

Vietnam HIV/AIDS Prevention Education

The number of HIV/AIDS infected persons in Vietnam has continued to increase and is next to that of Thailand. The infection is expanding particularly among the young people and in Ho Chi Minh City.

PHJ has been implementing HIV/AIDS Peer Training for 10 years in Thailand. Under a cooperation agreement with the University of Medicine and Pharmacy (UMP) in Ho Chi Minh City, the education program has been extended to Vietnam since 2009. In January 2010 PHJ visited Vietnam with the PHJ Thailand (PHJT) program leader to participate in a workshop and to discuss the next stage of the program.

UMP has organized a program team with Vice President as the responsible officer. AIDS prevention education in Vietnam consists of training UMP students as peer leaders who will transfer the knowledge and skill to other students in the same age group. The peer leader training program consists of knowledge and skill as well as leadership training. Being medical and pharmaceutical students, they have a lot of knowledge on HIV/AIDS but lack leadership education. The knowhow of PHJT in this field will be truly useful.

Eighty students participated in the third workshop held in January. A professor and two students who received training in Thailand conducted knowledge training session introducing Thai style practical training and games as shown on the photo below. The Thai culture emphasizes knowledge and skills learning what are fun and happy. We hope this culture of learning peer education will prove effective in reducing HIV/AIDS infected people in Vietnam.

By Masahiko Hasumi



AIDS prevention practical training using games

HIV/AIDS Prevalence Status			
Area	Number of people living with HIV	Number of newly infected with HIV	Deaths due to AIDS
World	33,400,000	2,700,000	2,000,000
Thailand	610,000	20,000	30,000
Vietnam	320,000	30,000	40,000
Japan	15,000	1,557	Less than 100

Source: UN AIDS, Ministry of Health & Labor of Japan 2009

Challenges of Sustainability



Atsushi Seike
PHJ Director, President
of Keio University

There are various issues that face us for establishing a better society. We could say that they have in common a connection to sustainability.

For example, there is the sustainability of the planet we live on. In practical terms, this issue consists of environmental problems such as global warming and the problem of finding alternative energy to improve the sustainability of natural resources. Another important issue is the sustainability of humans as a species, involving such problems as how to tackle low birth rates, or epidemics that threaten humankind. Further, there is the sustainability of the international society established by people, which means problems like security and world financial order. The sustainability of nation states is another issue. This includes the sustainability of social security systems and the sustainability of economic growth upon which such systems are premised. The decrease in sustainability in these various areas endangers the existence of a future society itself.

The most decisive factor for the future of the global society is what action each of us living in it chooses to take. After finding a problem and considering its solution, how we then act to bring about an actual solution will become an increasingly important point for the sustainability of the global society. People's Hope Japan (PH-Japan) has the mission of supporting the independence of people in developing countries by improving their standards of health and on a daily basis it puts "Health and Medical Care Education" at the core of its activities. From the point of view of taking action, PH-Japan is playing an important role in the global society, as an organization that makes continuous and steady efforts in things that can be done now, with an eye on the future of the planet. I would like to express my deepest admiration to the many corporate members, individual members and all those at public organizations committed to supporting the activities of PH-Japan, as well as to all at PH-Japan, headed by Chairman Katsuto Kohtani.

It is my sincere wish that PH-Japan continues to help many people to enjoy a healthy life, to create a society of hope, and to take up the challenges of the sustainability of the entire global society. I also hope for the further growth of PH-Japan and its operations.

PHJ Lecture on HIV/AIDS Prevention Education in Osaka

At the request of Osaka Nursing Association (ONA), I gave a lecture on AIDS prevention education in January. The lecture covered the HIV/AIDS prevention education focused on peer education that PHJ has been implementing in Thailand for 10 years and how to introduce this method in Japan.

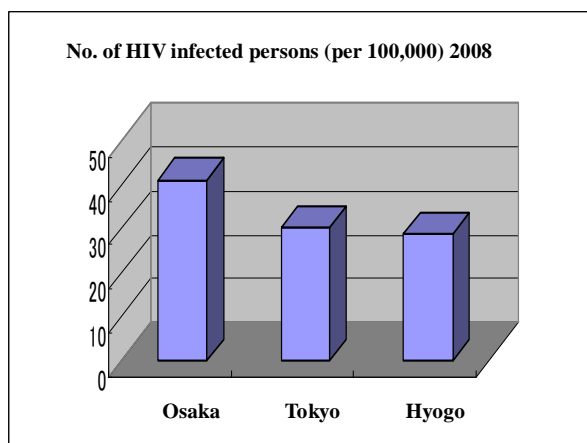


In Thailand, we have been training university students as peer leaders who train other students and a younger generation. Since the peer leaders are almost in the same age group as the trainees, this method has proven effective to train up to 40,000 students of university, high school and junior high school.

In Japan, the number of HIV/AIDS infected persons is increasing every year and the accumulated total exceeded 15,000 persons in 2008. The number of infected persons has been increasing for the past five years, the worst among the developed nations. Osaka has the worst rate of HIV infected persons against population. ONA has been concerned with the situation and trying to increase HIV/AIDS awareness and prevention seriously so that people would take the issue as one's own problem rather than someone else's. More than 100 persons attended the lecture, raised many questions and responded to my questionnaire positively.

Following the lecture, ONA decided to implement the AIDS prevention education based on the Thai method adjusted to the Japanese society in Osaka. The association will visit Thailand in August to start their peer education starting in October. PHJ will support the ONA activities as an intermediary between Thailand and Osaka. PHJ Thailand's AIDS prevention peer education is now being transferred to Viet Nam and we are happy to transfer it to Japan also.

By Akira Sumi



Thailand – HOPE Partner Learning Center Opened

PHJ-Thailand (PHJT) has been supporting Rajchanakarin Institute of Child Development (RICD) under HOPE Partner Program since 2002. PHJT's staff have worked closely with RICD to maximize the long term impacts of the project.

In February 2009, Dr. Samai Sirithingthaworn, MD & psychiatrist, Director of RICD, explained the great need for expanding cooperation with PHJT in setting up a Learning Center for capacity building development for parents and care givers of disabled children for taking care of the children properly at home.

With a good support from PHJ and a Japanese company, the Learning Center was completed in December 2009. The first pilot training will be conducted at RICD for covering eight provinces in the Northern Region. Then it will be the model and lead to the expansion to other regions in Thailand and the neighbor country.



Opening ceremony in December 2009



Meeting for parents in January 2010

By PHJ Thailand Director Jeeranun

Cambodia – Health Education in Villages

Improvement of service and operations of local health centers does not ensure improvement of health conditions in villages. It is also required that village people have sufficient information and knowledge to make use of the health services speedily when they need.

Until recently, village people have relied on the help of traditional medical doctors and traditional birth attendants. There are varied types of traditional medical doctors including those prescribing herb medicines, using incantation and magic. There are also unlicensed pharmacists and clinics that treat sick people. They may have supported village people's health but in many cases there are mistreatments and problems in dealing with serious illnesses.

In Cambodia infant mortality rate is rather high and one of the reasons is that parents do not take the infants to health centers timely. They ask the help of traditional medical doctors trying to cure the child in the village. In the meantime the illness worsens and by the time the patient is taken to a health center or hospital, it is too late to cure the patient. There are many cases where the patient may have been cured if taken earlier to the hospital.

PHJ Cambodia Office is providing to village people the information on diseases and how to treat them through health education. The village health staff and health volunteers (VHV) are the instructors. Many villagers are illiterate and so teaching materials consist of drawings and picture cards. For example, the picture cards show symptoms of diarrhea, its causes, prevention, and treatments.

We have conducted many health education workshops at health centers where VHVs have learned about many types of disease. These VHVs are practicing to transfer their knowledge to villagers. Their achievements are fully utilized at village health education. During the first education course, some of the VHVs are so nervous as to forget what to talk about. Nevertheless, the VHVs have important roles of promoting health condition

of villagers. We will continue to support the VHVs to practice and master the health education skills so that they will have more confidence. We will also work for the villagers to increase their health knowledge as well as to use services of health centers.



Health education at health center

By Yoshimi Nakata

Indonesia – Community Health Improvement Program

In 2004, PHJ started a community health care system improvement program in Serang District, Banten Province, under the grant for NGO of Ministry of Foreign Affairs of Japan(MOFA). This program aims at two of the United Nations (UN) Millenium Development Goals (MDGs); reduce child mortality and improve maternal health.

Our efforts have been achieving results steadily but we found the safe and clean water essential in order to ensure the sustainable improvement. In the district, there were neither such safe drinking water and sewage system nor any construction plans. Even a clinic responsible for the district's medical and health conditions could hardly secure a minimum quantity of safe and clean water.

Thinking that, without the improvement in water issue, there is no community health improvement, PHJ decided to make a deep well to secure water for medical and health services as a Serang District Health Department's model program. PHJ proposed and introduced a solar panel and electrically operated pump system from environmental and easy maintenance points of view.

A pilot well was successfully dug in 2008 (as reported in HOPE Japan News No. 45) and in 2009 other wells were dug for a clinic in Tirtayasa District and a health center of Puser Village under the MOFA NGO grant. These wells are effective to ensure better and safer medical and health services (to prevent infection during delivery attendance).

As a result, a new 24 hours operating delivery service section was established at Tirtayasa clinic and provided delivery services for 49 cases in 6 months. This clinic was designated as intern training center for midwives. During the same period, 184 women visited the Puser Village health center for pregnancy check and delivery.

From this experience, we confirmed that in areas of low income without adequate public infrastructures and near the equator, the solar operated well fully utilizing the solar energy dedicated to medical and health services is truly useful to improve health care related to safe delivery or human life. PHJ appreciates your continuous support.



A shallow well in the clinic



A newly installed solar operated well

By Mika Ito

Member's Voice: Why contribute to society? Why make donation? By Norio Watanabe



In mid-1980's I was stationed in the United States to establish and manage a North American subsidiary of a Japanese manufacturing company. The subsidiary started operations successfully and grew steadily to have nearly 1,000 employees. One day, an American executive proposed to me, "Don't you think that our company has grown enough to give contribution to society?" Being occupied with the growth and profitability of the company and without much knowledge about social contribution, I responded to him, "We are giving job opportunities to the community and is it not social contribution?" He said, "I mean a different kind of contribution, donation of something that the community will be benefitting from." After some exchange of ideas, we decided to meet the American executive's proposal by giving donation to the city's fire brigade. Although we made that donation, I was not fully convinced with the idea of corporate social responsibility (CSR). Later when I met senior officers of large excellent US companies, I asked them what they think of the CSR. The following is the summary of their responses.

- Our corporation is operating not only in North America but also all parts of the world. When we think of these operations, we are able to do business in each country, region, and community because they give us the opportunity to do so. We tend to miss this simple fact because it is so ordinary. Our organizations can exist because the society and community help us exist and this applies to individuals too.

Individuals and corporations are supported by the society. We can live because we are in the society.

- Large corporations employ thousands of employees and manufacture and sell a large amount of products. We are able to do so, because the society provides us these employees and purchase these products.
- Corporations should return to such society that has been extending these benefits to them. We think the cost of CSR is an essential part of management cost. Similarly, an individual should contribute to society that has been supporting the individual.

It was really an eye-opening experience for me, then a young executive, to hear these opinions from the top executives of large corporations. I was also impressed with the clear and sincere thoughts behind the spirit of social contribution shared by the American corporations and people. These principles present one answer to simple questions of why contribute to society and why make donation?

Introduction of PHJ Activities Toward Federation of Pharmaceutical Manufacturers' Associations of Japan (FPMAJ)

FPMAJ has been supporting PHJ activities since 1997. On March 2, PHJ had an opportunity to introduce its activities to representatives of FPMAJ member companies at the FPMAJ Administrative Committee Meeting. About 70 committee members who are also PHJ corporate members participated in the event. PHJ explained the programs supported by FPMAJ and their achievements, PHJ operations in Thailand, Indonesia, Cambodia and Vietnam, HIV/AIDS prevention education in Vietnam, mother and child health education in Indonesia, and nutrition education in Cambodia.



During the reception following the presentation, the participants commented that the report of the local health conditions was very informative and that they were truly impressed with the PHJ activities.

Donation from Yokogawa Musashino Atlstars

Yokogawa Musashino Atlstars, Yokogawa Electric Corporation's flagship rugby football team, has ended the 2009 season as the second best in the Top East League. They have supported PHJ at each game by placing a donation box. The team has also supported PHJ during the calendar donation campaign in December 2009. We extend our sincere thanks to the team. We wish that Yokogawa Musashino Atlstars will have a good season in 2010 so that the team will come back to the Top League.

Thank You for Your Cooperation in Calendar Donation

Thank you for your donation for PHJ's 2010 calendar campaign. Despite severe economic conditions we were able to collect 2,815,963 yen consisting of 2,585,850 yen from calendar donation and 230,113 yen from year end donation. The donation will be used for mother and child health support programs in PHJ operating countries.

Cambodia: Safe Delivery Donation Started



The second usage specified donation to meet the needs of our activities site is for safe delivery promotion in Cambodia. According to the World Health Organization data, the pregnancy and delivery risk in Cambodia is 240 times higher than Japan.

The first donation was solicited to support challenged Thai children as shown in the photo. As of the end of February 2010, 50 individuals and two companies made donations.

PHJ appreciates your cooperation for these two donations.

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