

Donation of Minibus for Cervical Cancer Education

Hino Motors Sales (Thailand) and Hino Motors Manufacturing (Thailand) donated a minibus to be used as a mobile health clinic to support the cervical cancer education of PHJ Thailand.

In Thailand, many women die from cancer. Particularly, cervical cancer is the first cause of the women from 15 to 44 years' mortality recording the death of 3,000 women per year. The most effective way to reduce the mortality rate of cervical cancer is early discovery and early treatment. Due to the lack of awareness of cervical cancer among women, lack of system to ensure early diagnosis, and lack of system to follow-up patients, many women miss the opportunities of early discovery and early treatment.

PHJ carried out the cervical cancer prevention program in Suphan Buri and Chaiyaphum provinces of central Thailand for three years from 2003 with the financial support from the Japanese Ministry of Foreign Affairs and two years from 2006 with the financial support from Takeda Pharmaceutical Company Limited. Subsequently from November 2007, with the support from Takeda Pharmaceutical, PHJ Thailand implemented cervical cancer education program for three years in Mae Rim and Mae Tan districts of Chiang Mai province. The objectives of this program is to increase the rate of receiving cervical cancer test (pap smear test) and improvement of cytology and follow-up system. By April 2010, 19,805 women among the target women received pap smear tests and 115 nurses and health staffs received training on pap smear test technology. In addition, 1,038 village health volunteers have been trained. The program evaluation index of the rate of women receiving pap smear test was about 10% before the program started but it improved to 58%, far exceeding the 50% target rate.

The donated minibus is visiting various health centers to implement cervical cancer education. The body of minibus is painted pink, the color of cervical cancer prevention ribbon. The mobile health clinic is very popular among children and is always surrounded by them. The cervical cancer education program will be implemented in remote mountainous areas the next fiscal year and the minibus will be visiting these areas.

By Masahiro Ishizeki



Donation ceremony on April 30



Cervical cancer education using the minibus on May 25

Providing High-quality Healthcare to Ever-larger Numbers of People



Yoshiaki Fujimori
PHJ Director,
President and CEO, GE Japan Corporation

Healthcare today is at a tipping point. Although the specific situation varies from country to country, an imposing task for governments everywhere is to provide high-quality healthcare to ever-larger numbers of people while keeping costs low. Healthcare institutions face an array of challenges: sharply rising numbers of patients suffering from chronic diseases, aging populations, soaring medical costs, the need to offer local access to medical care, etc. To address these challenges, demand for innovations at care-providing locations is growing steadily.

Today, as globalization has brought nations everywhere into ever-closer contact, calls are being heard for diverse technologies and services that will enable implementation of more unified measures against diseases while simultaneously realizing cost-effectiveness. In place of the conventional focus on extending to the emerging economies the high-quality, high-cost equipment developed primarily for use in the developed markets, the call today is for development of simpler, easier-to-use, low-cost products at locations closer to their markets.

In 2009 GE, aiming to contribute to solving the world's toughest challenges, launched its "healthymagination" initiative aimed at bringing high-quality, locally available healthcare to large numbers of people. The company is pouring its management resources into this initiative in a quest to realize, through innovation, a future in which people everywhere will be able to live healthier lives.

Southeast Asia, the region in which People's Hope Japan (PHJ) is most active, is projected to mark robust economic growth in the years ahead. Nonetheless, the region still faces various challenges with respect to improving its healthcare environment: challenges relating to infant and maternal care, public sanitation and water management, inadequate health examination systems for preventing life-threatening diseases, etc. Through its "healthymagination" GE is working daily to support efforts to vitalize and improve access to healthcare in Southeast Asia.

As a PHJ Director, I will continue to support sustained progress in the activities that have been under way at PHJ for the past 13 years. I fervently look forward to PHJ's further advances and successes in the coming years.

Indonesia – Attending Pos kesehatan Desa (Birth Center and Health Clinic) Donation

By Fujio Kitamura, former Corporate Executive, Vice President, General Affairs & CSR, Astellas Pharma Inc.

Participating in the donation ceremony of a birth center and health clinic was not only my last important responsibility before retiring from Astellas Pharma Inc. at the Ordinary Meeting of Shareholders held in June, but also gave me a tremendous and memorable impact. The visit turned out to be a valuable experience not available from sightseeing tour or study tour. As advised previously, I confirmed that village people use muddy red clay river water flowing along houses. I thought of four ancient civilizations that developed along big rivers.

We left Jakarta and headed to Pontang Legon village, Serang district located three hours north west of Jakarta by car. After the car ride on bumpy road, we arrived at the donation ceremony site and received a hearty and sincere welcome from village people. I was moved by a ceremony starting with a prayer and welcome songs and warm and friendly expressions of villagers. I shook hands and took photos with many people, had a lunch with yellow rice (yellow rice piled like a wedding cake for happy occasions), and experienced many exciting activities.

The birth center and health clinic with blue roof top and white walls looked clean and smart compared with villagers' houses. It will be a great pleasure for us if this donation contributes to health and wellbeing of villagers and pregnant women. I am confident that this donation matches with the UN Millennium Development Goals and is a fine example of corporate social responsibility.

There are fourteen villages in the Serang district and only four villages have these birth and health service facilities. I am concerned about other ten villages where such birth service facilities are not available and think of the importance of supporting PHJ projects.

Last but not least, I would like to express my sincere thanks to all concerned persons, and particularly, PHJ Indonesia Director Mika Ito who worked so hard at the site to secure the land, administer construction plan, and complete the project. I would also like to thank Akira Sumi of PHJ for arranging and accompanying my

visit. I wish PHJ will continue to extend successful support activities.



Author making address in Indonesian language clinic



Donated birth center and health

Thailand : HIV/AIDS Prevention Education Enhancement at Payap University by Providing Youth Corner

PHJ Thailand (PHJT) has been collaborating with several universities and high schools in implementing HIV/AIDS prevention education using Peer Educator method.* At Payap University in Chiang Mai, PHJT has trained 110 Peer Educators and 8,000 other students have gone through the peer-to-peer education. In March 2010, PHJT supported the renovation of the Payap Youth Corner to enhance the university's HIV/AIDS prevention education. The renovated Youth Corner has chairs and tables where the Peer Educators and students can talk and exchange ideas.

Krittaphat Untakate, Peer Educator since 2005 from Payap University said “We (Peer Educators) have more opportunity to meet and talk together in this corner. In the past we used to meet only when we conducted an activity. From now on, we can come here to have a meeting after classes. Moreover, we are able to discuss our activities plan among Peer Educators. So this corner will be useful in enhancing leadership education too.” We believe that, by facilitating good communication at this Youth Corner, the Peer Educators and students will be able to conduct peer education more effectively..

Jeeranun Mongkondee

* Students trained as Peer Educators will train other students



Renewed Youth Corner



Participants at the renewal completion

Cambodia – First Concert of Traditional Khmer Musical Instruments

Many village people still strongly believe in traditional doctors and medicine, which prevent them from taking proper medical care at health facilities. However, certain kinds of new culture have powerful impact on young people and thus traditional culture is easily forgotten.



We received a proposal from Richemont Japan Limited Cartier to support Cambodia in the music field. We decided to ask Cartier to donate Khmer music instruments which symbolize the Khmer culture. From 2008 to 2009, seven schools received traditional Khmer music instruments consisting of percussion instruments (called *pinpeat* in Khmer language) and string instruments (*mahaori*). However, the school children did not know how to play these instruments. The donor company offered to pay for the lessons.

One year has passed since the lessons started and there was an opportunity for the children to show their performance in May. The Culture Office of the province organized a singing contest. Two school children participated in the contest. For this occasion, we ordered costumes for the players. Accepting our proposal to participate in the contest, the head of the Culture Office said “as Cambodia needs special support to transfer our traditional culture to next generation, PHJ support to music is very important.”



PHJ is happy to help the children learn about their traditional culture and transfer it to younger generations. The village people appreciate our support in this regard, also.

We hope to organize a concert where the children of all seven schools will play the Khmer music.

By Yoshimi Nakata

Tax Deduction on Donation Changed

Under Japanese taxation laws, donation by an individual to a certified NPO is classified as a specified donation. On April 1, 2010, Law Revising a Part of Income Tax Law and Law on Clarification of Application of Act on Special Measures Concerning Taxation have come into effect and taxation on donation to certified NPOs is partially revised. The total donation to certified NPOs and public interest organizations exceeding 2,000 yen per year will be considered as tax deductible. This provision will be applicable for the donation made from January 1 to December 31, 2010 onward.

Introduction of New Staffs



Michiko Nanbu: Last summer I came to know about PH-Japan. At that time, I was a copy writer working at an advertising company. Some PHJ staffs asked me to help preparing a PHJ pamphlet and website texts. It was the first time for me to work for an NPO. I found it immediately that this is the field requiring the power of advertisement. Many of my friends asked me “What is an NPO?.” In Japan, NPO is still a minority player in a society. As PHJ’s communications staff, I hope to make easy to understand and friendly communications not only to donors but also to many people who do not know much about PHJ’s activities.



Junko Takenaga: I joined the PHJ program support group in April. My responsibility is to support PHJ Thailand (PHJT) operations from Tokyo by providing up to date information, applying for governmental funds, and extending other supports. Two years ago, I worked at the PHJT office under an internship program. Looking at local operations from the Tokyo headquarters now, I find many new aspects everyday. So it is quite exciting for me to work at the Tokyo office. With my experience in Thailand, I will support PHJT to conduct their operations smoothly and effectively. At the same time, I will try my best so that the donors in Japan can understand the local operations more closely and lively.

Member's Voice : Expanding International Cooperation with Nutrition and Health Program



Satoshi Kitamura, CSR Department, Ajinomoto Co., Inc.

Under the corporate slogan “Food and nutrition for healthy life,” in 1999 Ajinomoto started Ajinomoto International Cooperation Network for Nutrition and Health Program (the AIN Program).

Since 2002, we have supported PHJ for five years on three themes. Through these supports, we acknowledged that PHJ’s activities are firmly established at each site, as PHJ understands the local needs accurately and makes the best use of human and other local resources.

When I visited the project site in Indonesia five years ago, I had the opportunity to see a village health volunteer cooking nutritious food using local foodstuff at her small kitchen and providing the meals to undernourished children. The food prepared with full of love was truly tasty. Also I noticed that health stuffs and volunteers visited each household even under the burning sun to explain what is good for children in terms of nutrition and how to cook. These services take time and efforts.

PHJ organized these services not only by providing required knowledge, information, facilities, and education timely but also by encouraging the villagers to actively participate in health and nutrition activities at the community level of their own free will. I was deeply impressed with the activities designed for sustainability of the community 10 and 20 years ahead.

It is our wish that PHJ engaged in maternal and child health and other health support activities will continue to give good influence on as many persons as possible both in and outside Japan. We also wish that Ajinomoto working for international cooperation through nutrition and health program and PHJ will expand the partnership.

New PHJ Charity Calendar Project

Every year PHJ publishes a charity calendar with drawings of children from Cambodia, Indonesia and Thailand and people like it very much. Hoping to make this calendar more informative and attractive, we started a new project named “look, read, and enjoy fairy tales of Asian countries.” This year, Japanese children will participate in the project to draw paintings from fairy tales. We plan to use selected paintings from these countries with short explanations so that people can look at paintings and learn about fairy tales of other countries. In addition, we hope to promote international exchange by sending to the children who drew paintings copies of paintings of other children so that all these children learn about other countries. It is our sincere wish that the project will increase interests in different cultures among everyone involved in the project.



Image of 2011 charity calendar

(Note: actual calendar may differ from this.)



PHJ Thailand AIDS Education Workshop

On May 19, PHJ organized a workshop at JICA Chikyu Hiroba introducing AIDS education by PHJ Thailand (PHJT). The theme was “Express Sex with Clay.” We received active responses and 31 persons attended the workshop. After PHJT director, Jeeranun Mongkondee, introduced PHJT AIDS education, the participants experienced a water exchange game to learn about rapid expansion of HIV infection. The main event, the workshop to express sex with clay, followed. Participants exchanged ideas with each other and created varied original clay works, showing that individuals have diverse images and ideas about sex. Many persons asked questions about Thai practices to PHJT director. We found that the participants were seriously concerned about AIDS education.



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