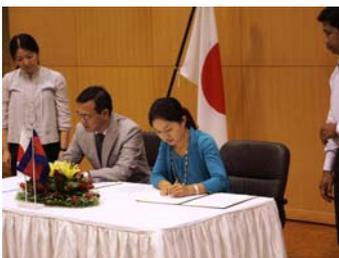


## Japanese Government Grant Assistance to Cambodia and Thailand Programs

PH-Japan (PHJ) applied for Japanese Government grant assistance to its Cambodian program in fiscal year 2011 and three year programs starting in November 2010 of cervical and breast cancer prevention in Thailand. The grant was approved in September and October 2010, respectively.



In Cambodia, US dollars 85,807 (about 7.19 million Japanese yen) worth grant assistance was granted to PHJ's maternal and child health care services program in Kompong Thom Province. The grant contract signing ceremony was held on September 15, 2010 at the Embassy of Japan in Cambodia. Ambassador Masafumi Kuroki and Yoshimi Nakata signed the contract as shown on the left photo.

In Thailand, Thai Bahts 2,709,300 (about 7.38 million Japanese yen) worth grant were awarded to the first year program of the PHJ Thailand's (PHJT) three year cervical cancer and breast cancer prevention programs in Chiang Mai Province. The grant contract signing ceremony was held at the Japanese Consulate Office in Chiang Mai. Consulate General Kazuo Shibata and PHJT Regional Director, Jeeranun Mongkondee signed the contract on November 2, as shown on the photo below. Based on the accumulated experience and knowhow, PHJT will carry out the prevention promotion in 662 villages in 6 districts of Chiang Mai Province. The program aims at achieving 50% or more among the target women to receive cervical cancer pap test and 70% or more to make breast self-examination effective for prevention of breast cancer.



## **Donation Culture is Growing in Japan**

**Michio Ueno, PHJ Auditor  
Former Senior Managing Director,  
Mizuho Corporate Bank**



**Financial crisis and stagnant economy following the Lehman Shock of fall 2008 have left a great impact on fund-raising of non-profit organizations (NPOs). There was a report that one prefectural government decided to reduce its grant to an orchestra and people opposing this decision collected signatures of over 10,000 persons.**

**It is noteworthy that, despite these economic and financial environments, PH-Japan (PHJ) has been supported by the public sector including the Ministry of Foreign Affairs, many corporations and organizations, and individuals with goods and funds for its activities of extending medical and health educational support toward Southeast Asia.**

**I was appointed the PHJ Auditor at the PHJ General Assembly and Board of Directors Meeting in 2010. PHJ has been focusing its activities on educational support of maternal and child health, prevention of infectious diseases, and maintenance and repair of medical equipment in Cambodia, Indonesia, and Thailand. In all of these activities, I am very impressed with the process of finding real needs before deciding and implementing the programs. The process consists of investigation of local requirements, selecting programs most needed at the site, implementing them together with local people and organization, and achieving fine results. I am convinced that the systematic planning and execution of the programs are the reasons why governments, public organizations, corporations, and individuals are selecting PHJ activities for their donation targets.**

**It is noteworthy that people willing to do something for the world, community, and suffering persons are increasing. When I was stationed overseas, an American School was soliciting donation every year. I was concerned then that the Japanese parents did not pay much attention on donation. Comparing with then, many people participate in charity events and individuals can participate in donation on**

Internet. Donation culture is emerging around us in Japan. People are realizing that asking for signatures to solicit support from financially tight government and corporations is not truly effective but each individual continuously making small contributions would result in achieving a great change.

Thinking of these factors, I participated in the PHJ's charity calendar donation. This calendar is unique consisting of paintings children made from fairy tales of Cambodia, Indonesia, Japan, and Thailand. With this calendar, you do not only support the PHJ programs in these countries but also is able to learn the culture of these countries. Getting interested in, wishing to know, and understanding other countries is important. Learning from each other, the donors and recipients become partners, making PHJ's activities truly effective. I wish PHJ will expand its activities further.

## **Thailand and Cambodia – Donation of Masks and Other Healthcare Products**

Several Japanese companies proposed PH-Japan that they wish to donate their medical and healthcare products, namely masks, nutritious bars, tooth brushes, and uniform to Thailand and Cambodia. PHJ was concerned about the transportation cost of these goods and Mitsui O.S.K. Lines (MOL) kindly provided ocean transport free of charge as their corporate social responsibility (CSR) activities. In October, these products arrived in Thailand and Cambodia.

### **Thailand**

PH-Japan Thailand (PHJT) was pleased to receive donation of N-95 masks from Unicharm Corporation. Chiang Mai Health Department, Radjanagarindra Child Development Institute (RICD), and several hospitals wished to use the masks for their medical and health staffs. Because PHJT had been closely working with RICD on HOPE Partner Program, RICD offered to take import procedures. Department of Mental Health, Ministry of Public Health, which RICD belongs, acted as the representative of donation recipient. On October 15, 2010, the container carrying 6,360 pieces of masks and 450 sets of Daiwa Odakyu Construction Co., Ltd. arrived at RICD.

**On November 11, Unicharm mask donation ceremony was held at RICD with the presence of Managing Director of Unicharm (Thailand) and two sales managers; Deputy Director of Department of Mental Health, Ministry of Public Health; Director of RICD; representatives of hospitals receiving masks; and PHJT representative. The uniforms were distributed in December to families RICD is supporting. We extend special thanks to Unicharm and Daiwa Odakyu Construction for their generous donation.**



**Donation goods arrived at RICD**



**Donation ceremony attended by reps. of Unicharm (Thailand), recipients, and PHJT**



**By Jeeranun Mongkondee, Regional Director, PHJT**

## **Cambodia**

**PHJ Cambodia is grateful to receive about 16,000 sets of Unicharm Company N-95 masks that are effective for preventing influenza and other infectious diseases. Cambodia Government has been taking influenza prevention measures for several years. Particularly, in 2010 the Government strengthened preventive measures against the spread of N1H1 (swine flu) at a national central hospital and regional hospitals.**

**When we contacted the Ministry of Health on the mask donation, its Infectious Diseases Prevention Bureau proposed as follows: Cambodia is facing risk of all sorts of infectious diseases entering into the country but our preventive measures against bird flu are not sufficient. We wish to distribute these masks to public hospitals and health centers throughout the country so that medical and health staffs can use them. Wondering whether the company could donate such a large amount of masks, we requested the company, nevertheless. The company graciously accepted our request. We would like to take this opportunity to express**

our sincere thanks to Unicharm Company. The Ministry of Health also announced their gratitude and committed to make the best use of these masks in the national influenza prevention program.

On November 12, 2010, the donation ceremony was held at the Ministry with the presence of Unicharm representative and Deputy Secretary of the Ministry.

In the same container, we also received donation goods from Otsuka Pharmaceutical Co., Ltd. and Sunstar Inc. Otsuka Pharmaceutical donated 3,000 bars of Soyjoy, soybean nutrition products, while Sunstar donated 2,000 pieces of toothbrushes. These products are distributed to mothers and children in maternal and child health education programs in Kompontom. Village people are grateful for the donation that enhance their healthy lives.

PHJ Cambodia joins the Cambodian people in expressing our gratefulness to the donors and supporters who help us implement health programs. I hope this report conveys our sincere appreciation to the donors and supporters in Japan.



Donation goods arrived at the Ministry of Health



Donation ceremony (photo: from left PHJ, Unicharm rep. Ministry of Health officers



Mothers and children holding Soyjoy

By Yoshimi Nakata, Director of PHJ Cambodia

## Indonesia – Challenges to Achieve UN Millennium Development Goals Go On



Typical village housing

Since 2004 PHJ has been engaged in community health program to enhance maternal and child health and nutrition in Serang District, Banten Province, Indonesia. At the initial stage, there were no resident midwives and 70% of child birth was taken care at individual homes with the help of magicians and traditional birth attendants (TBAs) who cannot read and write and had not had special healthcare training. The houses of poor people have no special floorings and so delivery is done on the ground with risks of bleeding and infection.

PHJ proposed the provincial health department to increase midwives who would reside in villages and conducted health education to promote delivery with the help of midwife and at medical facilities. PHJ has also been supporting the establishment of a 24 hour operating baby delivery room at health clinics as well as construction of health centers in villages. In fiscal year 2009, we achieved zero maternal mortality rate.



Baby delivery room at village health center

Despite our efforts, one mother died in child birth in October 2010. The woman was about 40 years old and the subject delivery was the 10<sup>th</sup>. The family was very poor. When the labor started, the family called for the help of the TBA who wanted to call a midwife following the PHJ instruction not to attend the delivery without the presence of a midwife. But the family did not want to call the midwife thinking of the expenses. So the TBA assisted the mother to deliver fraternal twins but her bleeding continued. Finally, the family asked a midwife to come and she instructed them to carry the bleeding woman to a provincial hospital 27 kilometers away. Since the only unbalance of the community was broken down, the woman was sent to the hospital by a public wagon on rough roads taking two hours. The mother passed away 14 hours after delivery.

Although the case was an exceptional one of the delivery at age of 40 and absence of midwife because of concern over expenses, PHJ and local team were very much saddened with the death of the mother. We wondered why the villagers refuse to have a child birth at a clean health center, and why they hesitate to call for a midwife. We realized how difficult it is to maintain the zero maternal mortality rate.

The United Nations is working to realize Millennium Development Goals. It is a first step to call for the attention of the world to the issues but it takes a lot of practical works to achieve the goals at the program sites. With the support and advice of individuals and corporations participating in the UN Global Compact initiative, we will continue our challenge to improve health and medical conditions of the people in Indonesia.

Mika Ito, PHJ-Indonesia Director

## **Director Saotome's Column**

Mitsuhiro Saotome (First Ambassador for Civil Society of Japan, PHJ Director)

### **Never Look Back Home**

LARA (Licensed Agencies for Relief in Asia) is one of the international non-governmental organizations (NGOs) that helped many devastated and suffering Japanese people during the post World War II period. Japanese intellectual and religious leaders made their best efforts to make the LARA support program be effectively implemented. Shichinosuke Asano (Japanese American in San Francisco), Hachiro Yuasa, Shiro Abe, and Kensuke Horiuchi were some of these leaders. On the American and Canadian supporting side, there was a similar group of leaders including Dr. Earnest Butt, a Canadian Protestant missionary. Before the war, Dr. Butt had served in philanthropy projects in Japan and he was fluent in Japanese. He visited the post-war Japan to help the suffering people, particularly, the children. When he was leaving Canada, his father gave him an encouraging message, "Earnest, you are going to work in Japan and I wish you be loved and trusted by the Japanese people. Never look back Canada." Dr. Butt conscientiously followed his father's words and devoted himself in helping the Japanese people.

One day, a boy said to him, "Americans and Canadians are great, but we Japanese are worthless." Hearing these words, Dr. Butt's eyes were filled with tears. He realized that although he intended to do good for the Japanese people, his very acts made the people lose their dignity and confidence. He regretted not thinking of the recipient's mind and feeling. Dr. Butt replied to the boy, "Even if you are receiving support from us now, you will work hard and get wealthy in the near future. Then, it is your turn to help other suffering people."

Three weeks before the LARA support program to Japan ended, Dr. Butt fell ill. The six years' physically and psychologically hard work aggravated his heart trouble and he passed away on March 22, 1952 at the age of 60. He was missed greatly by many people. He never looked back home and devoted himself in helping the Japanese people.



Photo: LARA support program memorial at Yokohama City New Pier

Following poem by Late Empress Kojun is inscribed on the right hand memorial stone.

Warm hearts and gifts  
from other countries  
never be forgotten,  
even if time passes.

- Director Saotome's Column will be included in every PHJ News for sometime.
- This article was translated by PHJ from the Japanese original.

## Member's Voice – Joining PHJ as Individual Supporting Member

Hiroshi Kitajima

(Author at the left end)



I have been acquainted with the activities of PHJ as a corporate supporting member (Tokyo Denki Sangyo Co., Ltd.) for about 10 years. I had not paid special attention on contribution to community and society until I watched a documentary

film about children in Afghanistan titled “Buddha Collapsed Out of Shame.” I got to know the movie from Dr. Basir Mohabbat, Chargé d’Affaires ad Interim of Afghanistan in Japan, a friend of over twenty years (who is at the right end on the photo taken at 2009 Afghanistan National Day reception at the Afghanistan Embassy in Tokyo). From the movie, I learned how desperate it is for the children to have “just one notebook.” I also learned that the Japanese people are truly blessed with abundant materials and goods. Learning and hearing about what is happening in the world, I have been wondering what I can do as an individual. In April 2010, I joined PHJ as an individual supporting member.

Having worked in pharmaceutical industry until 20 years ago, I fully agree with the PHJ’s basic principle of supporting people in need of health and medical services so that they become self-dependent and confident in building a healthy and happy life. PHJ’s activities are truly building the base of the pyramid (BOP) in the activities sites.

I have been impressed with the energy, enthusiasm, sincerity, and integrity of the PHJ staffs and volunteers in Cambodia, Indonesia, and Thailand who are carrying out their responsibilities in close communication with the PHJ Tokyo staffs. Wishing to contribute to their activities in some way, I decided to join PHJ. One individual member’s contribution may be small but there is a saying that persistence is power or every little helps. By continuing my membership in PHJ, I will find what I can do further. If any of the readers are hesitating to join in NPO or volunteer activities, I would like to advise you to join PHJ as an individual supporting member to realize your wish to contribute to society.

### **Global Festa 2010 JAPAN**



persons visited our booth.

PHJ participated in the 20<sup>th</sup> Global Festa JAPAN held at the Hibiya Park, Tokyo, on October 2 and 3. The theme of the 20<sup>th</sup> event was Millennium Development Goals (MDGs). PHJ exhibited drawings by children of Cambodia, Indonesia, Japan, and Thailand based on fairy tales of each country. We also exhibited our activities related to MDGs 4, 5 and 6. Two hundred and fifty

## **Musashino International Fair 2010**

PHJ participated in the fair held at Swing Building, Musashino-shi, on November 21. PHJ booth displayed the drawings children of Cambodia, Indonesia, Japan, and Thailand made for the PHJ 2011 charity calendar. We were also responsible for pasting Thai greetings in a stamp rally for collecting greetings in multi-languages. During the painting session, seven children and their parents gathered to listen to a story of Thailand and drew pictures.



Children drawing Thai story

## **Many Members Participated in The 41<sup>st</sup> Steering Committee Meeting**

PHJ organizes a steering committee meeting (SCM) quarterly to report our activities in each country and ask for comments and opinions. The 41<sup>st</sup> SCM was held on November 18 (Thursday) at a conference room of GE Japan headquarters. SCM members as well as individual and corporate supporting members participated in the meeting. Many comments and questions were raised on the reports of Cambodia, Indonesia, and Thailand activities. Everyone was pleased to hear about the PHJ activities directly from the staffs working at site and shared their difficulties and joy.



The 42<sup>nd</sup> SCM will be held on February 17 at the same conference room of GE Japan headquarters. All members are invited to attend the meeting as observers.

## **Report on Donation for Shichuan Earthquake Relief**

PHJ received 1,739,848 Japanese yen donation for the relief of Shichuan China Earthquake of May 2008. PHJ entrusted Shanghai Children's Hospital to use the donation for the education and training (especially in mental care) of young doctors and technicians of Chengdu Hospital for two years. We made an interim report a year ago and this time we are pleased to make a final report that the four trained medical staffs established a special section dedicated to the relief of the earthquake victims.

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