

## Millennium Development Goals and PHJ

### ■ Millennium Development Goals (MDGs)

The United Nations (UN) Millennium Summit in 2000 adopted the UN Millennium Declaration as the goals of the world for the 21<sup>st</sup> century. This Declaration and the UN Development Programs adopted in major international conferences of 1990's were combined as a common framework of MDGs. The MDGs consist of following eight category goals to be achieved by 2015.

Goal 1: Eradicate extreme poverty

Goal 2: Achieve universal primary education

Goal 3: Promote gender equality and empower women

Goal 4: Reduce child mortality

Goal 5: Improve maternal health

Goal 6: Combat HIV/AIDS and other diseases

Goal 7: Ensure environmental sustainability

Goal 8: Develop a global partnership for development

(Source: UN Millennium Development Goals: [www.un.org/millenniumgoals/](http://www.un.org/millenniumgoals/))

### ■ MDGs and PHJ

Governments, UN, non-government organizations (NGOs), and other organizations of the world community have been implementing various programs to achieve the MDGs. In recent years, increasingly companies are promoting the achievement of MDGs as their corporate social responsibilities (CSR).

PHJ's activities are in line with the achievement of the MDGs. Among the eight goals, our activities are related to Goal 4: Reduce child mortality, Goal 5: Improve maternal health: and Goal 6: Combat HIV/AIDS, malaria, and other diseases.

**PHJ continues its commitment to solve issues of global nature as stated in the MDGs and carry out our activities and disseminate information steadily in cooperation with governmental organizations, other NGOs, the residents of the concerned areas, and PHJ members.**

**(Masahiro Ishizeki)**

## **Expectations to PHJ**



**Masaki Iizuka, Member of PHJ Steering Committee, Director of Hewlett-Packard Japan Ltd.**

**I have served at the PHJ Steering Committee (SC) since November 2007. Until then, I had only participated in the PHJ activities by buying the calendars. Having attended quarterly SC meetings where the representatives of Indonesia, Cambodia and Thailand operations reported on their activities in extremely unfavorable environments in terms of sanitation and facilities, I was deeply impressed with the PHJ operations. The processes of making clear targets, preparing activities plans, implementing the plans, assessing and evaluating the results, and sharing the information are carried out in true team spirit.**

**I also admire the ways the PHJ representatives communicate with the staffs and people in each area who have diversified culture, history, and values. Understanding the differences and winning the trust and cooperation of the local people, they are patiently carrying out education, training, and support so that the people can help themselves conduct the activities. It is also admirable that the PHJ head office extends a thorough and strong backup to these regional offices so that the latter could surely carry out the valuable activities.**

**There is a proverb that perseverance leads to success. At this time the most important thing for the PHJ is to win the understanding and support of a greater number of the Japanese people and expand the medical and health support activities. Now we are facing the worldwide depression starting from the Lehman shock in the fall of 2008 and it is difficult to solicit donations. Nevertheless, this is the best opportunity for PHJ to win recognition of the public on the value of its activities. We should be confident and step up our efforts to explain and promote**

our activities.

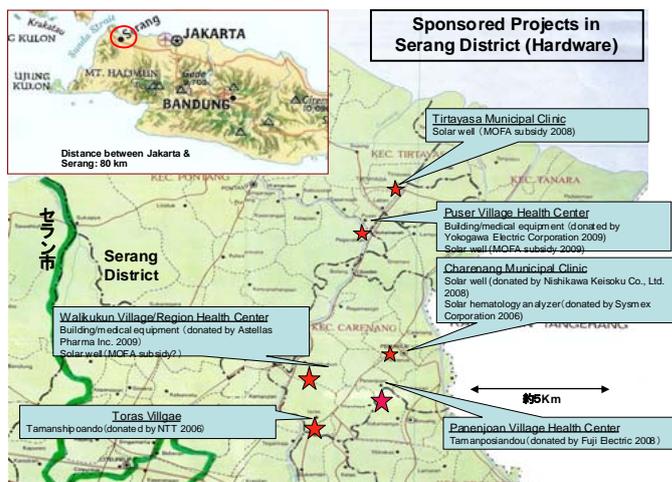
During one year service as a SC member. I have learned a great deal from PHJ. I would like to express my sincere thanks. As a responsible citizen, I will continue to support the PHJ and its activities and wish a steady growth of the PHJ activities.

**Indonesia:**

**Maternal and Child Health Center Construction Support Program**

Since 2004 PHJ has been carrying out a program to improve the level of medical and health services in five municipalities in Serang District, Banten Province, located about 80 km west of Jakarta, the capital city. The PHJ Indonesia Office has been tying up with health volunteers and municipal agencies to extend health education and requested the municipal agencies to increase skilled assistants for delivery or child birth. These efforts have brought up favorable results such as doubling of the number of resident skilled assistants and medical staffs and enhancing safer delivery and child care.

|   | 2003 | 2004 |
|---|------|------|
| Skilled assistant at delivery             | 55%  | 65%  |
| Skilled assistant and midwife at delivery | 0%   | 14%  |
| Midwife at delivery                       | 45%  | 21%  |
| Delivery at medical facilities            | 0%   | 4%   |



The skilled assistants are extending these services at a maternal and child health center. Among 50 villages covered by the program, only several have such health centers. To improve the situation, the PHJ supports those villages that are actively and seriously planning and promoting the health center program.

Among the facilities the PHJ supports, deep wells are installed at four solar energy operated centers (three of them were funded by the subsidy from the Ministry of Foreign Affairs NGO subsidy) and secured safe drinking water.

PHJ places a great importance on education but enhancement of health center facilities for the communities actively engaged and promoting the program is indispensable. We request your understanding and support.

(Mika Ito and Kunitaka Kobayashi)

## **Cambodia:**

### **Nutrition Education and Meals Provision in Villages**

As one of community health education programs, the PHJ Cambodia Office adopted a nutrition education for 2009. The program covers children of one to five years old in concerned villages supervised by our office. In Cambodia, many children are suffering from various illnesses due to malnutrition and have difficulty in making normal growth. The government is aware of these issues and promoting improvement of nutrition of the people, by distributing vitamin pills and ferric medicine to communities through health centers and organizing a campaign to increase breast feeding of babies less than six month old.

The PHJ office recognizes the importance of daily diet improvement to achieve a nationwide nutrition improvement. From this viewpoint, the office is promoting nutrition education and provision of meals. This program is implemented twice a week. In the community kitchen, we prepare nutritious rice porridge consisting of meat, eggs, and diced eight vegetables and feed children of one to five years old as shown in the photo. At the same time, we extend nutrition education to their mothers or families to raise their awareness of nutrition and growth. Mothers are anxious to learn how to cook weaning diet to their children. Looking at their children eating the porridge happily, some of them said



that they may not be able to cook the same porridge at home, but they would prepare similar porridges as their children really like the food.

In the beginning, many children came to the program in

muddy clothing. After the PHJ staffs taught them to wash hands before eating, more children come in neat and clean clothing after washing hands and changing clothing at home. This practice leads to spread of sanitation and health care knowledge and prevention of diarrhea the children tend to suffer.

(Yoshimi Nakata)

## Thailand: HOPE Partner Education Program

Since 2002, People's HOPE Thailand (PHJT) has been supporting Rojanagarindra Institute of Child Development (RICD) for pediatric patients, located in Chiang Mai. Presently, PHJT is extending to 42 patients hospitalized for a long time and their families not only medical and hospital fee support but also health education. The educational program covers mental health treatment appropriate to each patient depending on his/her condition and economics education (promoting saving) to families to help themselves to pay the medical fees one day.

The PHJT staffs are working to improve this program to ensure its effectiveness in a long range by tying up with Dr. Samui, Director of RICD and a psychiatrist shown on the right. The close communication with RICD is proving effective recently.



Dr. Samui with 14 years experience as a psychiatrist sent us the following message of appreciation:

*“This program is dedicated to extend to patients receiving long term treatment and their families the support that meet their exact needs. That is why the program is truly appreciated and effective. This success owes to the fact that PHJT and RICD share the sense of responsibility to make the long term patients become healthy and happy. We are confident that our tie-up will contribute to make lives of more patients and their families happy.”*

Dr. Samui also mentioned his plan enthusiastically:

*“In the future, PHJT and RICD should expand our scope of activities and establish an education center for the parents of disabled children and local staffs throughout Thailand and neighboring countries.”*

(Manager of Education: Chagpida Spachan)

## Vietnam: AIDS Prevention Education Starts in May

In October 2008, PHJ established AIDS Prevention Education Center in University of Medicine and Pharmacy (UMP) in Ho Chi Min City. The program will take off in May toward the university students.



Vice President Dr. Tuan

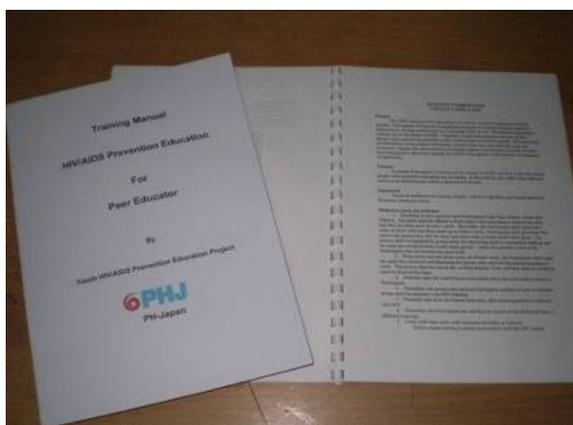
This program is quite unique. PHJ Thailand has been successfully conducting internationally recognized a Peer Education program for eight years and the knowhow is being transferred to UMP at the request of the university. In January 2009 the Memorandum of Program was concluded and translation to the Vietnamese language by the Vietnamese students studying at Payat University,

Thailand. At the meeting held late February by Dr. Tuan of UMP, PHJT Director Jeeranun, and Project HOPE Asia Director Ohtani, detailed schedule was decided. This AIDS program will be adopted as an official curriculum of UMP at the UMP Board meeting. For this purpose, all documents must be prepared in Vietnamese language and registration procedures are rather complicated. It may take time but we hope it will start as scheduled.



Meeting at UMP

Textbooks in Vietnamese



(Akira Sumi and Masahiko Hasumi)

## **Member's Voice: As a Good Partner**



**Noriyuki Nakaoka, Sysmex Corporation (Corporate member)**

**Sysmex has been participating in the PHJ activities for about 10 years. One of most memorable events is the donation of our medical equipment to Indonesia three years ago. It all started when we learned that PHJ's representative in Indonesia, Chika Ito, wanted a solar power operated medical equipment. It was a good opportunity to increase the recognition of Japanese companies and their manufacturing expertise in Indonesia. We took Ms. Ito's wish seriously.**

**Although we can offer a medical equipment but the bottleneck was the steady power supply. We consulted with Kyocera company and experimented whether the solar power can be effective in making the medical test. Next we had to overcome issues on installing our medical equipment together with the solar power equipment. These difficulties were also cleared when Negurosu Denko Co., Ltd. dispatched their staff to the location to install these equipment. All concerned parties were happy to fulfill Ms. Ito's wish.**

**It took a lot of time and efforts of so many people to donate the equipment but it was worth doing it. Every month about 20 pregnant women or mothers are taking blood tests with the equipment. We are happy to receive a report that the health condition of pregnant women and mothers is improving because of these tests.**

**From these communications and experiences with the staffs and people, we came to understand that companies and NPO can develop mutually beneficial relationship not only through financial support but also through extending respective expertise.**

**We will continue to build a good partnership with PHJ and hope to support PHJ in whatever we can.**

## **Report on Sichuan Earthquake Recovery Support**

Nearly one year has passed since a strong earthquake hit the Sichuan Province in China on May 12, 2008. It is reported that the children hospitalized in remote areas have returned to their homes and schools have resumed. Nevertheless there is a lack of knowledge and staff to take care of the mental health of these children even at the Chengdu Children's Hospital.

Donations we received from you are used in training the nurses of this hospital in mental health care at Shanghai Children's Hospital and jointly producing special manuals and DVDs with the Shanghai Hospital.



**Mental care seminar at Shanghai Children's Hospital**



**Rehabilitation of seriously injured child**

## **Thank you for Your Cooperation in Year End Fund Raising**

PHJ expresses its appreciation to all persons who cooperated in the annual calendar fund raising. The sales from calendars amounted 2,532,838 yen and the amount of year end contribution was 259,902 yen. In total we could raise 2,792,740 yen.

The pictures of calendar were the works of children we supported in our programs in one way or another. One of the 2009 calendar pictures show such arts lesson. We hope you enjoy these pictures.

Your donations will be used to continue the programs introduced above.

(Hisashi Okouchi)

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