. In January 2013, a project study team from YCL and PHJ visited Hanoi, Vietnam to see the breast cancer awareness project implemented with the YCL Fund. The team also visited Chiang Mai, Thailand to see the PHJ Thailand activities.

To be honest, I have paid little attention on the PHJ projects and the appropriation of the YCL Fund. All I knew was that PHJ is engaged in maternal and child health improvement in Southeast Asia. However, the recent visits of the actual project sites opened my eyes and mind. I realized what PHJ and the YCL Fund are implementing is truly admirable and appreciated by the beneficiaries much more than I expected.



The YCL Fund supports PHJ to transfer its breast cancer awareness and prevention project knowhow in Chiang Mai, Thailand, to Hanoi, Vietnam in three years. PHJ’s partner in Vietnam is Vietnam Women’s Union (VWU). At the end of the period, VWU will be responsible for executing the project by themselves.

At the VWU Executive Meeting, its Vice President Tran Thanh Binh stated her high appreciation for the project that is useful for all women and supported by the Government.

Although I did not understand her words, I could feel the sincerity of the VWU members undertaking the project. (The photo above shows the participants of the VWU trainers workshop.)

The trainers training workshop next day consisted of interesting and exciting programs and all participants were eager to learn about the breast cancer and breast self examination. I really wish that this project will lead to early detection of breast cancer the incidence of which is increasing in Vietnam.

In Chiang Mai, I joined PHJ Thailand staff's home visits of disabled children and children with chronic diseases as well as the training of nurses in the cervical cancer and breast cancer awareness project. I was impressed with the professional and expert support each PHJ staff was extending to the patients, children, nurses and others. (The right photo shows the YCL and PHJ members visiting the PHJ Thailand Office.)



It will be a great honor if the YCL Fund would contribute for the firm establishment of the breast cancer awareness project in Vietnam. From my two days visit to Hanoi, I learned that even a small Japanese company like YCL is conducting such a huge project there and that YCL should be a company worthy of the Hanoi project.

By Miyuki Shimizu, Planning & Administration Section,
Chubu Branch Office, Yokogawa & Co., Ltd.

East Japan Disaster Reconstruction Support - Donors Visited Disaster Areas

Under the PHJ's East Japan Disaster reconstruction support program, it has been distributing medical equipment and furniture to 40 some clinics in Kesen-numa City of Miyagi Prefecture, in cooperation with the Kesen-numa Medical Association, using the precious donation money from donors. The donation includes PCs, printers, clothing, sanitary goods and other items required by the clinics and people in the devastated area.

In November and December 2012, executives of donors visited the disaster areas. PHJ accompanied their visits to Kesen-numa, Minami Sanriku, and Ishinomaki where these donors extended varied forms of support. The visiting executives were awed with the seriousness and vast size of the disaster. At the same time, they were pleased to find that their donation has been truly appreciated and been used effectively. During their visit to Minami Sanriku where the damages from the tsunami are still vivid, the visitors took many photos hoping that the reconstruction will start in due course.



President of Japan Assist Co., Ltd. visited Morita Clinic suffered serious damages from the 3.11 disaster



Dunhill President Carlo received a note of appreciation from Chairman of Kesen-numa Medical Association

There are still many places requiring a vast help and support. PHJ will continue to extend the support the disaster areas require. Your cooperation will be appreciated.

By Masaru Yokoo, PHJ Tokyo

Donation for East Japan Disaster from March 15m 2011 to December 31, 2012

Unit million yen

Income	Cash donation	104.05
	Goods in kind (medical equipment/office fixture)	204.29
Expenditure	Dispatch of medical teams, procurement of medical equipment	68.9
	Goods in kind (medical equipment, office fixture)	204.29
	Support of goods (medical equipment/office fixture)	17.00
Balance	To be used for reconstruction	18.15

Director Saotome's Column Vol. 9

Mitsuhiro Saotome (Japan's First Ambassador for Civil Society; former Ambassador Plenipotentiary to Zambia & Malawi; former lecturer of Waseda University, University of the Sacred Heart, etc.; one of the best essayists of Bungei Shunju; author of many books; and PHJ Director)



Behind a National Flag – the Sun Flag of Japan, the Country Admired by Many

What is the role of Japan in the world community? What is Japan's image among the people of the world community? It is really important for the Japanese people to deliberate and acknowledge these factors correctly to understand the world situation.

When the giant earthquake and tsunami hit East Japan two years ago, Japan received the

largest donation ever in the history of disaster support, both from governmental organizations and individuals in the world. (Japan also received the largest donation at that time immediately after the Hanshin Awaji Earthquake.) This proves that many nations and peoples have favorable sentiments toward Japan. According to reliable international investigations, Japan ranks within top five of the safest and most peaceful countries. Among the world big cities, Tokyo ranks the first in terms of safety, cleanliness, utilities/services, and kindness. (However, Tokyo ranks the first and Osaka ranks the second most expensive city in daily living cost.)

Japan's miraculous recovery from ashes after the World War II has been highly praised by developing countries in Asia and Africa that became independent recently. Many countries wish to become the second Japan and have national flags similar to the Sun Flag. There is no rules on national flags and a nation can create any national flag. Also it is up to the country to change the national flag, as some countries have done. There is no registration office in the world. So any country can design its national flag similar to the Sun Flag.

Japan's Sun Flag may be the oldest national flag in the world. The use of this flag dates back to 645, the year a major political reform called Taika no Kaishin took place. Since then, the Sun Flag has been customarily used as a national flag. In 1859, the Tokugawa Shogunate issued the direction to designate the Sun Flag a national flag of Japan. More recently, the Japanese Government officially designated the Sun Flag as the national flag under the law of 1999.

In Europe, many countries adopt a tricolor (blue, red, and white, for example) flag, while in Africa, many countries also adopt a popular tricolor (red, yellow, and green) flag. These flags look alike and difficult to differentiate. However, the Sun Flag is a distinct flag of Japan.

It is my sincere wish that Japan regains *the glory of a rising sun* and become a nation admired and trusted by developing countries as well as other countries.

Note: The tricolor flag of France is a representative national flag in Europe and the tricolor flag of Ethiopia is a historical national flag in Africa. They are considered reference flags of other countries in each region.



The flag of Japan



The flag of France



The flag of Ethiopia

(This article was translated by a PHJ staff from the Japanese original.)

Member's Voice : PHJ Research at Graduate School

Noritoshi Tsurugaya, Supporting Member

At the Graduate School of Business Administration, Keio University, I am studying varied subjects needed in practical business administration.

I came to know PHJ in a group study of economics, society, and business enterprises in which an organization is selected to analyze its environment and issues and to propose solutions. The professor coaching our group is Professor and Associate Dean of the Graduate School, Shigeru Tanaka, who is also PHJ's Deputy Chairperson. He advised us to focus on PHJ. I neither knew anything about PHJ nor a certified non-profit organization (NPO). Before visiting PHJ, we searched and browsed the PHJ website many times and read past issues of the PHJ News.



During such preparation, I realized that, while business corporations extend values to society through its profit seeking operations, PHJ extends entirely different values to society. I was truly impressed with this feature of PHJ and joined this organization as a supporting member wishing to promote its cause.

The group members proceeded with the research, some visiting the PHJ booth at the Global Festa JAPAN 2012 and others interviewing the PHJ staffs twice. The group compiled the research in the form of "Proposal to PHJ" and made the presentation to other groups at the graduate school. We explained what values a NPO such as PHJ is generating in society and provided a new perspective of NPO values to the business school classmates.

During this research, we contacted Kimura-san, PHJ President, and Yazaki-san, Communications Group, who kindly provided us information and reference materials. Throughout our first visit to PHJ in September 2012 to the presentation to the PHJ staffs in November, we came to understand this organization well and were able to propose ways to activate its operations and increase membership.

In the class, we worked on many issues but the PHJ research was the most challenging one.

PHJ is extending informal mutual support in Southeast Asia aiming at maternal and child health improvement. The role of NPO will surely grow in Japan. I will continue to be an active support member of PHJ.

Photo: Keio Graduate School members (The author is second from right) and PHJ President Kimura (center) at the PHJ office

Seminars and Exhibits

PHJ President Gives a Lecture on Partnership of Corporations and NGO/NPO



On February 21 PHJ President presented a lecture titled “Managing NGO Operations with Business Knowhow” at the Forest Partnership Seminar of Business Enterprises and NGO/NPO Partnership: Capacity Building. PHJ President Kimura introduced PHJ’s efficient fund management, project progress control, reports to donors, and

proposals for CSR activities of corporations including MDGs projects with practical examples.

The participants commented that they were impressed with the efficient and outstanding fund raising through partnership with corporations.

Message de Messe

PHJ participated in the exhibition held at Musashino Place, Musashi Sakai, Tokyo on February 24. The messe was organized by Musashino City Community Development Network. This is the second time PHJ joins this exhibit. PHJ President and Project Support Group leader introduced PHJ projects including maternal and child health improvement, midwife training, pediatric cardiovascular surgery, medical follow-up, disaster support and others with a poster, pamphlets and leaflets. Residents of Musashino-shi including families visited the PHJ booth. It was a wonderful opportunity to introduce PHJ’s activities related to the city, such as Asian Fairy Tale calendar 2013, partially funded by the city.



PHJ 2013 Spring Study Tour

PHJ’s 2013 study tour was conducted from March 3 to 9. This year the purpose of the tour is to learn the health and medical conditions in rural Cambodia. Three university students and one university lecturer joined the program. PHJ’s Project Support Group Leader, Yoshimi



Photos: Participants interviewed expecting Mothers



Participants gave health education on washing hands to the villagers

Nakata, who had served in Cambodia for five years, coordinated the program and attended the group. The program covered the visits to the PHJ project sites as well as places of historical importance and cultural heritage. The participants had a valuable experience in studying the health conditions in the villages of Cambodia as well as an opportunity to introduce health education of Japan to the villagers.

Report on PHJ Charity Calendar 2013 Donation

On July 26, 2012, PHJ started its charity calendar “Asian Fairly Tale Calendar 2013” donation campaign. Thanks to individuals and organizations supporting PHJ, we were able to raise 3.46 million yen donation.

This is the third year PHJ publishes charity calendar featuring fairy tale drawings of the children of Cambodia, Indonesia, Thailand, and Japan. Many donors commented that the drawings are attractive and the cover page is unique with the letters written by one of the children.



Following the precedence of 2011, PHJ sent 400 copies of the charity calendar to the municipal facilities and schools in Kesen-numa City, Miyagi Prefecture hit by the March 11 earthquake and tsunami.

Many supporters joined PHJ staff in the charity calendar campaign as shown on the photo left.

The donation money will be used in our maternal and child health improvement, prevention of infectious diseases, East Japan Disaster reconstruction projects.



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