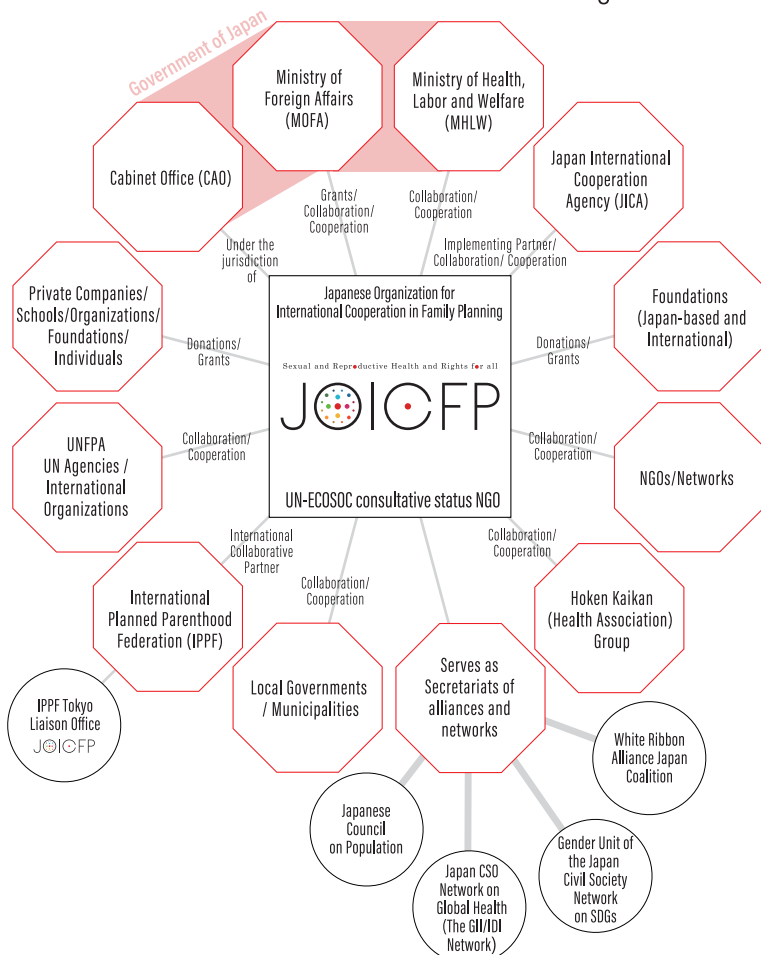


Collaboration with domestic and international Organizations



JOICFP

Japanese Organization for International Cooperation in Family Planning (JOICFP)

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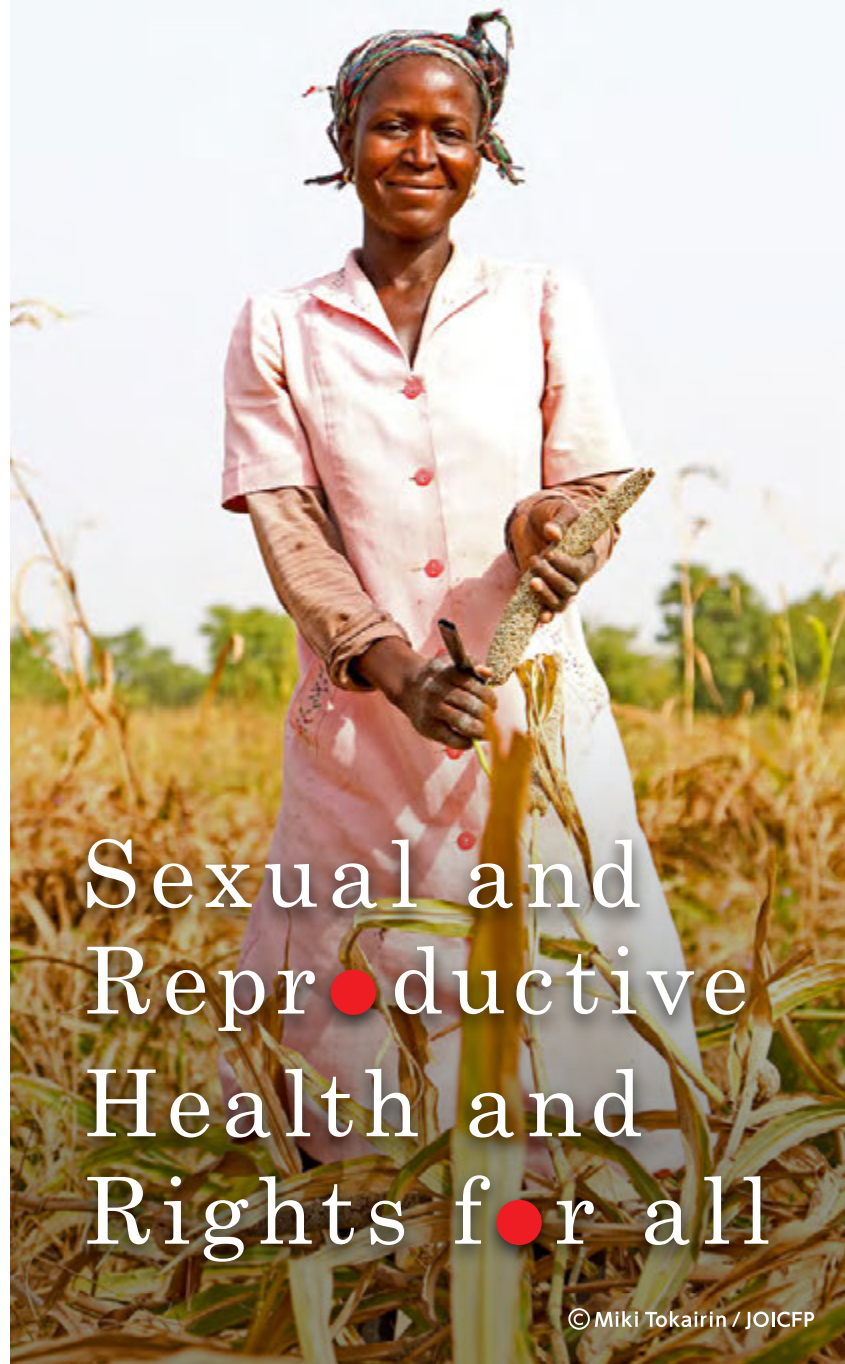
Website: <https://www.joicfp.or.jp/eng/>



IPPF Tokyo Liaison Office /
International Collaborative Partner
Website: <https://www.ippf.org/>

Sexual and Reproductive Health and Rights for all

JOICFP



Sexual and Reproductive Health and Rights for all

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JOICFP's Mission

JOICFP's mission is to create a society where everyone realizes their potential. This is only possible by empowering each individual, especially women in developing countries, so they can make their own choices regarding their sexual and reproductive health and rights (SRHR). JOICFP believes that ensuring access to quality SRH services and comprehensive SRHR information for all is essential to achieve our mission.

JOICFP — an overview

JOICFP is a Japan-based NGO, active in the fields of sexual and reproductive health and rights (SRHR), gender equality, and women's empowerment. JOICFP strives to improve the health status of women, girls, and vulnerable population who tend to be left behind globally. JOICFP is inspired by a vision of a world in which the basic human needs of individuals and families, including SRHR are met, where people enjoy good health and fulfill their potential based on dignity and equality.

JOICFP has the UN/ECOSOC Consultative Status since 2000.

JOICFP is the International Collaborative Partner/ Tokyo Liaison Office of the International Planned Parenthood Federation (IPPF), a global service provider and a leading advocate of SRHR.

Historical Background of JOICFP

55+ years of Success as Champion of SRHR in Japan



Established in 1968, JOICFP has more than 55 years of success as a champion of sexual and reproductive health and rights (SRHR).

JOICFP was granted the United Nation's Population Award in 2001. In 2017, JOICFP received the first "SDGs Partnership Award" by the Government of Japan. JOICFP also received Letters of Appreciation from JICA's President in 1990, and from the Commissioner of the Japan Sports Agency in 2019.



Since its foundation in 1968, JOICFP has been implementing community-centered promotion of sexual and reproductive health and rights (SRHR), and/or technical assistance in 43 countries in Asia, Africa, and Latin America.

Former/current project countries

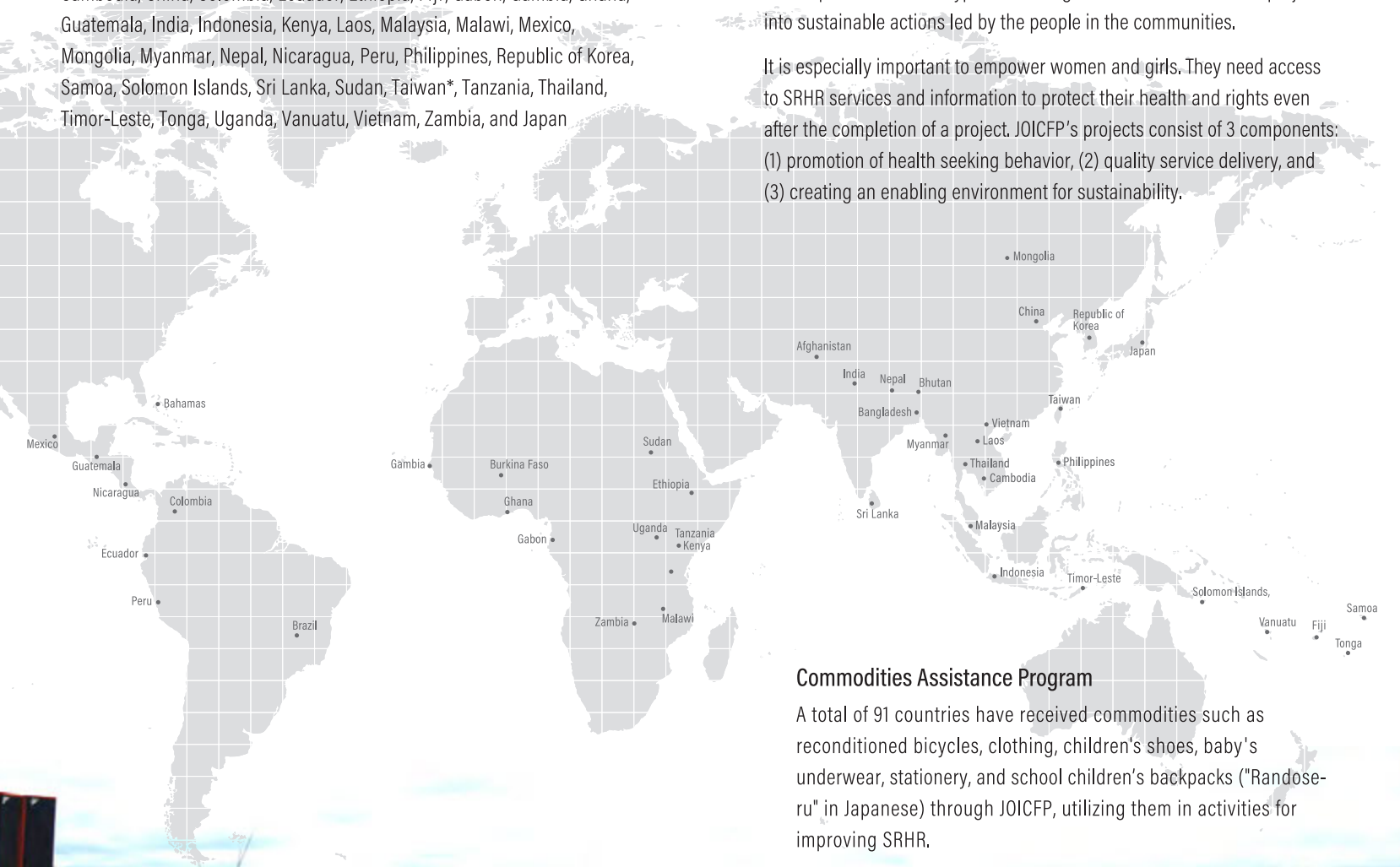
Afghanistan, Bahamas, Bangladesh, Bhutan, Brazil, Burkina Faso, Cambodia, China, Colombia, Ecuador, Ethiopia, Fiji, Gabon, Gambia, Ghana, Guatemala, India, Indonesia, Kenya, Laos, Malaysia, Malawi, Mexico, Mongolia, Myanmar, Nepal, Nicaragua, Peru, Philippines, Republic of Korea, Samoa, Solomon Islands, Sri Lanka, Sudan, Taiwan*, Tanzania, Thailand, Timor-Leste, Tonga, Uganda, Vanuatu, Vietnam, Zambia, and Japan

“Empowering People” is at the center of JOICFP’s projects, which leads to building a more sustainable community for women and girls

Working with the community, JOICFP plans and implements gender-transformative SRHR projects by providing technical and financial support.

The empowerment of community members is the key to sustainability. JOICFP provides various types of training to transform time-bound projects into sustainable actions led by the people in the communities.

It is especially important to empower women and girls. They need access to SRHR services and information to protect their health and rights even after the completion of a project. JOICFP’s projects consist of 3 components: (1) promotion of health seeking behavior, (2) quality service delivery, and (3) creating an enabling environment for sustainability.



Commodities Assistance Program

A total of 91 countries have received commodities such as reconditioned bicycles, clothing, children’s shoes, baby’s underwear, stationery, and school children’s backpacks (“Randoseru” in Japanese) through JOICFP, utilizing them in activities for improving SRHR.



Close Up

Working with community people for SRHR empowerment



Burkina Faso

JOICFP, together with UNFPA Burkina Faso and local NGOs, launched a project that empowers young people to understand their SRHR and how to exercise their rights, and respect those of others. JOICFP has provided technical assistance in the areas of Social and Behavior Change Communication and Monitoring & Evaluation and contributed to developing communication strategies and rights-based peer education packages. These materials are used in SRHR communication activities for adolescents, parents, and community leaders. This project was funded by the Government of Japan.



Kenya

In Kenya, all our project sites are informal settlements, including Kibera, which is one of the largest slums in Africa. Teenage pregnancy and home deliveries under unsanitary conditions with no skilled birth attendant are the significant challenges faced by women in the area. Our project aims to increase access to quality SRH services for women of reproductive age. Trained Community Health Volunteers are engaged in SRH educational activities in the community for behavior change. Young Peer Educators work with youth to raise awareness of SRH services. In addition, they raise funds by themselves through SNS channels to support their peers in the communities in accessing quality SRH information, commodities and services including sanitary pads. Healthcare workers were also trained in providing adolescent and youth-friendly SRH services.



Afghanistan

School backpacks donation project "Randoseru gift with memories"

JOICFP has been donating second-hand school backpacks packed with school supplies to children in Afghanistan in cooperation with an Afghan NGO, UMCA/RPA since 2004. It is to raise awareness of girls' education in Afghanistan. More than 275,000 bags have been distributed so far. In Afghanistan, merely 40% of girls complete primary education, whereas 67% of boys complete it, according to UNICEF ("The State of the World's Children 2023"). The schoolbag is called "Randoseru" in Japanese. Packed with school supplies and sometimes a message from its former owner, each bag is handed over to a child in the Nangarhar province. In the area, "Randoseru" has become a symbol of education opportunities, especially that of girls. It now motivates the community and parents to encourage their girls to attend school. Under the Taliban regime, JOICFP and UMCA/RPA continue to provide school backpacks as well as support the provision of medical services for women and food packages in the region.





Japan

Galvanizing Governments to work on Gender Equality and SRHR

Mobilizing networks for a stronger voice

JOICFP's strength lies in its leadership roles in CSO networks. JOICFP hosts and leads the key platforms on global health, gender equality and SRHR in Japan. JOICFP works together with other CSOs through joint advocacy efforts toward the government to increase commitments and policy interventions to promote SRHR and gender equality. Another role of JOICFP is to provide SRHR-related expertise to policy dialogues.

JOICFP leads the following CSO networks:

- Gender Unit of the Japan Civil Society Network on SDGs
- Japan CSO Network on Global Health

Nurturing Potential Youth Leaders & Supporting Youth Advocates for SRHR

To nurture the next generation of SRHR champions, JOICFP supports young people who are interested in SRHR advocacy.



SRHR Youth Alliance, which was founded at the end of 2021 to promote SRHR by youth advocates in Japan.

Connecting with the International Community for protection of human rights

In 2023, JOICFP played a major role in coordinating the voice of CSOs to accelerate agenda items at G7/G20 Summits in Japan. JOICFP co-chaired and served as a secretariat for Women 7(W7), and also served as a member of secretariat for Civil 7(C7), in the G7 Summit process.

JOICFP utilizes United Nations Human Rights Council (UNHRC) mechanism such as UPR, special procedures, and treaty bodies to invoke changes in SRHR of Japan, in alignment with other CSOs.

"Change" starts with People

Human Resource Development

Since its foundation, JOICFP has focused on and devoted to the capacity building of human resources in the field of SRHR aligning with the global agenda of Sustainable Development Goals (SDGs) 3 and 5.

JOICFP conducts training/ workshops for:

- **Project stakeholders** on Social and Behavior Change Communication, Monitoring & Evaluation, quality of care and other community-based SRHR promotion interventions.
- **National or local government officials and private sector administrators** from developing countries in the field of Reproductive, Maternal, Newborn, Child, Adolescent Health and Nutrition (RMNCAH+N) conducted with the support of Japanese ODA.
- **Young people and the general public** in Japan on global and domestic issues related to gender equality and SRHR for increased awareness of SRHR.



I LADY.

Love. Act. Decide Yourself.

Awareness raising project - I LADY.

I LADY. (Love, Act, Decide, Yourself.) is a project to raise awareness among women and girls in Japan on their SRHR needs, and to empower them to make their own decisions. The objective of the project is to help achieve Goals 3 and 5 of SDGs. Moreover, it is anticipated that women and girls in Japan who become empowered on SRHR will start acting to promote SRHR and gender equality globally.



Charity project - White Ribbon Run

A charity run event titled "White Ribbon Run" was first organized in 2016. Since then, the White Ribbon Run has been organized every year in Japan under the slogan "Let's run! For Yourself and For Somebody." The event, which is held every year around the International Women's Day (March 8), has helped increase awareness of SRHR, women's empowerment, and gender equality in addition to the global white ribbon movement.

Participants of the charity run wear T-shirts with the same design to create solidarity for women's health around the world. They participate from all over Japan and abroad through a "virtual" run event online. The charity run helps raise funds for promoting women's SRHR. It is becoming more popular every year in Japan, with individuals and private companies becoming avid supporters of SRHR after participating in the event.

Partnerships with the Private Sector

JOICFP has been collaborating with private sectors, such as Daiichi-Sankyo, MSD, SARAYA, Shionogi and UNIQLO.



The forms and scales of support vary from company to company (direct funding for overseas/ domestic projects, through cause-related marketing to generate funds for JOICFP activities, etc.). For example, the annual White Ribbon Run has been supported by more than 50 private companies and raised funds for SRHR projects in Asia and Africa. JOICFP seeks further opportunities to collaborate with the private sector to promote SRHR globally.

