

# Caring for the community every day, in every way.

FRONT LINE

IN FOCUS

ASIA PACIFIC EDITION 2020



19 August

1:10 pm

CENTRAL JAVA, INDONESIA

# Contents

2020

From championing health workers and responding to disasters, to engaging local communities and using our talent for good, this is the story of our impact in Asia Pacific.



Pg 3

### Message from Our Chair



Pg 4

### 2019 Impact Highlights



Pg 6 — 19

### Center for Health Worker Innovation



Pg 5

### Our Approach to Community Impact



Pg 20 — 25

### Disaster Response



Pg 26 — 30

### Local Community Impact



Pg 31 — 38

### Talent for Good

## Message from our Chair for Asia Pacific, Global Community Impact

*We are responsible to the communities in which we live and work and to the world community as well.*

- Our Credo

I am pleased to present to you the Front Line in Focus: Global Community Impact Asia Pacific Edition 2020, which aims to capture Our Credo in action and communicate stories of how we at Johnson & Johnson support our frontline health workers and communities across the Asia Pacific region.

Changing the trajectory of health for humanity requires putting people first. At Johnson & Johnson, we champion the people on the front lines who are at the heart of delivering care – for we believe that if our healthcare workers are healthy and supported, our communities and health systems will thrive. This belief is truer now more than ever, especially in light of COVID-19.

In living our commitment, Global Community Impact (GCI) in Asia Pacific has been working tirelessly to support and address the myriad challenges faced by the frontline health workers – with two of the toughest challenges being to close the health worker shortage gap and equip all frontline health workers to thrive.

In 2019, we launched the Center for Health Worker Innovation (“CHWI”) to catalyze efforts in response to the human resource crisis in global health and build a thriving health workforce. In its first year, the Johnson & Johnson Family of Companies and Johnson & Johnson Foundation have invested US\$5.5 million into more than 40 programs across 11 markets in Asia Pacific and trained 29,000 healthcare workers, which has in turn benefited more than 4 million people.

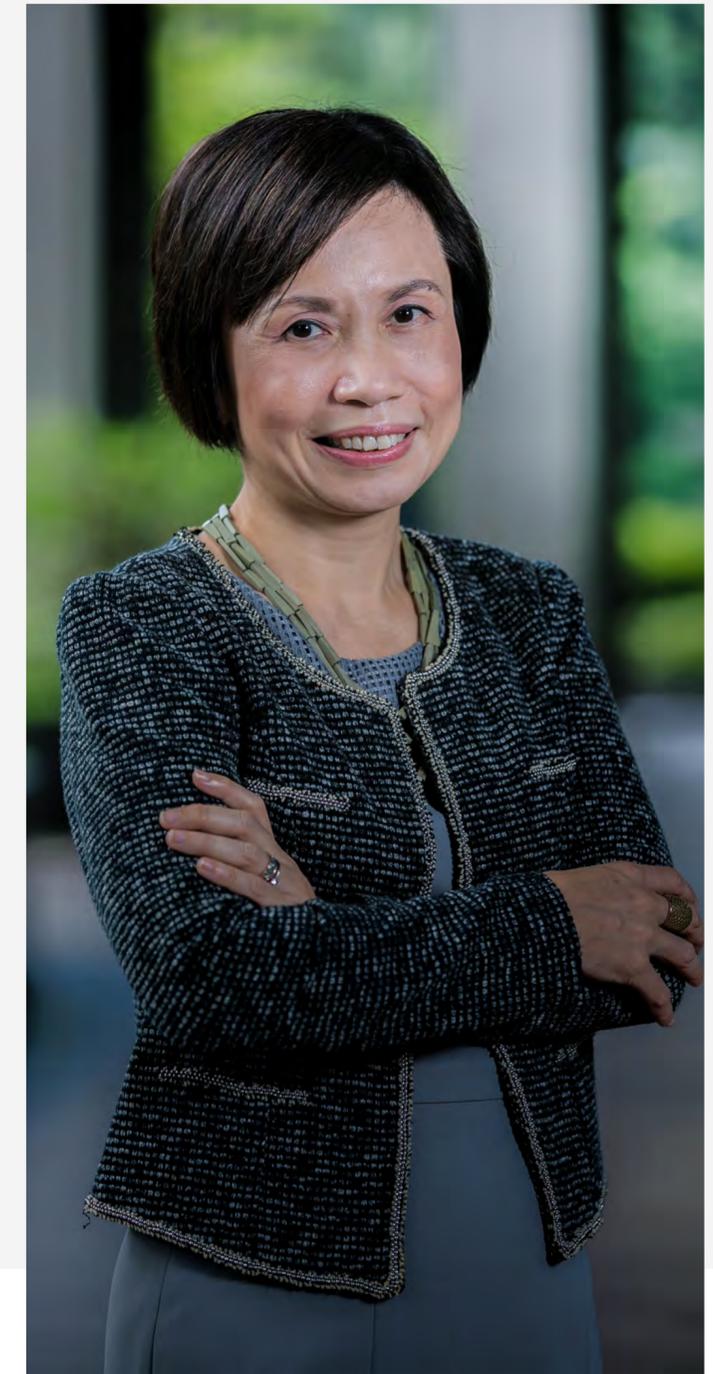
This would not have been possible without the commitment and collaboration of our longstanding partners and employees. With the support of our partners,

we were able to deploy our strategies and programs in the 14 markets we serve in Asia Pacific. With the high levels of employee participation in support of our programs, we were able to continue touching the lives of our communities even amidst the COVID-19 lockdown. I am immensely proud of the many ways our employees have used the Talent for Good platform to contribute back to the community and found innovative means to adapt local community efforts to the ‘new normal’ environment.

Launching the Front Line in Focus: GCI Asia Pacific Edition 2020 is a significant moment for us. It comes at a time when the world continues to deal with the extensive effects of the COVID-19 pandemic, making our work even more meaningful and our commitment even more pronounced. This collection of stories serves to remind us of the impact we have made and inspire the work we will continue to do to improve the health outcomes of our communities in partnership with frontline health workers.

As a final note, I would like to sincerely thank our partners and employees that make the work we do possible. I would also like to thank the frontline health workers for working so hard to keep us healthy and safe. We look forward to delivering on our commitment to support 1 million health workers over the next decade.

As the trajectory of global health continues to change in unprecedented and profound ways, we hope to have your support and partnership on this journey to achieve better health for humanity.



**Ai Hua Ong**

Chair,  
Asia Pacific  
Global Community Impact

# Impact Highlights in Asia Pacific

In 2019,

2020

WE ARE BUILDING A THRIVING HEALTH WORKFORCE GUIDED BY OUR **CENTER FOR HEALTH WORKER INNOVATION**

WE IMPLEMENTED MORE THAN

40

PROGRAMS IN 11 MARKETS

TRAINED

29,000

HEALTHCARE WORKERS

REACHING

4+ million

DIRECT BENEFICIARIES AS A RESULT

INVESTED

US\$5.5 million

TO SUPPORT COMMUNITIES

OUR EMPLOYEES ARE USING THEIR **TALENT FOR GOOD** TO BUILD HEALTHIER COMMUNITIES

CLOSE TO

10,000

EMPLOYEES ENGAGED\*

THROUGH

560

EVENTS AND CAMPAIGNS

US\$285,000

RAISED FOR VARIOUS CAUSES

TOUCHING MORE THAN

70,000

LIVES

WE DRAW ON CAPABILITIES AND RESOURCES FROM ACROSS THE COMPANY TO SUPPORT **DISASTER RESPONSE AND THE COVID-19 PANDEMIC**

US\$7 million

WAS DONATED TO HELP HEALTH WORKERS AND ORGANIZATIONS FIGHT **THE COVID-19 PANDEMIC** IN 2020, COMPRISING CASH FUNDS, PERSONAL PROTECTIVE EQUIPMENT AND PRODUCT DONATIONS

WE RESPONDED TO

various disasters

IN ASIA PACIFIC TO ENSURE ACCESS TO HIGH-QUALITY CARE AND ESSENTIAL MEDICAL RESOURCES, ESPECIALLY FOR VULNERABLE COMMUNITIES

\* This figure excludes 4,500 employees who were engaged in virtual fundraising campaigns

Index

# Our Approach to Community Impact

Driven by purpose and committed to creating positive social impact for over 130 years

2020

We blend heart, science and ingenuity to profoundly change the trajectory of health for humanity. We are guided by Our Credo to use our unique capabilities and resources for good, working with partners around the world to forge a healthier and more equitable future for those we serve.

The **Global Community Impact (GCI)** organization drives our community giving, social impact and other philanthropic initiatives around the world. We believe that everyone, everywhere should have access to basic, quality health services.

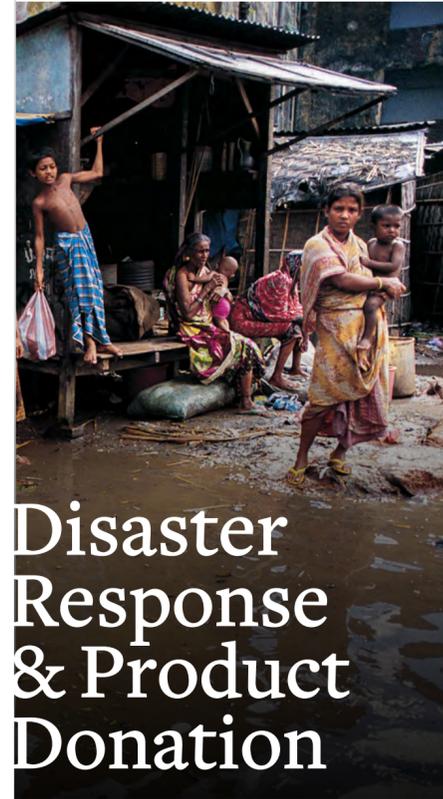
As the world's largest healthcare company, we have both a responsibility to our stakeholders and the capabilities to help drive a collective approach to achieve the goal of universal health coverage.

Through our GCI organization, we aim to address the challenges facing this goal, by supporting and championing the people on the front lines delivering healthcare.

We do this through four interconnected areas of activity:



Center for Health Worker Innovation



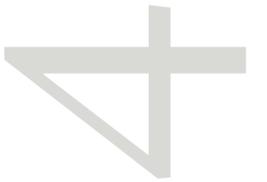
Disaster Response & Product Donation



Talent for Good



Local Community Impact



Index

2020

# Center for Health Worker Innovation



19 August

10:55 am

CENTRAL JAVA, INDONESIA

Global Community Impact

Index

## We support and champion nurses, midwives and community health workers who are at the heart of delivering care

At Johnson & Johnson, we have always believed that the key to ensuring access to basic quality healthcare for everyone, everywhere is a strong health system with well-trained and well-equipped frontline health workers.

Today, global health systems face a human resource crisis. The world needs 18 million more health workers to achieve universal health coverage by 2030.<sup>1</sup> At the same time, health workers face a myriad of challenges arising from the mismatch between humanity’s clear reliance on health workers and the lack of adequate resources to help them deliver quality care. In 2019, we launched the Center for Health Worker Innovation (the Center) to further enhance our efforts to respond to the human

resource crisis in global health and to build a thriving health workforce.

In Asia Pacific, the Center works with our partners to address the most pressing challenges faced by frontline health workers. We are focused on supporting nurses, midwives and community health workers to increase quality of care, while strengthening primary and community-based health systems.

We prioritize areas with the highest health burdens in the region, such as maternal and child health, and mental health. Our priority Impact Hubs, which serve as nerve centers for knowledge sharing and collaboration across the region, are China, India and South East Asia.

### KEY GOALS

- 01 Reduce the health worker coverage gap
- 02 Increase quality of care through a thriving frontline health workforce
- 03 Strengthen primary and community-based health systems

### PRIORITY CHALLENGE AREAS

- Training & Education
- Leadership & Management
- Well-being & Resilience
- Connection & Integration
- Respect & Recognition

By 2030, the Center intends to support 1 million nurses, midwives and community health workers, and strengthen health systems across five continents. The Asia Pacific region, home to half of the world’s population, will be an important contributor to this target, aiming to reach 500,000 frontline health workers and supporting them to improve the quality of care for an estimated 50 million people.

With a US\$250 million commitment from the Johnson & Johnson Foundation and the Johnson & Johnson Family of Companies over the next decade, the Center will focus on supporting effective, innovative and scalable interventions to ensure that those on the front lines of care are competent, confident and connected.

<sup>1</sup> World Health Organization (2019) <https://www.who.int/hrh/news/2019/addressing-18million-hw-shortfall-6-key-messages/en/>

2020

# 2030 Global Targets

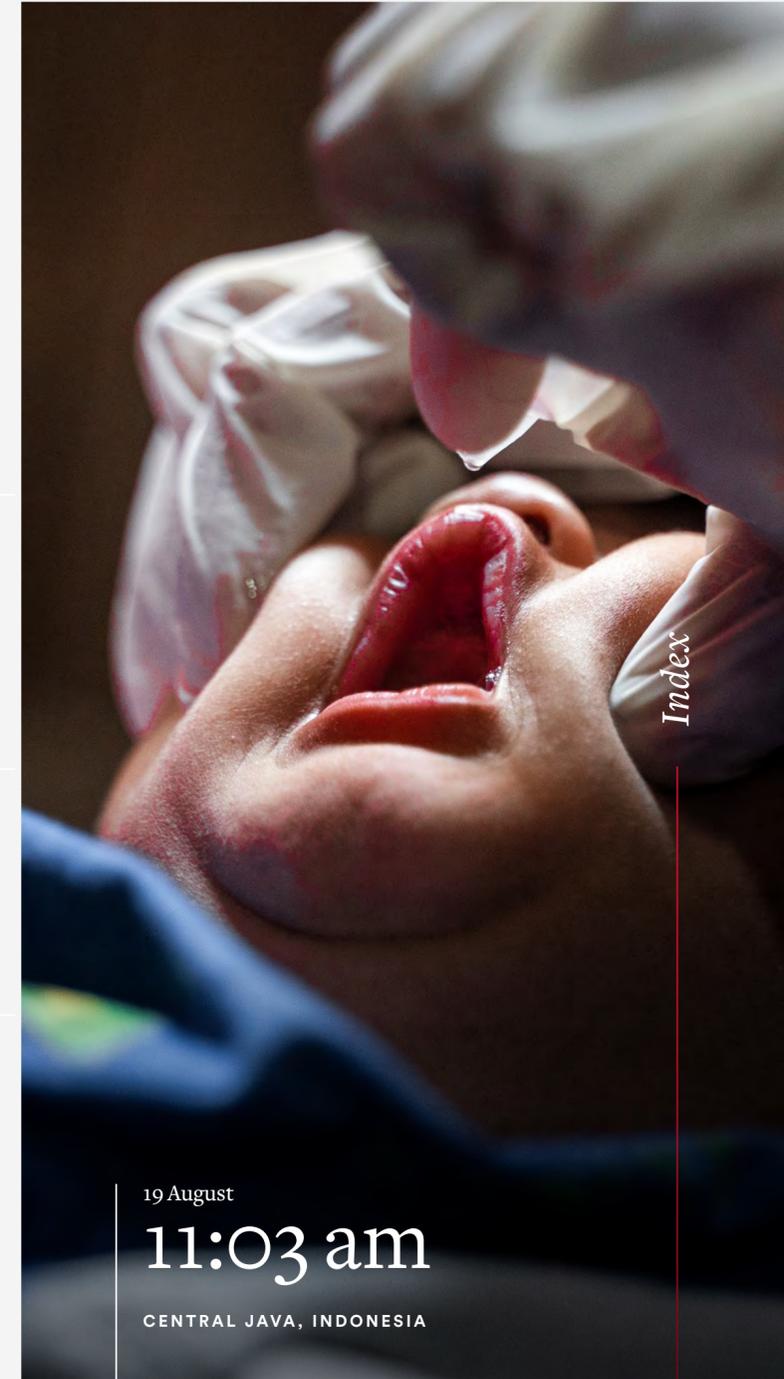
10-YEAR COMMITMENT OF  
US\$250 million

Support  
1 million

NURSES, MIDWIVES AND COMMUNITY HEALTH WORKERS

REACH  
100 million people

STRENGTHEN PRIMARY AND COMMUNITY HEALTH SYSTEMS IN  
10 impact hubs\*



Index

19 August  
11:03 am

CENTRAL JAVA, INDONESIA

\* China, East Africa, Europe, India, Latin America, Middle East, North America, South Africa, Southeast Asia, West Africa

# Supporting Midwives to Improve Maternal and Child Health

In Asia Pacific, there is a wide rural-urban disparity in health worker coverage and access to health services. In particular, a shortage of health workers significantly contributes to poor maternal and infant health outcomes in rural areas and for indigenous communities.

A key priority for the Center is to improve the health outcomes for mothers and children by supporting frontline health workers and strengthening community health systems. We focus on markets like India, Indonesia, the Philippines, and Vietnam, where the number of nurses and midwives fall below WHO's minimum standard of 4.45 per 1,000 population and have wide variations in distribution and quality of public health facilities across regions.

In Indonesia, we support the Bidan Delima Midwives program, which seeks to improve the capacity and quality of private midwives, so more mothers and children, and mothers-to-be can access professional reproductive health services. Partnering with the Indonesian Midwives Association (Ikatan Bidan Indonesia) since 2006, the program centers around a nationally recognized certification for independent practice midwives in Indonesia. It provides monitoring and evaluation reviews, as well as continuous training and coaching.

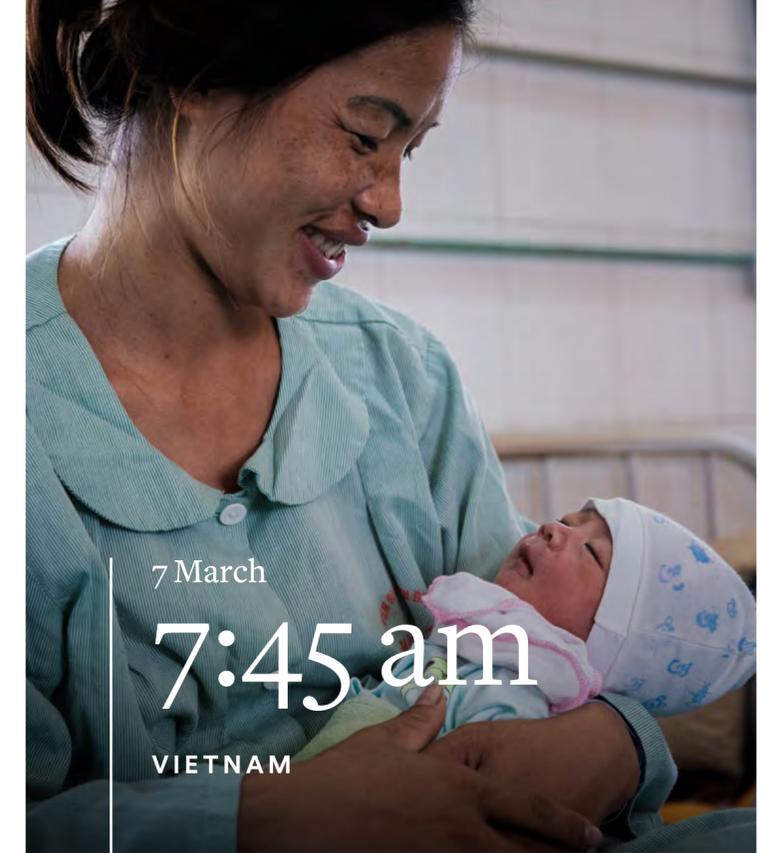
*30 provinces and 355 districts covered in Indonesia, 2,200 midwives trained as of Dec 2019*



28 August

1:35 pm

INDONESIA



7 March

7:45 am

VIETNAM

In the Philippines, we supported a 3-year pilot program, named APIL sa Lihok, from 2016 to 2019 with UNICEF Philippines to strengthen the service delivery network for indigenous mothers and infants in Mindanao Island. APIL sa Lihok, which stands for Active Participation of Indigenous Peoples in Learning for Action, was operated in close partnership with the local government and with strong ownership by the local indigenous population. The program supported the development of new health advocates in indigenous communities to facilitate access to maternal and child health services.

*Benefited more than 14,000 women of reproductive age & more than 7,000 children under 5 years old from 2016 to 2019.*

Global Community Impact

In

# 2019

## ADDRESSING THE SHORTAGE OF NURSES AND EMPOWERING UNDERPRIVILEGED GIRLS IN RURAL INDIA

In India, there are only 1.7 nurses and midwives for every 1,000 people.<sup>2</sup> The shortage is especially acute in rural areas. However, many aspiring nurses in villages cannot afford to pursue education and training in nursing.

Since 2010, we have been partnering with the Indian Red Cross Society to provide a 2-year training course at the Bel-Air College of Nursing, Panchgani to underprivileged young women from rural villages, to become Auxiliary Nurses and Midwives (ANMs). The course builds the skills and knowledge of trainees in community health nursing, midwifery, health promotion, primary healthcare, and maternal and child health. Selected candidates are awarded full scholarships as well as free room and board. Upon graduation from the program, the ANMs are placed in Community Health Programs and primary health centers and sub-centers in rural Maharashtra to serve the local communities.

<sup>2</sup> The World Bank (updated 2018) <https://data.worldbank.org/indicator/SH.MED.NUMW.P3>



AFP Photo



10<sup>th</sup> batch of student nurses

60 ANMs trained, with graduates placed in Community Health Programs

More than 13,000 people living in rural areas directly served

AFP Photo



AFP Photo

2020

*“Other girls from my village are motivated by my example. I encourage them and they believe they can also go on to study and then work to support their families.”*

**Mrunali Hariba Jangam**

ANM from Satara, India

In 2016, the program expanded to Andhra Pradesh in partnership with Society of Jesus, Mary and Joseph. Besides helping to enhance the quality of primary healthcare services in rural India and to reduce preventable deaths of infants and mothers, the ANM training programs are also improving the economic and social status of disadvantaged young women who might not otherwise have the opportunity to receive higher education.

19 August

10:55 am

CENTRAL JAVA, INDONESIA

2020

Benefited more than  
**52,000**  
 mothers  
 and almost  
**19,000**  
 newborns and infants  
 between 2013 to 2018

AFP Photo



FEATURE STORY

**INCREASING ACCESS TO  
 BASIC EMERGENCY OBSTETRIC  
 AND NEONATAL CARE**

In rural villages like Serang in Indonesia, when a medical emergency arises for pregnant women, there are very limited options to access quality healthcare services in time. Since 2013, we have supported Project HOPE to implement the Saving Lives at Birth program in Serang to reduce the number of maternal and newborn deaths.

The focus is on strengthening the capacity and skills of healthcare providers such as village midwives and community health workers on basic emergency obstetric and neonatal care, so they can be competent in detecting and managing complications at childbirth. They are also trained on antenatal and postnatal care, to provide adequate support to women throughout their pregnancy, childbirth and postnatal journey.

Index

2020



19 August  
1:08 pm  
CENTRAL JAVA, INDONESIA

*“Our health service could only handle non-emergencies, but now, with training, our midwives can manage emergencies. And our volunteers’ knowledge and skills in mother and child health are increasing.”*

**Dr. Andah Suryani**

who oversees the family health outposts in Serang

In 2019, the program expanded to cover two new districts in Central Java, with additional focus on improving community knowledge and access to maternal child health services such as promoting immunization, growth monitoring and nutrition.

Fitrotful, 30, has been a midwife since 2011 and has delivered about 2,000 babies in her career. A few years ago, she took a training offered by Project HOPE on neonatal asphyxia care to refresh her skills as a midwife. Not long after, a mother came into the clinic in the midst of delivering a baby with asphyxia. Fitrotful applied her training and saved the baby’s life. “I was feeling panic about the baby’s state,” she says, “but thanks to the training, I felt calm and confident in taking care of the case.”

# Strengthening Primary Care through Technology

Technology has become a force that affects almost every aspect of our lives, and healthcare is no exception. Mobile health technology is being used to extend healthcare reach to traditionally underserved communities, enhance health literacy and support preventive health services.

2020



4 September

11:29 am

ILOILO, PHILIPPINES



258,000

new and expectant mothers enrolled into the mMitra call service

250  
sakhis

or community health workers trained to support mothers on the first 1,000 days of a child's life

Index

The Healthy Family App developed by National Health Commission and UNICEF China with support from Johnson & Johnson Foundation is one example of using a mobile phone application to increase access to reliable health information and health services for pregnant women and mothers. It also reduces the burden on health workers as it can collect real-time, individual-based health data, relieving them of administrative data-entry work and allowing them to spend more time improving the quality of care.

In India, we partnered with ARMMAN, a nonprofit organization, to launch mMitra, or Mobile Friend, in 2014. A free voice call service, mMitra leverages the ubiquity of the mobile phone in India to vastly expand information reach and access cost-effectively. It sends preventive healthcare information directly to mothers once or twice a week, timed to the stage of pregnancy or age of the infant.

2020

Index

*“I got a call from mMitra, and that’s when I found out I should get a test for haemoglobin. When I got the test done, I found out I have Sickle Cell Disease. If I didn’t catch it in time, it could have been fatal.”*

Armed with this life-saving information, it is hoped that no mother or baby should ever die from a delay in seeking care, nor from an inability to recognize or treat high-risk factors during pregnancy, childbirth and infancy.

**Rupali**  
mMitra Subscriber

2020



4 September  
12:21 pm  
ILOILO, PHILIPPINES



FEATURE STORY

PROVIDING ESSENTIAL HEALTHCARE EDUCATION AND INFORMATION THROUGH DIGITAL PLATFORMS

We are partnering with social enterprise reach52 to build a digital health delivery model that increases access and support for hard-to-reach rural populations in the Philippines. reach52, so named because their mission is to deliver healthcare to the 52% of the world who still lack access, provides the tools and capabilities to effectively adopt a digital public health approach. This has proven to be a critical mode of communication and delivery during the COVID-19 pandemic.

Using these digital platforms, we aim to upskill 1,500 rural health workers to strengthen their technical knowledge and promote improved practice in responding to COVID-19. This approach enables a multimedia delivery of training as well as multi-way interactions between learners and educators for a better learning experience even amidst this challenging situation. The project also aims to connect people in low-resource settings to essential COVID-19 information. A simple-to-use chatbot provides up-to-date COVID-19 information and a symptom checker to support communities in disease prevention and health promotion.

Index

# Strengthening Community-Based Care for Mental Health

2020

Mental health has been a topic of growing concern, especially in times of high-stress caused by events like the COVID-19 pandemic. However, it is often hidden from view or even ignored. The severe shortage of adequately trained health workers who can help identify and care for people with mental health conditions is worrying. In several countries in Asia Pacific, there is a near complete lack of non-medical services.

Community-based care and community health workers are crucial to achieving universal health coverage. Shifting the burden of care to less specialized health workers can provide a cost-effective solution to the critical health worker shortage. Especially in low-resource settings, it can help improve access to primary health services with the alternative being no care at all.



19 August

3:16 pm

CENTRAL JAVA, INDONESIA

*There is only  
1 psychiatrist  
per 100,000 people*

in over half the countries in the world, including Indonesia, the Philippines, and Vietnam<sup>3</sup>

*Less than half*

of those affected receive any medical treatment, and in China, India and Indonesia, it is less than a tenth. Even when treatment is accessible, it is often insufficient<sup>4</sup>

<sup>3</sup> World Health Organization (updated 2016): <https://apps.who.int/gho/data/node.main.MHHR?lang=en>

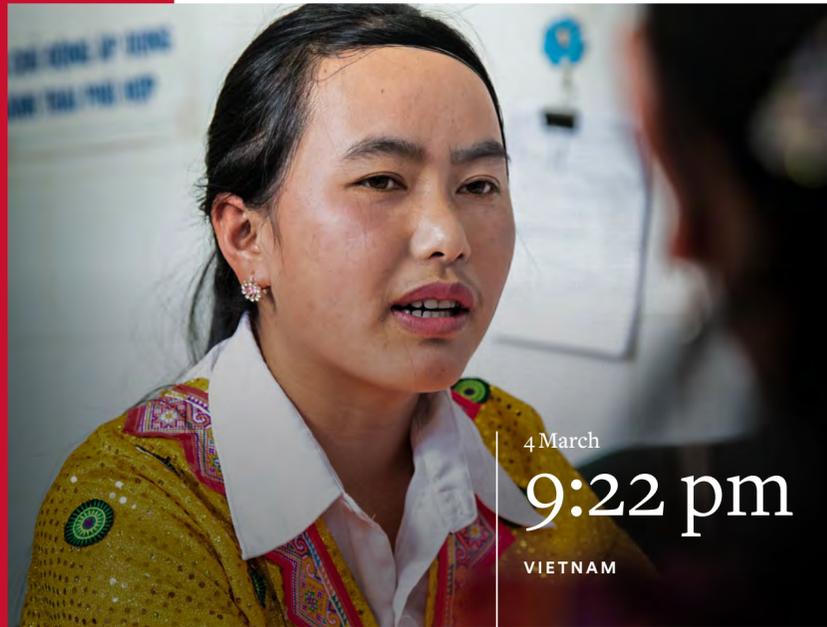
<sup>4</sup> Economist Intelligence Unit (2016) Mental Health and Integration: <https://eiuperspectives.economist.com/healthcare/mental-health-and-integration-1>

Our objective is to strengthen community-based care for mental health in Asia Pacific by placing the community health worker at the center. Recognizing collaboration is the only way to achieve this objective, we created a regional platform of partners with a common goal to increase access to quality care for mental health. We aim to further expand this platform in the coming years.

- 01** Increase the capacity of community health workers to deliver high quality mental healthcare
- 02** Strengthen community-based care for mental health
- 03** Increase access to mental healthcare for the most vulnerable communities

Index

# A regional platform for community mental health



## Vietnam

We are partnering with BasicNeeds Vietnam to strengthen the capacity of community health workers to provide community-based depression care. By training 100 health workers in Thai Nguyen province, over 2,000 people will benefit from depression care services in their community in one year.

## Indonesia

We are working with Lembaga Kesehatan Nahdlatul Ulama to address the large treatment gap for people with schizophrenia by strengthening the community support system. The 2-year program will train 1,200 community health workers in 71 villages across two districts in East Java in screening people at risk and providing care to schizophrenia patients.



## China

In response to the 'Healthy China' agenda issued in July 2019, we cemented a formal collaboration with the International Health Exchange and Cooperation Center of the National Health Commission and Peking University Sixth Hospital to strengthen community mental health service capacity. Formally launched in 2020, the 5-year program will establish mental health peer support services and peer supporters as a vocation in China, and it will add 20,000 community health workers into the health system. While 60,000 patients will receive services under this program, the resulting national policy will ultimately benefit millions of patients across China.

## New Zealand

This 1-year pilot program, launched in partnership with Te Rau Ora, develops a new community-based mental health workforce – health champions or mauri ora - for Maori people living with schizophrenia who have high and complex needs. By equipping these community health workers with health and social navigation skills, dedicated resource and budget, it seeks to achieve improved social and health outcomes for schizophrenia patients.



# Supporting Eye Health through Community-Based Care

2020



Globally, at least 1 billion people live with vision impairment because they do not get the care they need.<sup>5</sup> In India and China, poor availability and access to eye care services, coupled with a severe lack of eye care professionals, prevents people from getting timely treatment for their eye conditions.



Implemented in more than

**76,000**  
schools

in low-income communities in India, Thailand and the Philippines.

**36 million**

underserved school-going children reached since 2002



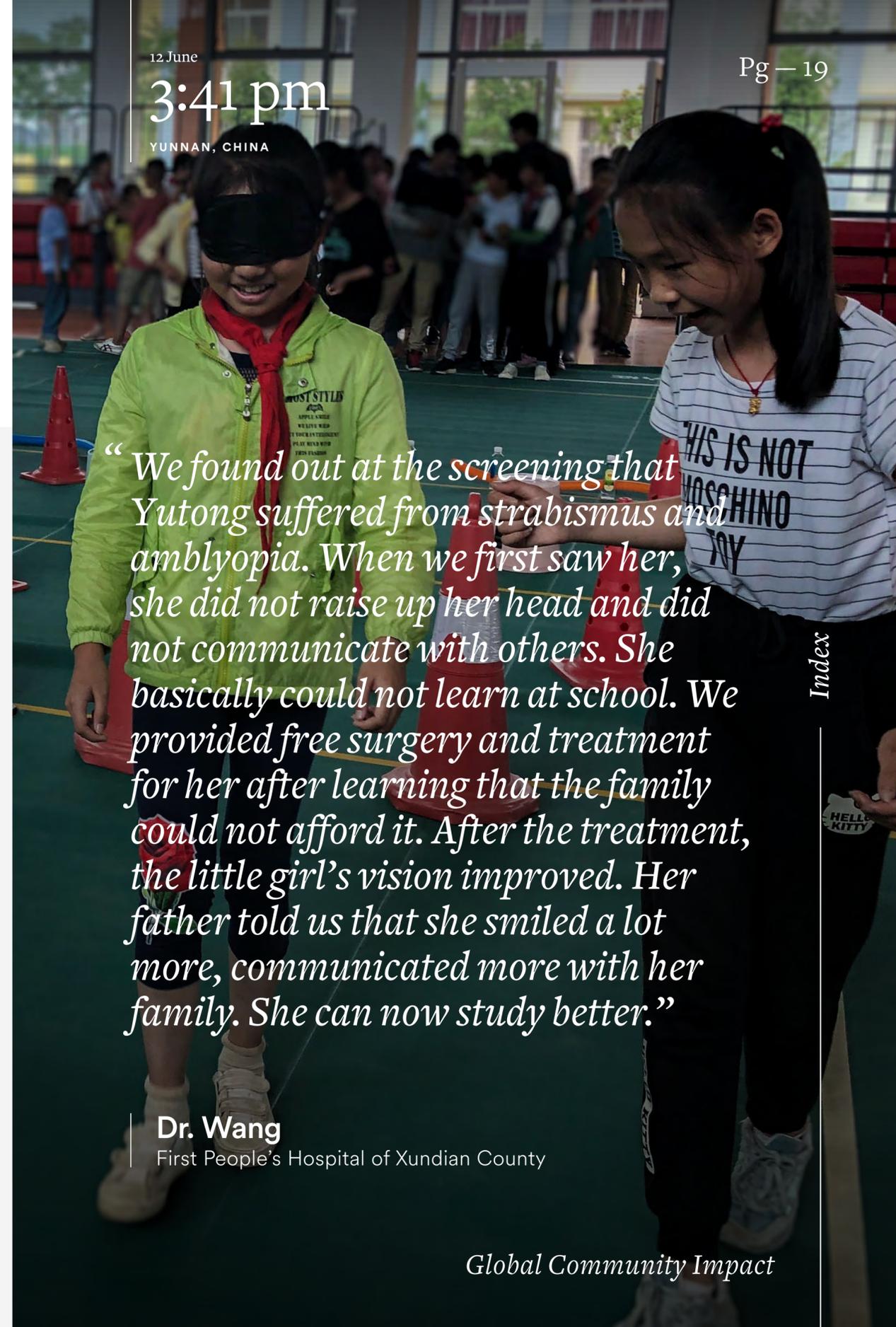
Vision impairment from childhood has far-reaching consequences. Detecting and correcting a vision problem can give children an equal opportunity to succeed in education and improve employment and earning possibilities. That is why eye health is one of our key areas of focus, especially for children in rural and underserved communities.

Since 2002, we have been partnering with Lions Club International Foundation on a regional school-based eye screening program, Sight for Kids, to enhance community awareness and education in eye health, targeting children attending low-income schools. The program provides eye care professional referral and free eyeglasses to children in need.

<sup>5</sup> World Health Organization (2019) World Report on Vision: <https://www.iapb.org/wp-content/uploads/world-vision-report-accessible1.pdf>

In 2019, we embarked on a pilot project with The Fred Hollows Foundation to reverse the worrying trend of childhood myopia in China's Yunnan province. The 3-year program aims to establish a new system of care in six counties to improve eye health service and education in the community. Regular eye screening, myopia diagnosis and case referrals will become part of health checks for children, and eye health education will be integrated into the primary school curriculum.

FEATURE STORY



12 June  
3:41 pm  
YUNNAN, CHINA

*“We found out at the screening that Yutong suffered from strabismus and amblyopia. When we first saw her, she did not raise up her head and did not communicate with others. She basically could not learn at school. We provided free surgery and treatment for her after learning that the family could not afford it. After the treatment, the little girl’s vision improved. Her father told us that she smiled a lot more, communicated more with her family. She can now study better.”*

**Dr. Wang**  
First People’s Hospital of Xundian County

Global Community Impact

Index

By 2022,

2020

Over  
**3,000**

community health workers, nurses and teachers will be trained on child eye healthcare

Over  
**200,000**

students will be screened for eye conditions such as myopia

PILOTING A NEW EYE HEALTHCARE MODEL FOR A BRIGHTER FUTURE FOR CHILDREN

According to Dr. Wang Linguo of the First People’s Hospital of Xundian County, 29.3% of children in Xundian Hui Ethnic and Yi Ethnic Autonomous County in Kunming, Yunnan province, have myopia. About five years ago, myopia was more common among children in urban areas, but the situation has reversed.

The First People’s Hospital of Xundian County joined The Fred Hollows Foundation’s school eye health project, and received the necessary support to set up its own school screening team. Before the project, students with myopia simply went to optical shops for prescription of glasses. By the time they get proper treatment, it might be too late to restore sight.

One of the girls they have screened is Zhang Yutong, a 10-year-old girl from Lei Feng Hope Primary School in Jin Suo Township. Her mother passed away when she was younger, and she is cared for by her grandparents while her father works in the city. At three years old, she was prescribed with a pair of glasses to correct her poor vision.



29 August  
1:57 pm  
YUNNAN, CHINA

2020

# Disaster Response



Index

# Responding to COVID-19

The COVID-19 pandemic has taken a significant toll on people's lives and livelihoods across the world. In Asia Pacific, the population of more than 4 billion has been hard-hit, with several countries challenged by limited medical supplies and a shortfall in healthcare capacity. From the outset, Johnson & Johnson has committed to remain on the front lines of this health crisis, bringing our full resources and minds to combat it.

2020

## Back the Front Line

Frontline health workers are integral to the global response to COVID-19. They are working to ensure delivery of quality care to all who need it. To support our heroes on the front lines, Johnson & Johnson Family of Companies and Johnson & Johnson Foundation committed US\$50 million globally to help organizations and health workers around the world in battling the pandemic.



More than

# US\$7 million

of this global commitment has been donated in Asia Pacific as of August 2020

# US\$1.4 million

CASH DONATION

# US\$4.7 million

PERSONAL PROTECTIVE EQUIPMENT (PPE) DONATION

# US\$1 million

PRODUCT DONATION



More than

# US\$1 million

in cash donations to charity partners in the region. Such as:

## Chinese Red Cross Foundation

TO PROVIDE PPE AND SANITIZERS FOR FRONTLINE HEALTHCARE WORKERS

## reach52

TO EQUIP 1,500 LOWER-SKILLED HEALTH WORKERS IN THE PHILIPPINES TO COMBAT COVID-19 THROUGH VIRTUAL LEARNING PROGRAMS AND SERVICES

## Project Hope

TO STRENGTHEN INFECTION PREVENTION AND CONTROL AT HEALTH FACILITIES TO REDUCE INFECTION RATE AMONG HEALTH WORKERS IN INDONESIA

## AmeriCares India

TO PURCHASE PPE, SANITIZERS AND DISINFECTANTS

## UNICEF

TO STRENGTHEN PSYCHOSOCIAL SUPPORT IN INDIA AND PROVIDE PPE FOR HEALTHCARE PROVIDERS IN INDONESIA

Index

# We have been working closely with our partners from the onset of the pandemic

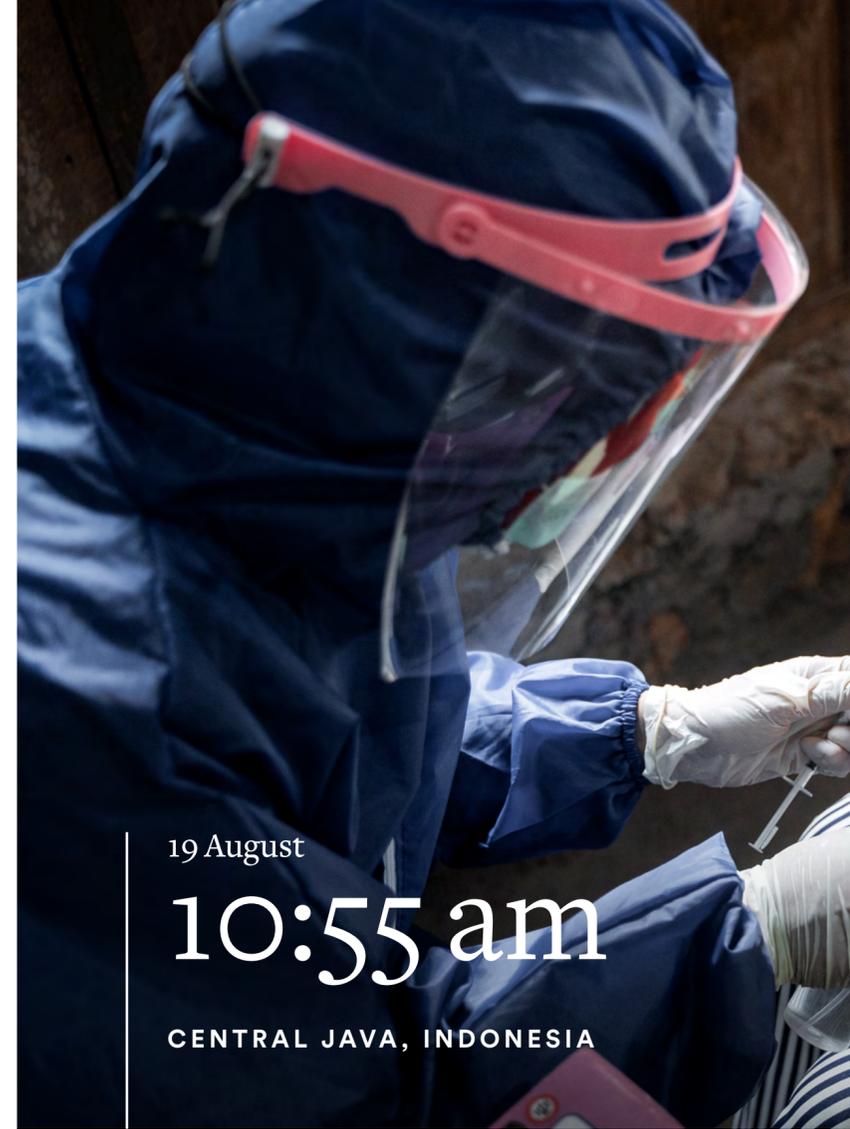
We sought to understand how COVID-19 has impacted our partners and their ongoing programs, and how we could best support them through these challenging times.

For example, we redirected our support towards providing midwives on the Bidan Delima program in Indonesia with personal protective equipment (PPE), disinfectant and sanitizers, items which have risen astronomically in prices, for them to continue providing their services safely to pregnant women who need them.

Recognizing the tremendous pressure and stress that health workers were facing on the front lines, we supported the Philippines Mental Health Association to provide them with much needed immediate mental health

and psychosocial support. This included offering virtual consultations via chat or phone calls to counsel frontline health workers on their mental health concerns.

Similarly, our STEP UP Maternal, Newborn and Child Health and Nutrition program with our partner Save the Children in the Philippines was adapted to enable continued access to services for expectant mothers in Metro Manila through a telehealth digital platform provided by reach52.



19 August

10:55 am

CENTRAL JAVA, INDONESIA

Over

US\$5 million

WORTH OF PPE AND PRODUCTS DONATED TO 11 MARKETS

Across Asia Pacific, more than 1.2 million surgical masks, protective suits and goggles were donated to healthcare workers and first responders who are at the front lines fighting COVID-19. Other personal care and hygiene products and even an electrosurgical generator were donated to hospitals and NGOs to support staff and communities in need.

### Care kits for frontline healthcare professionals

At the initial phase of the response, our employees in Korea, Singapore and the Philippines rallied together to prepare care kits and pen notes of encouragement. Care kits consisted of essential items such as masks, disinfectant tissue wipes and hand sanitizers. The response from the hospitals was positive and they appreciated us showing our gratitude to healthcare professionals during a difficult time like this.

### Essential care products to boost well-being of health workers

Frequent washing and sanitizing one's hands can cause dryness and develop dry cracks, giving bacteria an entry point into our bodies. In Australia, New Zealand, the Philippines and Vietnam, we distributed our company's hand cream to help frontline health workers prevent dry skin. We also provided other essential products such as mouthwash, body wash and hydration drinks to health workers in hospitals.

### Women personal care products for menstrual health and hygiene

The COVID-19 movement restrictions have affected women and girls' access to menstrual health and hygiene services. In India, we donated sanitary pads to women and girls in COVID-19 containment zones, informal settlements and urban slums.

2020

Index



2:07 pm

HUBEI, CHINA

# Employees Doing Their Part

More than financial resources, it is also the relentless commitment of Johnson & Johnson employees to continue serving the frontline health workers and their communities, and to play a part in fighting the pandemic, that defines our response. Our employees in Asia Pacific rose to the occasion, contributing their time and efforts in fundraising and volunteering.

Employee donations were made through the COVID-19 Solidarity Response Fund and locally initiated fundraising campaigns such as Donate-a-Photo and Virtual Concert fundraisers.

In Hong Kong SAR, China for example, employees who work from home were encouraged to move daily. For every 15 minutes of movements or 5,000 steps, we donated HK\$80 (US\$10) to charity. Employees were

not only reminded to take care of their physical and mental well-being but also doing it for a good cause.

In Australia, New Zealand and Malaysia, employees showcased their musical talent and fundraised for community partners. At a time when social and physical interactions were limited, the virtual concert not only brought joy to colleagues but also support to our community partners who are operating under extraordinary pressures due to the COVID-19 pandemic.

2020



EMPLOYEE STORY



19 August

11:14 am

CENTRAL JAVA, INDONESIA



**TAMMY KYRIAKOU,**  
ACCOUNT MANAGER,  
JANSSEN, AUSTRALIA

“I am a neuroscience account manager here in Australia who also practices psychiatric nursing on the weekends. When the COVID-19 outbreak became apparent, it immediately affected the mental health sector on so many levels as you can imagine, requiring more psychiatric nurses to attend to patients. I contacted management requesting to take leave from my role at Janssen to return to nursing full-time during the pandemic. Without any hesitation, my request was granted. I never thought I will return to nursing full-time but honestly, I cannot imagine to be doing anything else during this catastrophe.”



**MING MA,**  
MEDICAL DEVICES,  
JOHNSON & JOHNSON  
CHINA

“During the pandemic, patients that need surgery had limited access to timely treatment. There was a patient who needed a surgery urgently due to atrial fibrillation. I told myself ‘I should be there to support the physicians and the patient’. I travelled 14 hours (typically a 4-hour journey). Along with a team of doctors, we arrived in time to operate on the patient to save his life.”

Global Community Impact

Index

# Disaster Relief Efforts in Asia Pacific in 2019

2020

Asia Pacific is the world's most disaster-prone region. Our local teams have been responding to these disasters, working with partners, to provide support to the most vulnerable communities. Our efforts seek to maintain access to proper care for all, including essential medical resources, and to bring community health programs back to baseline as soon as possible.

## Australian Bushfires

Horrendous, unrelenting bushfires started engulfing huge swathes of Australia in June 2019, and quickly spread across all states to become one of the most devastating on record. An area of roughly 46 million acres has burned. Over 6,000 buildings and 3,000 homes were lost. At least 34 people were killed. Over 1 billion animals have been killed with thousands more injured and homeless.

**US\$600,000**  
in financial support

WAS DONATED TO THE AUSTRALIAN RED CROSS AND ST VINCENT DE PAUL SOCIETY AND MATCHED EMPLOYEE DONATIONS UP TO A TOTAL POOL OF \$AUD50,000.

Over **US\$1.5 million**  
in consumer personal care  
and hygiene products

WERE DONATED TO FOODBANK IN ADDITION TO OUR ON-GOING PRODUCT DONATION PROGRAM.

Uncapped paid leave is provided for our people who are volunteering with emergency services in response to the bushfire crisis.

*Global Community Impact*



Index

## Japan Typhoon Hagibis and Typhoon Faxai

Typhoon Hagibis and Typhoon Faxai struck Japan within the span of one month, bringing torrential rain, large waves and storm surges. The two powerful typhoons caused devastating impact for highly populated areas in and around Tokyo, resulting in tens of thousands of flooded homes and one of the highest death tolls in Japanese typhoon history.

To support recovery efforts, Johnson & Johnson Japan developed a disaster volunteer program and recruited employee volunteers to support relief activities in Tochigi, Fukushima and Nagano.

In addition to individual donations, employees also launched fundraising activities such as Donate-a-Photo campaign and special sale events.

More than  
**550,000 yen**  
in employee donations  
MATCHED BY JOHNSON & JOHNSON JAPAN

More than  
**15,000 photos**  
WERE SUBMITTED, TRANSLATING TO  
**1.6 million yen**  
IN FUNDS

**85,000 yen**  
RAISED IN A SALES EVENT FOR APPLE FARMS DAMAGED BY THE TYPHOONS



2020

# Local Community Impact



Index

28 August

11:06 am

SERANG, INDONESIA

Global Community Impact

2020

“With the gift sets and scholarships presented to needy students, we look forward to joining hands with the school in the path of growing people, as well as in spreading the faith and hope towards a bright future to students.”

**Ms. Le Chi Thuy Dung**  
Chief Representative  
Janssen Vietnam

2 October

9:53 am

BEN TRE, VIETNAM

## We recognize that creating meaningful impact requires a localized approach.

Giving back to the local communities that we touch across our global operations has long been an important part of Our Credo and culture. We have a wide variety of engagement programs supported by employees passionate about volunteerism and community impact.

We recognize that needs differ from one community to another and that creating meaningful impact requires a localized approach. This is especially true in the Asia Pacific region where there is rich ethnic and cultural diversity.

The Local Community Impact (LCI) team was thus newly formed to provide strategic guidance to locally driven initiatives and leverage our capabilities globally to support local efforts.

By sharing and aligning our resources, talent and knowledge around the world, we can create lasting impact for local communities, while providing diverse community engagement opportunities for employees in the places where they work and live.

### Vietnam: Gifts of hope for needy children

Employees presented scholarships, backpacks and sports gears to disadvantaged students at An Duc Junior High School in Ben Tre Province, and gift sets for children with disabilities at Thuy An Rehabilitation Center and HIV-infected orphans at Hanoi Drug Addiction Treatment Center.

Index



## Thailand

### TEACHING KIDS TO TURN PLASTICS INTO PLANTERS

Partnering with a local educational NGO Duang Pradeep Foundation, the Johnson & Johnson Thailand team spent a meaningful Sunday at a low-income community in Bangkok, teaching school children how to sort waste into recyclables and reuse plastic bottles to plant vegetables.

Bonding with the children over food, games and learning how to care for their plant babies at home, the volunteers also visited the children’s homes in the Klong Toey neighborhood.

It was a memorable and educational experience for everyone involved!

## Malaysia

### ENHANCING THE LIVES OF THE ORANG ASLI COMMUNITY

GCI Malaysia Ambassador Lim Yoke Fong has long been a supporter of a local Rotary Club, helping them to raise funds for many causes in the community.

In 2019, in conjunction with World Sight Day and World Children’s Day, Johnson & Johnson Malaysia, led by Yoke Fong, joined forces with the Rotary Club to organize the Orang Asli Outreach Program, focused on improving eye health and general hygiene for the indigenous community in Malaysia.

Armed with books, toys and children’s clothes donated by the Johnson & Johnson community, a team of Johnson & Johnson volunteers visited the Orang Asli village on the outskirts of Kuala Lumpur.

Around 90 villagers received a general health screening, a comprehensive eye examination and education sessions around oral, skin and hair health. Volunteers also helped the children with hair washing and nail cutting.



*“I’m proud to have been given this opportunity to contribute to the community. Leveraging on our expertise, volunteers from Johnson & Johnson Malaysia played a role in enhancing the lives of the Orang Asli community.”*

**Yoke Fong**  
GCI Malaysia Ambassador

26 October  
**3:02 pm**  
ORANG ASLI VILLAGE, MALAYSIA



## Singapore: Supporting healthcare professional development in APAC

We partnered with Singapore Management University to design and run the Hospital Management Program, a 5-day course equipping hospital executives with the latest management insights on hospital administration. The program was the first of its kind in Asia when it started in 1997 and is designed to contribute to healthcare excellence in Asia Pacific. In 2019, its 22nd year, it provided training for clinical and non-clinical hospital administrators from across Asia Pacific, with a focus on “Serving the Underserved”.

## Japan: From cleaning public spaces to helping children with disabilities, to disaster relief

Employees helped clean beaches and parks, gave handmade toys and assisted in horseback riding training for children with disabilities, and supported reconstruction efforts for Great East Japan Earthquake and Typhoon Faxai and Hagibis.



10 September  
**3:05 pm**  
HONG KONG SAR, CHINA

## Hong Kong SAR, China: Every vision counts: helping people in recovery improve ocular health

26 volunteers joined local ophthalmologists and our Vision Care team to conduct professional visual screening for 60 people with mental health conditions. Employees also raised funds to donate to New Life Psychiatric Rehabilitation Association.

*“This is one of the most meaningful volunteering activities in my work life. While I once thought that visual screening could be very simple and easy to handle, I was completely wrong. Grateful to have our vision care team to provide professional training for us to serve those in need. I treasured this opportunity by the Company to allow us to join hands to make a positive impact to our community.”*

### Samantha Leung

2019 Hong Kong SAR, China Community  
Impact Ambassador



## Australia: Enhancing health literacy for Aboriginal communities

Aboriginal children were trained to become health ambassadors for their families and communities, from spreading health knowledge to encouraging healthier living choices, through the Malpa’s Young Doctors Project.

## New Zealand: Addressing period poverty

The Kids Can program supported vulnerable young women aged 9-18 who are going without basic feminine hygiene items, to have access to hygienic sanitary care and education.





FEATURE STORY

## Korea

### BREAKING DOWN BARRIERS THROUGH SPORTS

Johnson & Johnson Korea has supported Taiwha Fountain House, an NGO focused on psychosocial rehabilitation for patients with mental illness, since 2010 by engaging in activities with its members.

This time, a soccer match was organized between 10 patients and 10 employees. Such events enabled employees to interact with the patients and break down prejudice and misunderstanding around mental conditions like schizophrenia.

*“I often read news articles about patients with schizophrenia and therefore had negative prejudice against them, but through this event, I felt that we were not that different at all.”*

Johnson & Johnson Korea employee

2020

# Talent for Good



15 July

1:49 pm

PALAWAN, PHILIPPINES

Global Community Impact

Index

2020

“It is always heart-breaking seeing kids with illnesses. In this volunteering activity, I saw the enthusiasm and kindness of these Dr. Red Noses. They tried so hard to make kids smile and happy. This inspiring experience makes me think more about patient care and being patient centric while doing my job.”

**Rene Lin**  
Group Product Manager  
Janssen Taiwan



Our employee, Rene Lin, volunteers with Dr. Red Nose Association, an organization that uses a unique brand of humor and entertainment to relieve each child’s sadness, anxiety, isolation and even pain during their stay in hospital.

# Nearly 140,000 employees using their talents for good every day

By living Our Credo and delivering on Our Purpose, we offer vibrant and fulfilling careers at Johnson & Johnson and use the diverse talent we have to create healthier communities and more promising futures for all.

From donating to a cause to immersive partnerships with NGOs, nearly 140,000 Johnson & Johnson employees are using their talents for good every day and building healthier communities around the world.

Community service has been a big part of our culture. To expand opportunities for employees to engage in community service through one, strategic platform, we launched Talent for Good in February 2020. Talent for Good aspires to help employees grow personally and professionally based on their individual talents and careers. It will offer opportunities to employees at all stages of their career to make a positive and enduring impact, regardless of their levels of skills, time commitment or interest.

In 2019

CLOSE TO  
**10,000**

EMPLOYEES ENGAGED

\* This figure excludes 4,500 employees who were engaged in virtual fundraising campaigns

MORE THAN  
**40,000**

VOLUNTEER HOURS CONTRIBUTED

**US\$285,000**

RAISED BY EMPLOYEES FOR VARIOUS CAUSES

**560**

EVENTS AND CAMPAIGNS ORGANIZED

TOUCHING MORE THAN  
**70,000**

LIVES

Index

# Signature Day Campaigns

2020

Supporting causes in the community through partnerships with organizations such as Operation Smile, Save the Children and UNICEF has been a key element of our Global Community Impact philosophy. We created regional community service campaigns around globally celebrated days like World Sight Day, World Mental Health Day and World Children’s Day to give employees opportunities to learn about and directly support causes we care about.

Our Signature Day Campaigns have brought together employees across Asia Pacific as one to support the regional Global Community Impact health focus areas. Employees can get involved in different ways during these campaigns, whether by volunteering their time, skills and expertise for the campaigns or initiating an event of their own.



## Smile Week Fundraising

21–26 MAY

FUNDRAISED AND ENABLED MORE THAN

950

FREE SURGERIES FOR THOSE BORN WITH CLEFT LIP AND CLEFT PALATE

## World Mental Health Day

10 OCTOBER

MORE THAN

1,200

EMPLOYEES ENGAGED IN PROMOTING MENTAL WELLNESS AT WORK AND RAISING PUBLIC AWARENESS OF MENTAL HEALTH CONDITIONS

## Myopia Awareness & Fundraising

10 OCTOBER

GENERATED FUNDS FOR

70,400

FREE EYE SCREENINGS FOR CHILDREN AND

204

FREE CATARACT SURGERIES

## World Children’s Day

20 NOVEMBER

720

LETTERS WRITTEN TO CHILDREN IN BANGLADESH AND RAISED FUNDS FOR

3,070

NEWBORN DELIVERY KITS DONATED TO SAVE THE CHILDREN



# Celebrating World Children's Day 2019

We commemorated World Children's Day 2019 with a month-long #Gentlerforthebetter campaign, raising awareness and galvanizing action towards creating a gentler, better world for children. Together with our partner organization Save the Children, we celebrated this special occasion as a team across 13 markets in Asia Pacific, engaging more than 1,000 employees to support Save the Children in improving the lives of the most vulnerable children in the region.

2020



20 November  
**4:00 pm**  
SINGAPORE



## Fundraising with Charity Miles

Every mile moved by our employees translated into donations for Save the Children via the Charity Miles app.

MORE THAN

**US\$7,600**

WAS RAISED BY EMPLOYEES FOR SAVE THE CHILDREN

## Mural for Hope

Employees joined hands to create beautiful murals that were sent to schools in Bangladesh to encourage children to continue to hope and learn.

**10 mural paintings**

WERE CREATED BY EMPLOYEES, NOW HUNG AT SCHOOLS IN BARISHAL AND DHAKA

## Letters of Encouragement

**720 letters**

WERE PENNED BY OUR EMPLOYEES TO CHILDREN SUPPORTED BY SAVE THE CHILDREN IN BANGLADESH

FEATURE STORY

“During the trip, not only did I witness diversity and inclusivity amongst all the 27 volunteers, we also witnessed the immense hope, gratefulness, and tears of happiness from many parents, who waited in queue for their child to receive treatment. Personally, I feel the best part of the trip is learning how life can be better, if we all help one another, regardless of race, religion and colors, and how one smile can brighten lives of other people around us.”

2020

**Agnes Chan**  
BioResearch  
Quality & Compliance



15 July  
**12:09 pm**  
PALAWAN, PHILIPPINES



MISSION TO BRING MORE SMILES

In 2019, 27 employees went on a Singapore Operation Smile or S.O.S. mission to Palawan, the Philippines with a group of international medical volunteers to give 120 smiles back to children and patients with cleft lip and/or cleft palate. The medical mission was made possible by the SGD\$35,000 raised through fundraising initiatives like Walk for Smiles, Sustainable Smiles with Dental Check-ups and a Food Fair held during Smile Week, and matched dollar-to-dollar from both Johnson & Johnson Singapore and Southeast Asia leadership. After 15 months of continuous fundraising efforts, the mission became a reality.

Agnes Chan was one of the volunteers who personally funded her trip and invested time and effort to be part of this mission. Agnes was the official photographer and videographer for the trip, and whilst a self-professed amateur, she eventually created two videos to showcase their memorable experience and to fundraise for the next mission.

Index

# Inspiring Young Minds with WiSTEM2D

Launched in 2015, WiSTEM2D (Women in Science, Technology, Engineering, Math, Manufacturing and Design) aims to support and inspire girls and women of all ages in their pursuit of STEM2D studies and careers. In Asia Pacific especially, we feel it is crucial to spark girls' interest in STEM2D and inspire them to pursue their passions as well as financial independence through their careers. We work with partners including Microsoft, General Girl and UN Women to run a wide variety of activities.

In 2019 alone, more than 430 Johnson & Johnson employees were involved in 27 WiSTEM2D activities across Singapore, China, Japan, Indonesia, Malaysia, Thailand, India and the Philippines, impacting and inspiring 9,030 girls. The experiences ranged from a surgical skills simulation game and medical devices product showcase in Indonesia, to an educational booth in KidZania Singapore to share the importance of UV protection to children.

IN 2019 ALONE,  
MORE THAN

# 430

JOHNSON & JOHNSON  
EMPLOYEES WERE  
INVOLVED IN

# 27

WiSTEM2D ACTIVITIES  
ACROSS SINGAPORE,  
CHINA, JAPAN,  
INDONESIA, MALAYSIA,  
THAILAND, INDIA AND THE  
PHILIPPINES, IMPACTING  
AND INSPIRING

# 9,030 girls

FEATURE STORY



*“Without exception, across the four workshops we’ve run to date, every student has been delighted to see how science, technology, design and manufacturing come together and create good in the world. And we love showing them!”*

**Tyrone Mao**

Head of APAC Consumer Health External Innovation  
Johnson & Johnson Innovation Center in China

## DELIVERING A TRIPLE-WIN THROUGH WiSTEM2D

“In China about 1.1 million kids have lost arms or hands, either because they were born that way, or they suffered an accident. I wanted to help, so I joined an NGO called HandsOn,” said Tyrone Mao, Head of APAC Consumer Health External Innovation, Johnson & Johnson Innovation Center in China.

Tyrone has been running a series of 3-D printing workshops since 2017 with the help of Johnson & Johnson employees who have experience in 3-D printing. The workshops engaged girls from local schools to design and produce plastic prosthetic hands and arms using 3-D printers. The prosthetic limbs are then donated to children in need through HandsOn, a local NGO that Tyrone has been supporting.

When Tyrone and his colleagues were asked to run the workshops as part of the WiSTEM2D initiative, they happily agreed, knowing that they could deliver a triple win of inspiring girls with new technology, changing children’s lives for the better and doing something good with their professional skills.

BRIDGING THE WAY TO BRIGHTER FUTURES

The Bridge to Employment program had been launched in two schools in marginalized communities in Mumbai by the Johnson & Johnson India team. Following this success, the program is now implemented at Vivek Vidyalaya school, in collaboration with NGO partner, Prerana.

The 3-year program involves Johnson & Johnson employees mentoring 50 students from disadvantaged backgrounds, to motivate them to pursue higher education by exposing them to a wide array of careers. 54 employees have volunteered to conduct sessions in which they closely interact with the students, sharing with them their personal stories as motivational examples. Training on soft skills

and educational visits are also organized and facilitated by the volunteers.

With the COVID-19 lockdown disrupting school, employees also volunteered to mentor students in their final academic year via virtual Zoom sessions. These students will be taking Board examinations to qualify them for admissions to pre-university.

The first session, which involved 15 employees, was on preparing for examinations in the COVID-19 scenario. Subsequent sessions included sharing on careers in R&D with special emphasis on STEM subjects, resume building, pursuing an MBA degree and various career options.

FEATURE STORY



Index

*“Bridge to Employment program has been a learning, inspiring, and motivating journey for me.”*

**Kasturi Shirishkar**

Student at Vivek Vidyalay School

# Nurturing Change Makers and Capacity Builders

Since 2013, Johnson & Johnson has been partnering with One Young World (OYW), a global summit for young leaders looking to make a positive change in the community. Delegates come from different companies all over the world.

In 2019, 20 Johnson & Johnson change makers from the Asia Pacific region participated in the program.

All our budding young change makers receive six months of coaching and mentoring by a Johnson & Johnson leader. The program has proven very effective in catalyzing direct action after their OYW experience, inspired by stories they heard and new connections made.

For employees who have the desire and appetite to immerse themselves in the nonprofit world, they can take on pro-bono capacity building projects with our NGO partners to give back by sharing their knowledge and skills. This skills-based assignment leverages on their professional skills while building empathy and new perspectives by working directly with our NGO partners.

Lion Secondment is one such program, piloted in 2019, that enables senior leaders at Johnson & Johnson to take on short-term, part-time strategic advisory assignments with NGO partner organizations, to help strengthen and transform health systems in the region. The roles are remotely based and allow our senior executives to provide leadership advice and business support to the NGOs, whilst continuing to manage their responsibilities with the Company.



FEATURE STORY



## USING HIS SKILLS FOR GOOD DURING COVID-19



**Biten Kathrani, Director R&D, Vision Care Asia Pacific, was excited to take on a Lion Secondment project to help SOS Children's Villages International, an NGO**

**that works to prevent family breakdown and care for children who have lost, or risk losing, parental care.**

In March 2020, he started on the project to support the development of a strategy and action plan for SOS Monrovia Medical Center to become financially self-sufficient and to expand healthcare access for vulnerable children in Liberia.

Unfortunately, barely three weeks in, Liberia, like many countries, declared a National Emergency to tackle COVID-19. The Monrovia Medical Center was at the center of its emergency response. While his secondment was disrupted, Biten used this time to analyze the Center's financial model and identify opportunities that may lead to self-sufficiency.

Biten continued to lend his professional skills to support meaningful initiatives during COVID-19. He participated as a mentor and judge on a virtual Fight Corona Ideathon, where more than 5,000 innovators from across India came together to pitch ideas and develop concepts to solve COVID-19 challenges faced by India and other emerging markets.

2020



19 August

10:30 am

CENTRAL JAVA, INDONESIA

*Imagine a world where everyone - including the most vulnerable - receive the care they need to live full, healthy lives.*

*To bring good health to all, we will continue to activate our unique resources to support the heart of healthcare systems - frontline health workers who are working tirelessly round the clock in delivering care.*

*Together with our employees and partners, we are committed to help build a resilient and thriving healthcare workforce, to **care for the community every day, in every way.***

Index