

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

First certified NPO by Japan Tax Agency

July 2021

- 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 20<sup>th</sup> 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
<b>Infant mortality rate (per 1,000 births)</b>	<b>2</b>	<b>24</b>	<b>37</b>
<b>Under 5 mortality rate (per 1,000 births)</b>	<b>2</b>	<b>28</b>	<b>46</b>
<b>Maternal mortality rate (per 100,000 births)</b>	<b>6</b>	<b>160</b>	<b>250</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>70</b>	<b>67</b>

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



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 30<sup>th</sup> 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

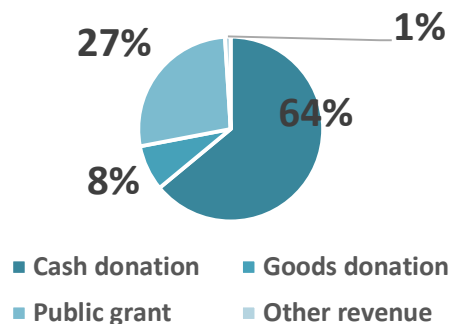
## ③ Efficient operation with low administrative costs

- 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

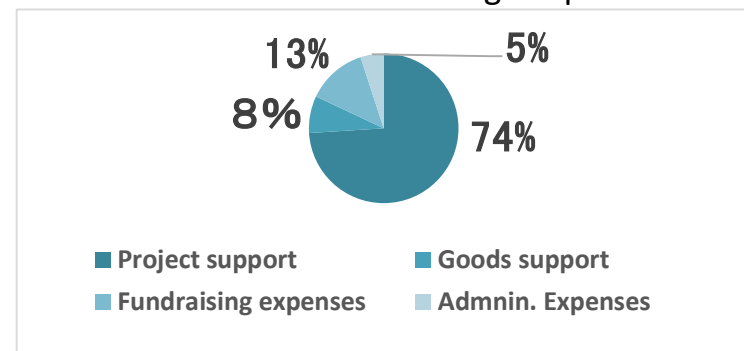


To meet donors' wishes, PH-Japan allocates donations to local operations at maximum

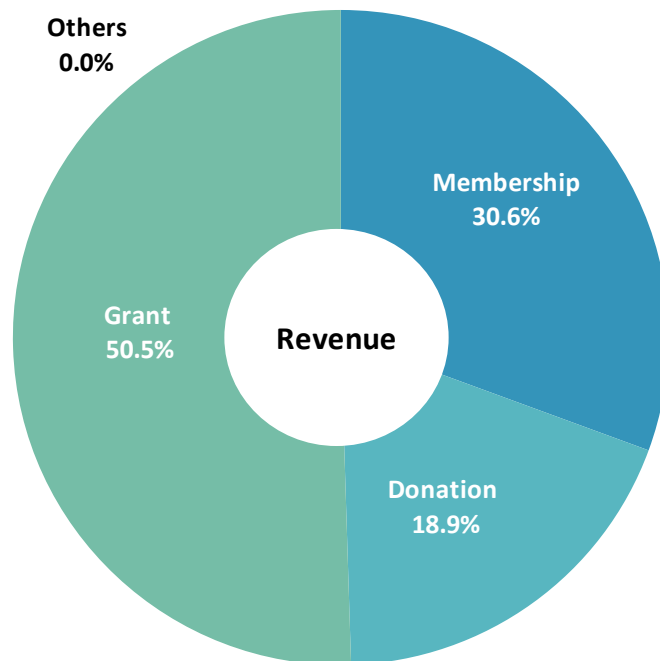
Average revenue



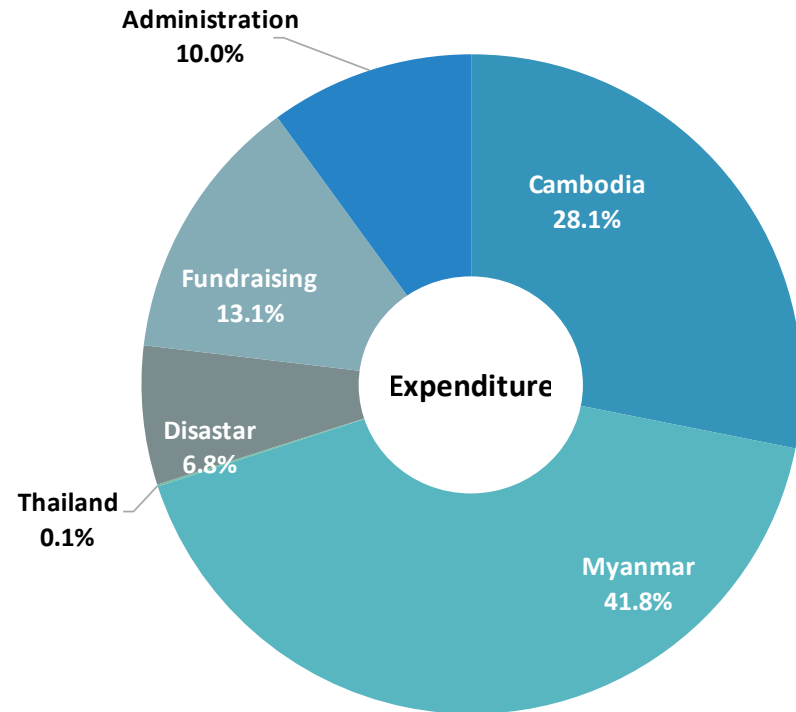
Average expenditure



**FY2020 Revenue**  
(99.09M Yen)



**FY2020 Expenditure**  
(89.59 M Yen)



## Myanmar

• Maternal and child health improvement

Y. Shingai  
Acting Country Director

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

## Japan

• East Japan disaster and other disaster support

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

## Cambodia

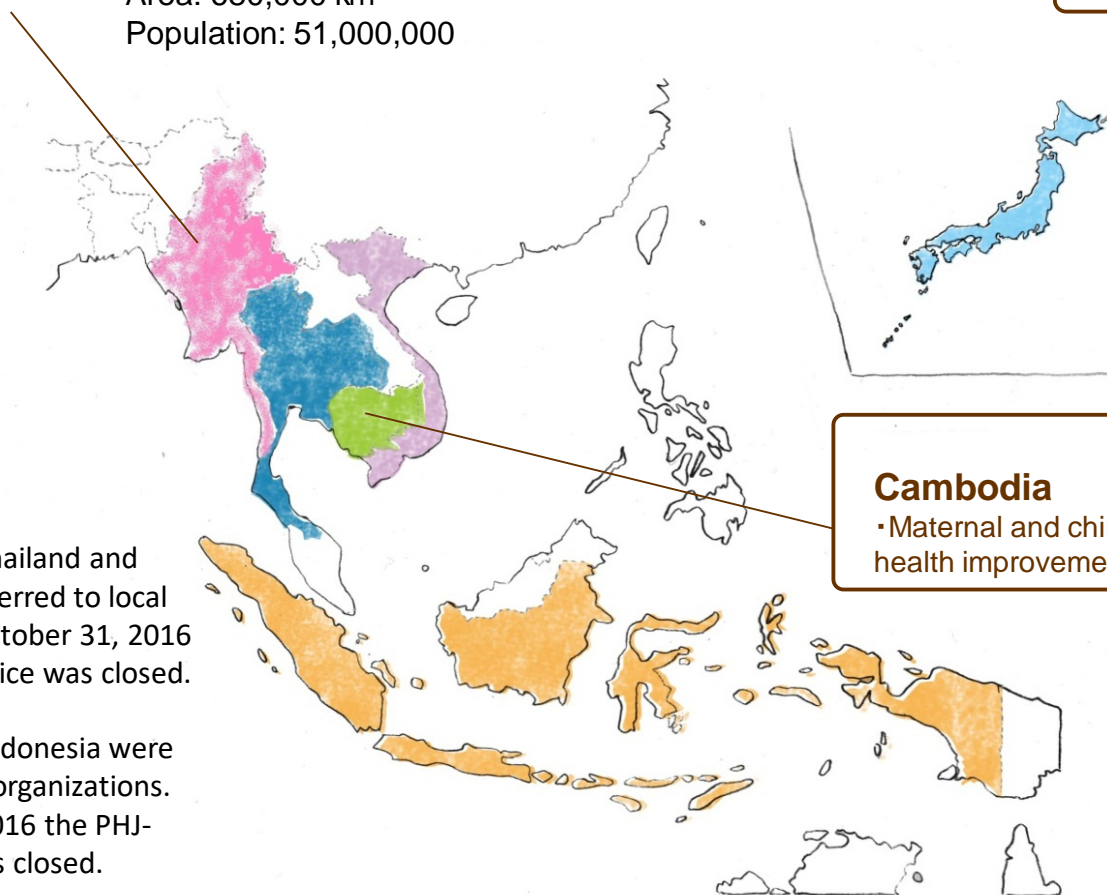
• Maternal and child health improvement

K. Ishiyama      T. Okumoto  
Country Director    Project Manager

Area: 180,000 km<sup>2</sup>  
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.





2014.10~2018.9  
(4 years)

2018.11~2022.10  
(4 years)

**Stoung Trang  
Operational  
Health District**

## Maternal & child health

Training of midwives and health staff  
Strengthening the capacity of HCs  
Enhancing related infrastructure

**Child health &  
nutrition  
Pilot Project**

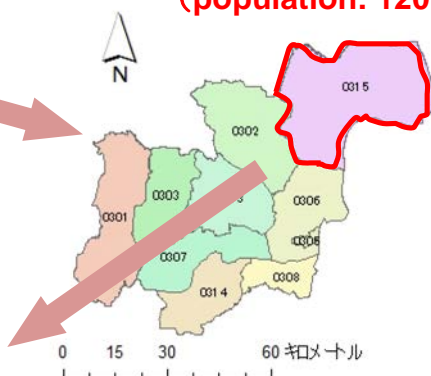
## Strengthening community care network for child health and nutrition

Training of health staff  
Strengthening network  
Enhancing related infrastructure

Pregnant women and newborns

Postpartum women, newborns,  
and children under five

**Stoung Trang OD**  
(population: 120,000 persons)



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

**FY2021**

\*Enhancing sound & stable  
community network activities

## FY2021 project

Major fund sources

- 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

### 【Project site】

Stoung Trang Operational Health District (OD)

(Health staff capability enhancement : 12 health centers, Villagers' networking : 4 health centers)

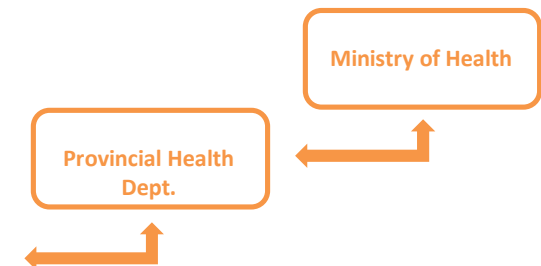
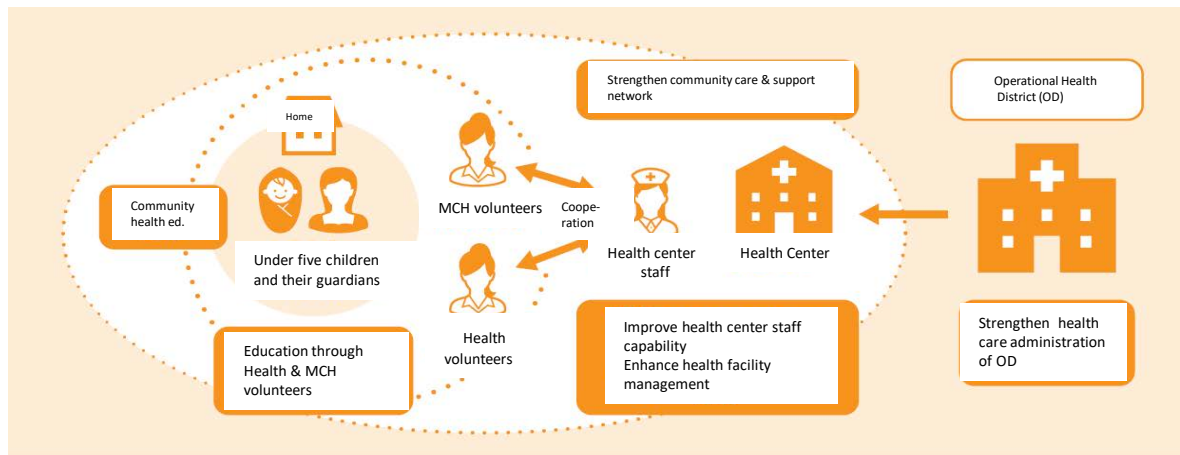
### 【Project goal】

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

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

### 【Beneficiaries】

4,751 children under 5 years and 4,751 guardians; 5 OD staff ; 30 health center staff; 67 health volunteers; 75 maternal and child health volunteers; in 34 villages under 4 health centers with population of 40,469 persons



HC midwife organizing postpartum care education



Provincial health staff organizing GMP training



PHJ donated 109 units of bicycles to health & MCH volunteers



PHJ donated postpartum care room to Khpop Tagnuon Health Center



PHJ donated infection prevention goods to Stoung Trong Operational Health District (April 2020)



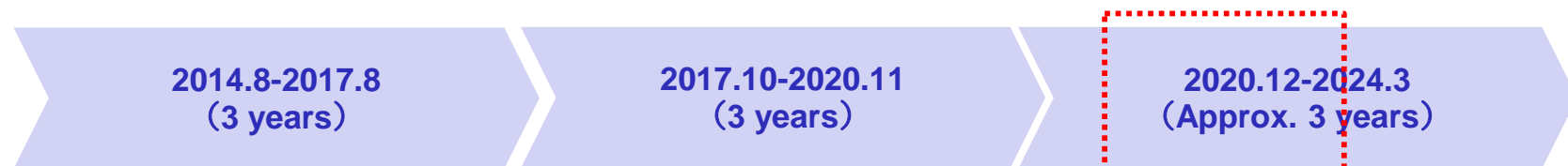
Reusable cloth masks donated by a Japanese donor were distributed at Khpop Tagnuon Health Center (July 2020)



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



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



**Tatkon Township**

**Health of pregnant/postpartum 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

**FY2021**  
\*Wrap up Tatkon project  
\*Start Lewe project

**FY2021 project**

Main fund sources:

- Ministry of Foreign Affairs
- Ono Pharmaceutical Co., Ltd.
- Yagami Co. Ltd.
- Own fund



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



## Strengthening health of pregnant/postpartum & newborns

### 【Project site】

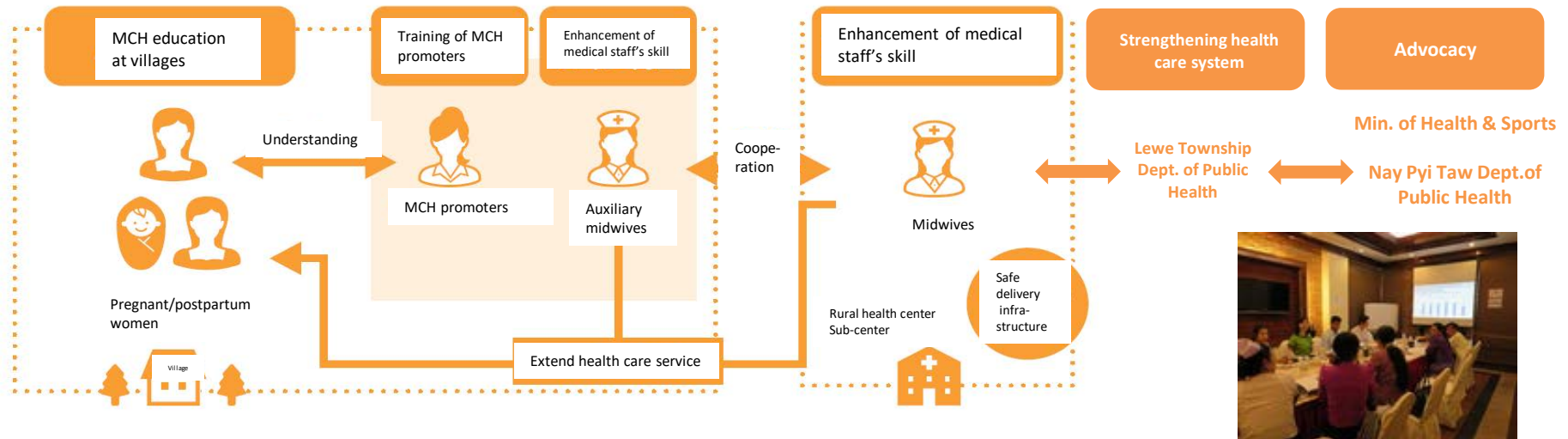
Lewe Township, Nay Pyi Taw Council

### 【Project goal】

Pregnant and postpartum women and newborns have access to appropriate maternal and child health service timely to improve their health conditions through strengthening the health care system of the township, and the achievements of the project give positive effects to other areas.

### 【Beneficiaries】

5115 newborns; 5065 pregnant women; township public health dept. staff; 8 lady health visitors; 83 midwives, 55 auxiliary midwives, 690 health promoters in Lewe Township with the populations of 301,928 persons



MCH education at Allel Kyun Sub-center



Training of MCH promoters



Training of auxiliary midwives



Training of midwives



Construction of Rural Health Center



Donation of mask (June 2020)



PHJ donated masks and alcohol gels 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 gels to Lewe Township Health Department (May 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 counseling room where a clinical psychologist extends counselling service.

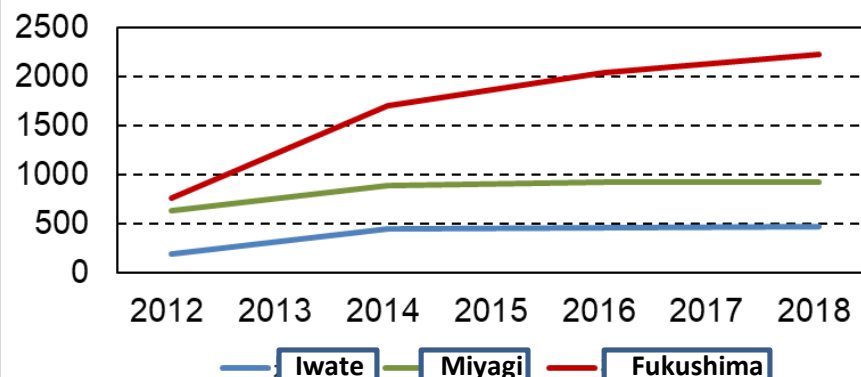
\*Psychosomatic Counselling: a clinical psychologist extends 50 minutes of listening, understanding, accepting, and sympathizing service to reduce a patient's mental and psychological stress. The psychologist further helps the patient to find a solution by understanding what he/she wishes to do and how 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.

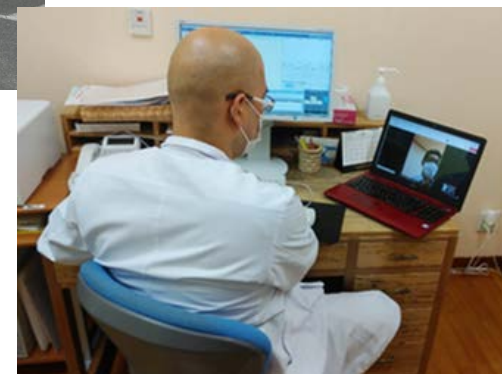
However, Dr. Hori explained that his plan to establish a new NGO became pending by the supporters. In July 2020, PHJ and the Musubi-no-Kai concluded a new Memorandum of Understanding as explained on the next page.

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

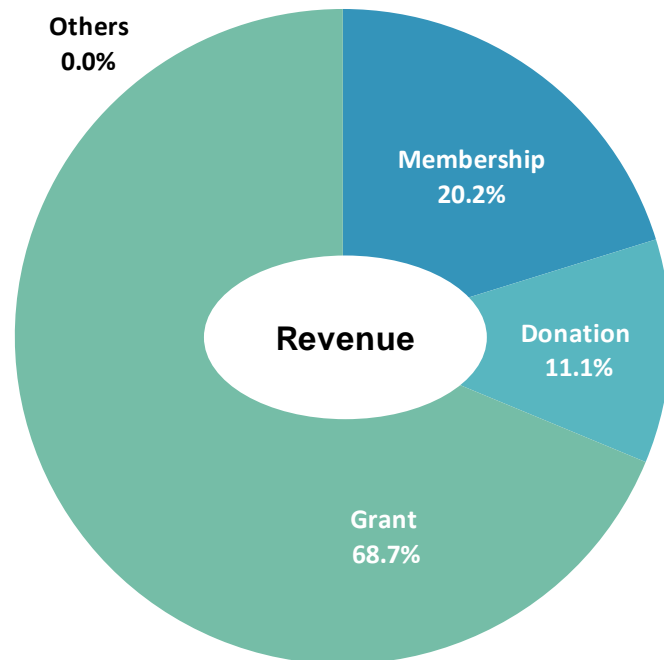
## ■ Memorandum of Understanding of July 2020 (First Half: ~ June 2020 Second Half: July 2020 ~)

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

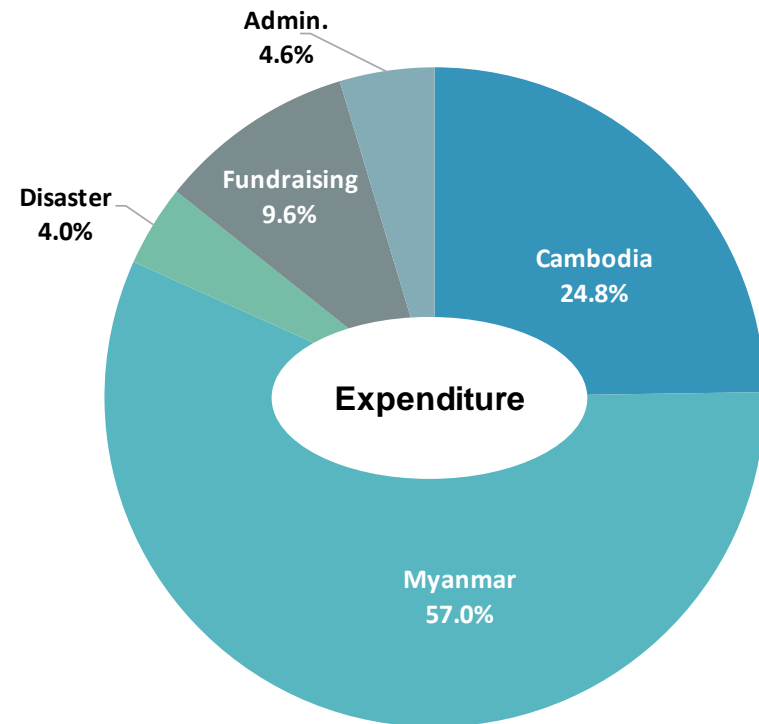
Second Half Plan	
Medical examination	72 cases
Counselling	510 cases
Total expenditure	7.2 M Yen



**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