

Report on the First PHJ Study Tour to Thailand and Cambodia

With the catchphrase of “Satisfying your wish to know and experience”, PH-Japan (PHJ) organized a study tour to Thailand and Cambodia early September. Participants included staffs at a university hospital and welfare facilities as well as university students.

In Thailand the group visited a health center located at the suburbs of Chiang Mai, in northern part, and observed the cervical cancer prevention program that PHJ is supporting. Health volunteers and health center staffs also explained to us how the health system is organized and operated in Thailand. The group had the first hand knowledge of a well-organized public health system in which health volunteers, health centers, and public hospitals have respective roles and responsibilities. We also confirmed that, under these circumstances, the role of PHJ consists of supporting this system where necessary.

On the third day, the group flew to Cambodia, a neighbor of Thailand, which has very different health conditions. Although both countries are aiming to establish an effective public health system, the stage of development is very different. In Cambodia, PHJ’s role is to strengthen the health system and supporting medical staffs to improve their basic knowledge and skills.

The group visited villages in Kampong Thom province where PHJ is operating and learned maternal and child health status from local health center staffs who are performing important roles in this aspect, as well as traditional birth assistants (TBAs) and mothers. Following their interviews, the group compiled a report comparing with Thailand and made a presentation to the health center staffs, TBAs and mothers at the local health office. The meeting turned out to be an interesting discussion on health system in villages.

The tour participants expressed their comments on the tour as follows: *It was very interesting to visit the villages where PHJ is operating and directly hear from persons involved in the health system and villagers. The tour to both Thailand and Cambodia was interesting as we could compare the conditions in each. There was a plenty of time to hear from local people and ask questions.*



As a non-government organization supported by members and society in general, PHJ will continue to introduce our activities to the public and share our experiences through this kind of study tours. If anyone is interested in a future study tour, please contact us at info@ph-japan.org

Photo: Listening to TBA's explanation

Basic health data

Country	Infant mortality rate (per 1,000 live births)	Maternal mortality rate (per 100,000 deliveries)	Average life expectancy at birth
Cambodia	70	470	59
Thailand	6	12	70
Japan	3	8	83

Source; UNICEF The State of The World's Children 2009

Contributing to the Health of The Individuals in Thailand Through PHJ



**Akemi Yanai, Corporate Communications, Takeda
Pharmaceuticals Company Limited**

Takeda has been a corporate member of the PH-Japan (PHJ) since 2004 when Kunio Takeda, then Chairman, served at the PHJ Board of Directors representing the pharmaceutical industry. Our corporate social responsibility

(CSR) staff has also started to serve at the PHJ Steering Committee around that time. I succeeded my predecessor as the Steering Committee member in February 2007.

We are committed to striving toward better health for individuals and progress in medicine by developing superior pharmaceutical products. Our CSR activities are also focused on health and medical fields.

PHJ is helping people mainly in Thailand, Indonesia, and Cambodia by extending HIV/AIDS prevention education, maternal and child health education, regional health center construction programs, that meet the needs of the people in building a sustainable health. Considering the PHJ objectives and activities, we believe that supporting PHJ is compliant with the CSR objectives of pharmaceutical companies.

Some of our CSR activities are conducted through the Takeda Science Foundation established in 1963. The Foundation's objectives are to support and promote scientific and technical researches and to contribute to enhancement and growth of science and technology in and out of Japan. It has provided financial incentives for research centers and researchers of scientific technology, scholarship grants to students from Southeast Asia, an incentive award called The Takeda Medicine Award, for a remarkable research achievement, and published books on promotion of scientific technology. The Foundation has also been storing, maintaining, and exhibiting Oriental books and other documents at a specialized library.

In the spring of 2009, we extended a scholarship to Dr. Anchalee of Nakornping University Hospital in Chiang Mai, Thailand, to study at the National Cancer Center in Tokyo. We found that Dr. Anchalee has been helping PHJ Thailand's cervical cancer prevention program which we have supported since 2005. Taking the opportunity of the visit of Mrs. Jeeranun, PHJ Thailand director, to Tokyo, we invited both Dr. Anchalee and Mrs. Jeeranun to visit our office together with the PHJ staffs. We are happy that PHJ made our two contribution programs linked so wonderfully.

We wish a continued growth of PHJ and are happy to be a part of this growth.

FY2009 Result and FY2010 Budget

(Unit:Japanese Yen)

Item	FY2009	FY2010
	Result	Budget
I . Revenue		
1.Cash donation	114,389,695	85,300,000
Corporate	95,184,010	66,000,000
Individual	8,517,843	8,500,000
HOPE Partner	2,565,000	2,300,000
One-shot	8,122,842	8,500,000
2.GIK	2,634,886	
3.Public fund	12,203,366	12,400,000
4.Bank interest	390,582	
Cash revenue	126,983,643	97,700,000
GIK	2,634,886	
Total Revenue (A)	129,618,529	97,700,000
Bal-fwd (Cash)	50,837,753	74,231,842
" (GIK)		
Total Revenue (B)	180,456,282	171,931,842
II .Expense		
1.Program	80,374,965 (75.7%)	93,930,000 (78.7%)
Cash	73,854,583	93,930,000
Currency	3,885,496	
GIK	2,634,886	0
2.Fundraising	15,484,836 (14.6%)	16,000,000 (12.6%)
Personnel	9,470,000	9,000,000
Expenses	6,014,836	7,000,000
3.Administration	10,364,639 (9.7%)	8,500,000 (8.7%)
Personnel	2,452,519	2,500,000
Expenses	7,912,120	6,000,000
Total Expenses(C)	106,224,440 (100%)	118,430,000 (100%)
Cash	103,589,554	118,430,000
GIK	2,634,886	0
III.Bal-fwd(B-C)	74,231,842	53,501,842
1.Cash	74,231,842	53,501,842
2.GIK (Inv.)	0	0

Program	Cash	Commodities	Total
Thailand	21,487,713		21,487,713
Indonesia	33,082,629		33,082,629
Cambodia	20,732,148	2,634,886	23,367,034
Emergency	2,437,589		2,437,589
Total	77,740,079	2,634,886	80,374,965

Auditor's Report

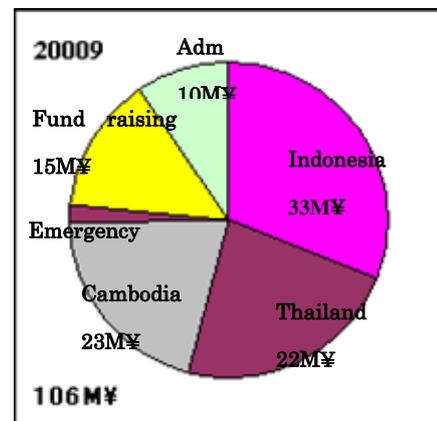
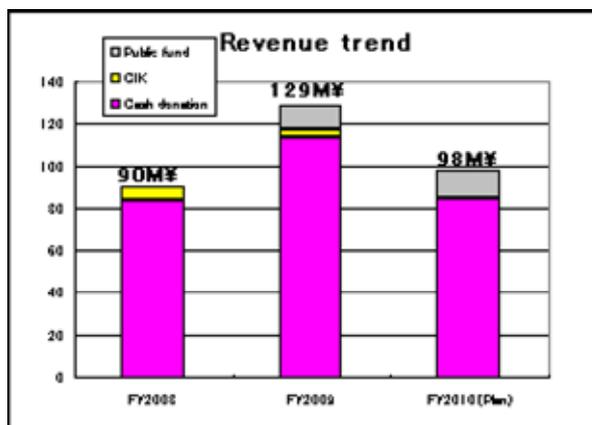
To: Chairman of the Board of PH-Japan
 Mr. Katsuto Kohtani

Having audited the PH-Japan's FY2009 Activities Report and Financial Report, I hereby confirm that they are fully satisfactory and appropriate.

Bungo Yoshimura (Seal)
 Auditor

FY2009 Activities Report

Financial Report



Activities Report

Indonesia (Total program support in Japanese Yen 33.8 million)

(1) Maternal and child health (MCH) program

This program designed to reinforce local collaborative works focusing on safer baby delivery and healthy growth of children is continued. Midwives residing in the villages have increased as much as three times in number. So we could give more attention on building local MCH center.

(2) Safe and Hygienic Water Supply program

In order to resolve the problem of dirty, contaminated, unhygienic and heavily salty water, PHJ experimentally drilled a deep well driven by solar batteries and successfully started to supply safe and hygienic water to local clinic and community.

(3) Influenza Prevention program

PHJ's influenza prevention program was approved by Indonesian Ministry of Health and implemented starting in May, 2009 for doctors, medical specialists of provincial hospital, clinics and community residents in east Bali. Collaborating with provincial authority the program focuses to build a reliable system to protect people from influenza-A.

(4) Training of Radiation Medical Equipment and Ultra-sound Image Diagnosis

(5) Oral Hygiene Education program

Cambodia (Total program support in Japanese Yen 23.37 million)

(1) Midwives Training program

Since 2007 midwives from local health stations have been trained in the provincial hospital. Total of 16 midwives completed to receive the training and now they are skillfully practicing services for both easy and difficult deliveries..

(2) MCH program

Aiming at improvement of the staff of local health stations in medical skills, improvement of administrative competence, and sharing of MCH knowledge and information to improve health of local community residents, the functions of health stations were strengthened.

(3) Ultra-sound Image Diagnosis Training program

Thailand (Total program support in Japanese Yen 21.49 million)

(1) Pediatric Cardiovascular Surgery program

10 patients successfully received heart surgeries to survive during this past FY. This program extended to support training workshop for 35 pre/post surgery nursing specialists and 5 students of medicine. Also, the program supported to dispatch a caravan medical team to the province of Nan to inspect 79 pediatric cardiovascular patients.

(2) Cervical Cancer Prevention program

Educational program and pap smear tests were implemented to raise awareness of the prevention efforts. Among 8,963 test recipients or 66.3 percent of people recommended to receive pap smear test, 648 or 7.2 percent abnormal symptoms were found. Thirteen or 2 percent were diagnosed cervical cancer and received medical treatment. We will continue this useful program.

(3) HIV/AIDS Prevention Education program

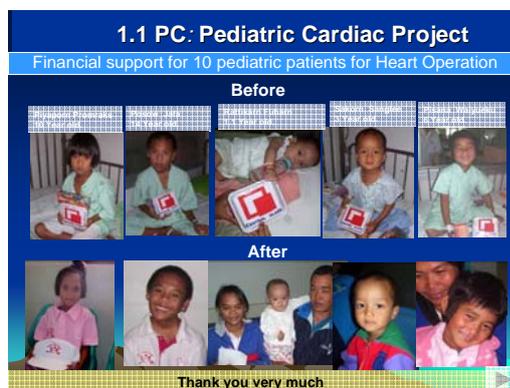
(4) HOPE Partner Education program



Local health center (Indonesia)



Children playing and dancing at the local Health center (Indonesia)



The 14th Board of Directors Meeting

On August 20, PHJ held the 14th board of directors meeting at a conference room of Tokyo International Forum. The board deliberated and approved all the agenda including FY2009 activities report and financial results, FY2010 activities plan and budget, and appointment of new directors.



Mika Ito, Country Director, PHJ Indonesia; Yoshimi Nakata, Country Director, PHJ Cambodia; and Jeeranun Mong, Country Director, PHJ Thailand joined the meeting and presented the report on the respective activities.

Board of Directors (as of September)

Title at PHJ	Name	Title and Organization
Chairperson	Katsuto Kohtani	Former President, Hewlett-Packard Japan, Ltd.
Vice Chairperson	Shigeru Tanaka	Professor, Keio University
Vice Chairperson	Shingo Oda	Former President, Hewlett-Packard Japan, Ltd.
Director	Sumio Edamura	Former Ambassador to Russia and Indonesia
Director	Yukiko Goto	Citizen, Mushashino City
Director	Atsushi Seike	President, Keio University
Director	Yasuo Nakajima	Professor, St. Marianna University School of Medicine
Director	Hirotochi Nishizawa	Chairman, All Japan Hospital Association (Chairman, Nishioka Hospital)
Director	Yoshiaki Fujimori	President of GE Japan
Director	Kenichi Matsumoto	Advisor, JFMDA (Chairman, Sakura Global Holding)
Director	Fumio Mizoguchi	Former Auditor, Yokogawa Electric Corporation
Director	Toichi Takenaka	Chairman, The Federation of Pharmaceutical Manufacturers' Associations of JAPAN (Chairman, Astellas Pharma, Inc.)
Director	Toshio Kimura	Executive Director, PH-Japan
Auditor	Bungo Yoshimura	Chairman, AIU Insurance Company

Review of 13 years Activities

Program

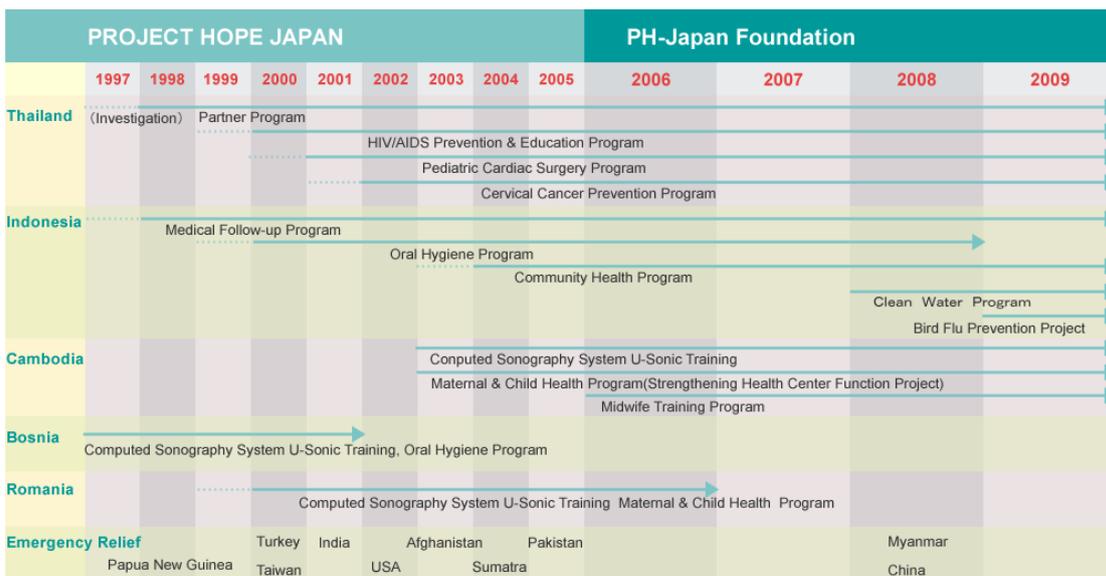
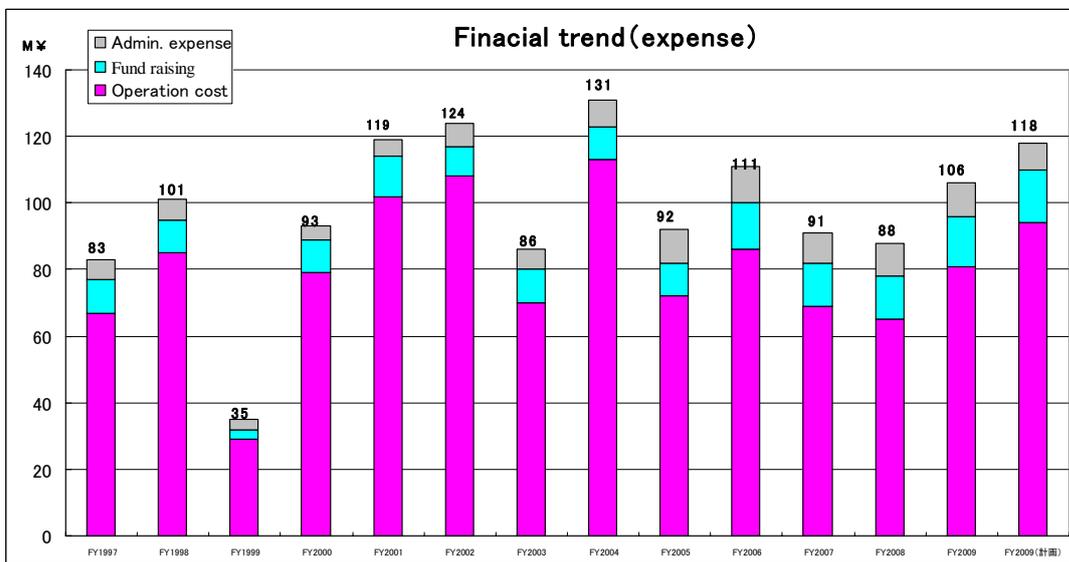
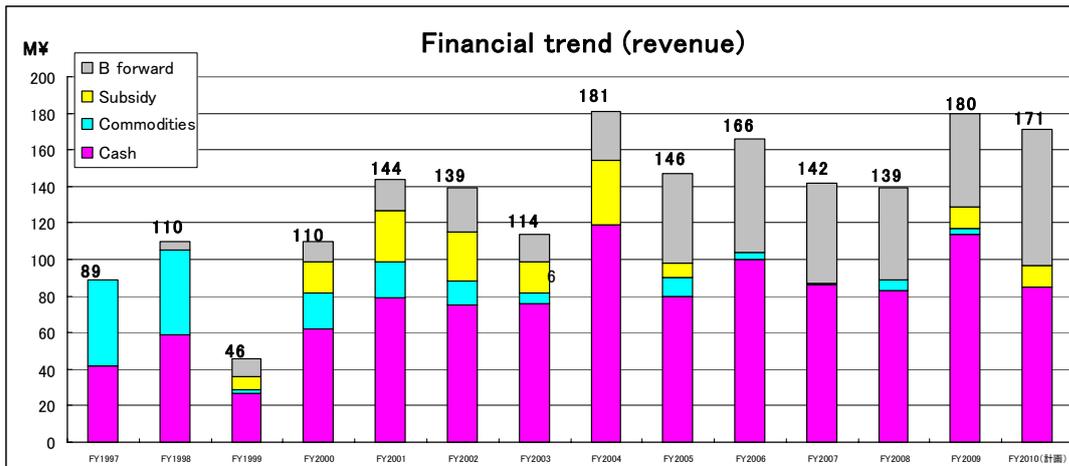
PHJ has been operating in Thailand, Indonesia, and Cambodia that all have a common problem of high death rate of pregnant women and infants due to the lack of maternal and child health (MCH) education and other reasons. Our activities are focused on improvement of this MCH education directed to local residents through local health centers. From Vietnam, we received a request to introduce HIV/AIDS prevention education program and is now investigating the feasibility working with University of Medicine and Pharmaceuticals in Ho Chi Min. This Vietnam project will be the first of the support programs extended from AIDS prevention center we established in PHJ Thailand.

Revenue

The amount of donation is twice that of 1997 and the donation from corporations and organizations continues to be a major portion. Reflecting the recent attention on corporate social responsibility (CSR), we receive specified donations from corporations more and more. About one half of the donations from corporations consists of such specified CSR donations. We are trying to increase individual members also through different methods. Also we are applying for government subsidies actively, as government subsidies are vital fund sources under the present economic recession. We are making major efforts on communications and public relations including website activities to have PHJ's name recognized widely.

Expenses

To make effective use of funds, we are controlling the expenses consisting of fund raising expenses and administrative costs under 20% so that more than 80% can be spent for activities. Our efforts to control the expenses have been well acknowledged by the donors. In fact, some new corporate donors have specifically pointed out this fact for their donations and we intend to keep this expense control.



Reports on Indonesia and Cambodia

The following is my report on the visits to Indonesia and Cambodia in July.

Indonesia: Under the Country Director, Mika Ito, PHJ Indonesia is implementing regional health education program with the objective of securing safe delivery and healthy child growth on the village level. In recent years, the office has established a local health center as the place of education. The activities consist of health education and child growth support.

When I visited the health center, seven kindergarten teachers (volunteers) were working with 25 children. This facility is similar to a kindergarten in Japan and the first of the kind in the region. The children were enjoying dancing with taped music. The teachers expressed thanks for providing the facility to the village as it is very much useful for a healthy growth of children. On the health education day, PHJ Indonesia office periodically provides maternal and child health and nutrition education to mothers and pregnant women.

Cambodia: The Country Director, Yoshimi Nakata arranged my visit to the training of midwives at a hospital. The trainees were receiving practical training to learn skills required for normal delivery. I was really happy to meet a baby just born with the help of a trained midwife. PHJ Cambodia is also extending support to enhance a village health center's function to improve the level of maternal and child health. Our support consists of training health center staffs in basic knowledge and skills, extending administrative knowhow, and extending necessary equipment and materials. I could confirm that our support is making the villagers happy.



Health center – PHJ's donation



Children enjoying dancing



Midwife training (Nakata-san on the left corner)



A healthy baby was born

During these visits, I was truly impressed that both Ito-san and Nakata-san are invaluable assets of PHJ at a respective site. As soon as we arrived at a place, the local people came to greet the PHJ country director happily. I was convinced that the local people really appreciate the support of our representatives.

(By Akira Sumi)

Change of PH-Japan Executive Director Effective August 20, 2009

Message of New Executive Director – Toshio Kimura



Twelve years have passed since PH-Japan (PHJ) was founded as Project HOPE Japan and three years since PHJ became independent from Project HOPE. About 1,900 individual members and 390 corporate members have been supporting PHJ to operate in developing countries in Asia with the annual budget of 150 million yen. PHJ's objective is to help the people in need with education and training to improve their health and medical conditions.

All of us at PHJ have a great responsibility toward society as the first certified NPO in Japan and toward the individual and corporate members to implement support activities to realize their wishes for social responsibility and contribution.

Applying our accumulated knowledge and experience, we will expand our support

activities so that more persons in the developing countries would lead healthy lives with hope. We will strengthen our efforts to hear, study, and collect the information on local needs and improve our expertise in respective fields so that we, as a Japanese NPO, can extend truly effective and required supports. We will also strengthen our capabilities to extend effective and reliable supports while keeping PHJ's feature of controlling expenses and administrative costs at low. Your continued support and cooperation will be truly appreciated.

Message of Retiring Executive Director – Akira Sumi



I would like to express my sincere thanks to all the individual and corporate members of PHJ for the support and cooperation you extended to me in PHJ's medical and health support activities toward the people in developing countries during past 12 years.

Looking back the period, in Japan many changes occurred: increase of volunteerism, establishment of NPO Act and our acquisition of NPO status, enactment of Certified NPO Act and our acquisition of the first certified NPO status in Japan, and introduction of CSR activities. These changes helped us to expand.

Two activities of fund raising and visits to beneficiaries are most memorable ones. When I joined PHJ, I was new to fund raising activities and could only speak about our wishes and plans. Nevertheless, many individual and corporate members accepted our plans and the number of donors increased steadily. PHJ board members and steering committee members also introduced us many members.

Visiting beneficiaries and looking at their smiling and happy faces, I could confirm and was encouraged that our supports were truly useful and appreciated by them. During such visits, I could also find new requirements and different needs.

I would like to conclude my message by extending my sincere appreciation to all persons who supported me and I wish a continued growth of PH-Japan.

Cambodia: Midwife Training

PHJ Cambodia office organized three training sessions for midwives serving at health centers from May to August in cooperation with Kompong Thom Referral Hospital. Altogether seven midwives from four health centers participated in the training.

Although the midwives are working at local health centers, they had not received official education or training and they support delivery based on past experiences or intuition. This is because the country needed to quickly create skilled people in medical and healthcare services in the post civil war period and the medical and healthcare staffs had not received satisfactory training. In order to extend further training to midwives of health centers under our responsibility, the sessions consisted of practical training on delivery assistance and post delivery health check so that the midwives would be confident in assisting delivery.

The training was given while staying at a hospital for one month. The trainees were on alert for 24 hours and had a practical training under supervision of hospital staff. Daytime sessions mainly consisted of lectures and caring of pregnant women and infants in the hospital. Twice a week they participated in periodical checking of pregnant women at a health center attached to the hospital. Through lectures and practical training, the midwives have not only gained knowledge and skills but also cultivated cooperative trainer/trainee relationship with hospital staffs ensuring lasting collaboration between them. Thanks to such collaboration, the health center can ask the hospital's service for abnormal delivery cases while providing normal delivery services by themselves.

During the recent training, all the lessons and experiences from the midwife training at the Prey Veng Province since 2006 have been fully utilized. I would like to express my sincere appreciation to all corporations, organizations, and individual members supporting our activities. The success of this training session also owes to an active support from the provincial and regional health offices.

I am happy to report that the midwives can provide safe delivery support services and healthy and safe life for both mothers and infants. We will continue to work with the health center to ensure the healthy life of the villagers. Your continuing support will be truly appreciated.

By Yoshimi Nakata

Photo: Midwife caring an infant



Thailand: Youth HIV/AIDS Prevention Education

PH-Japan Thailand has successfully initiated the Youth HIV and AIDS prevention education project (YAIDS) by collaborating with many universities and high schools throughout Chiang Mai province since 2000. In 2008, with the great support from a Japanese company through PHJ, we conducted the HIV/AIDS prevention education at Payap University. Altogether more than 4500 students participated in the project aiming at providing HIV/AIDS prevention knowledge and raising HIV awareness.

Chawan Maleehom, Director of the Office of Student Development, Payap University is the leader of this project at the university and launched the program for all freshmen to receive HIV prevention education. This program focuses on peer education. Twenty four peer educators were appointed to transfer their HIV prevention knowledge to their friends and other students at universities and high schools.

The project activities had been combined with university activities such as sport day or freshmen welcome ceremony as well as merging with other traditional events such as Loy Kra Tong Festival. As a result, the total number of youths who received the peer education reached 1049 covering 12 faculties. Additionally, eight special activities and outreaches were conducted by the university peer educators reaching 3513 students within 10 months.



Mr. Chawan said: *Payap University students had received beneficial information regarding HIV prevention and life skills that they could be able to apply for their lives. The students had a chance to live together and that could be a possibility to get this disease easily if they did not have any knowledge for*

avoiding HIV/AIDS. We hope that these peer educators would further transfer their knowledge to our communities as well.

(By Pattenan Thepamwong, PHJT HIV/AIDS project manager)

Member's Voice: HOPE Partner Children and Us



Akio Suganuma, HOPE Partner Member

My family consists of my wife, daughter and myself. My wife and I were married when I was forty years old and my daughter was born after five years. Having had two

sad miscarriages, my wife and I were truly happy to be blessed with this little treasure. I was raised in a big family with seven brothers. So I have been interested in wellbeing of children and wished to be of help to children.

I learned about celebrities supporting and adopting children or extending food and education to them. When I was thinking about such support to children, my business partner Yokogawa Manufacturing's staff told me about PHJ. I joined PHJ as a HOPE Partner member.

A few years later, I received a letter from PHJ about the first child I supported that an American couple proceeded to adopt the child. I was impressed with the generosity of the couple. Although I am not able to extend the same generosity, I wish to continue my PHJ membership and is now supporting another child.

Periodical reports about the child's health improvement are truly encouraging to me. My wife and daughter are happy about my membership at PHJ as well as PHJ's activities.

Report on Sichuan Earthquake Emergency Support

Thank you for your generous support to the emergency donation for the Sichuan earthquake victims. The donation is used in a two year program PHJ organized with Shanghai Children's Medical Center (SCMC) which has been our partner for more than 10 years.

SCMC is the leading medical hospital for children in China and is extending training of medical staff of Chengdu Children's Hospital (CCH) and helping medical campaign in the area.

During the first year, two CCH medical staffs received specialized mental care training for two months at SCMC and participated in other activities in Shanghai. Further SCMC medical staffs were dispatched to Chengdu to undertake medical counseling campaign with CCH staffs.

Textbooks for families were published and distributed while a DVD for education purpose will be completed soon.

By Hisashi Okouchi

2010 PHJ Calendar

PHJ's 2010 calendar will be available in November. You can enjoy joyful paintings of children in Indonesia, Thailand, Cambodia and China. For more information, please see www.ph-japan.org (Japanese website)

Cover painting

Lotus flower and butterfly



December painting

Happy birthday



Announcements on donations

Donations by credit cards are available via www.phj-org.com (Japanese website)

Individual membership, HOPE partner membership,

Non-specified donations, Donation for Thai children with difficulties,

Calendar donations

Announcement on Mail News

In order to timely provide news about PHJ activities in Indonesia, Thailand, Cambodia and Japan, we will start publishing Mail News in Japanese via Internet sometime in FY2010. Anybody wishing to receive the Mail News, please register your e-mail address with PHJ via info@ph-japan.org

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