

# Overview of PH-Japan (People's Hope Japan)

First certified NPO by Japan Tax Agency

March 2019

- 1997.1** Project HOPE Japan, a volunteer organization, was established as a Japan Branch of US NGO Project HOPE. Founders: Yokogawa Electric Corp., Hewlett-Packard Japan, Ltd. And GE Healthcare Japan Co., Ltd.
- 1999.8** Certified as a Non-Profit Organization by the Economic Planning Bureau of the Japanese Government
- 2001.12** Certified by the Japan Tax Agency as the Certified NPO (since 2014 certifying organization is Tokyo Municipal Government.)
- 2006.4** Reorganized as PH-Japan (People's Hope Japan) independent from Project HOPE



In 1958, Dr. William B. Walsh requested the President Aisenhower to dispose a Navy hospital ship for his project. After remodeling it, Dr. Walsh started to extend medical and health care support to the South Pacific countries. Thus the Project HOPE was born.



## ■ Mission

In order to help the people in Asia to empower themselves in health care, PH-Japan extends following health and medical educational support, as well as medical and health support in disaster relief.

Presently, PHJ is implementing maternal and child health improvement projects in Cambodia and Myanmar, where the infant mortality rate, under 5 mortality rate and maternal mortality rate are poor.

### Health Conditions in Southeast Asia

	Japan	Cambodia	Myanmar
<b>Infant mortality rate (per 1,000 births)</b>	<b>2</b>	<b>26</b>	<b>40</b>
<b>Under 5 mortality rate (per 1,000 births)</b>	<b>3</b>	<b>31</b>	<b>50</b>
<b>Maternal mortality rate (per 100,000 births)</b>	<b>5</b>	<b>161</b>	<b>178</b>
<b>Delivery attended by skilled attendants (%)</b>	<b>100</b>	<b>89</b>	<b>60</b>
<b>Average life (years at birth)</b>	<b>84</b>	<b>69</b>	<b>67</b>

Source: UNICEF The State of the World's Children 2017

PHJ shares with the world community the Sustainable Development Goals from 2016 to 2030 established at the United Nations meetings. PHJ projects in Cambodia and Myanmar are implemented to achieve the following goals:

Goal 3: Good health and well-being for all persons

Goal 5: Gender equality

Goal 6: Clean water and sanitation

## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



## Myanmar

• Maternal and child health improvement



Y. Shingai, Country Director



Y. Shida, Program Manager

Area: 680,000 km<sup>2</sup>  
Population: 51,000,000

## Japan

• East Japan disaster and other disaster support

Area: 380,000km<sup>2</sup>  
Population: 120,000,000

All PHJ projects in Thailand and Vietnam were transferred to local organizations. On October 31, 2016 the PHJ-Thailand Office was closed.

All PHJ projects in Indonesia were transferred to local organizations. On December 31, 2016 the PHJ-Indonesia Office was closed.

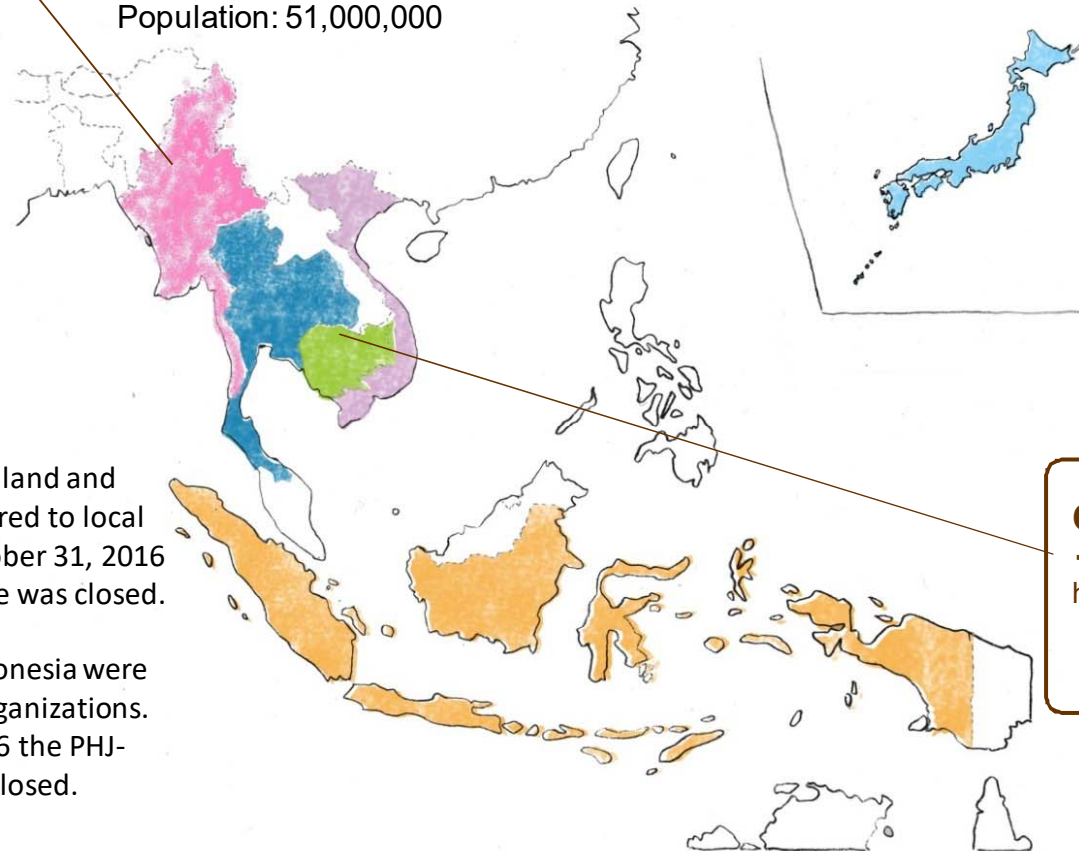
## Cambodia

• Maternal and child health improvement

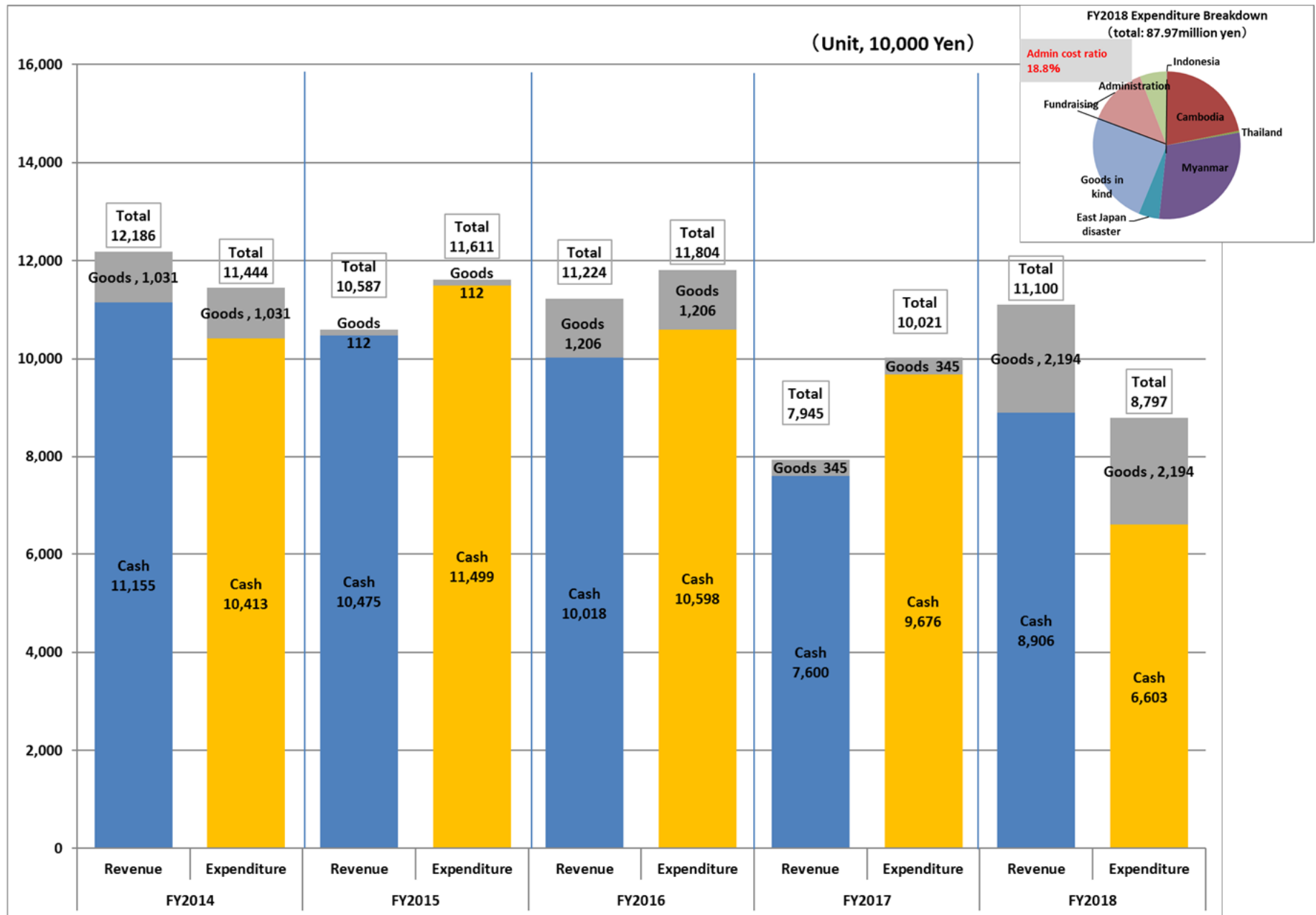


Y. Nakata, Acting Country Director

Area: 180,000km<sup>2</sup>  
Population: 15,000,000



# Revenue and Expenditure Trend (Grants and Goods included)

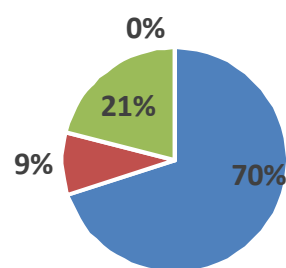


- ① **Dedicated to maternal and child health**
  - In order to help the people in South East Asia to empower themselves in health care, PH-Japan extends educational support in health and medical services.
- ② **Certified NPO (The first certified NPO by Japan Tax Agency)**
  - Donors enjoy tax exemption benefits
- ③ **Efficient operation with low administrative costs**
  - Energetic and committed staffs are conducting local operations
  - Experienced business people at the head office back up local operations
  - More than 80% income is spent for local operations



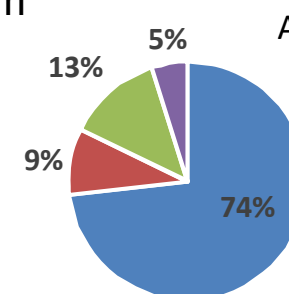
To meet donors' wishes, PH-Japan allocates donations to local operations at maximum

Average income



■ cash donation ■ goods ■ public fund ■ others

Average expenditure



■ local operation (cash) ■ local operation (goods)  
 ■ fundraising ■ administration

About 100 Myen/year

**Income and expenditure (average since 2013~2018)**

In February 2018, PHJ implemented the NGO Accountability Self-check (ASC) 2012 to assess its own accountability and successfully acquired the Accountability self-check 2012 certification mark.

The ASC, a set of standards of accountability, was provided by Japan NGO Center (JANIC) for strengthening Japanese NGOs' ability to answer to the expectations and requirements of stakeholders. The standards cover four aspects of NGO's organization management, project implementation, financial status, and information disclosure activities.

<http://www.janic.org/MT/img/new/acctblt/ASC2012EnglishJANIC2014April.pdf>

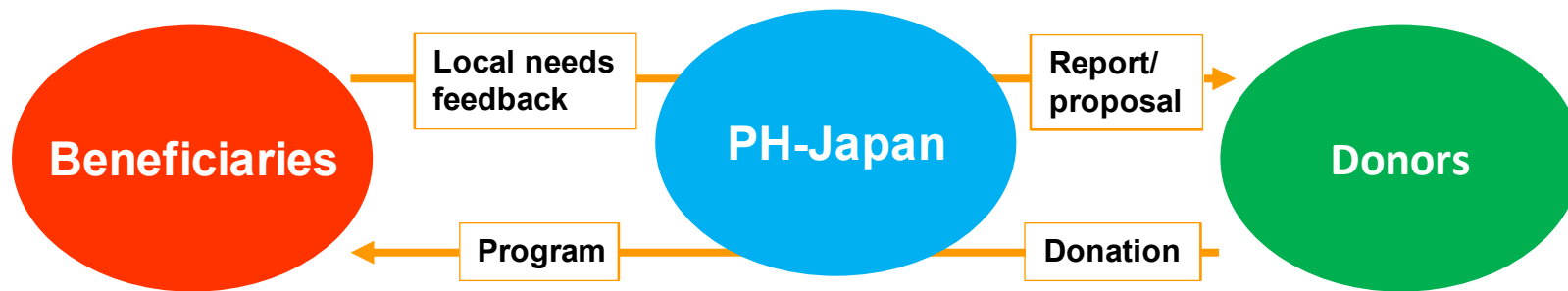
PHJ recognizes the importance of its abilities to perform social responsibility and to enhance its organizational reliability and acquired the Accountability Self-check 2012 mark.



Accountability Self-Check 2012

**\*Among 400 international NGOs in Japan, 81 organizations have implemented the ASC2012, as of March 2018.**





















**Beneficiaries Happiness**  
Happiness to enjoy healthy life

**Staffs' happiness**  
Happiness to connect beneficiaries

**Donors' Happiness**  
Happiness to bring happiness to others

# Corporate Support Programs (2009~2018)

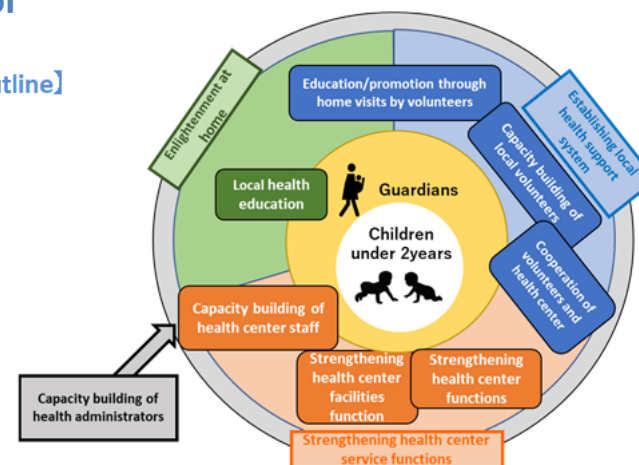


<p>Ajinomoto</p>  <p>Nutrition education Indonesia</p>	<p>Astellas Pharma</p>  <p>Delivery health clinic Indonesia</p>	<p>Canon</p>  <p>Maternal and child health care Cambodia</p>	<p>Cartier</p>  <p>Nutrition education Cambodia</p>	<p>Dunhill Japan</p>  <p>Health clinic with midwife service, Doctor car Myanmar, Japan</p>	<p>Edwards Life Sciences</p>  <p>Pediatric heart surgery Thailand</p>
<p>Hewlett-Packard Japan</p>  <p>Donation of PCs &amp; Printers East Japan Disaster</p>	<p>NTT Finance</p>  <p>Health Clinic with Midwife Service Myanmar</p>	<p>Otsuka Pharma</p>  <p>Health clinic with midwife service, Doctor car Myanmar, Japan</p>	<p>Daiichi Sankyo</p>  <p>HIV/AIDS prevention Thailand</p>	<p>Sumitomo Dainippon Pharma</p>  <p>Promoting sound child growth Cambodia</p>	<p>Takeda</p>  <p>Cervical cancer prevention Thailand</p>
<p>NaritaCosmopolitan Rotary Club</p>  <p>Training of midwives Cambodia</p>	<p>Hino Motors</p>  <p>Cervical Cancer Prevention Thailand</p>	<p>Termo</p>  <p>Blood pressure monitor, etc. Cambodia, Myanmar</p>	<p>Yagami</p>  <p>MCH education: Cambodia Midwife/auxiliary midwife training: Myanmar</p>	<p>Yokogawa Electric</p>  <p>Delivery health clinic Indonesia</p>	<p>Panasonic</p>  <p>Solar lantern Cambodia, Myanmar</p>

## Project to strengthen community care and support network for children in Kampong Cham Province



### 【Project Outline】



### 【Project site】

Steung Trang Operational Health District, Kampong Cham Province  
 34 villages under 4 health centers  
 Population 34,065 persons  
 Children under 2 years 1,984 persons

### 【Project goal】

To improve following health problems related to children by strengthening community care and support network

- \* Infant and under five mortality rate is high
- \* Exclusive breastfeeding rate and continued breastfeeding period are low
- \* Low variety of foods during weaning period
- \* About 50% of children suffering from diarrhea receives appropriate care

### 【Project period】

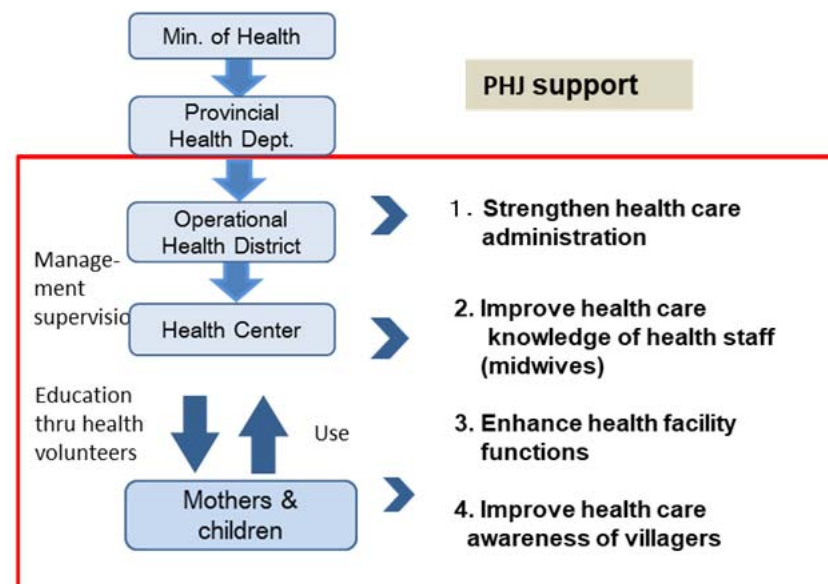
November 2018-October 2022

### 【Beneficiaries】

Children under 2 years and their guardians

### 【Regional Health System and PHJ's Project】

The Cambodian health system is described below. PHJ's scope is shown in a red line (operational district, health center and mothers and children).



# Cambodia Project (2) October 2014-October 2018



## Maternal and child health improvement in Kampong Cham

### \*Changes/achievements in the project period

#### 【Project site】

Steung Trang Operational Health District, Kampong Cham Province  
 Population: 126,000 persons  
 Expecting mothers; 2,900

#### 【Project goal】

To help the health center strengthen its services so that expecting mothers and newborns have access to the continuous health care services.

#### 【Achievements】

- ① strengthen health care services implementation capabilities and establish a solid system
  - Monthly health meetings (facilitation skill check to keep average 90 points and over)
  - Organized evaluation/planning workshops twice a year
  - Implemented skill monitoring of health administration staff and primary midwives
- ② improve health care knowledge of villagers so that they can take preventive actions
- ③ enhance cooperation between district health administration and health facilities

#### 【Project period】

September 2014 to September 2018

#### 【Beneficiaries】

District health administrative staffs, health center staffs (midwives) and women and children in the Project site

Subject	Item	Commencement	Completion
Prenatal checkup at health center	Checkup visit	87%	94%
	Visit more than four times	37%	60%
Delivery place	Health center	40%	56%
	Assisted by traditional birth attendant	18%	4%

### Pilot Project: Promoting Sound Child Health

■ A person's life health is determined during the 1,000 days from pregnancy conception. To ensure the healthy growth, PHJ promotes health care service at home from pregnancy to the child's two years birthday with the community support.

#### 【Project period】

November 2016 to October 2018 (2years)

#### 【Target area】

7 villages under Khop Tangoun Health Center, Stoun Trong Health Administration District

#### 【Target Population】

8,673 persons (Estimated pregnant women 247)

#### 【Beneficiaries】

Health center staff 7  
 Community health volunteer 19  
 Children under two years old and their parents



Monitoring/planning workshop



Health education to villagers by health volunteers



Practical training of primary midwives

### PHJ participated in the Access Accelerated\* with this pilot project

PHJ registered this project in the Access Accelerated Initiative and was selected as one of the best practices.

#### \* Access Accelerated:

Access Accelerated is a multi-stakeholder collaboration focused on improving non-communicable diseases care. Involving 22 biopharmaceutical companies, the initiative works with partners such as World Bank Group.

## 【Cambodia Flood – Child Health Support Program】

### 【Background】

From July to September 2018, several areas along the Mekong River were flooded caused by tropical heavy rain. Among the PHJ project sites, villages under the supervision of the Khop Tangoun and Peam Ksna Health Centers were flooded.

PHJ implemented the health check campaign of the children in the flooded areas.

### 【Objectives】

1. Provision of drinking water for the children vulnerable at flooded areas
2. Speedy finding and transport of these children suffering from malnutrition and diarrhea
3. Provide villagers basic health education under such conditions and enhance their health awareness to prevent illnesses

### 【Target areas and children】

Children under two years in 16 villages under the supervision of the Khop Tangoun and Peam Ksna Health Centers.

### 【Period】

Medical checkup and health education : September 11-21

Distribution of water : September 18-October 3

### 【Implementation Partners】

- \* National Center for Global Health and Medicine, Bureau of International Health Cooperation, Nutrition Research Team, Field Staff Members
- \* Directors of Operational Health Districts, village chiefs, health volunteers and villagers

### 【Achievements】

1. Distributed water to 479 children (households)
2. Four hundred and twenty seven 427 persons (214 in Khop Tagoun, 213 Peam Ksna) children received medical checkup and health education in 10 days
3. Referred 16 children suffering from diarrhea and 129 children suffering from malnutrition to health centers



**\* \* Cambodia Flood – Child Health Support Donation solicited throughout December 2018 totaled 412,127 yen. Thank you for your support. \* \***

# Myanmar Project (1) October 2017 – September 2020



## Strengthening Maternal and Child Health Improvement in Tatkon Township



PHJ's project site is the Tatkon Township under the Nay Pyi Taw Union Territory.



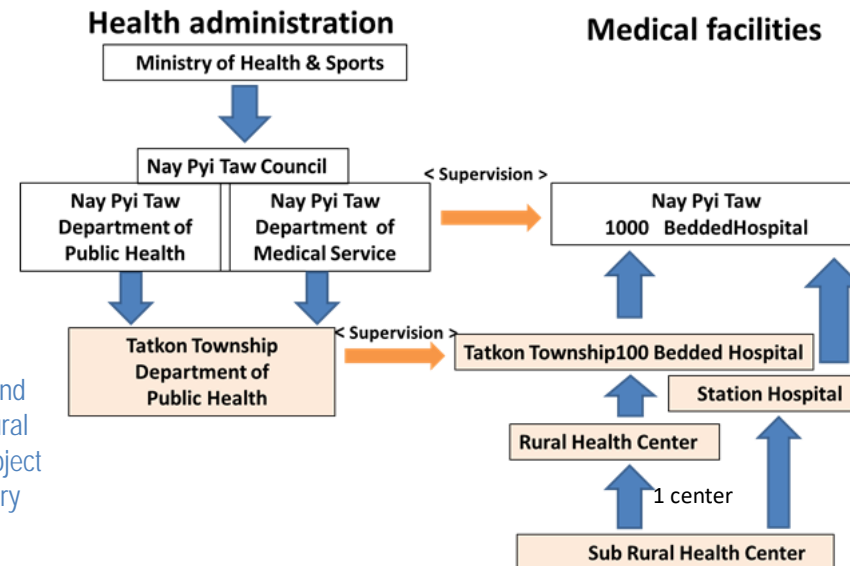
Training of midwives

PHJ implemented the first project of maternal and child healthcare improvement at Tatkon Township from August 2014. In October 2017, PHJ started the implementation of the second project of maternal and child health care improvement in rural area under Myauk Myeik Rural Health Center. Upon receiving the Ministry of Health and Sports' request to expand the project site to the whole township early 2018, PHJ is implementing training of midwives and auxiliary midwives, health education at villages and training of maternal and child health promoters.

- Objectives:** Women in rural areas have an access to appropriate maternal and child health service timely to improve maternal and child health conditions.
- Project Period:** October 2017 – September 2020

- Project Site:** Tatkon Township, Nay Pyi Taw Union Territory
- Project Approaches:** As shown on the lower left drawing
- Beneficiaries:** About 3,800 pregnant women/year in Tatkon Township; About 16,340 infants in Tatkon Township; 44 midwives, 5 lady health visitors in Tatkon Township; 42 auxiliary midwives, 6 public health supervisors; 388 MCH promoters in Myauk Myeik, Aije, Nyung Run RHC

### Health administration and medical facilities in Myanmar



**A) Establishing safe delivery environments**  
 - Building delivery facilities  
 - Ensuring medical equipment being ready to use  
 - Monitoring delivery environment at home

**B) Enhancing skills of medical staffs**  
 - In-service training of midwives  
 - Refresh training of auxiliary midwives  
 - Skill monitoring  
 - Regular meetings

Pregnant Women  
 Women after childbirth  
 Newborn babies

**C) Maternal and child health (MCH) education to pregnant women / women after childbirth**  
 - MCH education at sub-rural health centers and villages

**D) Training for MCH promoters**  
 - Training of MCH promoters  
 - Sharing information at regular meetings

**E) Cooperation and sharing information with local health authorities**



Training of MCH promoters



Adding delivery room to Inbatkone Sub-center



MCH education at Alle Kyun Sub-center



Training of auxiliary midwives

# Myanmar Project (2) August 2014- August 2017



## Achievements of the First Project of Maternal and Child Health Improvement at Tatkon Township

### 【Project site】

Tatkon Township under the Nay Pyi Taw Union Territory

Population 200,000

Target: Five (5) Sub Rural Health Centers (SRHCs) and 24 villages

### 【Objective】

Expected mothers receive appropriate health care service for safe delivery.

### 【PHJ's approach】

1. Strengthening transportation system
2. Building medical facilities & provide medical equipment
3. Enhancing midwife and auxiliary midwife functions
4. Maternal and child health (MCH) education

#### 1. Strengthening transportation system

Donated the second hand ambulance from Japan to the Department of Public Health, Tatkon Township. To encourage the effective use of the ambulance, PHJ made promotion activities for transportation from the Tatkon Township Hospital (secondary hospital) to the Nay Pyi Taw Hospital (Tertiary hospital).



Ambulance

#### 2. Building medical facilities and providing medical equipment

Donated three newly built SRHCs, each of which is equipped with a delivery bed, bed, chairs, etc. The resident midwives started to extend health care services.

In one village under one of the three SRHCs, the delivery at medical facilities increased from 38.8% to 51.6% (medical facilities + SRHC) in one year after the building of the SRHC.



The left building is the clinic, while the right is the midwife's residence.



A delivery bed donated to the SRHC

#### 3. Enhancing midwife and auxiliary midwife functions

Provided training of 43 midwives aimed at increasing their knowledge and skills on antenatal care, vaginal delivery attendance, and postnatal care. PHJ also organized meetings of midwives working at medical facilities and auxiliary midwives working at villages periodically to enhance their cooperation.



Training of midwives

#### 4. Maternal and child health education

Provided training to 50 MCH volunteers in 5 SRHCs. Following this training, each SRHC organized monthly MCH education with these volunteers and extended the MCH education to 809 women in total.



Training of MCH volunteers

### 【Achievements of the First Project】

- 1) Established trust between local counterparts
- 2) Acquired license, permits, etc. necessary for project implementation
- 3) Executed project activities involving the target community
- 4) Met the local requirements both in hardware and software

■ **Reconstruction support of hospitals suffering from the disaster – support scheme ended in December 2017.**

**Support to Kesen-numa:** PHJ cooperated with the Kesen-numa Medical Association to find the needs of its member hospitals and clinics and donated appropriate medical equipment, doctor cars, etc. using donations from individuals and organizations.

**Support to Ishinomaki/Tagajo:** PHJ donated doctor cars, beds for dialysis, etc. to Ishinomaki City Hospital’s Kaisei Temporary Clinic and Tagajo Kidney Clinic



Mori Obstetrics & Gynecology Clinic



Comprehensive care



Home visit using doctor car



Beds for dialysis

**Donation for East Japan Disaster**

**(from March 15,2011 to December 31, 2018) Unit: M Yen**

Revenue	Cash	167.15
	Goods	222.55
Expenditure	Dispatch of doctors, procurement of medical equipment	115.53
	Support of goods	222.55
	Transportation, staff	44.67
Balance		6.95

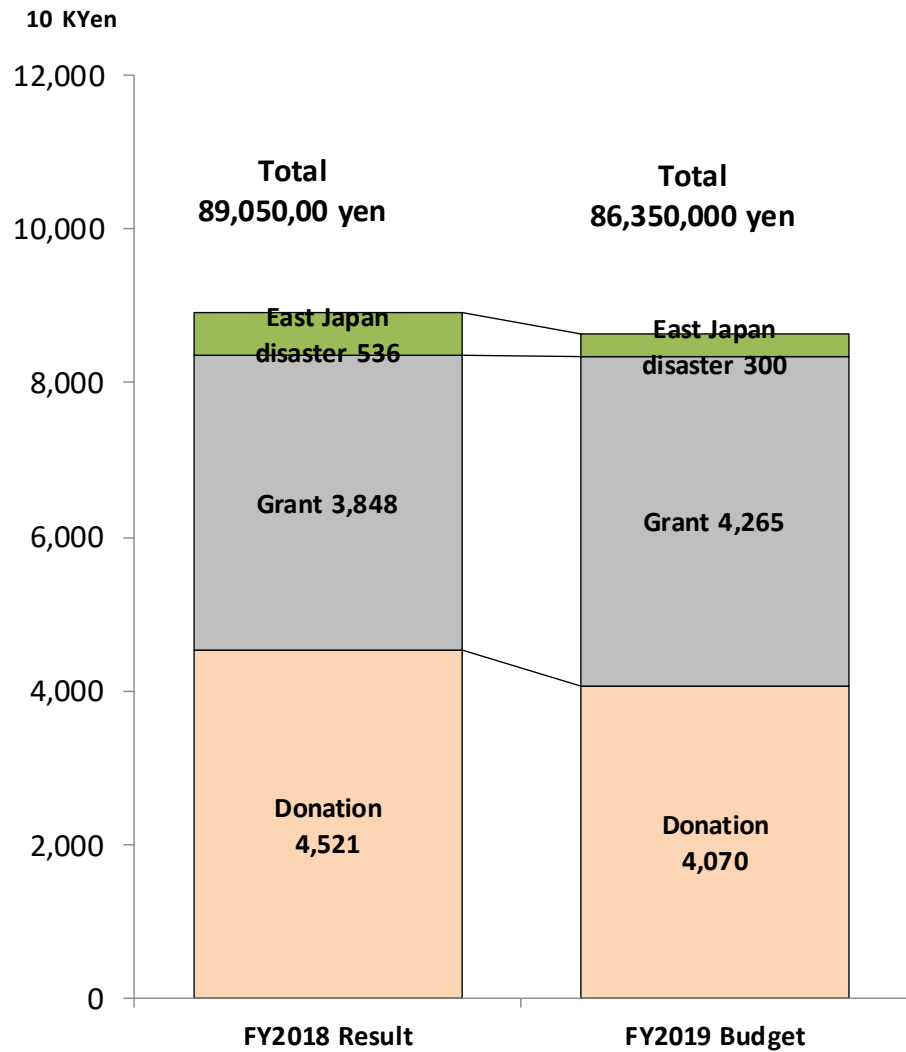
■ **January 2019: Support to launch Psychosomatic Counseling Room at Minami Souma, Fukushima**

**Support to Minami Souma:** Suffering from both East Japan Earthquake and Tsunami disaster and Fukushima Nuclear Power Plant Accident, the prefecture’s reconstruction is not proceeding as planned. The disaster related death rate of Fukushima announced by the Reconstruction Agency is the highest among the affected prefectures.

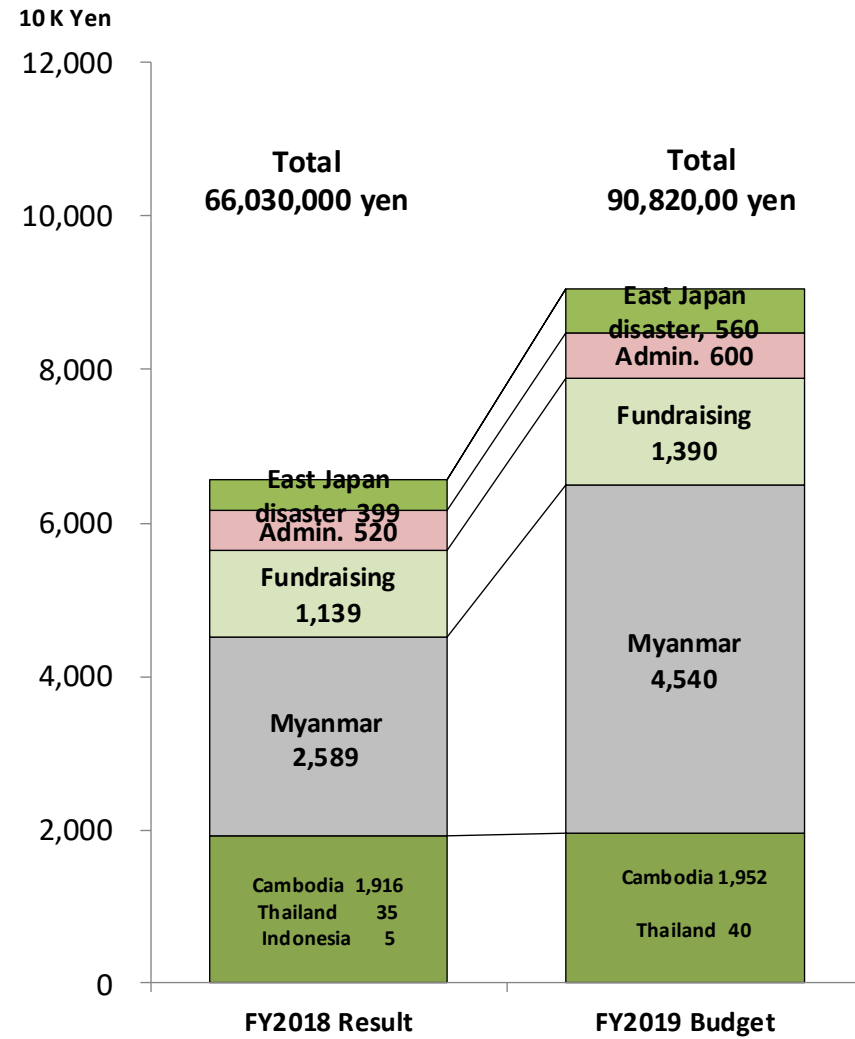
In Fukushima, the death rate of Minami Souma City is the worst. PHJ recognized this grave situation and decided to extend support to mental healthcare of the people of the Minami Souma City, by launching a psychosomatic counseling room, in cooperation with Dr. Arinobu Hori, Director of Hori Mental Clinic, and a clinical psychologist.



FY2018 Result and FY2019 Budget (not including goods in kind)



Income



Expenditure

<b>Title at PHJ</b>	<b>Name</b>	<b>Title at respective organization</b>
<b>Chairperson</b>	<b>Shingo Oda</b>	<b>Former President, Hewlett-Packard Japan, Ltd.</b>
<b>Vice Chairperson</b>	<b>Shigeru Tanaka</b>	<b>Chairman, Saitama Prefectural University; Professor Emeritus, Keio University</b>
<b>Director</b>	<b>Akira Haseyama</b>	<b>President, Keio University</b>
“	<b>Masaki Iiduka</b>	<b>Former Board Member, Officer of Hewlett-Packard Japan, Ltd.</b>
“	<b>Yuji Inokuchi</b>	<b>Chairman, All Japan Hospital Association; Chairperson, Medical Foundation Jukoukai</b>
“	<b>Shuzo Kaihori</b>	<b>Former Chairman, Board of Directors of Yokogawa Electric Corporation</b>
“	<b>Ken-ichi Matsumoto</b>	<b>Advisor, JFMDA; Chairman, Sakura Global Holding Co., Ltd.</b>
“	<b>Fumio Mizoguchi</b>	<b>Former Representative Director, Executive Vice President of Yokogawa Electric Corporation</b>
“	<b>Yasuo Nakajima</b>	<b>Professor Emeritus, St Marianna University, Medicine School of</b>
“	<b>Chieko Oosawa</b>	<b>Citizen of Musashino-shi</b>
“	<b>Mitsuhiro Saotome</b>	<b>First Ambassador of Civil Society of Japan, Former Ambassador of Japan to the Republic of Zambia, the Republic of Malawi</b>
“	<b>Isao Teshirogi</b>	<b>Chairman, The Federation of Pharmaceutical Manufacturers' Association of Japan; President and CEO, Shionogi &amp; Co., Ltd.</b>
<b>Auditor</b>	<b>Kazunori Yagi</b>	<b>Member of Public Certified Accountants and Auditing Oversight Board, Former Board Member and Executive Officer</b>