

Cambodia – MOFA Grant Assistance to PHJ’s Maternal and Child Health Care Program

Since July 2011, PHJ has been implementing the Project for Community Based Health Care for Mothers and Children in Kampong Thom Province, Phase I, with the grant assistance from the Ministry of Foreign Affairs of Japan (MOFA). On June 25, the grant contract for the second year (from July 2012 to June 2013) was signed between Ambassador Mr. Masafumi Kuroki and PHJ Cambodia Deputy Director Ms. Yumiko Kume at the Embassy of Japan as shown on the left photo below. PHJ Cambodia staff members as well as the provincial health department staff members attended the signing ceremony as shown on the right photo below.



PHJ has been implementing a maternal and child health care improvement program in Kampong Thom Province since 2004. The previous three year project of the Maternal and Child Health Improvement Project in Baray-Santuk Operational Health District started in 2007. In the project, PHJ made a special emphasis on strengthening health center functions and empowering health center staffs. As a result, a significant improvement was achieved. At the end of the project, June 2011, the number of pregnant women receiving examination increased double and the number of child births attended by midwives increased from none to more than 100. Nevertheless, there were many villagers who did not make use of the health center because of the lack of knowledge or difficulty in accessing. These cases may lead to delay in medical service and further to illnesses and deaths that could be avoided.

The new three year project of the Community Based Health Care for Mothers and Children started in July 2011 at the target sites of Tanon Chum, Chuksuk, Tibo, and Sulolau health center districts in the same province. The new project aims at the villagers practicing maternal and child health care improvement. Particularly, PHJ is aiming to train maternal and child health volunteers among villagers and build a community transport system for emergency patients and pregnant women.

The Cambodia Government is enhancing social infrastructures independently and in cooperation with various supporting organizations but such governmental and other assistances are not sufficiently extended to villages far from main highways. PHJ’s assistance in these areas is needed continuously. We will make our best efforts to achieve the targets with your support and governmental subsidies such as MOFA grant assistance.

By Yumiko Kume, Deputy Director of PHJ Cambodia Office

Message from a New Chairperson of PHJ Board

Shingo Oda
Former President, Hewlett-Packard Japan, Ltd.



It is truly a great honor for me to assume the office of the chairperson of the Board of Directors of PH-Japan (Peoples' HOPE Japan) with a 15 year history of outstanding achievements as a non-governmental organization (NGO). I am determined to do my best to contribute for the progress of the PHJ projects.

Since its foundation 15 years ago, PHJ has been pursuing its mission of empowering the people of Asia through providing education on health and medical care. Practically, PHJ has been implementing projects based on the United Nations Millennium Development Goals in Thailand, Indonesia, Cambodia and Vietnam and has achieved truly admirable results. I would like to further develop meaningful projects to the beneficiaries working with the PHJ supporters and staff members.

Although PHJ has focused its operations on developing countries, the East Japan Disaster of March 11, 2011 had a significant impact. PHJ decided to cooperate with All Japan Hospital Association in extending emergency and reconstruction support of medical facilities in the disaster areas. These efforts will be continued.

For a NGO such as PHJ, it is essential to have the acknowledgement and support from supporters on a continuous basis. Our daily operations should be executed from this perspective and to enhance satisfaction of the beneficiaries and donors.

In assuming the office of the chair person, I will be focusing on the following three factors so that PHJ's activities would be highly evaluated and appreciated by the donors and beneficiaries.

The first factor is to enrich our "field strength" consisting of human resources and program contents. The second factor is to strengthen "communication capabilities" such as reporting, dissemination, consultation, education, and public relations. The third factor is to improve "financial power" by finding new donors, supporting projects, and governmental funds.

Through my three year experience as a vice chairperson, I am prepared to perform my responsibility of achieving PHJ's growth working with the staff members and supporters focusing on the above-mentioned three factors. Your continued support and cooperation will be truly appreciated.

Thailand - Change in HOPE Partner Program

Since 1998, PHJ-Thailand has supported children suffering from illnesses and disabilities with their medical and transportation expenses. Every year about 60 Japanese donors provide funds to care for about 60 patients. Reflecting the improvements in the Thai Government's medical insurance scheme, in many cases the medical expenses for these children were covered by insurance. In light of this, PHJT has reviewed the program and made significant changes.

About 30 patients no longer required PHJT's support and will be discharged from the program. PHJT is currently contacting the donors who have supported these children, and requesting that donors shift their support to the pediatric cardiovascular surgery program.

The remaining 30 patients require a long term medical care and rehabilitation, and their families will continue to receive PHJT's support. In addition to medical and transportation support, PHJT staff will work closely with a technical team consisting of a pediatric doctor, physiotherapist, an occupational therapist and a community nurse to each of these patients for home visit. The team assesses the health condition of the patient and reviews the medical care environment at home. The team formulate a rehabilitation program based on their findings and train the patient's family to practice the program at home daily.

The Thai Government is promoting home visits by medical teams, but the demand exceeds what local medical services are able to provide. PHJT will work with local health organizations to ensure



that the patients receive essential medical care and services at home. PHJT prepares a patient's profiles, plans technical team's home visits, and keep a record of home visits.

PHJT is confident that, by implementing the above-mentioned health check system with the local health organization, the quality of life of patients and their families will improve significantly. PHJT is also confident that the local organizations will keep this system going after transfer of this system.

Photo: A physical therapist teaches a patient's family how to assist with their grandson's rehabilitation program.

By Jeeranun Mongkonde, Regional Director for Thailand and Vietnam

East Japan Disaster Reconstruction Support - Donation of Doctor Car

One year and eight months have passed since the East Japan Disaster. Reconstruction projects are under way. Immediately after, the disaster, PHJ started the East Japan Disaster donation in cooperation with All Japan Hospital Association (AJHA). Until June 2011, PHJ supported the dispatch of AJHA medical teams and supply of emergency goods.

Starting July 2011, PHJ investigated the damages suffered by the AJHA member hospitals and their requirements through Kesen-numa Medical Association. Based on the findings, PHJ donated medical equipment & supplies, furniture, office equipment, etc. in two occasions. In May 2012, we received a wonderful news that two clinics in Kesen-numa that were destroyed by the Tsunami opened on different locations.

At the disaster areas, a major problem for the aged and disabled people staying in temporary houses is to access hospitals and clinics. In the Kesen-numa City, only the Kesen-numa City Hospital has sufficient facilities and medical equipment to accept patients and the city is considered medically abandoned area with 115.5 doctors per 100,000 persons.

Prior to the March 11 disaster, many people in the city did not pay attention on the home medical care. After the disaster, the city organized medical patrol teams to visit the residents. Then the need for the home medical care service was acknowledged by residents and doctors. Dr. Muraoka (Head of Muraoka Surgery Clinic) was one of the medical patrol team leaders who continued the home medical care service after the patrol teams were dissolved.

To help the home medical care service, PHJ donated a doctor car containing ultrasound diagnosis equipment, ophthalmoscope and other examiners to the Muraoka Surgery Clinic in September 2012. Kesen-numa City is located along a ria coast with steep hills. The four wheel light ban doctor car would be useful for the city with such geographical features. The doctor car would be beneficial to the people who cannot visit hospitals on one hand. Another benefit would be to reduce the city hospital's.

People in the disaster areas have many problems. PHJ will continue to work for the reconstruction of the disaster areas.



Dr. Muraoka (far left) examining with a ultrasound analyzer



Muraoka Clinic opened in May



The donated doctor car

By Masaru Yokoo, PHJ Tokyo

PHJ Website Renewal

Visitors to the PHJ's website used to ask what is PHJ? Is it a non-governmental organization? What is its main activities? To respond to these questions and attract attentions of more visitors, we started the website renewal project in April 2012 and introduced the redesigned website on July 26.



On the English website shown on the right above, the PHJ's mission to engage in maternal and child health improvement is expressed on the top page image and phrase "For safe childbirth." Immediately under the image, there are links to the PHJ activity sites of Cambodia, Indonesia, Thailand/Vietnam, and Japan.

The Japanese website has banners on the right side of the image to link to the maternal and child health conditions, Hello! Mothers monthly donation, East Japan Disaster donation, and Asian Fairy Tale Calendar donation.



The lower half of the top page of the Japanese website has banners to link to the staff blog, corporate support cases, mail news registration, Facebook. At the Pick Up section, reports from the program sites and staff blog are introduced, while What's New shows various events and notices.

The new website is managed by a content management system so the PHJ staff members edit and publish contents timely.

The WEB server designing/building/maintenance is by Godai System and the designer of the top and second layer is Ryota Nanbu, a graphic designer at an advertising company, who also is offering his time and expertise for the PHJ Asian Fairy Tale Calendars. The top page image and many photos of the activities in Cambodia are provided by Toshihiro Kubo, a professional photographer.

Director Saotome's Column Vol. 7

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)



Reward of Gratitude/Teaching the Ode to Joy, Part of No. 9 Symphony of Beethoven

At year end, the Ode to Joy, a part of the No. 9 Symphony of Beethoven, is performed throughout Japan. This symphony was first played in Japan, 94 years ago at Bando-cho (present Naruto City) in Tokushima Prefecture.

<World War I and Encounter of Germany and Japan>

At the outbreak of the World War I, Japan declared war on Germany according to the Anglo-Japanese Alliance. The Japanese army of 30,000 soldiers under Lieutenant General Mitsunobu Kamio and the English army of 1,000 surrounded the German army of 4,700 at Tsingtau, the German leasehold in China. After evacuating private citizens, women and children, and foreign nationals to safe places, the Allied army launched an all-out attack on the German army. After 40 days battle, the German army surrendered.

The Lieutenant General Kamio (later a General, father-in-law of a novelist, Takeo Arishima) of the Japanese Army allowed the surrendered German soldiers to bear swords respecting their pride. He talked to the soldiers, "You fought bravely against odds at a land far from your homeland. Please take a rest in Japan. The Japanese people would welcome you as brave and patriotic guests."

<Bando Prisoners Camp>

The German prisoners were accommodated in several camps in Japan. One of the camps is Bando Prisoners Camp. The director of the camp, Lieutenant Colonel (later promoted a major general) Toyohisa Matsue was an upright person. He was a son of one of the Aizu clansman, who were defeated by the Meiji Government. He understood the feelings of the defeated army. He treated the prisoners as civilized persons and scientists and asked them to teach the Japanese army and people about the European culture, medical science, and engineering. Appreciating the generous treatment, the German soldiers paid thanks to the Japanese people in their specialized fields. The doctors taught the Japanese people about medical science, while the engineering team taught bridge construction technology, and a music team taught German music.



<The First Performance of the Ode to Joy>

The German military band formed several groups and the two conducted by Hansen and Engel, respectively, were very popular. On June 1, 1918,,for the first time in Japan, the Hansen band played the Symphony No. 9 of Beethoven with the Ode to Joy by the 80 member chorus, at the Bando Prisoners Camp. Later the Hansen band and Engel band promoted music exchange with Japanese music groups and organized concerts more than 100 times throughout Japan. Today, the Symphony No. 9 has become the most popular symphony and song in Japan.

Photo: The Hansen band playing the Symphony No. 9 exhibited at The German House in Naruto City

<Reward of Gratitude: One good turn will meet another>

Regardless of the place and time, all people have the sense of gratitude. Among the German prisoners mentioned above, there were many who decided not to return to Germany and remain in Japan. Major General Matsue who was trusted by the prisoners retired and returned to his home, Aizu, and was appointed the mayor of the Aizu Wakamatsu City. He was revered as a sincere and benevolent servant to the citizens.

* This article was translated by PHJ from the Japanese original.

Member's Voice - San Paulo Autistic Children Medical Class (PIPA)

By Takeshi Ito, Individual Supporting Member

Japan-Brazil Assistance Association, a welfare association of the Japanese in Brazil, is responsible for the operation of Sao Paulo autistic children medical class (PIPA) where six children are enrolled now. Before the PIPA was established, the children had to depend on a medicinal therapy.



In 2007, PIPA introduced the daily guidance and life therapy developed by the specialist |Dr.. Saegusa of Musashino Higashi Gakuen with the cooperation from JICA. As one of the supporters of PIPA, I have been watching the children's growth in amazement. I fully acknowledge the value of the daily guidance and life therapy. Daily communication is far superior to medicine in opening the minds and hearts of the autistic children. I cannot but admire the effectiveness of communications.



Earlier this year, Dr. Masao Taira trained under Dr. Saegusa and a board member of a social welfare organization, TOPOS, gave a lecture. One of the participating children was shouting and running around without listening to his mother's requests. I looked at the mother and child as if to blame them. Then I felt ashamed as I was listening to Dr. Hirano speaking on the importance of understanding and generosity. I wanted to say thank you to the child and his mother before leaving the lecture hall.

Photo: The children practicing Japanese drums as one of the life therapies.

* Mr. Ito has been the supporting member since PHJ was founded and donating every year for PHJ calendar and other programs. After retiring from Yokogawa Brasil, he is running "Asuka" a very

popular ramen and chaotsu restaurant in Sao Paulo and helping many Japanese visitors.

Introduction of New Staff

Following three staff members joined PHJ from May to July 2012.

Hiroshi Kitajima: I became an individual supporting member three years ago and participated in the steering committee as an observer from time to time. I have had great empathy for PHJ's activities which have focused on "maternal and child healthcare" and "the East Japan Disaster relief".



I feel privileged to work with PHJ's Tokyo office, and would like to make contributions as a bridge between supporters and local operations.

Toshio Ogawa: I'm honored to have this opportunity to work with PHJ which has tradition and achievements as a non-profit organization.

I'm determined to do utmost efforts in order to achieve PHJ's mission by getting some advice from experienced colleagues and making full use of my about 40-year business career. Thank you for your continued support.



Mayumi Hata: I joined PHJ as a PR staff this June. I gave a birth a few years ago and this made me very interested in working with PHJ, which is dedicated to improve maternal and child healthcare in Asia aiming to offer safe delivery.



I feel so grateful to be engaged in PHJ's activities with each passing day, and I have a determination to do my utmost for better understanding of PHJ by more people.

PHJ will participate in three events

Please come and visit those events to see drawings based on fairy tales by children from Indonesia, Cambodia, Thailand and Musashino-city (Tokyo).

The 23rd Mitaka International Exchange Festival

- Date: September 23 (Sun) 10:00-15:30
- Place: Southeast Asia bloc at Inokashira West Park
- We will exhibit drawings for Charity calendar 2013 and hold a drawing workshop for children.

The Global Festa JAPAN 2012

- Date: October 6 (Sat) and 7 (Sun) 10:00-17:00
- Place: Blue Area B24 at Hibiya Park
- We will exhibit drawings for Charity calendar 2013.



Photo: Global Festa JAPAN2011

