

Johnson & Johnson

Our Citizenship

Corporate Contributions

Founded in 1886

New Brunswick, New Jersey in a former wallpaper factory



By three brothers with a dream...that Joseph Lister's theories about sterilization could save lives

Johnson & Johnson Today



- World's largest health care company
- Approximately 115,500 employees worldwide
- More than 250 operating companies in 60 countries
- Selling products in more than 175 countries
- Headquartered in New Brunswick, NJ

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair

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

We are responsible to the communities in which we live and work and to the world community as well. We must encourage suggestions and complaints. There must be equal opportunity for employment, development and advancement of those qualified. We must provide completely safe and healthful products. We must provide a fair price for our products. We must support charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Worldwide Corporate Contributions



- Mission: Make life-changing, long-term differences in human health
- Total giving: \$588 MM (2009), or 3.7% of pre-tax income
- 650 programs in 50 countries
- 3 strategic pillars:
 - Building health care capacity
 - Saving & improving lives
 - Preventing diseases & reducing stigma

Community-Based Partnerships



Addis Ababa Fistula Hospital, Ethiopia

We partner with community-based groups that:

- Are experts in their fields and in the needs of their communities
- Have the greatest insight into...
 - The needs of underserved populations
 - The approaches that stand the greatest chances of success
- Are diverse in scale and scope
 - Globally recognized non-governmental organizations
 - Small, grassroots groups
- Can help us create a “rainmaker” effect

Midwives Training Program

- Addresses the high neonatal death rate in Vietnam by improving knowledge of midwives in hospitals in 32 cities in the south
- A cascade training program (“train the trainer”) with 300 trainers training 3000 midwives in their own provincial hospitals.
- Partnership with Tu Du Hospital



Home-Based Newborn Care Program

- Addresses high maternal and infant mortality rates in India, Pakistan and Nepal
- Home visits to rural areas by trained health workers
- Focuses on pregnancy, birth and well-baby care

Home-Based Newborn Care, Pakistan
Photo Courtesy of UNICEF

Neonatal Resuscitation Program

- Addresses high birth asphyxia rates in China
- 60,000+ health professionals trained in 6,400 hospitals
- Rate of asphyxia down by a third as measured in 80 hospitals since 2003

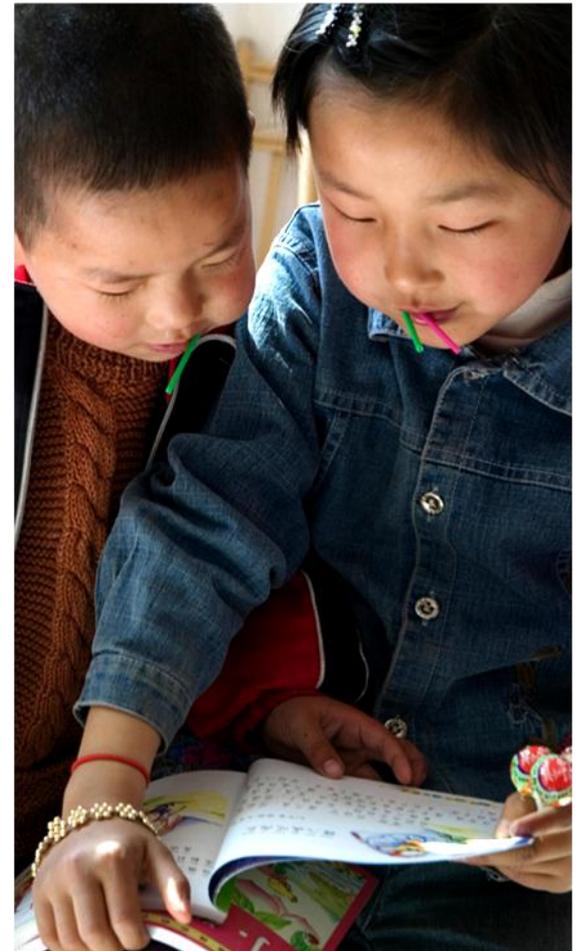
Neonatal Resuscitation Program
China

Preventing and Treating Obstetric Fistula in Eritrea

- Partnership with the Eritrean Government, UNFPA and Keren Hospital
- Policy changes supported the inclusion of fistula prevention and reproductive health
- Healthcare training in EmOC and training fistula survivors as maternal-health volunteers



100+ HIV/AIDS Programs in 50+ Countries



Employee Volunteerism

- Volunteerism is part of J&J culture
- 80% of U.S. employees volunteer
- Many local and regional examples of employee engagement in Asia-Pacific, EMEA, and Latin America

Holts Children's Services
Korea

What I've Learned.....

- ✓ Multiple intervention points improve impact
 - Policy + Action/Intervention + Resources (capital or human) are all critical components
- ✓ We've missed an opportunity unless we appreciate and leverage the strengths of each partner
 - Corporate partners – is it only about funding?
- ✓ Communication still needs improvement
 - Between stakeholders/partners
 - Between and within initiatives
- ✓ A sustainability plan must be incorporated early in planning --- even if it changes as you learn
- ✓ Everyone needs (and is struggling with) evaluation; but which metrics are meaningful?

Worldwide Contributions



- Learn more at:
www.jnj.com/ourgiving

Thank you

Project Mercy
Yetebon, Ethiopia