

Healthcare Restoration Program

Improving healthcare environment and aiding the recovery of local healthcare

In the Hamadori area of Fukushima prefecture, local healthcare has been devastated by the Fukushima Daiichi nuclear disaster. After the earthquake, physicians left due to radioactivity concerns, halving their number in the area. Patients have concentrated at surviving healthcare institutions, increasing the burden on the physicians who have continued seeing patients beyond their capacity. Accordingly, we started hosting a Disaster Healthcare Support Seminar at Fukushima Medical University, with

the aim of supporting healthcare in affected areas and conducting research on disaster healthcare. By researching healthcare needs in affected areas, we are developing a healthcare system to pave the way to recovery, and a solution model for improving local healthcare. We hope that the medical activities and the results of the research undertaken in the context of this project will raise awareness on the current situation in affected areas, not only in Japan but in the entire world.

Children's Saturday Campus

Helping children overcome the earthquake and nurture their own dreams

Moving to temporary and rented housing in the prefecture has forced children to leave the friends and teachers who had thus far accompanied them in their studies. For these children, lives in new areas with different customs and climate, as well as building new relationships at their new schools have proved a source of considerable stress. The Children's Saturday Campus is meant to help these children believe in themselves again and be as happy as they were before the earthquake.

The program, consisting of 15 sessions a year and targeted at children evacuated mainly from Namiemachi and Iitate in Fukushima prefecture, leverages Fukushima University's beautiful facilities and human environment to stimulate the children's interest and allows them to get all the physical activities they want. It supports these children, who will some day shape our future, and helps them pursue their own dreams.

Fellowship Program for Industrial revitalization in Tohoku

A powerful help in developing new jobs in affected areas

More than two years on from the earthquake, passionate and ambitious local leaders in affected areas are beginning to tackle the challenge of creating new jobs. For these efforts to bear fruit, however, it will be indispensable to secure management talents with business expertise. In order to resolve such issues, Johnson & Johnson rolls out the Right-Hand Dispatching Program in cooperation with NPO ETIC.

Aiming to create and expand businesses capable of contributing to the health of the residents of affected areas, we are advertising this project as a driver of new job creation in Tohoku. By dispatching personnel serving as the "right hands" of the leaders of selected initiatives, we will help promote business and develop new jobs in affected areas.

Reports by volunteer employees

Volunteer employees aiding recovery from the Great East Japan Earthquake

Johnson & Johnson's Contributions Committee hosts a volunteer month in June each year. In 2011, the committee added Great East Japan Earthquake recovery programs to the volunteer month activity list. Disaster relief activities of the employees include provision of footbath massage and cleaning services to the inhabitants of temporary housing. In 2011 and 2012 we held local product fairs titled "Volunteerism by Buying" at the Tokyo Head Office as well as through mail order in aid of recovery in Miyagi, Iwate and Fukushima prefectures. Numerous employees from across the country participated in these volunteer fairs, and proceeds were donated to aid recovery from the earthquake.



Johnson & Johnson Contributions Committee

JJCC Intranet website <http://jjcc.medjp.ap.jnj.com/JJCC/top.asp>
 JJCC Official website <http://www.jjcc.gr.jp>

Report on Great East Japan Earthquake Recovery Program Initiatives 2013

Johnson & Johnson has been engaged in a variety of social contribution activities for improving quality of people's lives from a long-term perspective based on the third responsibility stipulated in Our Credo — our responsibility to the communities. In the context of recovery from the Great East Japan Earthquake, we are particularly focusing on areas lacking social support. We are providing wide-ranging forms of aid, helping people in affected areas regain their independence and developing sustainable systems and communities.

Our Report on Great East Japan Earthquake Recovery Program Initiatives 2013 provides information on the progress of recovery programs currently supported by the Johnson & Johnson Group in Japan.



Mother and Baby Support Program

The Tohoku Child-rearing Project — creating a safe child-rearing environment for mothers in affected areas

In addition to changes in the living environment caused by moving and evacuation as well as by damage wrought by the quake to healthcare and transport infrastructures, Fukushima prefecture is saddled with many other problems stemming from the nuclear accident. It is in this context that we are supporting the creation of a safe child-rearing environment for mothers in Fukushima prefecture.

Stress and anxiety of new mothers as a post-earthquake issue

“If you’re happy and you know it, clap your hands... If you’re happy and you know it, then you really ought to show it...” With familiar nursery rhymes, the venue is filled by the voices and laughter of happy mothers and babies. The rays of the autumn sun are streaming into the room.

This is the heartwarming scene presented by the “Midwives’ Kosodate Salon (a parenting workshop) - Baby Massage and Consultations,” held in October 2013 at the Date Health Center.

The Tohoku Child-rearing Project, of which the Midwives’ Kosodate Salon (a parenting workshop) is part, began about one year on from the Great East Japan Earthquake. Out of the affected areas, pregnant women and mothers suffered particular stress in Fukushima prefecture due to damage to healthcare and transport infrastructures, changes to the living environment due to moving or evacuation, and radioactive pollution from the nuclear accident. “After the earthquake, when we (the midwives) visited the families of newborn children, we were surprised at the large numbers of mothers who had stayed indoors and had been unable even to open the windows out of concern. The record of our visits shows that the type and extent of the anxiety and stress experienced by mothers in affected areas were wide-ranging, and were different for each individual,” says the Fukushima Midwives Association’s President Ishida. Johnson & Johnson has offered a helping hand to the project in order to tackle this reality head on and help the mothers of Fukushima prefecture feel safe when raising their children.



Staff communicating with each of the mothers while providing guidance on baby massage

Help by experienced midwives from the Fukushima Midwives Association

Centered around local midwives’ associations, the Fukushima Midwives Association is engaged in initiatives such as the “Fukushima Baby Helpline,” home visits to pregnant and nursing mothers, breastfeeding support at maternity hospitals, maternity hospital admission care for nursing mothers and their children, and the “Midwives’ Kosodate Salon

(a parenting workshop).” In Fukushima prefecture, the Fukushima Midwives Association, consists of very experienced midwives, provides services ranging from education for pregnant mothers and home visits to local mothers, to maternity care and mental care.

At the Midwives’ Kosodate Salon (a parenting workshop) in particular, midwives from the Association provide consultations and lectures on child-rearing, guidance on baby massage and growth checks. The Salon also functions as a place for mothers in the same circumstances to socialize.



The Fukushima Midwives’ Association’s President Ishida (left) and midwives Ms. Sanpei (top right) and Ms. Kotani (bottom right)

Aiming to continue and further enhance the Tohoku Child-rearing Project

According to a survey, one-and-a-half year old children born immediately after the earthquake were suffering from higher stress levels than nursery school, kindergarten and elementary school pupils. This is believed to be due to the vast impact exerted on the infants by stress caused to their mothers by the earthquake. “The world of infants below one year of age consists solely of their mothers and families. For this reason, it is important that mothers are able to relax and feel at peace. A safe child-rearing environment gives mothers the freedom to enjoy their babies’ growth. In turn, the resulting deepening of the relationship between mother and child allows the baby to grow up healthy, both mentally and physically,” says President Ishida. The support system for mothers with children under one year of age, however, still leaves much to be desired. In fact, the Midwives’ Kosodate Salon (a parenting workshop) is always fully booked. Mothers participating in the Salon have voiced their satisfaction at seeing babies of the same age as their own, making friends with other mothers and receiving the midwives’ advice. To meet their expectations, it will be essential to continue the project and further bolster our support.

Building New Social Bonds in temporary housing community Program

Preventing the isolation of residents and helping care workers in temporary housing create new communities

With the help of Johnson & Johnson, care workers in the temporary housing compounds of Ofunato City, Iwate prefecture are playing an important role in developing environments and systems fostering new communities within temporary housing and giving back to people their zest for living.

“Linkers” providing support for life in temporary housing and creating communities

Ofunato City, which suffered serious damage in the earthquake, saw the construction of temporary housing compounds in total 37 locations, with 1,800 houses, to which about 4,500 evacuees were moved. Moving into temporary housing, however, caused many to lose their connections in an area which was, originally, characterized by strong local bonds.

This led to both physical and mental hardship. In order to resolve such issues, staff members called “care workers” are currently stationed full-time at assembly halls and lounges in each compound from 8:30 a.m. to 5:30 p.m. on weekdays, and are helping residents take back their lives. Care workers are working to “link” people to other people and to information, avoiding the residents’ solitary death.

They visit each household on a daily basis to greet people, discuss their everyday problems and provide information from the authorities that people affected by the quake will need to rebuild their lives.

No greater reward than a “thank you” said directly to us

Those who wish to become care workers first of all attend training on their roles, daily work and required mental attitude. Manager Nitta, who has been entrusted by the authorities with recruiting, training and managing care workers, says: “One of the key tasks of care workers is to listen to what each resident has to say, and honestly, sometimes the problems they tell us about are very serious. Listening to people talk about such problems on a daily basis places a heavy burden on our care workers, too. Therefore, we are providing our care workers with skills training on ‘attentive hearing’ (a communication technique for listening to what the other party has to say in a receptive, empathic fashion) and psychological counseling by specialists.” The daily life of a care worker is certainly tougher than one might imagine. Recently, however, many care workers are expressing the satisfaction experienced in their job. “People treat you like a stranger at first, but then come to show you their fondness, and you want to do

whatever possible to help them,” says Ms. Sasaki, a care worker in the Rokuroishi compound.

Likewise, Mr. Niinuma — area manager for the Hirabayashi compound — remarks: “You get to be thanked directly by the residents. That’s something you won’t experience in other lines of work .” The low ratio of residents refusing to receive visits (3%) demonstrates the depth of the relationship of mutual trust developed between the care workers and the residents.



From left to right: the Hirabayashi compound’s care worker Ms. Sasaki, area manager Mr. Niinuma, residents’ association president Mr. Takita, and care worker Mr. Furusawa

System for assigning care workers and related know-how to be expanded to other temporary housing compounds

As recovery progresses two years on from the earthquake, some are beginning to leave temporary housing. Many, however, still face an uncertain future. In addition to loneliness, people who remain in temporary housing feel left behind and anxious about how long they will be able to stay. “For this very reason, we will need to be even more proactive in making contact, and to have new initiatives allowing residents to gather and enjoy themselves,” says Mr. Takahashi, a care worker in the Rokuroishi compound, showing his earnestness to help the residents.

Specifically, such initiatives are currently taking the form of “residents’ association challenges.” This entails each compound holding events autonomously with the help of the care workers, helping residents have a good time together. Recently, the Rokuroishi compound has held a Pacific Saury (“samma”) Festival, and the Hirabayashi compound a Meat and Taro Soup (“Imoni”) Party, making the compounds resonate with laughter.

Began in September 2011, the assignment of care workers has been expanded to Otsuchiyo in Iwate prefecture, and is scheduled to be incorporated at temporary housing compounds in Futabacho, Fukushima prefecture. Johnson & Johnson will continue to provide its support in the hope that the care worker assignment system and related know-how will help create communities in affected areas and help people regain their zest for life, aiding their future independence.



From left to right: the Rokuroishi compound’s care workers Ms. Sasaki and Mr. Takahashi, and area manager Mr. Kaminaga