



The Great East Japan Earthquake Relief Activity Report

March 2011 – March 2016



ジョイセフ
JOICFP

Reproductive health for today and the future



JOICFP Tohoku Project 2011–2015



2011 2011.3.11



Midwives' Salon and
Midwives' Festa
(supporting the activities of
local midwives)

2012



April
First Birthday Gift
Program

December
Christmas Gift Program



リフレッシュ・ママクラス



Refresh Mama Classes
(in municipalities throughout Iwate,
Miyagi and Fukushima Prefectures)

MOM
Meets
MOM

2013



JOICFP COLLEGE TOHOKU



February
Visit to Banda Aceh
(Indonesia)
by some course participants

Mom Meets Mom
(Kamaishi, Sendai
and Koriyama)

2014



November
Follow up course

2015

December
Christmas Gift Program,
etc.



March

UN World Conference
on Disaster Risk Reduction
in Sendai



Distributing Emergency Relief Supplies

From directly after the earthquake in March 2011 until the end of May that year—the period of most need—JOICFP worked with over fifty companies to directly deliver more than fifty tons of emergency relief supplies to women in the affected areas.

On behalf of the United Nations Population Fund (UNFPA), JOICFP also assembled and distributed 5,000 dignity kits specifically containing items for women. These were distributed directly to them both in shelters and their homes, as well as to the beneficiaries of cash grants for expectant and nursing mothers.

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At the same time, financial assistance was provided for care and counseling activities carried out by midwives for expectant and nursing mothers in the affected areas. In the three prefectures of Iwate, Miyagi and Fukushima, visits were made to 684 shelters and homes, with a total of 2,896 counseling cases.

- Project Period March to December 2011
- Target Area Iwate, Miyagi, Fukushima and Ibaraki Prefectures
- Target Beneficiaries Approx. 1,300 women in the affected areas
- Goal of Activities To deliver relief supplies needed by mothers and children, expectant and nursing mothers, and women in areas affected by the disaster
- Cooperating Organizations ... Japanese Midwives Association, Japan Family Planning Association, Oxfam Japan, United Nations Population Fund (UNFPA), and over fifty corporations

Emergency relief supplies
for women,
expectant and nursing
mothers and babies

Items to
protect women's
dignity



Clothing
(underwear, socks),
Maternity goods,
Sanitary products,
Disposable diapers,
Baby food,
Shampoo etc.



In addition to allergy-specific baby food and nursing wear and toys, books, emergency whistles and buzzers, and booklets with tips on how women can remain healthy and strong while living in the disaster-affected area were also distributed.



Relief supplies for all mothers!

To deliver relief supplies to mothers and children unable to access them through shelters (e.g. those evacuated in their homes), JOICFP, together with local midwives' associations, hosted markets in Tagajo City and Yamamoto Town (Watari District), Miyagi Prefecture. The events were attended by about 1,300 people. All the supplies available were new, and efforts were made to give the beneficiaries a choice in what they wished to take home.



Local midwives visiting shelters and homes

In addition to providing relief supplies, JOICFP supported the mental health of women and expectant and nursing mothers in the shelters as well as implemented mental health care and counseling programs for those who had left the shelters to return home. Midwives were of great mental and physical support for the mothers affected by the disaster.



Resuming check-ups for babies and small children

JOICFP assisted in ensuring that the equipment and supplies necessary for local governments to resume check-ups for babies and small children were in place.



JOICFP ACTIVITY #2

Kesho Cash Grants

Direct cash grants (50,000 yen per beneficiary) for 2,403 expectant and nursing mothers

JOICFP distributed cash grants of 50,000 yen per woman to those whose family's circumstances fell under certain conditions (e.g. home partially or completely destroyed), or who were living within the restricted area of 20 kilometers of the nuclear reactor in Fukushima and had given birth after March 1, 2011.

Although cash grants are generally deposited into the bank account of the head of household, JOICFP made a point to make the deposit directly into the account of the expectant or nursing mother. For some, this provided the impetus for them to open a bank account in their own name.



"Kesho" means "tomorrow" in Swahili.

The grant was named "Kesho" to express the hope that each coming day is a better one for new mothers and their babies.

- Project Period March 2011 to November 2011
- Target Area Iwate, Miyagi and Fukushima Prefectures
- No. of Beneficiaries 2,403 expectant and nursing mothers in the affected areas
- Goal of Activities In addition to acknowledging the women forced to experience childbirth during an unforeseeably difficult time, it was hoped that giving the women even just a little of their own money (paid in cash where possible) would lead to them regaining confidence through making their own decisions about how to spend it.
- Cooperating Organizations ... Local governments and organizations in Iwate, Miyagi and Fukushima Prefectures



First Birthday Gift Project & Christmas Gift Project

In 2012, gifts that included the book "Mamiversary" (Shufunotomo Co. Ltd.), messages from mothers from all around the world, and painting sets were sent out during the month that the babies turned one year old. Christmas gifts were also distributed in 2015.



Presents distributed to 1,749 sets of mothers and children



JOICFP ACTIVITY #3

Implementing Family Planning Services

Providing a total of 6,984 cycles worth of the Pill and 6,000 dozens of condoms

JOICFP worked with sister organization Japan Family Planning Association to help those affected by the disaster to avoid the burden of unwanted pregnancy by establishing a hotline for women, as well as widely distributing 20,000 hotline brochures, the emergency contraceptive pill (as needed), and the regular Pill and condoms.

- Project Period May 2011 to October 2011
- Target Area Iwate, Miyagi, Fukushima and Ibaraki Prefectures
- Target Beneficiaries Approximately 10,000 women in the target area
- Goal of Activities To help those affected by the disaster avoid the burden of unwanted pregnancy
- Cooperating Organizations and Experts: ... Obstetricians working with the Japan Family Planning Association (31 doctors), JEX Co. Ltd. (donation of condoms)



Condoms were included in the emergency relief kits distributed to women.



Midwives, who understand the physical and mental state of women very well, not only provided maternity, childbirth and child care in the affected areas (where obstetricians are scarce in number), but also supported both the physical and mental health of the mothers there, who face large amounts of stress in their daily lives. In Iwate, Miyagi and Fukushima prefectures, JOICFP provided mainly two types of support by organizing midwife visits to homes (including shelters and temporary housing facilities) and providing financial support for counseling in childcare for expectant and nursing mothers at maternity clinics. Over about one year directly following the earthquake, 684 home visits and 2,177 care and counseling cases by midwives were carried out for expectant and nursing mothers in the target area.

From 2013, JOICFP ran a Midwives' Salon Program (24 times in total) for mothers with newborns (under one year old, when the mothers are most anxious) in Miyagi Prefecture, where many of those evacuated due to the earthquake, tsunami and nuclear reactor live. This provided them with a place to gather and dispel some of their feelings of isolation and anxiety over looking after their child. Together with the Miyagi Prefectural Midwives' Association, JOICFP created a map of Miyagi that showed where midwives could be located, updated websites and leaflets, and carried out other activities to establish a structure that could provide continued support for the physical and mental health of mothers and children affected by the disaster. The Midwives' Festa, a publicity event for the activities of midwives, was attended by about 200 mothers and their families.

- ◆ Project Period March 2011 to April 2012 (supporting care and counseling activities)
 April 2013 to March 2016 (supporting Midwives' Salon and Midwives' Festa)
- ◆ Target Area Iwate, Miyagi and Fukushima Prefectures
- ◆ Target Beneficiaries Midwives and their clients - expectant and nursing mothers
- ◆ Goal of Activities To help expectant and nursing mothers in the affected areas, and create places for mothers and expectant mothers to gather and relieve the sense of isolation and anxiety over childrearing they might feel by supporting the activities of local midwives.
- ◆ Cooperating Organizations ... Miyagi, Iwate and Fukushima Prefectural Midwives' Associations



Home visits (care for women and expectant and nursing mothers, health check-ups, counseling)

Through the networks of local midwives, visits were made to homes and shelters, and activities such as breast massages for breast milk and baby massages were carried out. Support was given to pregnant or nursing mothers who face great stress not only by pregnancy, childbirth, and child care but also by disaster.



Baby massages at Midwives' Salon

Baby massages make both mothers and babies happy. They also create opportunities for mothers to naturally strike up conversations. The mothers are then divided into groups to discuss either breastfeeding or childcare. This event has gained popularity by word of mouth and slots to participate in them are often filled as soon as they are advertised.



Various programs at Midwives' Festa

Mothers stretching with pelvic exercises. Many programs were available at the events, with booths for activities such as maternity and baby yoga, balance ball, eurhythmics, baby carrier workshops and hand massage services. The event is becoming more popular, with attendance not just by mothers and their families but also women wanting to become mothers as well as couples.

Refresh Mama Classes

This program to support mental health is aimed at mothers facing great stress in childrearing, to help them regain the power to live and raise their children for the future. The participants ponder a common theme, then do a presentation on, allowing them to reflect, share with others and regain the self-efficacy (belief in one's ability to succeed), self-esteem (valuing of self), and self-determination (power to make own decisions in life) that they may have lost due to the disaster,

so that they can continue to have dreams for the future as they raise their children. Working with 18 municipalities in three prefectures of Tohoku, a total of 36 classes (twice each) were held for about 500 mothers with babies and children affected by the disaster.

To help the classes become more established in the area, a Facilitator Training Course was held in July 2013 in Koriyama, which was attended by 22 Fukushima public health nurses.

- Project Period April 2012 to March 2015 (3 years)
- Target Area Iwate, Miyagi and Fukushima Prefectures (18 municipalities)
- No. of Beneficiaries Mothers with babies and children affected by the disaster
- Goal of Activities To help mothers with babies and children affected by the disaster regain their power to live and raise their children, so that they can thrive in their communities and have dreams for the future as they raise their children. To also nurture the power of the community to raise children by encouraging mothers to have friends in the community who sympathize in their efforts
- Cooperating Organizations ... Jichi Medical University Center for Community Medicine Public Health Section, Council for Maternal and Child Health Promotion, Maternal and Child Health Divisions for Iwate, Miyagi and Fukushima Prefectures, Maternal and Child Health Section of the Equal Employment, Child and Family Bureau (Ministry of Health, Labor and Welfare)



Confronting oneself

Participants were shown how to become conscious of their strengths through "self-discovery encounters" on the themes of what they consider important, the people they respect, and their dreams.



Praising each other's good qualities – "Shower of Praise"

Mothers, who do not really have opportunities to receive praise, worked in pairs to enjoy praising each other. Embarrassed, some even shed tears.



"Confronting Your Dream" exercise

Participants expressed their dreams through drawings, which they then shared with the group. One said that she was happy to be able to "visualize her dream not as a mother but as a woman, and as a person."

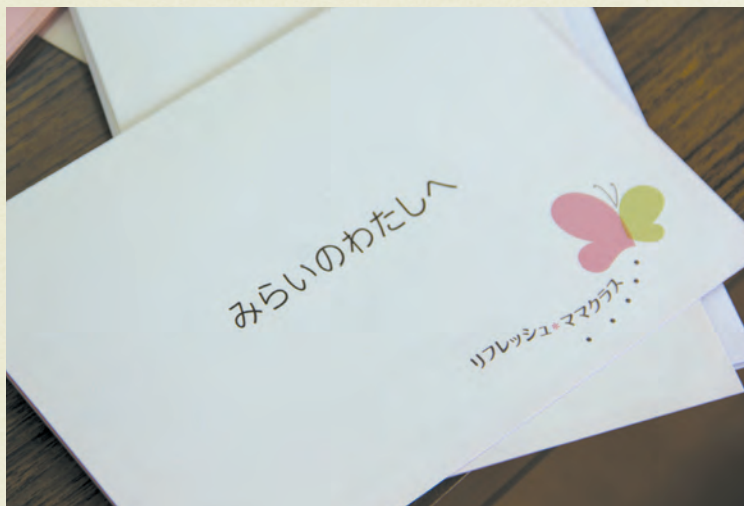
Breaking the ice with "Hello"

An icebreaker exercise used music and movement for the mothers who were meeting for the first time.

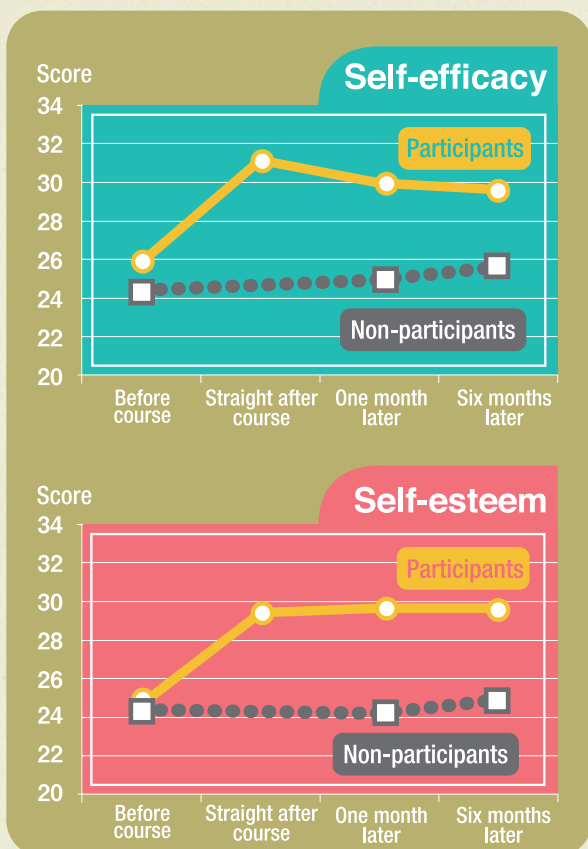


Change visible through love letters to self

For many of the women who joined the activities, it had been a long time since they took the time to think only about themselves. Their self-addressed love letters written at the end of each class were full of encouraging words, and by the end of the second day's activities, their faces were beaming with happiness.



Outcomes of course in numerical values



The facilitator manual, describing the method and the essentiality of post-disaster mental care of mothers was published.

Measured through self-assessments taken before and after the course. The values for self-efficacy and self-esteem rose directly after course, and remained at the same levels even six months later.



JOICFP College Tohoku

The JOICFP College Tohoku program was launched with the goal of training the future female leaders of Tohoku and the women who will revitalize the region. Female pioneers from various sectors were invited to serve as teachers, to help the participants learn about themselves and how to turn their ideas for Tohoku into action.

The 11-part course ended in autumn 2013, with 33 female leaders unleashed to make a difference in the future of Tohoku. The participants actively interact with each other even after the program.



Course Completion Ceremony and Presentation of Dream Action Plans

Ai Tominaga, JOICFP Ambassador at the time, served as Principal and presented the Certificates of Course Completion. Afterwards, each participant shared how they felt about the program and presented their Dream Action Plan to revitalize Tohoku.

- Project Period July to November 2013 (11 times in total)
- Target Area Sendai City, Miyagi Prefecture
- No. of Students 33
- Goal of Activities To train women to take action to revitalize Tohoku, have a positive emotional influence on others, and become leaders

Lecturers and their key phrases

- ★ **Nanako Oba** When you rejoice in being born, the future becomes worth looking forward to.
- ★ **Lisa Asamura (JOICFP)** To revitalize Tohoku, you first have to get to know yourself and your society.
- ★ **Hiroko Murakami, Rina Takahashi** If you create networks with others and do things together, positive results will follow.
- ★ **Mai Mukaida** To start something from scratch, you first have to do something.
- ★ **Mikiko Endo, U5** Keep sharing your ambitions.
- ★ **Yoko Yuile** To love yourself means to have unlimited curiosity in yourself.
- ★ **Atsuko Dochin** If you talk about what you want to do, good fortune will come to you.
- ★ **Ai Aoki** Turn a “problem” into an opportunity.



Opening Ceremony and JOICFP Workshop

After the opening ceremony, workshops such as the Tree Exercise (thinking about how to utilize skills) and Lifeline (reflecting objectively on life) were held.



Business scheme that turned a “problem” into an opportunity

Ai Aoki is the CEO of Virina Japan, a maternity wear company. As a full-time CEO and buyer as well as a mother of three, Aoki shared advice on balancing work and the home.



Turning a strong desire to do something into the driving force to launch a business

Mai Mukaida launched the Coffret Project to empower women who have been victims of human trafficking using the power of cosmetics. She shared the process of turning her strong desire to do something into a business.



“Ambition Conference” – a teambuilding workshop

Let's organize an “Ambition Conference” inspired by Mikiko Endo and U5's advice to share our ambitions! A workshop on teambuilding was also held.



Course fellows chasing their dreams:

After taking JOICFP College Tohoku course, some of the fellows became entrepreneur, started social projects, changed their carrier, and so on to revitalize Tohoku.

Entrepreneur for Non-profit organization implementing social activities



She greeted as an executive committee chair of the "Weekday Festival." She also organizes environmental and food event as well.

Keiko Sunako Head of non-profit organization, "i-Kusanone Project"

Before the course, Keiko Sunako had never identified herself as someone who could do something for society or launch a business, but by knowing many lecturers who were acting by themselves to change the society, her mind was changed. She could also be the one who can change something. Her Dream Action Plan providing activities for women who are unable to participate in evening and weekend events due to their home commitments has turned into a reality since establishing her own nonprofit organization "i-kusanone project," which runs a regular event called "Weekday Festival." Her activity was highly renowned and gained a grant from Sendai City. Other than Weekday Festival, she plans and implement many events for shifting into eco-life as well.

Hoping to open cafe where people can gather in Tohoku



She has been working in Tokyo for studying about coffee business.

Yuko Osaka

Yuko Osaka was grown up in Sendai and Ishinomaki, where tsunami was hardly affected. After the disaster, she decided to attend JOICFP College Tohoku because she wanted to do something for her hometown. What she has learned at lecture was the importance of saying out loud about what she thinks. It was scary and shaming for her if her opinion was denied by others, but she realized many fellows were increased after expressing her dreams. Her Dream Action Plan is to open a cafe where disaster affected people can gather and get relaxed. After the course, she moved to Tokyo for nine months to learn about the business, leaving her husband and son in Tohoku. She recently moved back to Sendai and hopes to launch her own cafe.



Mom meets Mom in Tohoku

The French cosmetics brand L'Occitane generously cooperated with JOICFP to host Mom meets Mom in Tohoku, an event for mothers to meet, interact and create networks with each other. Atsuko Dochin (model) and Maki Ohashi (aroma therapist) were invited as guests. At the three events held, 236 mothers and children participated.

A workshop was held after the talk show where participants drafted their response to messages of support from mothers in Aceh, Indonesia, who had fought to regain themselves after suffering the 2004 disaster. The event ended with a hand massage lesson sponsored by L'Occitane, which saw mothers living in the same areas interacting as they enjoyed the lovely scents. It was a warm event with many smiling faces.



Project Period April 2013 to March 2014

Target Area Kamaishi City (Iwate), Sendai City (Miyagi) and Koriyama City (Fukushima)

No. of Beneficiaries 236 people over three events

Goal of Activities To reduce feelings of isolation and stress and bring back a sense of self-efficacy and self-affirmation among mothers affected by the disaster, ultimately leading to them rebuilding a positive outlook towards their relationships with others and life. This was done by encouraging the women to interact with well-known female role models who are inspiring even in their role as mother, as well as with other mothers in the community, and by them exchanging messages with mothers from Aceh, Indonesia, who continue to recover from the catastrophic earthquake and tsunami disaster of 2004

Cooperating Organizations ... Mothers, midwives associations and nonprofits supporting childrearing in the areas where the events were held

In cooperation with L'Occitane Japan

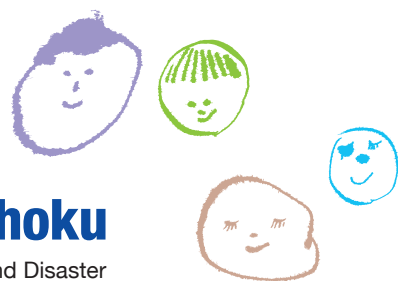


Atsuko Dochin (model) and Maki Ohashi (aroma therapist) inspired the participants, who said that they were refreshed and stimulated by the event and no longer felt alone.



Sharing Experiences from Aiding Tohoku

(UN World Conference on Disaster Risk Reduction 2015 Public Forum “Gender and Disaster Risk Reduction” Symposium Series: Girls and Disasters - Conference on Disaster Risk Reduction for Teenage Girls)



In March 2015, UN World Conference on Disaster Risk Reduction was held in Sendai City. At the Public Forum on Gender and Disaster Risk Reduction, JOICFP worked with a number of other Japanese organizations to host Girls and Disasters - Conference on Disaster Risk Reduction for Teenage Girls. Based on our experiences during the Great East Japan Earthquake Disaster and our relief work abroad, through the event we were able to shed light on the vulnerability of young women during times of disaster and make recommendations on how to improve their resilience.



- ◆ Date March 17, 2015
- ◆ Place Sendai City, Miyagi Prefecture
- ◆ No. of Participants Approx. 200
- ◆ Aim of Event To bring to light the situation of young women during times of disaster and make recommendations accordingly
- ◆ Organized by Sendai City, Sendai Gender Equal Opportunity Foundation
- ◆ Co-sponsored by Gender Action Platform, Plan Japan, Oxfam Japan, JOICFP With the co-operation of: IPPF, among others



Discussions on theme of Gender and Disaster Risk Reduction

Based on the theme “How to Carry the Empowerment of Girls Forward,” the participants discussed how to hear what girls have to say and put their ideas into action



Panel exhibit at World Ministerial Conference on Disaster Reduction in Tohoku

At a World Conference side event held in Sendai in July 2012, JOICFP presented a panel exhibit and displayed the disaster relief kit that it distributes to women



Public Forum attended by about 200 people

The UN World Conference on Disaster Risk Reduction, held in Sendai four years after the disaster, was the biggest UN-related international conference to ever be held in Japan.

Voices from mom as beneficiaries:

We introduce some thank-you messages from moms in the affected area after receiving support from all over the world.

I received a birthday present saying, "To mothers who gave birth in August and who received the relief money 'Kesho.'" I was thrilled at such a wonderful gift which I never imagined. Thanks to you, my child was able to celebrate the first birthday in peace. I cannot say thank you enough to the heart-warming support. This earthquake and tsunami disaster taught us firsthand the severe condition of nature as well as human being's great power generated from mutual support. I will not forget this gratefulness, and our family will support each other for the future. Thank you so much.

(From N, Miyagi)

Thank you for the Christmas present the other day. I was surprised and happy with the sudden gift, and honestly I was more excited than my daughter. At the same time, I could not stop crying, because my tense feeling somewhere in my heart was burst out. While I feel happy with JOICFP's long-lasting support, I have been nostalgic for my hometown where I have not yet returned. Due to the disaster of the nuclear power plant, we have not been permitted to return home. Instead, I started a new life, gave birth and rear a child in an unknown place, after the separation with my family. The anxiety that weighs heavily on my heart never goes away. However, I repeatedly tell myself each day to hold on to this situation by looking at my daughter sleep and smile innocently. The tragedy of nuclear plant has been fading away in our society, but I realized that JOICFP did not forget supporting me.

Even though the radioactive contamination instantly deprived our life, house, nature, and hometown, we cannot switch our mind instantly to give up our hometown and previous life right away. I cannot abandon the place where I grew up and spent my life time. I do not want anything which destroys our life all at once.

I wonder how long we could endure this life. If I consider my daughter's future, I know that I should give up my hometown; but I cannot. Such dilemma with unsolved answer always casts a shadow somewhere in my heart. I will keep my hope of returning home someday, which may be my driving source of power.

(from T, Tokyo)

A gift was delivered to our home yesterday. I was so surprised and excitedly opened the box with my one-year-old son, the youngest of my three children, and then realized it was the "First Birthday Gift" from JOICFP. I was thankful and pleased with the unexpected gift which were all helpful for future use.

While reading the book of "Mama: Mamiversary" and the letter enclosed, I remembered the day the earthquake and tsunami hit. My third son was in my belly at that time, but I didn't know he was there. I was just wondering if I should take the pregnancy checkup or not. After the earthquake and tsunami struck, I escaped with two of my kids to the relative's house located on higher ground. Then, we thankfully stayed at my husband's friend's place.

From the next day of the disaster, we searched for stores which might be open and tried to stock food and daily items for kids as we did not know how long this confusion would last. After waiting in line for 7 to 8 hours, we purchased as many items as possible, and walked back to my friend's house for 4 km carrying heavy items. Even during that tough time, my baby was holding on to stay with me. Thank you my son, and happy first birthday!

The gift reminded me of all kinds of those experiences. Because now I know JOICFP and many people support us, I will never give up. Thank you so much!

(From I)

Circle of Support

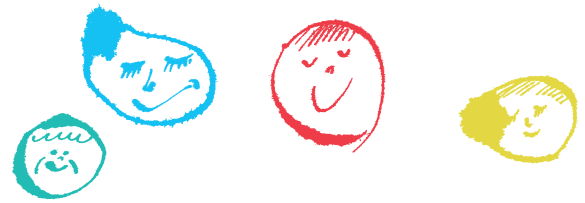
“Helping each other in times of trouble”

Working to create a world where Japan and other countries of the world support each other

Under the slogan “Protecting the Lives and Health of Women,” JOICFP has worked in 32 countries around the world since it was founded in 1968.

When the Great East Japan Earthquake Disaster took place in 2011, countries abroad were the quickest to lend a helping hand. Naturally, the 21 countries offering their assistance included developed nations in Europe and America, but many of the developing countries that JOICFP had provided assistance to in the past, such as those in Asia and Africa, and Afghanistan, also came to our aid. They sent as much support as they could, hoping that it would be useful for the women of Tohoku.

In 2011, Japan became the country to receive the most relief aid in the world.



We stand for :
“Helping each other
in times of trouble”



Reflecting on five years of helping survived mothers

Sumie Ishii, JOICFP Chairperson

Making use of the know-how accumulated overseas in domestic relief work

“If we don’t do anything, we will regret it.” This is what came to mind directly after the events of March 11, 2011. At the time, JOICFP had had no experience in domestic relief work. But the location did not matter. JOICFP had to be there to support the mothers and children with various needs in the aftermath of a great disaster. We stand for “Helping each other in times of trouble.” JOICFP has always done whatever possible in its capacity as an NGO focused on international cooperation in health.

The people to first leave the crowded shelters in Tohoku were mothers and children. Where did they go and what did they need? To understand their situation and respond to their needs, JOICFP worked with midwives’ associations both nationally and in the areas struck by

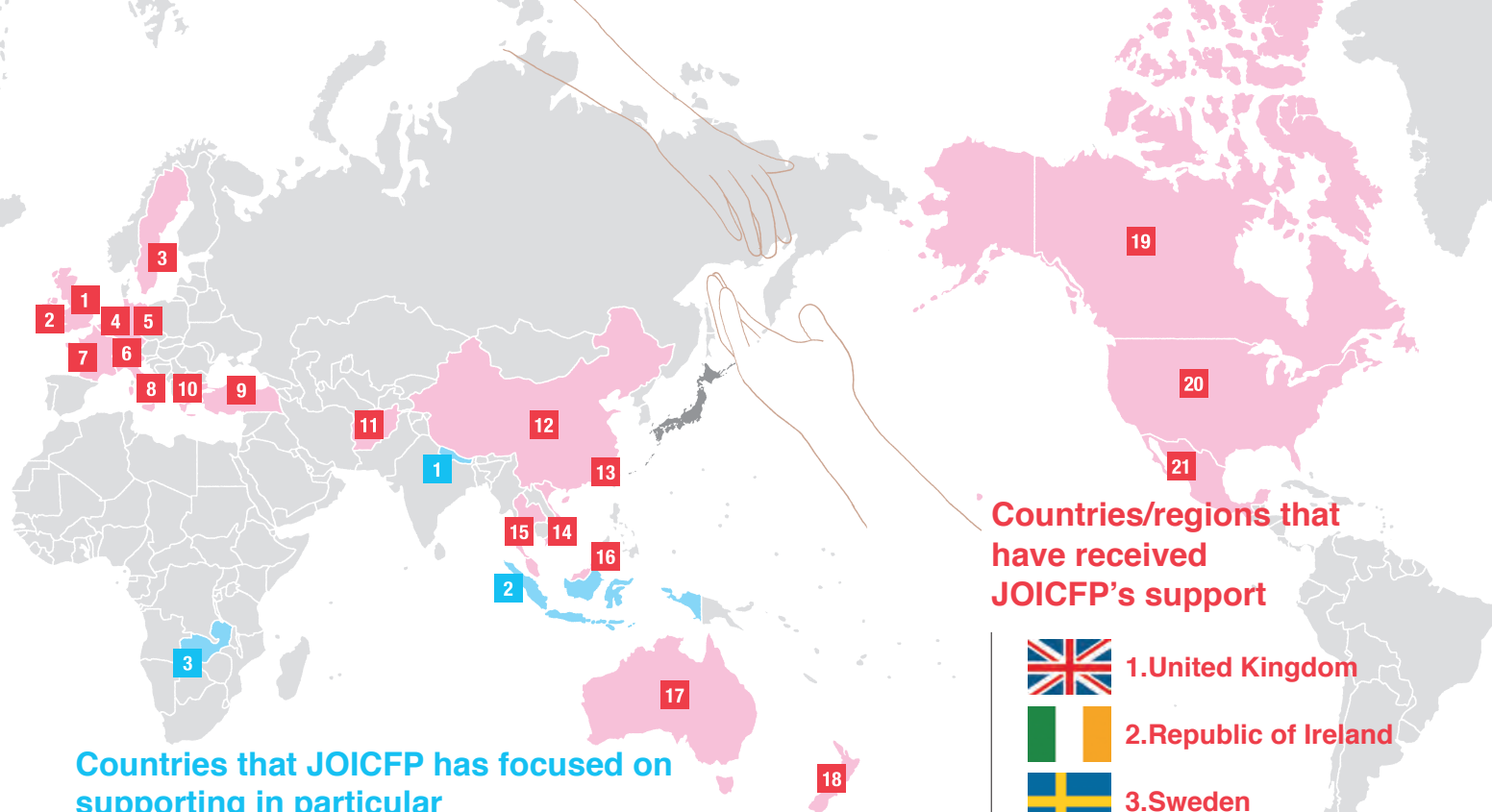
disaster to create a network that would provide to the mothers and children whose needs were not catered to. This approach—to use existing organizations to build a local network—was an outcome of JOICFP’s many years of work in developing countries and is part of the organization’s DNA.

Apart from relief supplies, JOICFP’s Kesho (direct cash grant) program, where relief funds were deposited to bank accounts of 2,403 expectant and nursing mothers affected by the disaster, was appreciated deeply. We then changed the focus of our efforts from physical goods to psychosocial care. We set up activities focusing on psychosocial care, and encouraged sustainable community building by the local people.

For the last five years, JOICFP has strived to bring smiles back to the mothers affected by the disaster. These women pushed back their own needs to care for others, and for speedy recovery. They spent every day taking one step forward. JOICFP’s Tohoku Aid Project ended in March 2016, but we will continue to explore how we can provide assistance in Japan in times of disaster.

POINT

1. Use approaches developed abroad for domestic relief work e.g. local network building, etc.
2. Provide community support and relief activities that promotes self-reliance of the survivors.
3. Respect local cultures: we provided relief in Tohoku in Japanese style, providing “one-on-one” care.
4. Stay true to relief work that respects the self-esteem of those affected by the disaster.



Countries/regions that have received JOICFP's support



1. United Kingdom



2. Republic of Ireland



3. Sweden



4. Belgian



5. Germany



6. Switzerland



7. France



8. Italiana



9. Turkey



10. Greece



11. Afghanistan



12. China



13. Hong Kong



14. Vietnam



15. Thailand



16. Malaysia



17. Australia



18. New Zealand



19. Canada



20. United States of America



21. Mexico

Countries that JOICFP has focused on supporting in particular

1. NEPAL

Helping women, mothers and children neglected by relief efforts

In 2015, a major earthquake of unprecedented scale took place in Nepal. In addition to distributing dignity kits to help women get through the bitter winter (autumn 2015), JOICFP organized a mobile clinic for the areas most affected that had particularly large populations of expectant and nursing mothers. Counseling for trauma and gender-based violence resulting from the disaster was also a priority.



2. ACHE (INDONESIA)

Women of Aceh and Tohoku sharing their experiences

Ache, Indonesia, was the region most affected by the 2004 earthquake and tsunami disaster. In February 2013, three women who had attended JOICFP College Tohoku visited Aceh, and by seeing how the city had recovered nine years after the disaster and interacting with local mothers, they were able to get ideas for the future of Tohoku. The visit was an opportunity for the women to learn from each other about how key women are in the recovery process.



3. ZAMBIA

Prayers from Zambia to Tohoku

A Maternity House was completed in June 2011 in Zambia with the help of JOICFP. Mothers from Zambia sent mothers affected by the Great East Japan Earthquake Disaster messages of hope.

Many monetary and in-kind donation was given from all over the world to JOICFP for the Great East Japan Earthquake relief activities.
Thank you very much for all of the support.

Companies and Organizations Offering Monetary Contributions (in alphabetical order)

ACRO Co., Ltd.	L'OCCITANE JAPON K.K
Akachan Honpo Co., Ltd.	LVMH Fashion Group Japan K.K. Loewe Japan
ANTEPRIMA JAPAN Ltd.	(prev. LVJ Group K.K. Loewe Japan Company)
Benesse Corporation	Marien Apotheke
Boat Race Edogawa Art Museum / Kantou Kougyou Co., Ltd.	Miki group
China Population Welfare Foundation	Mitsubishi Plastics Inc.
Cuoca Planning Co., Ltd.	Natural Science Co., Ltd.
Damiani Co., Ltd.	Office Mullen Co., Ltd.
David and Lucile Packard Foundation (U.S.A.)	Oxfam Japan
EBS Dealing Resources Japan Ltd.	Procter & Gamble Japan K.K.
Excite Japan Co., Ltd.	Professional Women's Group of Zurich (Switzerland)
Ginza Sembikiya Co., Ltd.	QIAGEN K.K.
GMP International Co., Ltd.	Richemont Japan Limited
Grosse Japan Inc.	RunGirl
Gucci Group Ltd.	Seikatsu-Sogo Service Company
Hearst Fujingaho Co., Ltd.	Salesforce.com, Inc.
HEARTS BRIDGE	Sanikleen Corporation
IBI Corporation	Sembikiya-Sohonten, Ltd.
Inforest Co., Ltd.	Shiseido Japan Co., Ltd.
International Planned Parenthood Federation (IPPF)(U.K.)	Shueisha Inc.
Japan Maternity Fitness Association	Sogo & Seibu Co., Ltd.
Japanese American Association of New York (U.S.A.)	Sony Music Foundation
JYJ FAN SITE Eternal Sky JAPAN	Starbucks Coffee Japan, Ltd.
K.K. HarperCollins Japan (prev. HARLEQUIN K. K.)	UNIQLO CO., LTD./FAST RETAILING CO., LTD.
Kaneko Ladies Clinic	United Nations Population Fund (UNFPA)
Kantou Kougyou Co., Ltd.	Virina Japan Inc.
Kyobashi-Sembikiya, Ltd.	

Companies and Organizations Offering Supplies (in alphabetical order)

Asakusa Kimono Kobo	Life And Birth Studies Association
Ajinomoto Co., Ltd.	Medline International Japan K.K
Akachan Honpo Co., Ltd.	Millennio Co., Ltd.
Angeliebe Co., Ltd.	Mitsubishi Plastics Inc.
Aprica Children's Products G.K.	Mo-house corporation
Aterier FABLE	Natural Science Co., Ltd.
Barbizon Co., Ltd.	Nishiki Co. LTD,
Benesse Corporation	Pas de Trois International Inc. "respect & responsibility"
Clarins K.K.	Pigeon Will Co., Ltd.
Combi Corporation	Procter & Gamble Japan K.K.
Dadway, Inc.	SAKURAart K.K.
Daiei Co., Ltd.	Sega Sammy Holdings Inc.
Daimaru Matsuzakaya Department Stores Co.Ltd.	Shogakukan-Shueisha Productions Co.Ltd.
Esserini Japan	Shueisha Inc.
Evermere Cosmetics Co., Ltd.	Sunart Co., Ltd.
Familier organic birth bakery and café	Sweet Mommy co., Ltd.
Fashion-Co-Lab.Co.,Ltd. (prev. Fashionwalker,Inc.)	Tabio Corporation
Gran-Mama Company	TEAM OH-THREE CO.,LTD.
G.P.J Company	Tiny Spoon Co.Ltd.
GMP International Co., Ltd.	Tipua
HABA Laboratories Inc.	Touta.
Ihara Seni K.K.	Triumph International (Japan) Ltd.
Kodomiru	Unicharm Corporation
Jewlinge	UNIQLO CO., LTD./FAST RETAILING CO., LTD.
Kaisei-Sha Ltd.	WAKODO CO., LTD
Lelac	

Financial Report for the Great East Japan Earthquake Relief Activity (2011/3-2016/3)

Income (Donation/project income etc.)

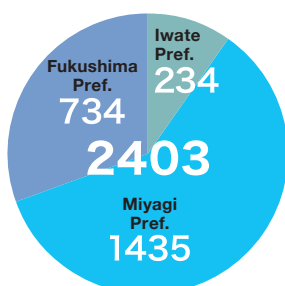
Fiscal Year	Income
2011 (2011/3/11~2012/3/31)	235,318,618JPY
2012	27,975,503JPY
2013	11,713,577JPY
2014	5,206,796JPY
2015	1,811,898JPY
Total Amount	282,026,392JPY

Expenditure Report

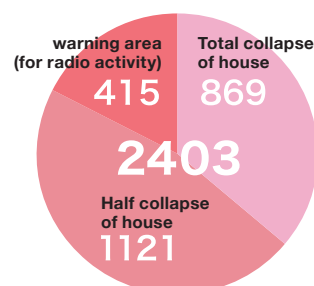
Emergency Commodity Support	38,256,968JPY
Providing infant health check up facilities	8,881,204JPY
“KESHO” cash grants to mothers (2403 mothers, including ¥964,946 bank commission fee)	121,114,946JPY
First Birthday/Christmas gift to KESHO beneficiaries	16,954,140JPY
Family Planning Service	12,311,057JPY
Support for Midwives	34,010,268JPY
Refresh Mama Classes	32,290,430JPY
JOICFP College Tohoku + Mom meets Mom in TOHOKU Program	9,988,768JPY
UN World Conference on Disaster Risk Reduction public forum fee	664,700JPY
Monitoring and Auditing	3,431,578JPY
Public affairs and Reporting	4,122,333JPY
Total Amount	282,026,392JPY

*15% of administration cost is included for the project activities except “KESHO” program.

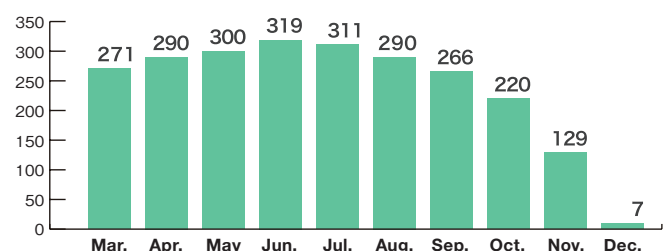
KESHO, cash grant report: (2011/7/1~2011/12/27)



Area of beneficiaries



Rate of grant conditionality



Delivery month of beneficiaries



ジョイセフ
JOICFP

Reproductive health for today and the future

JOICFP

(Japanese Organization for International
Cooperation in Family Planning)

The Great East Japan Earthquake Relief Activity Report

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