

Johnson & Johnson India CSR Update

Johnson & Johnson fulfills its mission by developing enduring partnerships that deliver community-based solutions to health challenges. It is focused on three strategic areas: saving and improving the lives of women and children, preventing disease among the most vulnerable, and strengthening the health workforce.

Leveraging Technology to educate and empower mothers in India

mMitra, a mobile health program launched in late 2014 with support from Johnson & Johnson, BabyCenter and other partners, promotes positive and health behaviors among pregnant women and new mothers in low-income urban communities across the country. In 2016, the program reached 600,000 new and expectant mothers and expanded geographically as well as in its programming to include severe acute malnutrition and has partnered with Connect for Life™ on elimination of mother-to-child transmission of HIV. Johnson & Johnson partners with ARMANN for implementation and with Dasrato support ARMANN in its organizational expansion for national scale-up of mMitra.

Neonatal Resuscitation Program

The “Neonatal Resuscitation Program (NRP) — First Golden Minute” project helps nurses and midwives with training and equipment to tackle birth asphyxia, the inability of newborns to breathe at birth. Birth asphyxia is a major cause of infant mortality and can contribute to developmental issues such as cerebral palsy and mental retardation. Estimated deaths due to asphyxia are approximately 0.3 million each year, mainly caused due to the absence of a trained person at the place of birth to resuscitate them. NRP is a joint effort by Johnson & Johnson and the Indian Academy of Pediatrics (IAP) to ensure that doctors, nurses and midwives have the resuscitation skills and equipment to save more lives. To date, more than 200,000 healthcare workers and infant caregivers have been trained in the private sector. The program has significantly contributed in reducing neonatal mortality among infants in India.

NRP has been the largest child survival project of its kind undertaken and executed in India

Joining Hands to Fight TB in India

India accounts for 18% of the world’s population and 27% of the global TB burden. So, 2.8 million of the 10.4 million new TB cases in 2016 occurred in India, per the WHO Global TB Report. The problem is further exacerbated by the emergence of multi-drug-resistant TB (MDR-TB) which affects around 130,000 patients in India.

In response to this need, Janssen has undertaken several initiatives over past two years to increase disease awareness among the general population, increase diagnosis of TB, improve treatment outcomes, enhance clinical management of TB and DR-TB by training physicians. Janssen has formed strategic partnerships and collaborations at the national, state and local levels to achieve these goals. Programs include:

TB Awareness Campaigns: Janssen collaborated with Municipal Corporations (Mumbai, Nagpur) and NGOs (TB Alert India, Disha Foundation, World Health Partners) for awareness campaigns on mass-transit systems and mass media platforms that involved 24,300 auto-rickshaws, 21,300 buses, 200 cabs and 11 trains across four cities. TB awareness radio spots/videos and talk shows have been aired on six radio stations and 112 theatre screens, as well as 400 pole boards with awareness messages placed. For community awareness, Janssen has been collaborating with local governments and NGOs to conduct street plays in high risk communities, such as construction sites and slums. The train awareness campaign led to a 13% increase in disease awareness among commuters who were exposed to the campaign.

TB Diagnosis: To help diagnose missing TB cases in Mumbai, Janssen collaborated with PATH and Alert India to support 5,700 latest molecular technology (CBNAAT) tests for TB suspects seeking care in the private sector in 2016, with an additional 12,800 tests to be supported in 2017. In Patna, field initiatives by World Health Partners are being supported to follow up known TB cases and screen their contacts using latest technology (CBNAAT) tests. Around 1,800 TB cases are to be followed up and 600 tests conducted.

Nutrition Support for TB & MDR TB patients: To help improve nutritional status of TB patients and achieve higher treatment adherence, Janssen partnered with National Institute of Research in Tuberculosis and multiple NGOs (Doctors For You, TB Alert India, Alert India) to provide nutrition supplementation/packs to approximately 5,000 TB and MDR patients. As per DFY Report, the nutritional support program has had significant positive impact on overall treatment outcome, with zero defaulter rate during the project period and overall improvement in health status of patients (exhibited by weight gain; 66% of patients provided nutrition).

Physician Training Programs: Clinicians remain the cornerstone of treatment of TB and Drug resistant TB. In collaboration with the Maharashtra State Anti-Tuberculosis Association (MSATBA), Disha Foundation and World Health Partners, 800 physicians have been sensitized/trained in the management of TB and drug resistant TB in Mumbai, Nagpur and Patna.

MAKING SMILES CHANGING LIVES – Operation Smile

Every three minutes, a child is born with a cleft. A child with a cleft has twice the odds of dying before their first birthday. Those who survive are often unable to eat, speak, or smile. In India, an estimated 35,000 children are born each year with cleft deformities. Due to the visual nature of the deformity on the face, it also takes a toll on the development and education of the child as they eventually suffer from low self-esteem and withdraw from the mainstream social life.

For more than 25 years, Johnson & Johnson has been working closely with Operation Smile globally. In India, in the last four years we have facilitated three missions supporting 800 surgeries through product donations (Ethicon sutures, hemostat products) and raising funds through benevolence of employee volunteering efforts including the unique 'Chess for Making Smiles Changing Lives' campaign with chess grandmaster Anand Viswanathan; 'Cooking for a Smile' by the leadership team and auction of Indian cricket star batsman Virendra Sehwag's iconic bat and cricket accessories.

Humana & Magic Bus

Johnson & Johnson partners with two NGOs Humana People to People India and Magic Bus to help improve the quality of living, basic and preventive healthcare, and the quality of education of six villages of Mehboobnagar district of Telangana, with its focus on women and children. Humana's "Raising Healthy & Educated Community" project has successfully organized clinics and health camps at government (anganwadi) centers to reach out to approximately 15,000 direct beneficiaries. In the second year, the project will also focus on strengthening preschool education for children 3-6 years of age at the anganwadi centers.

J&J partners with Humana to improve the quality of healthcare and education in disadvantaged communities.

The Magic Bus Adolescent Girls Holistic Development Program focuses on empowering 2,500 adolescent girls in classes six to eight and the Magic Bus Adolescent Girls and Youth Livelihood Programs will support 600 girls between 17-25 years of age. Educating girls creates a significant impact at multiple levels — the girls themselves, their families, communities, and the nation as a whole.

Grameen Foundation

Our partnership with Grameen Foundation reached 150,000 women and girls in 2016 with health education, savings and loan products as well as linkages to health providers. By leveraging India's massive microfinance platform that reaches 62 million clients, this partnership is helping women address the root causes of their poverty, achieve food security, and access healthcare services for their families. Johnson & Johnson was the catalyst for this partnership in India in 2010. Since then, this increasingly self-sustaining intervention program has scaled up to reach more than 1.8 million women and girls in 12 states across India, empowering them with life-saving health knowledge for behavior change and achieving key health outcomes including improved nutrition for children under five.

CINIASHA

In the densely-populated city of Kolkata, people living in the slum areas often lack access to primary infrastructure and proper access to healthcare services. The most vulnerable among them are the urban disadvantaged women and children. J&J lends support to CINIASHA, the urban unit of the Child In Need Institute (CINI), Kolkata, which seeks to improve the quality of life of urban disadvantaged women and children, through the creation of child and women friendly communities (CWFCs).

CINIASHA focuses on key issues like ensuring antenatal care (ANC), institutional delivery, timely and complete immunization, the promotion of correct nutritional practices, initiation of early breastfeeding, exclusive breastfeeding up to 6 months, birth spacing and healthy practices among women and adolescent girls - towards achieving the Millennium Developmental Goals (MDG) on Mother & Child Health and Nutrition.

This project aims to reach out to 1200 pregnant mothers, 1600 children under 2 years of age, and 800 adolescents in three consecutive years. Now in its third year, the project continues to reach out to over 93,500 population of urban slums.

Ending the Cycle of HIV in the Brothels of Mumbai

There are few topics as taboo as sex work. Yet, this taboo has perpetuated a culture of silence that has enabled the sex trade to grow across South Asia. The Ministry of Women and Children Development of India estimates there are [over 3 million female commercial sex workers](#) in India alone, of which an estimated 40% are children. Already marginalized and severely exploited, these women and children are at increased risk of HIV infection with few resources available to prevent or treat infection.

Some 100,000 to 200,000 commercial sex workers live in the city of Mumbai. Stigma, discrimination and lack of access to information and health care facilities have allowed HIV to spread in the city's brothels, threatening the health of the commercial sex workers and their children. In the absence of support systems, the children in these communities are left unattended and exposed to unsafe circumstances, often falling victim to sexual assault by sex traders and customers.

In the midst of Kamathipura and Falkland Road, the notorious red light district of Mumbai, exists [Prerana](#), an organization dedicated to ending intergenerational prostitution and advocating for the rights of commercial sex workers and their children. Prerana uses a holistic approach to provide mothers and children with the knowledge and resources to make positive choices for themselves – instilling hope that a better future exists and supporting them as they walk up the path that leads to it. To make that healthier future more attainable from day to night, Prerana founded the world's first night crèches (child care centers), one of the few safe havens available to the children of Kamathipura and Falkland Road once the sun sets.

J&J is supporting Prerana to help protect these children and empower them with professional and vocational education, access to healthcare and shelter.

BUILDING A WORKFORCE FOR THE HEALTHIEST GENERATION

Auxiliary Nurses and Midwives Programs

The rural population, especially women, face the twin challenges of unemployment and inadequate healthcare. Johnson & Johnson partners with Param Prasad Charitable Society and the Indian Red Cross Society to support Auxiliary Nurses and Midwives (ANM) programs at Bel Air College of Nursing, Panchgani and St. Joseph's Multipurpose Healthworkers Training School that are helping to address both issues. Large numbers of girls, especially from rural villages, do not pursue their studies beyond secondary school due to poor economic conditions. By training well-qualified nurses, these programs are helping to improve the quality of primary healthcare services in rural communities in India, while providing nursing education and employment to disadvantaged girls. They are taught various skills regarding community health nursing, health promotion, primary healthcare, child health nursing, antenatal and intranatal labor room management, postnatal care and also health center management. These skills help to enhance the quality of healthcare in the

rural areas and help to prevent deaths especially amongst infants and mothers. It also increases the economic and social status of beneficiaries.

Bridge to Employment

In 2014, Johnson & Johnson, Institute of Advanced Medical Education (IAME) and Prerana launched Bridge to Employment in Mumbai. The three-year program offers a variety of enrichment activities to 50 students from two schools in economically disadvantaged areas of Mumbai, helping them see the critical link between academic achievement and practical application, by introducing them to a broad array of careers, especially in healthcare, and by providing them with enhanced academic and real world experiences. Senior management from Johnson & Johnson served as mentors to these 50 BTE students.