

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

First certified NPO by Japan Tax Agency

November 2020

- 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
- 2017.1** Celebrated the 20th anniversary of establishment



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
Infant mortality rate (per 1,000 births)	2	24	37
Under 5 mortality rate (per 1,000 births)	2	28	46
Maternal mortality rate (per 100,000 births)	6	160	250
Delivery attended by skilled attendants (%)	100	89	60
Average life (years at birth)	84	70	67

Source: UNICEF The State of the World's Children 2019

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

Also following goals are closely linked to the PHJ projects.

Goal 5: Gender equality

Goal 6: Clean water and sanitation

Goal 17: Partnerships for the goals

SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



PHJ's Vision
Health and hope for all



People left behind



Donors

Beneficiaries' **Happiness**
Happiness to enjoy
healthy life

PHJ Staffs' **Happiness**
Happiness to connect
with beneficiaries
and donors

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

PHJ's Happy/Happy Concept
Bring happiness to others who enjoy healthy life leads
to happiness of oneself (mutual benefits)

2027: PHJ's 30th anniversary,

Connecting with other persons,
communicating with other persons lead to
creation of new values

2030: SDGs target year

Leaving no one
behind!

SUSTAINABLE DEVELOPMENT GOALS

世界を変えるための17の目標

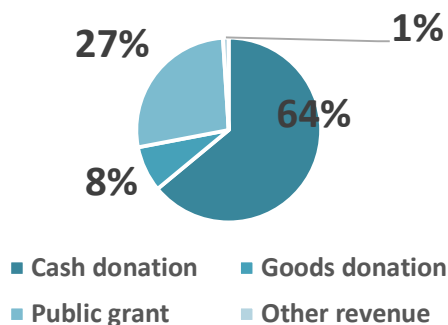


- ① **Dedicated to maternal and child health**
 - In order to help the people in South East Asia to empower themselves in health care, PH-Japan extends educational support in health and medical services.
- ② **Certified NPO (The first certified NPO by Japan Tax Agency)**
 - Donors enjoy tax exemption 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

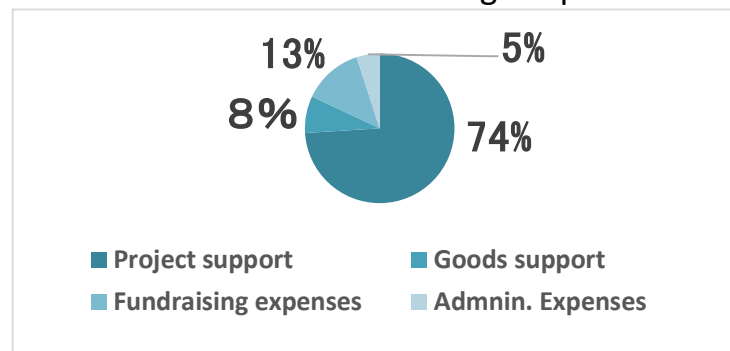


To meet donors' wishes, PH-Japan allocates donations to local operations at maximum

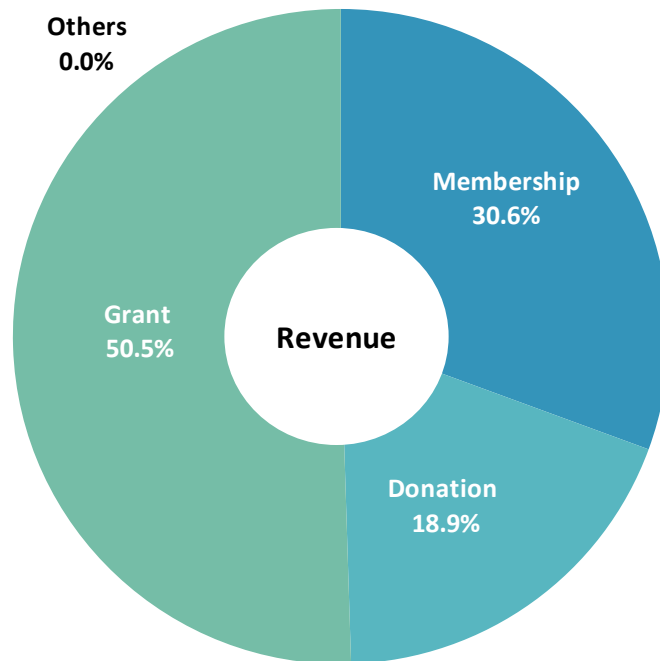
Average revenue



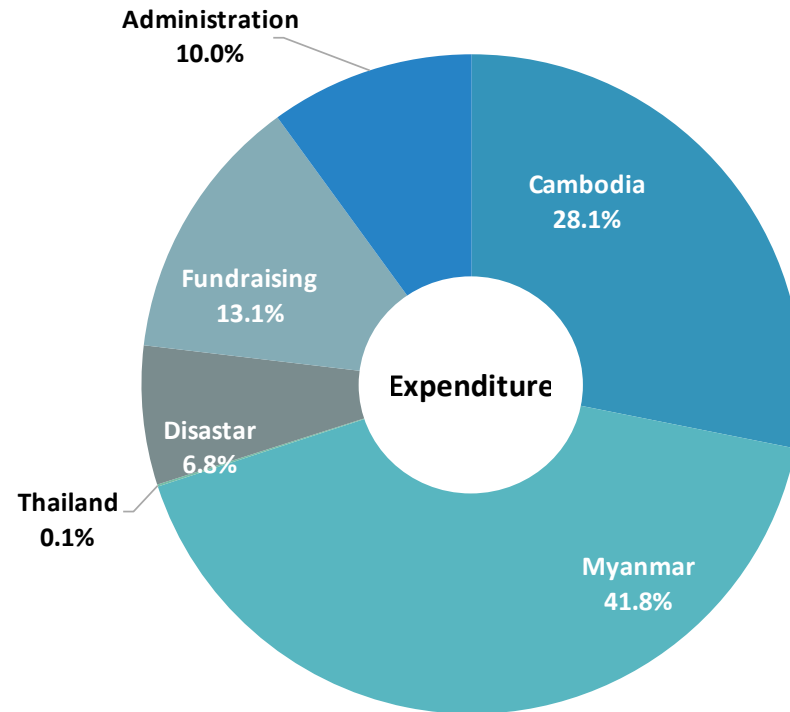
Average expenditure



FY2020 Revenue (99.09M Yen)



FY2020 Expenditure (89.59 M Yen)



Myanmar

• Maternal and child health improvement



Y. Hasui
Country Director



R. Kume
Project Manager

Area: 680,000 km²
Population: 51,000,000

Japan

• East Japan disaster and other disaster support

Area: 380,000km²
Population: 120,000,000

Cambodia

• Maternal and child health improvement

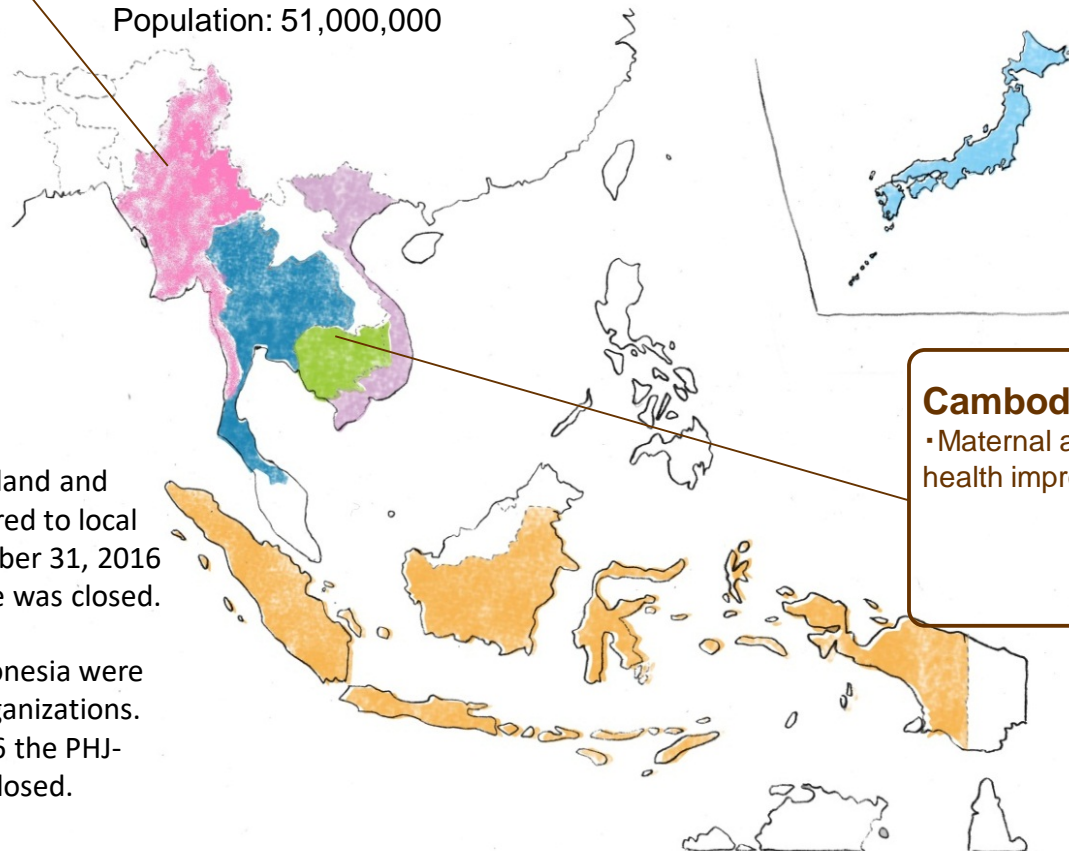


K. Ishiyama
Country Director &
Project Manager

Area: 180,000km²
Population: 15,000,000

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.



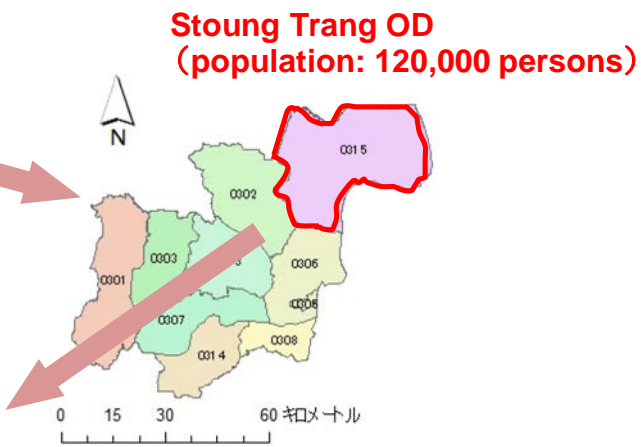


Stoung Trang Operational Health District

Maternal & child health
 Training of midwives and health staff
 Strengthening health center function
 Enhancing related infrastructure

Child health & nutrition Pilot Project

Strengthening community care network for child health and nutrition
 Training of health staff
 Strengthening network
 Enhancing related infrastructure



FY2020
 *Start MOFA project
 *Establish implementation system



- **Areak Thnot Health Center (8,600 persons)**
- **Khpob Tagnuon Health Center (6,800 persons)**
- **Peam Kohsna Health Center (9,800 persons)**
- **Oun Mlou Health Center (10,000 persons)**

FY2020 expenditure: 25.2 million yen
Main fund sources:

- Ministry of Foreign Affairs
- Sumitomo Dainippon Pharma Co., Ltd.
- Narita Cosmopolitan Rotary Club
- Own fund

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

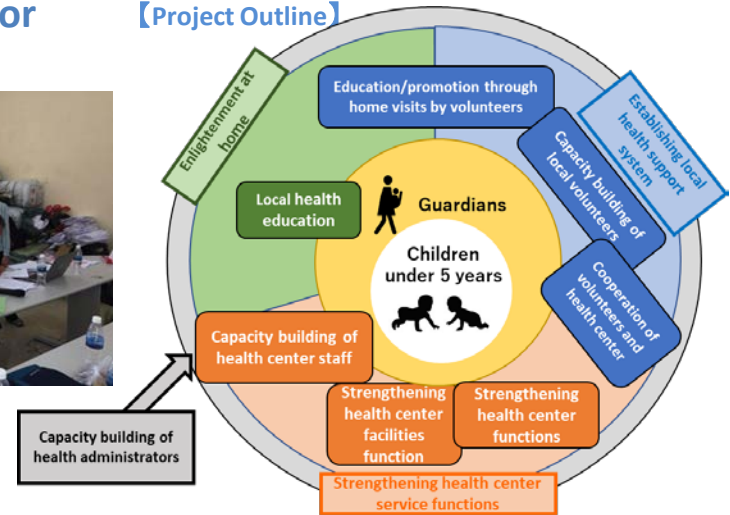


HC midwife organizing postpartum care education



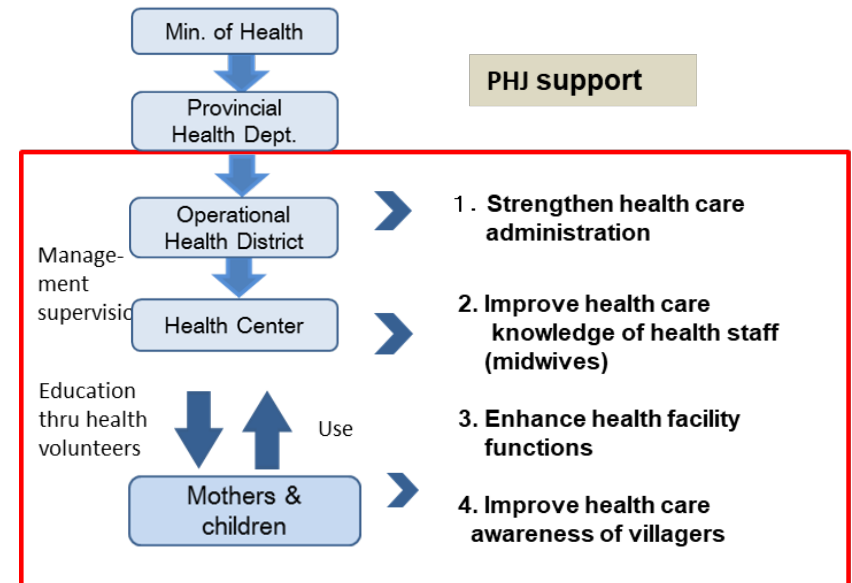
Provincial health staff organizing GMP raining

【Project Outline】



【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).



【Project site】

Stoung Trang Operational Health District, Kampong Cham Province

Health staff capability enhancement: 12 health centers

Villagers networking: 4 health centers

【Project goal】

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

1. The children receive appropriate health care service at appropriate timing through close communications between the health center and the community
2. The villagers have opportunities to enhance their awareness on the children's health care and dietary behaviors.

【Beneficiaries】

Approximately 4,600 children under 5 years and their guardians in 34 villages under 4 health centers



PHJ donated 109 units of bicycle to health volunteers and MCH volunteers



PHJ donated postpartum care room to Khpop Tagnuon Health Center



PHJ donated masks and alcohol jells to Stoung Trong Operational Health District (April 2020)



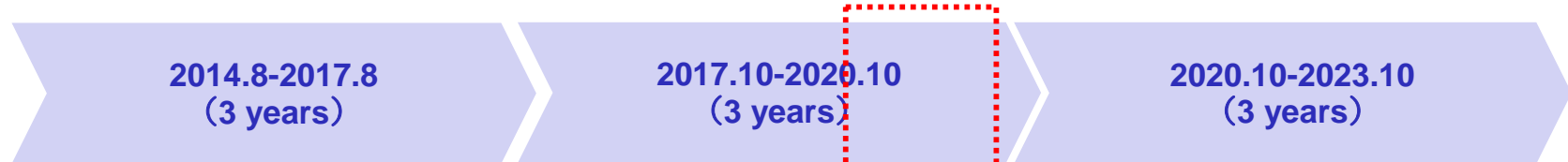
Masks donated by a Japanese donor were distributed at Khpop Tagnuon Health Center (July 2020)



Masks donated by a Japanese donor were distributed at Peam Kohsna Health Center (July 2020)



Masks donated by a Japanese donor arrived at the PH-Japan Cambodia Office (July 2020)



Tatkon Township

Health of pregnant/post-partum women & newborns
 Training of health staff
 Enhancing health functions
 Improving infrastructure

Health of pregnant/post-partum women & newborns
 Strengthening health care system
 Strengthening monitoring system
 Enhancing sustainability

Lewe Township

Consultation with health offices
 Information gathering/investigation
 Planning

Health of pregnant/post-partum women & newborns
 Training of health staffs
 Enhancing health functions
 Improving infrastructure

FY2020
 *Wrap up six years project
 *Prepare new project



	Tatkon Township	Lewe Township
Population	180,000 persons	280,000 persons
Area	1,800km ²	2,225km ²
No. of health centers	5	11

FY2020 expenditure: 37.4 million yen
 Main fund sources:
 · Ministry of Foreign Affairs
 · Yagami Co. Ltd.
 · Own fund

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 – October 2020

A) Establishing safe delivery environments

- Building delivery facilities
- Ensuring medical equipment being ready to use
- Monitoring delivery environment at home

Pregnant Women
Women after childbirth
Newborn babies

B) Enhancing skills of medical staffs

- In-service training of midwives
- Refresh training of auxiliary midwives
- Skill monitoring
- Regular meetings

C) Maternal and child health (MCH) education to pregnant women /women after childbirth

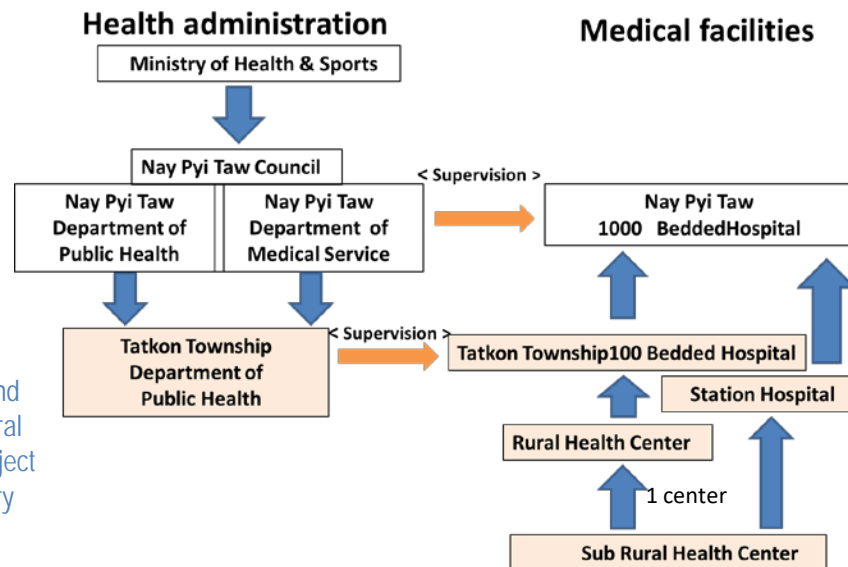
- MCH education at sub-rural health centers and villages

D) Training for MCH promoters

- Training of MCH promoters
- Sharing information at regular meetings

E) Cooperation and sharing information with local health authorities

Health administration and medical facilities in Myanmar



- **Project Site:** Tatkon Township, Nay Pyi Taw Union Territory
- **Project Approaches:** As shown on the lower left drawing
- **Benefitiaries:**
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 II
388 MCH promoters in Myauk Myeik, Aije, Nyung Run RHC



Training of MCH promoters



Adding delivery room to Inbatkone Sub-center



MCH education at Alle Kyun Sub-center



Training of auxiliary midwives



Midwife giving vaccination using PHJ donated mask (June 2020, Oak Shit Kone Village)



PHJ donated masks and alcohol jells to Tatkon Township Health Department (April 2020)



PHJ donated cloth masks to MCH promoters (May 2020 Inn Pin Sub-center)



PHJ donated masks and alcohol jells to Lewe Township Health Department (April 2020)

■ January 2019: Support to launch Psychosomatic Counselling Room at Minami Soma, Fukushima

Support to Minami Soma: suffering from both East Japan Earthquake/Tsunami disaster and Fukushima Nuclear Power Plant Accident, the reconstruction in Fukushima Prefecture is not proceeding as planned. The disaster related death rate of Fukushima announced by the Reconstruction Agency is the highest among the three prefectures.

Within Fukushima, the death rate of Minami Soma is the worst. PHJ recognized this grave situation and decided to extend support to mental health care of the people of the Minami Soma, by launching a psychosomatic counselling room, in cooperation with Dr. Arinobu Hori, Director of Hori Mental Clinic.

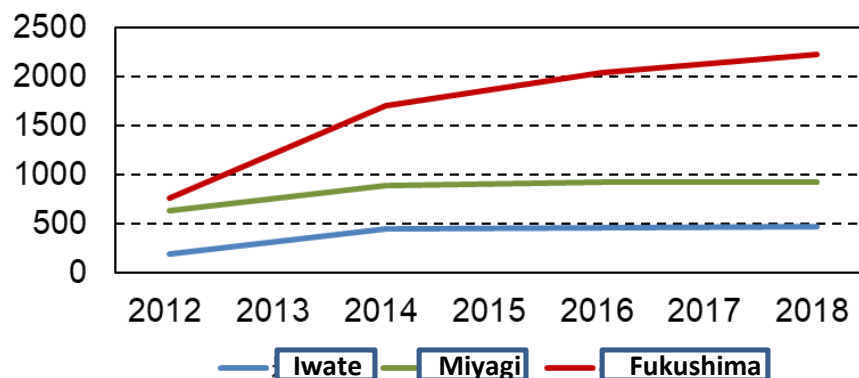
PHJ and Medical Incorporated [Musubino-kai] concluded a Memorandum of Understanding to launch a counselling room where a clinical psychologist extends counselling service.

*Psychosomatic Counselling: a clinical psychologist extends 50 minutes of listening, understanding, accepting, and sympathizing service to reduce a patient's mental and psychological stress. The psychologist further helps the patient to find a solution by understanding what he/she wishes to do and how to achieve it. (Clinical psychologist is a private qualification. In 2018 Certified Psychologist System started as a national qualification.)

This program was implemented steadily, and in the latter half of 2019, the number of counselling sessions increased by 1.5 times of the initial plan of maximum 72 sessions in three months. However, in April 2020 the Japanese Government announced the COVID19 related emergency declaration. The psychosomatic counselling was suspended in April and May. In June the Musubi-no-kai resumed the program by extending remote counselling.

However, Dr. Hori explained that his plan to establish a new NGO became pending by the supporters. In July 2020, PHJ and the Musubi-no-Kai concluded a new Memorandum of Understanding as explained on the next page.

Accumulated total (2018.03.31) Unit: person



Photos:
Left: Hori Mental Clinic



Below: Remote counselling

■ PHJ Support Contents

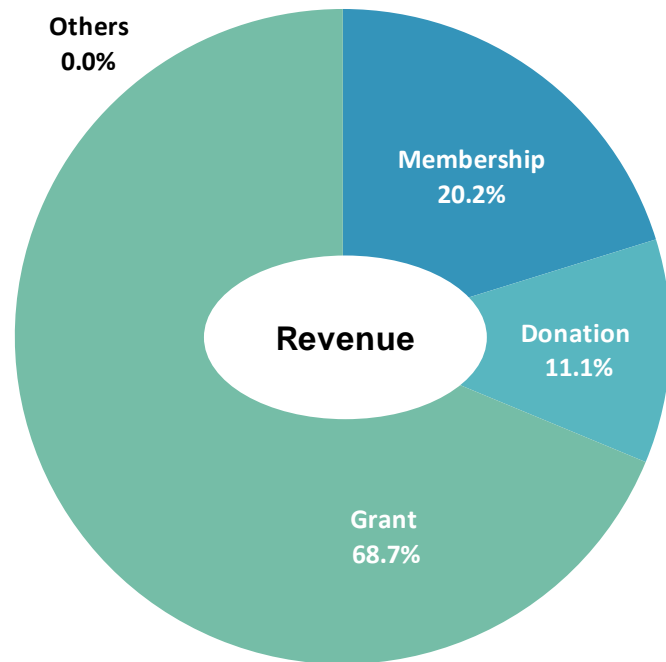
Program name	Minami Soma Psychosomatic Counselling Program
Contents of support	Establish a base of psychosomatic counselling facilities in Minami Soma that will be operated independently in the near future
Support period	January 2019 – December 2021
Total support amount	16.5 million yen in three years Funds from disaster support (balance) including the deposits from Mitsui Sumitomo Trust Bank Donation from K.K. Ashisuto

■ Memorandum of Understanding of July 2020 (First Half: ~ June 2020 Second Half: July 2020 ~)

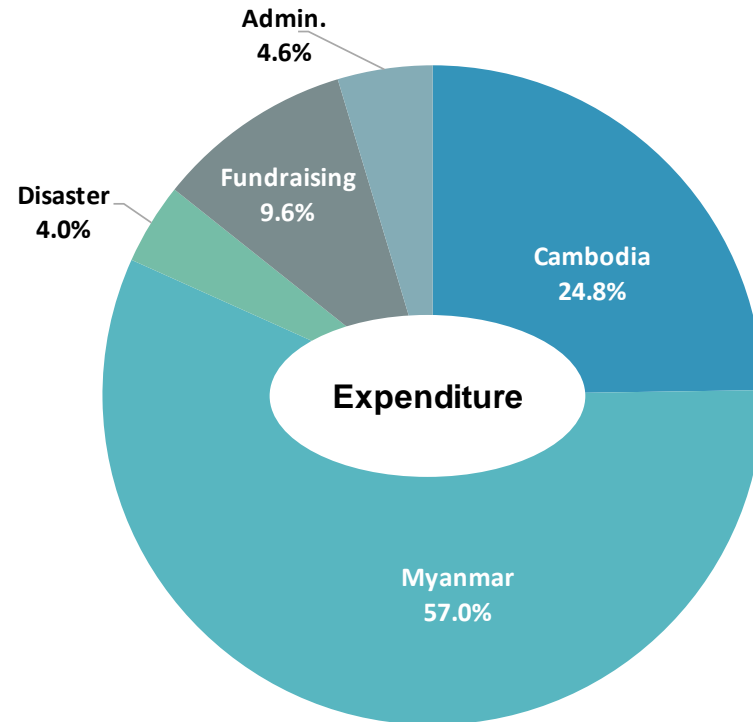
First Half Results	
Medical examination	86 cases
Counselling	454 cases
Total expenditure	6.35 M Yen

Second Half Plan	
Medical examination	72 cases
Counselling	510 cases
Total expenditure	7.2 M Yen

2021 Revenue (Total 147.46 MYen)



2021 Expenditure (Total 137.88 MYen)



Title at PHJ	Name	Title at respective organization
Chairperson	Shingo Oda	Former President, Hewlett-Packard Japan, Ltd.
Vice Chairperson	Shigeru Tanaka	Chairman, Saitama Prefectural University; Professor Emeritus, Keio University
Director	Akira Haseyama	President, Keio University
“	Masaki Iiduka	Former Board Member, Officer of Hewlett-Packard Japan, Ltd.
“	Yuji Inokuchi	Chairman, All Japan Hospital Association; Chairperson, Medical Foundation Jukoukai
“	Shuzo Kaihori	Former Chairman, Board of Directors of Yokogawa Electric Corporation
“	Youhei Kamiya	Former Director of Yokogawa & Co., Ltd.
“	Ken-ichi Matsumoto	Chairman, JFMDA; Chairman, OMETA; Chairman, Sakura Global Holding Co., Ltd.
“	Yasuo Nakajima	Director of Radiology Consultation Clinic; Professor Emeritus, St. Marianne University
“	Mitsuhiro Saotome	First Ambassador of Civil Society of Japan, Former Ambassador of Japan to the Republic of Zambia, the Republic of Malawi
“	Isao Teshirogi	Chairman, The Federation of Pharmaceutical Manufacturers' Association of Japan; President and CEO, Shionogi & Co., Ltd.
“	Chiaki Yamamoto	Citizen of Musashino City
Auditor	Koji Maemura	Audit and Supervisory Member of Yokogawa Electric Corporation