



**Japanese Organization for
International Cooperation in Family Planning (JOICFP)**

Annual Report 2021

Published November 2022

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Cover:
A mother and child
receive a
free meal at a clinic
(Afghanistan)



JOICFP ANNUAL REPORT 2021

JFY2021 (April 2021-March 2022)

Reflections on JFY2021 (April 2021-March 2022)

Amidst the ongoing COVID-19 crisis, JOICFP has continued to call attention to the regression of women's and girls' sexual reproductive health and rights (SRHR) and the widening gender gap. In 2021, along with the impact of the prolonged pandemic, much of the world's attention was focused on climate change—which we now understand to be a human-induced disaster, and we were constantly confronted with data about and images depicting the loss of life, health, and livelihoods of women, girls, and vulnerable people around the world due to a succession of disasters, conflicts, invasions, and wars. In JOICFP's project areas, the military coup in Myanmar (February 2021) and the Taliban's seizure of power in Afghanistan (August 2021) caused great confusion and anxiety among the people, and serious human rights violations have been reported. We remain speechless with shock regarding Russia's military invasion of Ukraine, which began on February 24, 2022.

JOICFP has endeavored to address the situation of people displaced inside and outside Ukraine, especially women and girls, and we have focused our efforts on what we can do to help. In Myanmar, the military coup forced JOICFP to suspend all operations for some time, but we provided basic medical supplies and are on track towards resuming some of our activities. In Afghanistan, JOICFP was able to continue supporting a maternal and child health clinic that was in danger of being shut down. We also launched a crowdfunding campaign to provide emergency food aid to mothers, children, and their families, who are at risk of dying from cold and hunger due to food shortages throughout the country that have resulted from the suspension of international aid, as well as drought.

We often feel powerless in the face of major global challenges and destructive situations. We are sometimes at a loss as to how and when to respond to the ever-changing situation, and how to deliver the assistance needed. And we are not always able to lean on past experiences. What is important for us at JOICFP is that if we lack the expertise to be effective in a situation, we leave the work to others, but if we do extend a helping hand, then we do everything we can. Once we offer our assistance, it is important that we not just pull out and move on, and we never forget about those we seek to help.

Poverty, inequality, conflict, and disasters continue to plague many parts of the world. JOICFP aspires for a world where all people, especially women and girls, have access to the information and sexual reproductive health (SRH) services and care they need to protect their health and lives without discrimination, marginalization or impoverishment based on the intersectionality of characteristics such as race, ethnicity, class, sexual orientation, gender identity, and disability. To achieve this, we need your support. We hope that you will continue to work with us towards this end.



Mayumi Katsube
Executive Director, JOICFP



International Conference in Zambia with Participation from Four Countries

Taking all necessary precautions to prevent the spread of COVID-19, JOICFP hosted a hybrid international conference (regional workshop) in Zambia in February 2022 as part of its project "Protecting the Lives of Pregnant Women in Africa: a community-centered sustainable health promotion program." JOICFP staff and 38 participants from four target countries gathered to share the outcomes, good practices, and lessons learned in each of their countries.

Launch of Emergency Humanitarian Assistance in Afghanistan

When the Taliban seized power in Afghanistan, the resulting suspension of international aid, as well as drought, led to a severe food crisis. JOICFP launched a crowdfunding campaign to support the mothers and children affected, and raised over eight million yen (our third-stage goal) in donations within a period of two months. JOICFP also used its clinic there as a base for emergency humanitarian assistance to distribute food to 500 families and provide meals to starving mothers and children.



Inauguration of SRHR Youth Alliance

The SRHR Youth Alliance was inaugurated on December 10 (International Human Rights Day) with the goal of creating a platform for the promotion of SRHR centered on Japan's youth. JOICFP held a gathering for Diet members and young people to exchange views in February, then another in March for the latter to deliver their resulting proposals to the EU Delegation to Japan.



WHY? Why do you support women?

295,000 women

This is the number of women who die due to pregnancy, childbirth, or unsafe abortion every year (2017 estimate)*. That's more than 800 women per day.

JOICFP works to protect women around the world whose lives and health are under threat due to economic and educational disparities, especially in developing countries.

*WHO et al. "Trends in Maternal Mortality: 2000-2017"



WHERE? Where are you working?



Project countries : **10** (including Japan)

Number of project countries since JOICFP was founded : **43**

Number of experts who have participated in online training from abroad : **248**

Participants in training sessions and lectures in Japan : **1,997**
Lectures were held for educational institutions and general public groups all around Japan.



WHAT? What are you working on?

Number of projects : **16**

Number of actions targeting Japanese Civil Society (e.g. public events) : **56**

Number of Webinars for Advocacy and Networking : **35**

To gain more support from Japanese civil society, public events and advocacy campaigns were organized in various ways, including online and face to face meetings, as well as hybrid events (online and face to face).



Zambia

Promotion of Women's Empowerment through Skill Development

JOICFP expanded its project area from three to four communities in 2021, and with the cooperation of local sewing and farming experts, held training sessions to improve the quality of sewing and cotton cultivation. By selling items such as school uniforms, church dresses, masks and cotton, the communities were able to raise their own funds to help sustain activities such as maintaining the Maternity Waiting House (where expecting mothers can prepare for childbirth), covering emergency transportation costs for pregnant women, and promoting SRH. Workshops for Safe Motherhood Action Group members (SMAGs) were also held to bring awareness to gender-based violence prevention in the community.



Protecting the Lives of Pregnant Women in Africa : Community-centered sustainable health promotion program

In 2021, JOICFP expanded its project area and developed awareness-raising and educational activities in the communities based on communication strategies. Through activities such as Radio Club, a youth empowerment through sports program, and an orientation for traditional community leaders, SMAGs and Youth Peer Educators (PEs) collaborate with health care providers to improve awareness among young people in particular. We continue to work towards improving the quality of health services by offering prenatal check-ups and "Mama-Papa classes" to promote male participation at health facilities, and by providing 5S training (Seiri, Seiton, Seiso, Seiketsu, Shukan, meaning "Sort, Set in Order, Shine, Standardize, Sustain") to create client-friendly environments. Community support and solidarity has grown, with community-driven income-generating activities such as the construction of a Maternity Waiting House and the sale of vegetables being launched under the leadership of Community Health Committee members. Through initiatives such as these, the rate of women undergoing prenatal check-ups (four times/year) increased from 15% in 2017 to 48.3% in 2021. The rate of women giving birth in health facilities also grew over the same period, from 19.4% to 39.75%.

Regional Workshops: In February 2022, a joint workshop for Ghana, Kenya, Zambia and Tanzania was held in Zambia to share each country's outcomes, good practices, and lessons learned. A total of 48 representatives from government agencies, community health volunteers, PEs, Community Health Committee members, and others, from each country, as well as project team members attending online, participated. The event was an opportunity for the group to plan activities for self-sustaining development based on each country's experience and observations from visiting the Zambia project site.

Kenya

Protecting the Lives of Pregnant Women in Africa : Community-centered sustainable health promotion program

JOICFP trained health volunteers, Behavior Change Communication (BCC) Ambassadors, and PEs in the project slum areas to encourage change in awareness and behavior in the community regarding SRH. Awareness-raising activities have continued in the project communities despite COVID-19. With the widespread use of smartphones in the region, PEs have been trained in fundraising through social networking services, and we have seen a good example of this know-how being put into action with the funds raised being used to buy sanitary products to distribute to young women. Working with local health administrators and communities, JOICFP has created a system that encourages access to SRH information and services, and as people's attitudes and behavior undergo fundamental change, we aim for these activities to become sustainable in the communities.

Project for strengthening MCH services in Nyeri County

In March 2021, JOICFP launched a new project in Kenya under the Japanese government's Grant Assistance for Japanese NGO Projects. A maternity ward (including delivery room) is to be established in Nyeri Town Health Center, Nyeri County, and capacity-building training sessions for health care workers are planned, with the goal of providing high quality maternal and child health services to the community.

On March 25, 2022, a ceremony at the Embassy of Japan in Kenya was held to officially sign the grant agreement, and on March 30, representatives of the Nyeri County Department of Health Services and community health volunteers gathered for a startup meeting.

Nyeri Town Health Center is located near three slum areas, and is easily accessible to women who are poor and living in slums. We are aware that women in slums hesitate to use health facilities because they are afraid of how they will be treated due to stigma based on where they live, including their level of education. JOICFP's capacity building training sessions directed at health care workers therefore focus on creating a system for Respectful Maternity Care (RMC) for all mothers and babies.



Tanzania

Protecting the Lives of Pregnant Women in Africa : Community-centered sustainable health promotion program

Community health volunteers (health volunteers and PEs) who have already been trained in the project areas conducted activities to raise SRHR awareness in the community, including home visits, group discussions, and SRHR-related film presentations. Because it is an area with a high teenage pregnancy rate, PEs also conducted peer-targeted activities both in and outside the school setting. To make SRH services more accessible to young people, health facilities provided youth-friendly services, and health care staff, teachers and other school staff worked together to promote SRHR in educational facilities. In 2021, SRHR-related information was disseminated to over 110,000 people in the community (a total of 320,000 over the entire project period), and health facilities provided SRH services to approximately 20,000 people (70,000 over the entire project period).

To strengthen the community health system, the Community Health Committees created and implemented a Community Health Action Plan (which it regularly reviews) to address barriers to accessing health services, and members of the community have seen improved access to health services. This project came to an end in March 2022, after which the local government took over.



Ghana

Protecting the Lives of Pregnant Women in Africa: Community-centered sustainable health promotion program

In 2021, six municipalities/districts in Eastern Region were added to the target area, resulting in the project being implemented in a total of seven municipalities/districts. The local operation structure was therefore expanded to include three offices and nine local staff. Following the already existing structure for activities in Suhum Municipality, JOICFP conducted a baseline survey, a start-up meeting, Training of Trainers (TOT), and training for Maternal and Child Health Promoters (MCHPs), PEs, Over-the-Counter Medicine-Sellers (OTCMs), and Health Care Workers (HCWs), in the project sites. Flipcharts, JOICFP aprons, and Message Pads (pocket-sized reference tools) that had been created for Suhum as Social Behavior Change Communication (SBCC) tools were prepared for use during the training sessions, and distributed to the newly trained health volunteers, so that they could use them as teaching tools in their awareness-raising activities. MCHPs, PEs, and OTCMs began health education activities in the new project sites in the second half of FY2021.

In the already existing project site of Suhum, JOICFP focused on health education activities in the community and monitoring service delivery in the target facilities, and drew up a sustainability plan to maintain project outcomes. JOICFP also continued preparations for impact evaluation to assess the effectiveness of the project's interventions.



Project for Improving Nurturing Care through the Usage of Maternal and Child Record Book

To date, JOICFP has been working to improve maternal and child health care in Kwahu East District, Eastern Region of Ghana, through the construction of health facilities and health promotion activities by MCHPs, and from June 2021 to March 2022, we worked with UNICEF to conduct follow-up activities. JOICFP worked to strengthen local capacity to provide information on maternal and child health through Mother and Child Record Book training for MCHPs and improve health service quality through KAIZEN training for health care workers. After introducing 5S at health facilities, JOICFP conducted KAIZEN training for trainers online, since international travel was difficult at the time. JOICFP will continue to follow up with these trainers to ensure that the knowledge and skills transferred to them lead to an improvement in the quality of health services in the area.

Enhancing Community Capacity to Protect the Lives of Women and Girls in the Face of Public Health Crises

Continuing its project from the previous year, JOICFP worked to enhance community capacity for infection prevention in Suhum Municipality, in Eastern Region of Ghana, and ensure that women and girls continue to access to life-saving RH care despite the impact of COVID-19. In 2021, the latter half of the year's activities included an orientation session about data quality that targeted 47 health care workers, and SRHR training for 60 pharmacy and drug store staff and 30 HCWs in addition to those who had joined the previous year. Furthermore, all 27 targeted facilities, 268 Community Health Volunteers (CHVs), 72 pharmacy and drug store staff, and 134 HCWs received supplies needed to control infection, as well as contraceptives, birth control pills, and personal protective equipment that were in short supply. An orientation session for CHVs on communication strategy and communication tools, including regarding for the prevention of COVID-19 (created in 2020), was also conducted to strengthen community health education activities. An end-line survey was conducted at the project's conclusion to measure its qualitative impact. Despite COVID-19, 2,292 women received at least four antenatal check-ups during the project period, 3,299 women gave birth assisted by health care workers, 4,070 women received post-natal check-ups and 15,053 people used family planning services, of which 2,412 were young people.



JOICFP Partnership Program (JPP)

JOICFP continued to implement the breastfeeding promotion project launched in the previous year with the support of FMG & Mission Co.,Ltd. Eighteen Maternal Child Health Promoter (MCHPs) and 16 health staff trained in the previous year conducted health education activities on breastfeeding in Kotoso Sub-District, Kwahu East District, in Eastern Region, where the project site is located. This resulted in 200 women learning about breastfeeding and proper baby positioning and attachment for breastfeeding at the Reproductive Health Center, and 74 educational sessions on breastfeeding were conducted at the Community Information Center. At the project's conclusion, interviews with mothers conducted at the Kotoso market revealed that 28 out of 30 mothers had an understanding of breastfeeding and were able to carry it out in the correct manner.

In 2021, JOICFP planned the following new construction projects for the site: borehole installation for a clinic with the support of FMG & Mission Co.,Ltd. borehole installation for a clinic with the support of INSOU HOLDINGS Co.,Ltd. and a dormitory for midwives with the support of VIRINA JAPAN INC. Work on each of these projects is scheduled to begin in 2022.

In addition, with the support of LOTTE CO.,LTD., JOICFP provided a vehicle to improve the monitoring of reproductive health projects in Kwahu East District, Akyemansa District, and Birim North District, in Eastern Region of Ghana. This enabled the project team to begin visiting and monitoring remote communities that are difficult to access.

Afghanistan

After the Islamist Taliban seized power in Afghanistan in August 2021, the situation of women, who were already in a vulnerable position, grew worse. Furthermore, economic sanctions imposed by the international community on the Taliban regime led to wage payments being delayed, and community clinics being closed one after another. Feeling a sense of mission to ensure that a refuge for women would remain under these circumstances, JOICFP operated a maternal and child health clinic, providing antenatal and postnatal checkups, vaccinations for newborns, family planning services for pregnant and lactating women, nutritional guidance, and counseling. The clinic served more than 47,000 women and children in 2021.

The triple burden of economic sanctions due to political upheaval, the spread of COVID-19, and a severe drought hit the people hard, and the nutritional condition of mothers and children visiting the clinic also deteriorated. JOICFP responded by gathering donations through means such as crowdfunding to provide emergency food assistance packages for needy families, distribute food packs at clinics to nourish mothers and children, and serve meals.

Afghanistan School backpacks

Afghanistan went through a political uprising in August 2021, with the Taliban taking full control of the government, including Nangarhar province, where JOICFP operates its activities. Since then, the education of girls has been in jeopardy, and JOICFP has continued to emphasize the importance of girls' education through the distribution of school backpacks and stationery.

In October 2021, JOICFP distributed 7,044 school bags and school supplies to students in grades one to three in 27 primary schools in Khogyani District, which had been off limits before the uprising due to fighting between the Taliban and U.S. forces. Although the fighting has since come to an end, the need remains to continue helping impoverished people both there and in the surrounding areas who have suffered from the prolonged fighting and drought.

Myanmar

Overcoming socio-cultural and decision-making barriers to family planning and maternal health services in rural areas of Myanmar



The February 2021 coup d'état forced JOICFP to suspend its activities at the project sites for the months that followed. The political and economic crisis that was triggered, together with the spread of COVID-19, changed the situation on the ground drastically, requiring JOICFP to be flexible and change its project activities in line with the needs at the time. After interviewing officials in each township and gathering information, JOICFP learned that Maternal and Child Health Promoters (MCHP) were finding it difficult to access regular advice from Basic Health Staff (BHS), who were busy dealing with COVID-19 interventions. JOICFP thus supported BHS to conduct MCHP refresher training sessions and suggested local staff involvement in assisting MCHP through tele-consultations. JOICFP also learned that despite economic difficulties in the communities, some people still saw the need to implement a voucher system to promote the use of family planning and maternal health services, so it simplified the guidebook used for running the voucher system. These proposals were approved by the donor in 2021, and regular operations of activities resumed. In January 2022, for the first time in a year and five months, Myanmar staff in Yangon were able to travel to the project sites to discuss future activities with Township Medical Officers and other officials in the respective townships.

JPP

The February 2021 coup d'état and the third wave of COVID-19, which began in June 2021, put Myanmar's already fragile health care system in an even more precarious situation. In an effort to help, in September 2021, JOICFP provided personal protective equipment such as masks, medical gloves, and hand sanitizers to a total of 500 BHS in the three townships of Einme, Wakema, and Kyaunggon in Ayeyarwady Region. In February 2022, additional medical masks and hand sanitizers were provided to 200 BHS in Kyaunggon Township, as well as masks for expectant and nursing mothers at health care facilities to bring them peace of mind during their visits. In addition, basic medicines such as folic acid and vitamins for pregnant women were also supplied.

These supplies are normally provided by the national government or the state/region. With the chaos following the coup, however, distribution was delayed and supplies were insufficient, so in consultation with township health departments, JOICFP decided to step in to provide these much-needed items. In addition, JOICFP distributed revised MCHP handbooks, notepads, and writing materials to the 1,200 MCHP who had continued their activities despite the difficult situation. JOICFP was thereby able to continue its health education activities in the community.

Project for Rural Health Development through Strengthening Basic Health Services

Local activities were almost completely suspended and could not be resumed in 2021 due to COVID-19 and political transition. Working remotely from Japan, however, JOICFP was able to work on collecting and analyzing health education materials on pregnancy- and childbirth-related issues and non-communicable diseases such as diabetes and hypertension. JOICFP also drafted messages about health promotion as well as training plans for health volunteers. JOICFP also prepared to resume its health promotion activities in the community by using software (QGIS) that can display epidemiological data on a map to create a graphic representation of where volunteers are being deployed. The aim of this project is to create a system under which people of all ages are able to receive the basic health services they need at health facilities that are near them.

Testimony of **Ms. Marina** (pseudonym, 36) a woman visiting the clinic

My family and I were caught in the fighting between government forces and armed groups last year, and our house and land were destroyed by missiles. We've been relying on the help of several relatives since evacuating here, which was also possible because of their support. My husband hasn't had a job since becoming displaced and has been struggling to support our family of nine. I suffered body aches and a fever after the evacuation. My 2-year old son was also sick so we both went to see a doctor at this clinic. During treatment, we found out that I was one month pregnant, so I received a Mother and Child Health Handbook and made an appointment for my next antenatal checkup. My son was diagnosed with pneumonia and received medication. Treatment was free, which helped us so much. May God bless you all.



Human Resource Development

JOICFP held training sessions on key issues pertaining to SDGs (Sustainable Development Goals) 3 and 5, including SRH and maternal child health. The sessions targeted leaders and domestic stakeholders in developing countries and Japan, with a total of 2,245 people participating.

JOICFP has focused on the capacity building of human resources since its establishment, and in 2021, conducted 18 training programs and workshops for national/local government officials and private sector administrators in developing countries with 248 people from 43 countries participating. For young people and the general public in Japan, 42 training sessions and lectures were conducted with 1,969 people participating. Twenty-eight people also participated in the "I LADY:" Peer Training Program. JOICFP conducted a number of online and hybrid events due to COVID-19's continuing impact.



Burkina Faso

Sexual and Reproductive Health (SRH) rights and take actions to protect theirs and those of others. As part of efforts to make SRH services and information accessible to young people, 187 youth activists and 152 adult supporters were recruited and trained. Forty-five teachers were also trained to provide comprehensive sexuality education, and 168 health workers were trained to provide adolescent and youth-friendly SRH services. The implementing partners, KIMI Foundation and the Association Burkinabé pour le Bien-Etre Familial (Family Planning Association of Burkina Faso) (ABBEF), with JOICFP's technical support provided remotely, developed communication strategies, messages, and communication action plans with community representatives, including young people. Also, to support awareness-raising and health educational activities targeting adolescents and youth, as well as



parents and community leaders, a team consisting of technical members on communication from four countries (Burkina Faso, Japan, France, and Ghana) was formed to create 11 different types of rights-based communication materials on adolescent SRHR, which were tailored to the local context. JOICFP also developed data collection tools and provided technical support on how to use them to ensure the proper monitoring of activity progress.

Gabon

The year before, two target provinces each developed communication strategies and message lists for four different target groups, namely girls, boys, guardians, and community leaders. JOICFP supported the UNFPA Gabon office, Gabon's Ministries of Health and Education, and representatives from the two provinces in merging these into four communication strategies and message lists (one for each target group) to be used nationwide. Unable to dispatch staff to the field in 2021, JOICFP instead provided technical support remotely.



Uganda

Based at the Reproductive Health Uganda (RHU) Clinic in the project district of Kabarole, JOICFP launched a three-year project aimed at improving access to quality SRH services, including family planning and sexually transmitted diseases, through the promotion of cervical cancer screening. In 2021, the project's first year, 10 HCWs were trained in cervical cancer testing and basic treatment, and 15 on infection control, including the 5S. Through the outreach activities of these trained HCWs visiting villages to promote cervical cancer and HIV testing, and family planning, access to SRH services is improving.

Through the 2021 project activities, 3,894 women aged 24-45 years were screened for cervical cancer, of which 188 tested positive and two were referred to the National Cancer Institute of Uganda for treatment. Of the 188 who tested positive, 182 received basic treatment for the precancerous tissues on the same day. This project aims to reduce the number of cases of cervical cancer in the project area through early detection and treatment.



Advocacy

JOICFP advocates the advancement of SRHR, gender equality and women's empowerment both in Japan and abroad. As an international collaborative partner and the Tokyo liaison office for the International Planned Parenthood Federation (IPPF), one of the world's largest NGOs promoting SRHR, we encourage the Japanese government to fulfill its commitment to increase universal access and financial contribution to SRHR. This year, JOICFP is focusing on youth activities and G7 advocacy.

Collaboration with the Delegation of the European Union (EU) to Japan for the 2023 G7 Summit

In March 2022, JOICFP and the EU Delegation to Japan began collaborating in preparation for the 2023 G7 Summit, which will be hosted by Japan. The aim of this collaboration is to promote gender equality and ensure that SRHR is included in the Leaders' Summit Declaration. To begin with, JOICFP hosted a hybrid event on March 16. A total of 23 speakers, including ambassadors from various countries and other stakeholders, shared their experiences and discussed how to change attitudes towards SRHR in Japan. Ms. Yoko Hayashi, lawyer and board member of JOICFP, as well as other youth and civil society organizations working in the field of SRHR, provided insight on the challenges of SRHR in Japan. Issues covered were: access to emergency contraceptives and birth control pills, problems with criminal laws related to sexual violence, the inadequacy of sex education, and SOGI (Sexual Orientation and Gender Identity) issues. Six ambassadors to Japan responded by discussing the SRHR situation in their countries and sharing their views on gender equality. Diet members from various parties agreed on the importance of tackling such issues, and expressed their willingness to support activities for achieving SRHR.



JOICFP and the EU Delegation to Japan continue to work together in preparation for the G7 Summit next year.

Commitment Makers at the Generations Equality Forum

At the Generations Equality Forum, which was held a year after the 25th anniversary of the Beijing Women's Conference, JOICFP announced commitments in three areas: advocacy, programs, and organizational reform, towards promoting gender equality and realizing a world where SRHR can be enjoyed by all. Together with the Japanese government, JOICFP was introduced on the Forum's website as one of the Commitment Makers from Japan. We continue our advocacy efforts in collaboration with global movements.



I LADY.

Love. Act. Decide Yourself.

The “I LADY.” Project aims to raise the number of teens and people in their 20s practicing the idea of “Love, Act, Decide Yourself” (love yourself, act on your own initiative, and make your own decisions) i.e. I LADY. In 2022, JOICFP revamped its Peer Activist training program for the first time in five years. Under the new program, we incorporated a process for the group or individual to develop an action plan based on the Peer Activist’s understanding of Sexual and Reproductive Health and Rights(SRHR). We worked with Regional Activists to provide support from planning to execution, which resulted in the creation of eleven diverse new online initiatives. For World Contraception Day and International Safe Abortion Day, JOICFP worked with businesses, organizations and prominent activists to hold mostly online events, both live and streamed. On International Day of the Girl Child, we released new “Charity Pinky Rings” designed by Peer Activists to raise awareness of the project. The rings are popular among young people.

There were 146 Peer Activists and 22 Regional Activists providing them with support in 2021, which raised the number of people working to raise awareness of SRHR issues among young people to 31 more than the previous year.

White Ribbon Festival 2022

The White Ribbon: An internationally recognized symbol bringing attention to the importance of women’s health and women’s rights



The importance of women’s health and women’s rights is highlighted each year in Japan by its Ministry of Health, Labor and Welfare during Women’s Health Week (March 1-8). Worldwide, March 8 is celebrated as International Women’s Day for the same reason. JOICFP has been hosting the White Ribbon Run annually since 2016 in the lead up to International Women’s Day to spearhead a movement supporting women’s health. In 2022,

JOICFP held the White Ribbon Festival from March 1 to 13, an event open to anyone supporting the White Ribbon movement. This was the third time for the event to be held, in spite of the COVID-19 pandemic. Around the world, participants supporting the White Ribbon message “Healthy Women, Healthy World” were presented with three options for taking action: Action 1: Run (White Ribbon Run)”, Action 2: Learn, and Action 3: Shop. This resulted in a total of 12,387 Actions being taken. The amount raised during this period (5,549,710 yen) will be used to raise awareness of activities to support the health and lives of youth in Kenya’s slums, particularly those aimed at empowering girls.

1, Run (White Ribbon Run 2022)

Participants in Japan: **3,270**
Participants overseas: **326** in 13 countries
Total: **3,596**

Instagram Hashtag Campaign

People were encouraged to use the designated hashtag on Instagram when promoting wellness-related events over the specified period, with each tagged post resulting in the partner organization donating 100 yen.

No. of posts using designated hashtag: **2,427**



2, Learn

No. of plays: **5,696**

Each morning, videos were broadcast on JOICFP’s official Youtube Channel featuring content such as guest talks and exercises encouraging healthy habits.

3, Shop

No. of purchases: **Approx. 668**

Products from partner organizations and limited edition original products were sold using the environmentally-friendly Built to Order production approach. A portion of the proceeds was donated.

No. Of Actions at White Ribbon Festival 2022 : 12,387 Actions

Amount Donated : 5,549,710 yen

The amount raised will be used to raise awareness of activities to support the health and lives of youth in Kenya’s slums, particularly those aimed at empowering girls.

JOICFP Ambassador Ai Tominaga

JOICFP ambassadors are public relations leaders tasked with communicating the status of women’s health around the world and what JOICFP is doing to address gender issues. Ai Tominaga became a JOICFP ambassador in 2011, and through mass media, events, and social media, actively shares her experiences as a JOICFP member, including project site visits, international conferences, and briefings provided for JOICFP supporters.

About Ai Tominaga

Ai Tominaga made her debut at 17 years old during New York Fashion Week, and rapidly acquired a great reputation in the fashion world. She continues to work worldwide as a top model, while being actively involved in a variety of other fields, including television, radio, event appearances, and acting. As a Japanese supermodel, her career is unique and continues to expand, including significant charity and social action work and efforts to promote traditional Japanese culture to the world and to new generations in Japan. In addition to being JOICFP’s Ambassador, she is also the Ethical Lifestyle SDGs Ambassador for Japan’s Consumer Affairs Agency and an ITOCHU SDGs STUDIO Evangelist.



IZA PINK CHRISTMAS 2021 (sponsored by fashion boutique IZA)

A charity event first launched in 2007, “Iza Pink Christmas” was held after a 2-year hiatus on December 21, 2021 at the Ritz-Carlton Hotel in Osaka. The event included an SDG-themed talk show featuring Taki Tanaka and others, joined by JOICFP Ambassador Ai Tominaga, who also walked the runway. The speakers brought attention to the issue of starvation among mothers in Afghanistan and called for support. Proceeds from the event (2,418,472 yen) were distributed amongst JOICFP and two other organizations, one working on breast cancer awareness and prevention, and the other on animal welfare.

Media coverage throughout the year

Over the year, Ai Tominaga has worked to introduce the state of SRHR around the world, the SDGs, and JOICFP’s work, in a variety of media outlets, including Newsweek, GINGER, ELLE Japan, marie claire, ethica, The Nikkei, and Chukyo TV. She has also used her personal Instagram account to promote JOICFP’s work by by sharing its posts in her Stories.

White Ribbon Festival 2022

On International Women’s Day, Ai Tominaga appeared with WWD JAPAN Editorial-in-Chief Chizuru Muko (at the time Editorial Director/Sustainability Director (since April 2022)) on content streamed for the 2022 White Ribbon Festival, where they discussed a variety of topics, including the situation of women in Africa, JOICFP’s activities, SRHR, and gender issues in Japan. The video was streamed on Youtube until March 31. The recording space, ITOCHU SDGs STUDIO, was provided free of charge by Itochu Corporation, for which Ai Tominaga serves as Evangelist.



JOICFP Supporters: Companies / Foundations / Organizations

Major donors for JOICFP in JFY 2021



MSD K. K.



Takeda Pharmaceutical Company Limited



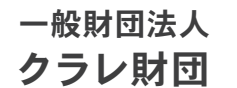
Fondation CHANEL



FAST RETAILING CO., LTD.
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Kuraray Foundation



Astellas
Global Health Foundation



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Nippon Yusen
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LINK THEORY JAPAN
CO., LTD.



LOTTE CO., LTD.



OBAYASHI
CORPORATION



INSOU HOLDINGS Co., Ltd.



JAPAN POSTBANK Co., Ltd.



The Federation of Electric
Power Related Industry
Worker's Unions of Japan



FMG & MISSION
CO., LTD.



Fuji Pharma Co., Ltd.



Mitsui O.S.K. Lines



Ocean Network Express
Pte.Ltd.



IZA
GRUPPO TANAKA Co., LTD.



VIRINA JAPAN INC.



7-Eleven, Inc.



KAORU
by atelier kaoru kyoto



Natural Science Co.,Ltd.



Stellantis Japan Ltd.



AST CORPORATION

Our History



During the year 2000-2019, JOICFP implemented a total of 134 projects, including those ongoing. Among those 134 projects, over 90% were national-level projects in 25 countries from Asia, Africa, and Latin America regions. The remaining projects were at the regional level, with several countries participating.

JOICFP's in-kind donations have also been opportunities to connect Japanese citizens with vulnerable populations overseas. Commodities such as reconditioned bicycles were sent to over 80 countries since the 1970s, and school bags used by primary school students were donated from families in Japan to Afghanistan since 2004.

After the Great East Japan Earthquake Disaster in 2011, JOICFP expanded the scope of its programs from international to domestic. From March 2011 to March 2016, JOICFP conducted aid activities for women and particularly mothers who survived the earthquake and tsunami. Since then, JOICFP provides disaster relief and support to women in Japan and abroad, such as Ache, Indonesia, Tacloban, the Philippines, and Kathmandu, Nepal.

As the IPPF Tokyo Liaison Office, JOICFP has been providing technical and logistics support to IPPF. To further strengthen the relationship, JOICFP became IPPF's International Collaborative Partner in May 2020.

Awards & Certificates

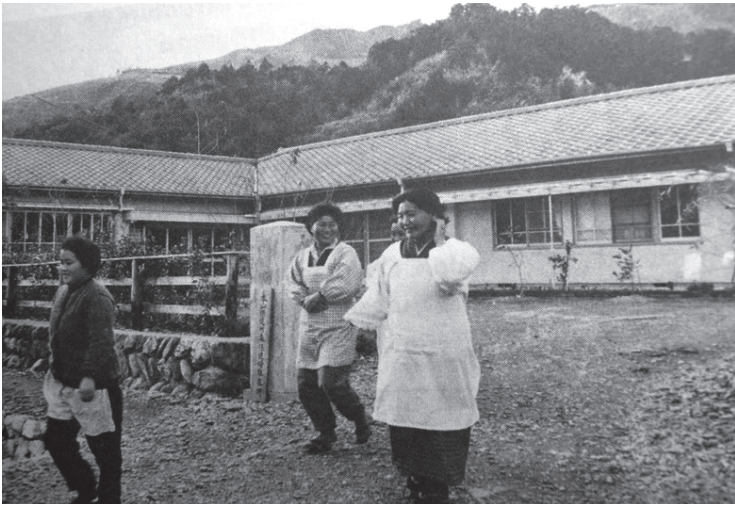


JOICFP was granted the Foreign Minister's Award in 1991 and the United Nation's Population Award in 2001. In 2017 JOICFP received the first "Japan Sustainable Development Goals (SDGs) Partnership Award" by the Prime Minister of Japan and his Cabinet. Among the awardees, JOICFP was the only NGO working in overseas cooperation. JOICFP also received a Letter of Appreciation from JICA (Japan International Cooperation Agency) President in 1990, and from the Commissioner of the Japan Sports Agency in 2019. JOICFP has been holding the UN/ECOSOC Consultative Status since 2000.

Founded in 1968, JOICFP marked its 50th anniversary in 2018. Over the past 50 years, JOICFP's international projects have spread to 43 countries in Asia, Africa, and Latin America, where community people remain central to all efforts.

By the middle of the 1970's, JOICFP started its technical cooperation with International Planned Parenthood Federation (IPPF) member associations (MAs) in Asia. JOICFP implemented family planning projects integrated with maternal and child health (MCH) and public health promotion based on Japanese experiences. The collaboration in promoting family planning and MCH with local partners in African countries started in the 1980s.

The International Conference for Population and Development (ICPD) in 1994 was the pivotal threshold for JOICFP to initiate reproductive health projects through Official Development Assistance (ODA). In 1997, JOICFP successfully launched the first RH project funded by Japanese ODA after a couple of years of persistent negotiation and preparation with the Government. Since then, JOICFP has been an essential partner of the Government in the area of Sexual and Reproductive Health and Rights (SRHR), managing many ODA projects.



A Legacy of Founder, Chojiro Kunii

JOICFP evolved out of the "Humanistic Family Planning" initiative which made its international debut in the 1970s under JOICFP Founder Chojiro Kunii. A progressive people-centered approach that focused on individual well-being, Kunii's strategy stood in contrast to the then-popular top-down population policy based on a "macro" perspective of population issues. JOICFP's consistent focus on the individual developed out of this far-sighted reproductive health orientation toward population issues.



Triggering a movement

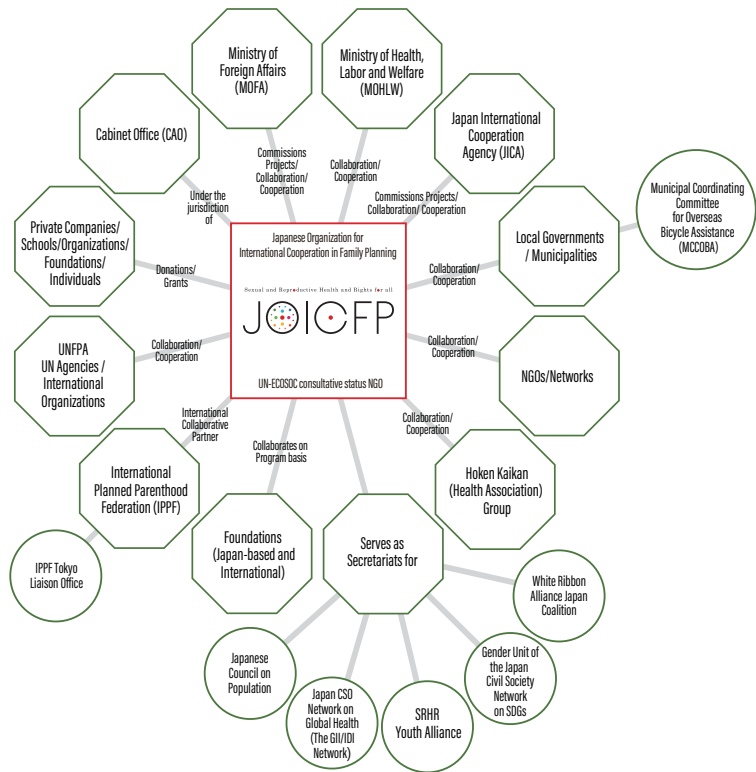
To promote family planning, JOICFP Founder Chojiro Kunii integrated family planning services with parasite control. The immediate and obvious health benefits of parasite elimination made it ideal as an education tool and entry point into communities for initiating family planning movements. Expanding upon this model, JOICFP sought and used other "triggers" to motivate residents as it applied the "Integrated Approach" in Asia, Africa, and Latin America.

A preventive health collaboration

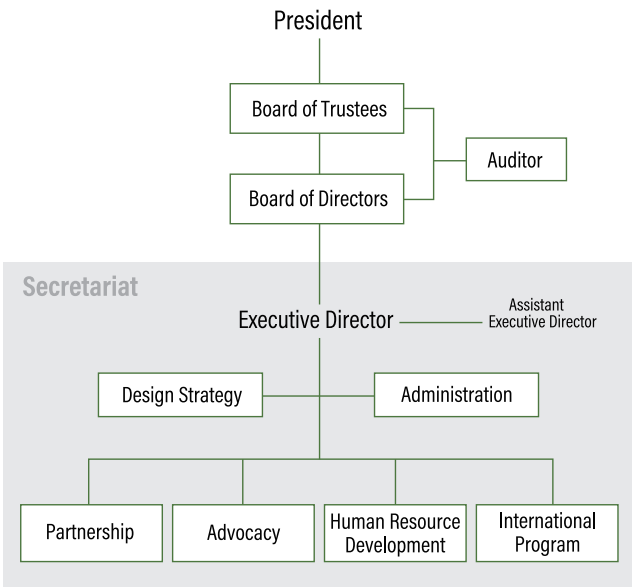
Health personnel and community volunteers vigorously promoted family planning as part of a community-based movement in post-war Japan. Its goal was not population control but rather preventive health and empowerment of women, fueled by the need to prevent unintended pregnancies and unsafe abortions. The movement was implemented alongside stakeholders within the community, reflecting the common goal to improve the well-being of all citizens. Experiences, insights, and cautionary tales gained through the movement are the essence of JOICFP's community participatory approach used today.

Collaboration with other Organizations

Collaboration with domestic and international Organizations



Organization Chart



Financial Report : Japan Fiscal Year 2021

JOICFP Balance Sheet for the Fiscal Year 2021 as at 31 March 2022 (Unit: JPY)

Account item	2021	2020	Variance
Assets			
I 1. Current assets			
Cash/Bank deposit	316,550,396	240,337,974	76,212,422
Advance payments	25,278,558	0	25,278,558
Accounts receivable	21,694,237	43,195,729	△21,501,492
Suspense payments	100,000	956,000	△856,000
Total current assets	363,623,191	284,489,703	79,133,488
2. Fixed assets			
(1) Basic assets			
Time deposit	50,000,000	50,000,000	0
(2) Designated assets			
Designated fund	30,000,000	50,000,000	△20,000,000
Accrued retirement benefits deposited	17,157,715	18,681,789	△1,524,074
	47,157,715	68,681,789	△21,524,074
(3) Other fixed assets			
Buildings and accompanying facilities	2,299,102	501,834	1,797,268
Fixtures	800,282	592,229	208,053
Telephone subscription right	648,000	648,000	0
Lease deposit	2,508,000	3,762,000	△1,254,000
Total other fixed assets	6,255,384	5,504,063	751,321
Total fixed assets	103,413,099	124,185,852	△20,772,753
Total assets	467,036,290	408,675,555	58,360,735
II Liabilities			
1. Current liabilities			
Deposits received	2,235,500	847,723	1,387,777
Accounts payable	10,856,028	11,386,354	△530,326
Advances received	198,910,696	123,986,704	74,923,992
Suspense receipt	0	0	0
Reserve for accrued bonuses	6,981,000	13,023,000	△6,042,000
Total current liabilities	218,983,224	149,243,781	69,739,443
2. Fixed liabilities			
Accrued retirement benefits payable	28,011,328	25,868,230	2,143,098
Total fixed liabilities	28,011,328	25,868,230	2,143,098
Total liabilities	246,994,552	175,112,011	71,882,541
III Net assets			
1. Designated net assets			
Contribution	0	0	0
Sub-total	0	0	0
2. General net assets			
(Transferred to basic assets)	220,041,738	233,563,544	△13,521,806
	(50,000,000)	(50,000,000)	(0)
Total net assets	220,041,738	233,563,544	△13,521,806
Total liabilities and net assets	467,036,290	408,675,555	58,360,735

JOICFP Net Assets Increase and Decrease Statement for the Fiscal Year 2021 Duration: 1 April 2021 - 31 March 2022 (Unit: JPY)

Account item	2021	2020	Variance
I Variance in general net assets			
1. Variance of ordinary revenues and expenditure			
(1) Ordinary revenues			
Basic assets interest	500	6,513	△ 6,013
Received membership fee	9,534,000	8,095,000	1,439,000
Operating income	334,311,792	324,204,922	10,106,870
Ministry of Foreign Affairs fund	0	34,655,755	△34,655,755
JICA fund	48,124,103	71,369,042	△23,244,939
IPPF fund	34,184,793	44,000,000	△9,815,207
UNFPA fund	17,101,035	6,701,613	10,399,422
Public organization fund	224,662,791	157,692,911	66,969,880
Collaborative support fund	5,456,236	6,991,823	△1,535,587
Proceeds from sales of charity items	4,782,834	2,793,778	1,989,056
Contribution received	138,238,294	129,577,148	8,661,146
Micellaneous income	8,190,012	2,562,164	5,627,848
Total ordinary revenues	490,274,598	464,445,747	25,828,851
(2) Ordinary expenditure			
Operating expenses	424,237,143	403,959,164	20,277,979
Personnel expenses	109,550,501	123,576,817	△14,026,316
Operation	17,551,583	21,705,810	△4,154,227
Transfer to other account	△22,522,285	△30,090,087	7,567,822
Ministry of Foreign Affairs fund	23,682	28,336,920	△28,313,238
JICA fund	5,158,745	10,625,255	△5,466,510
IPPF fund	34,184,793	44,000,000	△9,815,207
UNFPA fund	6,047,002	481,784	5,565,218
Public organization fund	168,287,672	98,051,073	70,236,599
Collaborative support fund	74,610,514	75,808,480	△1,197,966
Charity items produced	2,631,521	1,802,872	828,649
Fund raising expenses	2,554,196	1,057,690	1,496,506
Public relations expenses	4,275,692	4,805,787	△530,095
Project promotion expenses	21,883,507	23,796,763	△1,913,256
Administration	61,468,542	48,431,470	13,037,072
Personnel cost	42,154,088	38,312,669	3,841,419
Secretarial cost	19,314,454	10,118,801	9,195,653
Total ordinary expenditure	485,705,685	452,390,634	33,315,051
Total variance	4,568,913	12,055,113	△7,486,200
2. Variance in extraordinary revenues and expenditure			
Total extraordinary revenues	0	16,635,345	△16,635,345
Total extraordinary expenditure	18,090,719	3,746,352	14,344,367
Variance in extraordinary revenues and expenditure	△18,090,719	12,888,993	△30,979,712
Variance in general net assets	△13,521,806	24,944,106	△38,465,912
Balance of general net assets at beginning of fiscal year	233,563,544	208,619,438	24,944,106
Balance of general net assets at end of fiscal year	220,041,738	233,563,544	△13,521,806
II Variance in designated net assets			
Variance in designated net assets	0	0	0
Balance of designated net assets at beginning of fiscal year	0	0	0
Balance of designated net assets at end of fiscal year	0	0	0
III Balance of net assets at end of fiscal year	220,041,738	233,563,544	△13,521,806