

PHJ News No. 56

2011 Spring Edition



PH-Japan

Donation for 2011 Great East Japan Disaster Relief Efforts

PH-Japan extends its sincerest condolences to the deceased and to those suffering from the 2011 Great East Japan Disaster of March 11. Wishing to support the victims and communities in the devastated areas, PH-Japan is soliciting Donation for 2011 Great East Japan Disaster Relief Efforts. The donation will be used for the following program aiming at extending medical services to the people in the devastated areas.

*Usage of donation: Dispatch of medical teams, etc. to the devastated areas by All Japan Hospital Association (AJHA)**

On March 14, AJHA's Disaster Relief Office sent a medical team to Iwaki City, Fukushima Prefecture, and on March 15 another medical team was dispatched to Kesen-numa City, Miyagi Prefecture. Up to March 18, AJHA already sent 12 medical teams to these cities and is planning to send more medical teams to Miyagi and Fukushima Prefectures continuously. Each medical team consists of a doctor, two nurses and one administrator and is extending medical services



at emergency facilities as well as transfer of patients from emergency facilities to appropriate hospitals. AJHA is cooperating with Japan Medical Association on this matter. There is a great need for such medical teams and we request your kind contribution.

Photos: Medical team dispatched to Iwaki City on March 14

(source: All Japan Hospital Association)

The demand for the medical teams will grow more and more. For donation to the disaster relief efforts, please refer to PHJ English website:

<http://www.ph-japan.org/en/news/detail.php?q=news4d8991a67c2a4>

- AJHA consists of 2300 private hospitals in Japan including 218 member hospitals in the devastated areas. Since 1997, AJHA has been a supporting member of PHJ and its chairman has served at PHJ Board of Directors. AJHA's website: www.ajha.or.jp/

Message from Dr. Hirotoishi Nishizawa, Chairman of AJHA, PHJ Director



On behalf of AJHA, I would like to express my sincere gratitude for PHJ's support in fund raising that enables us to dispatch medical teams to devastated areas. AJHA is committed to provide necessary medical support in the devastated areas so as to prepare a step stone for the recovery. PHJ supporters donation will be truly appreciated.

PHJ is collaborating with Project HOPE, a US NGO, on this program.

Project HOPE website: <http://www.projecthope.org/>

PH-Japan and Japan Pharmaceutical Industry



**Takashi Shoda, PHJ Director
Chairman of FPMAJ and
Chairman of Daiichi Sankyo Co., Ltd.**

First I would like to express my sincerest condolences to the victims of the Great East Japan Disaster of March 11 and pray for the early recovery of normal life to the people and communities devastated by this disaster.

The Federation of Pharmaceutical Manufacturers' Associations of Japan (FPMAJ) consists of 33 associations of pharmaceutical manufacturers including Japan Pharmaceutical Manufacturers (with research and development functions) Association and Japan Self-medication Industry. FPMAJ wishes to contribute to the people of Japan and throughout the world by developing new pharmaceuticals and stably supplying pharmaceuticals required by patients.

Looking back the relationship between FPMAJ and PHJ, FPMAJ chairman has been assuming the responsibility of a member of the PHJ Board of Directors since 1997 when PHJ's predecessor, Project HOPE Japan, was established. I am the seventh director representing FPMAJ. Initially, 20 pharmaceutical companies joined PHJ as corporate members and since 1998 we are extending donations as FPMAJ.

For more than 10 years, PHJ staffs engaged in medical and health support services in Cambodia, Indonesia, and Thailand, as well as those supporting their activities in the Tokyo office must have acknowledged the fruits of their efforts from the smiling faces and expressions of appreciation of the people receiving such services. Whenever I receive the reports of PHJ activities, I am truly impressed with the persistent and effective supports to the people in need.

Especially, I admire the nature of the PHJ support. PHJ's policy is not to extend money or goods but to extend education and training required for the people in need to self-help themselves in

the future. Many pharmaceutical companies are independently extending medical and health support in these PHJ activities sites collaborating with the PHJ office in each country. This approach is evaluated highly as the true value of a non-profit organization.

Under the Democratic Liberal Party government, Japan is building a new mechanism of public services. Discussions on revision of tax policy toward donation to NPO are going on to facilitate public services supported by citizens and corporations. If these ideas are accepted widely in Japan, supporting NPOs and making donations to the people in need not only in Japan but also in the areas where sanitation, health care and medical service levels are low would be more understood and appreciated.

I would finish this message, hoping that the PHJ supporters would increase further and PHJ staffs would continue their dedicated services.

Thailand: Health Volunteers Promoting MOFA Subsidized Cervical Cancer and Breast Cancer Prevention Project



PHJ staff explaining how to make self examination using breast samples



Health volunteers expressing gratitude

“I wish more women would come for examination” is the sincere wish of PHJ Thai staff responsible for cervical cancer and breast cancer prevention project. In promoting such examination to women, health volunteers (VHV) perform an important function. Several VHVs are selected from each village. They do not perform medical services but extend various supports to villagers. Villagers consult with the VHVs when they encounter problems. So PHJ extended training of cervical cancer and breast cancer knowledge to 829 VHVs of Sarapee and Sankanpehn Districts in Chiang Mai Province. The training consisted of not only lectures to inform correct knowledge on these cancers but also practical training of each VHV with breast samples by nurses and PHJ staffs.

I asked one of the VHVs who participated in the training and had worked as a VHV for more than 10 years. She had not received cancer training until the recent one and could not give appropriate advice when villagers consulted with her about cancer. Having learned about cancer at the PHJ training, she is determined to advise village women to take examinations for early

detection and early treatment.

Following this training, VHVs will encourage villagers to take cancer examination. Once villagers come for examination, nurses will advise villagers more on cancer and make cervical cancer examination and breast cancer examination by hand, explaining the importance of periodical examination. PHJ is extending this cycle of VHV training and periodical examination of villagers. PHJ is confident that VHVs will continue to perform the important role in promoting the cervical cancer and breast cancer prevention project.

By Junko Takenaga, PHJ Program Support Staff

Indonesia - The Training of Ultrasound Examination at Gyania Hospital

From January 17 to 30, I organized ultrasonic image equipment training at Gyania Hospital in Bali, Indonesia. It is a rainy season and the sun shows up rarely. At the fourth training, I asked two doctors who have attended previous three training sessions to assist me in the training of doctors from clinics who participated for the first time. We used two units of ultrasonic equipment to examine more than 30 patients per day. Sometimes we could have lunch in the afternoon but every participant was eager to acquire the information and technology.

Due to the quality of drinking water and cooking water, there were many patients having urinary stones. We also examined patients with appendicitis and other common illnesses who come to the emergency centers and clinics everyday. So the doctors in these facilities were trained in diagnosis of typical illnesses. The two doctors who acted as my assistants would have an important function in PHJ's plan to expand the diagnosis with ultrasonic equipment from the Gyania Hospital to all hospitals in Bali. The recent training was a step forward to realizing the plan. I admire PHJ Indonesia Director, Mika Ito, for making such insightful plan, considering the future of the hospitals and community in Bali, and her compassion to the community. I would like to extend my appreciation to PHJ for giving me an opportunity to organize this training.



Photos:
Left: Training
by assistant
doctor

Right:
Training
session

By Masaru Sakurai, Ultrasound Center
Clinical Laboratory, St. Marianna University

Director Saotome's Column Vol 2

Mitsuhiro Saotome (First Ambassador for Civil Society of Japan, One of the best essayists of Bungei Shunju Magazine, PHJ Director)



Studying Abroad - Change in Times

From Studying History (Knowledge) to Learning from History (Lesson)

It goes back some decades ago. When the Japanese society was exhausted from the Second World War, international community extended to us a great deal of financial, food, medical and other assistances including an educational one. One of major educational assistances was Fulbright Grant founded by then US Senator J. W. Fulbright. Under the Fulbright Program, many Japanese youths were able to study in the USA. The total number of the students who received the Fulbright grant exceeded 6,000 persons and many of them later contributed to the postwar recovery of Japan in varied fields.



Now a story goes back more than 1,000 years. In 630, Emperor Jomei appointed Inugami no Mitasuki, as the first ambassador to Tang Dynasty (China). Until 894 the Japanese government sent 15 missions to the Tang Dynasty. One mission consisted of 600 persons including the ambassador and other diplomats, pilots, technicians, medical doctors, musicians and included many students and monks (including Kukai and Saicho). In the 15 missions, about ten thousand students and monks in total visited China

and studied medical science, chemistry and architecture. They became the backbone of the flourishing Japanese culture in the next period. Japanese people succeeded in combining foreign culture and original Japanese culture to develop further excellent Heian culture.

The Tang Dynasty accepted the Japanese students for 260 years, almost throughout its reign starting in 618 until its downfall in 907. The dynasty performed the nobles oblige of an advanced country. (Photo: image of the ship carrying the mission to China)

Today, Japan is facing economically difficult period and many people say that we do not have the money and power to engage in international exchange and cooperation. However, as mentioned above, Japan has benefitted from international cooperation throughout its history more than any other countries in the world. In order to become an active member of the international community, we must perform responsibility of an advanced country and endeavor to work together for mutual benefits and cooperation. It is important to keep the spirit of learning from history.

* This article was translated by PHJ from the Japanese original.

Member's Voice

Running One Kilometer Each with My Whole Heart

Masaki Tateishi



At one marathon competition, I saw a runner wearing a T-shirt encouraging the registration for the marrow bank. I wished to register the marrow bank without success because of the age limit.

I remembered when I made a small contribution to a Thai medical facility responding to PHJ's request, I received a thank you letter from the director of the hospital with photos of smiling children. The children were suffering from illness and physical troubles but looked cheerful with big smiles. I was impressed that such a small gift is received with so much joy. I realized that I could do more for the children and seriously thought how to make sustainable contributions in my daily life.

I am healthy and enjoying running and decided to start a running contribution of saving 10 yen per one kilometer. I wish to share the joy of running with the people who need help. In 2010 I participated in 16 competitions and ran 479 kilometers in total. Sometimes I thought I could not continue running, but I told myself about the running contribution of 10 yen per one kilometer and overcame such weak mind.

This year my two running mates are joining me in the running contribution. After the March 11 earthquake and tsunami, many running events were cancelled in order to give priority to transportation of required goods to the devastated areas. Wishing the early relief and recovery of the devastated people and communities, I will continue to run each kilometer with my whole heart .

Attending the 42nd Steering Committee Meeting

PHJ held the 42nd Steering Committee Meeting (SCM) on February 17 (Thursday) from 5:00 to 7:30 pm at GE Japan's Conference Room to hear the reports of PHJ Offices in Cambodia, Indonesia, and Thailand as well as to receive questions and proposals from participants. Following the report from directors of the PHJ offices, questions and answers were presented on (1) Cambodia: practical transportation plan for mothers for delivery, (2) Indonesia: vegetable garden to effectively introduce nutritious foods to daily meals of villagers, (3) Vietnam: completion of HIV/AIDS prevention education and other programs.

Participants made following comments on the meeting. Ms. Ota, Steering Committee Member, CSR General Manager, Astellas Pharma Inc. mentioned "Are there any progress in the clean water issue? How did the discussion with the religious leader go? Each time I attend the SCM with such curious mind, and I never fail to receive reports of optimum solutions from the ladies who are heads of the PHJ country offices. In fact, I am encouraged by their power and commitment."

Mr. Yamanaka, CSR Planning General Manager, Fuji Electric Holdings, who attended the SCM as an observer mentioned, "Last year when our company donated solar power generation system to an island in Indonesia, I visited the site. From the reports of directors of other offices, I understood similar support activities are implemented in Cambodia and Thailand where there are needs."



The 43rd SCM will be held on May 19 (Thursday).

Photo: The 42nd SCM

Report of 2011 Charity Calendar Donation

PHJ's 2011 charity calendar donation campaign ended successfully thanks to your kind cooperation. We were able to raise 3,363,773 yen (as of March 15, 2011). Thank you for your generous cooperation. The donation will be used in PHJ's projects in Thailand, Indonesia, and Cambodia including maternal and child health education.

PHJ's charity calendar has been published for 10 years and the 2011 calendar was the first one to include the pictures drawn by Japanese children. Thanks to the cooperation of Itosugi class of Sakai South Elementary School (in Musashino Red Cross Hospital) and Social Welfare Organization Oozora-kai (big sky) Asuha Kids, we were able to collect good pictures. We believe that the children in Thailand, Indonesia, and Cambodia who contributed the pictures have enjoyed listening to fairy tales of each country in addition to drawing the fine pictures. PHJ plans to publish the 2012 charity calendar too and



preparations are going on. Please look forward to the 2012 calendar too.

Photo: Cambodian children at work

PHJ News No. 56, 2011 Spring Edition

April 15, 2011

Published by PH-Japan (PHJ)

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