



*Corporate
Social Responsibility
Report
2009 - 2010*

Table of contents

Introduction	3
Non-profit organizations and charitable activities at the time of crisis	4
Selected questions and answers taken from a survey among supported organizations	6
Selected projects in the Czech Republic and Slovakia	10
Organizations and projects supported in the period 2009 to 2010	12
Johnson & Johnson's CSR team contact details	20

Introduction

Corporate social responsibility (CSR) is an integral part of Johnson & Johnson's corporate culture. Globally, our company has been among the major corporate donors, supporting approximately 650 programs in 50 countries in 2009 alone. Project support, development of civil society, regions and communities where Johnson & Johnson is present are all anchored in our Credo, which defines our core values and behaviors.

Robert Wood Johnson, one of the company's founders who headed the company from 1932 to 1963, began writing the Credo in 1938, at a time of a deep crisis, with a war about to break out. He felt that he needed to identify values that would give the company a long-term perspective. The entire document puts responsibility to the fore, be it vis-à-vis society, employees or communities where the company carries out its business. It is only in the last paragraph that the document mentions responsibility to stockholders and the need for profit. In Mr. Johnson's terms, profit comes as a result of adherence to the values of a responsible business. It is in line with this philosophy that our company supports charitable activities, which, at a general level, have not been immune to the impacts of the economic crisis. While many corporations cut down on their CSR budgets, the amount of support that Johnson & Johnson donated to projects around the globe, whether in the form of financial contributions, products or other non-financial forms of aid, grew by approximately 15%. The total support provided in 2009 amounted to 588.1 million USD (compared to 510.3 million USD in 2008).

Our support also continued in the Czech and Slovak Republics, with the individual projects being introduced in this Report. Our aid centered on the development of skills of healthcare providers, including nurses and social workers or volunteers caring for handicapped or socially disadvantaged people. In general, we try to support activities that offer a long-term vision and where a real chance to achieve change in the situation or attitudes exists. That is why we consider prevention and education of vital importance. And last but not least, we think that information should be provided to the public in order to overcome the stigmatization linked to certain diseases or types of disabilities, thus facilitating the integration of people with health problems into mainstream society.

We consider CSR activities a long-term investment and an integral part of our activities. We perceive the support we grant to selected projects as our contribution to the creation of a society that is aware of its responsibility for its health, helps others and contributes to improving the environment and quality of living in their broader sense. This way we try to make a better world for all of us.

Jiří Pavlíček

Managing Director
Johnson & Johnson
Czech Republic and Slovakia



Johnson & Johnson

"We need an open, socially coherent society of responsible and caring people who do not rely on the government to provide for all their needs, but who actively partner up in order to deal with social and public issues that are beyond the reach of state institutions or where they are not as effective."

Outputs of the conference "European Civil Commitment – resources and sustainability", Brno, May 2009

Non-profit organizations and charitable activities at the time of crisis

The economic recession has had an impact on all facets of our lives. Non-profit organizations have felt the impact as well, although somewhat paradoxically, the crisis also means there is a higher demand for some of their services, particularly in the social area. Countless debates, articles and conferences were dedicated to the impact of the crisis on the activities of non-governmental non-profit organizations (NNOs) in 2009. We took this opportunity to talk to the organizations that we supported in order to identify the key lessons businesses could take from the way NNOs had been able to deal with the situation and lack of money.

“The public administration sometimes perceives the non-profit sector merely as a service provider. Yet, at the same time, non-profit organizations have their important place in almost all areas of the life of our society. Non-profit organizations pursue activities in education, extracurricular activities for children and youth, including culture and sports, as well as in the protection of environment and cultural heritage, leisure activities of adults, etc. They dedicate their time to disadvantaged groups of people, helping them integrate. They support active civil involvement and are the ‘watchdogs’ of democracy. They represent the interests of people vis-à-vis public institutions, while also playing an important role by supporting human rights.”

Explanatory Report for NNO Requests, Policy Statement of the Government of the Czech Republic <http://asociacenno.cz>

In 2009, the economic crisis made headlines and became the subject of discussions in our homes, workplaces or during visits with our friends. The declining economic growth was a decisive factor that affected the business of companies, as well as that of public administration and non-profit organizations. Some companies dealt with the issue by cutting down their production, some extended it, while others reconsidered their raison d'être and restructured. Many organizations reduced their costs, production or the number of staff. Naturally, support of CSR projects fell victim to this development as well. Despite assurances that CSR projects would continue as planned, they were often the first to be cut when companies anticipated a decrease in revenue or where these cuts actually took place. This is understandable as money can be given to others only provided that it is available.

Johnson & Johnson went through some soul-searching as well, reconsidering its strategies. When thinking about the financing of which areas would be reduced, however, our commitment to corporate responsibility was honored exactly because of the difficult times and the increased need to adhere to the core principles of our company. Therefore, there was no substantial change in the amount of funding provided to CSR projects in 2009.

There is no doubt we will support charitable projects and organizations in the future. We focus on areas that are closest to the company's philosophy: education, mother and child care, programs for nurses and palliative care programs and the de-stigmatization of the ill. We also intend to focus more on supporting volunteers. We want to give our employees the chance to become directly involved in the activities of organizations of their choice so that they can apply their knowledge and expertise, helping the NGOs' development. Not only will they support the organization, but they will also gain a deeper understanding of the organization's activities. Seeing once is better than hearing a hundred times, as the saying goes. And helping directly rather than merely providing financial aid is better, too.

To provide a more balanced picture, we were interested in hearing from the aid-receiving organizations about how they intended to deal with the expected lack of finances. We asked their representatives several questions concerning the topic. We were pleased to see that the organizations were getting ready "for the worst" as opposed to being taken by surprise. Some reduced their activities, some restructured, while others perceived the crisis as an opportunity to do away with redundant operations and programs. One of the employees even compared the situation to "moving preparation": It is stressful but, at the same time, it is an opportunity to throw out everything you no longer need, i.e. an opportunity for a big clean up. This attitude is as much positive as it is inspiring.

The outputs of the meetings, discussions and conferences on the topic of NGOs and the issues arising from the current economic situation prove that this was not an isolated voice. At the 2009 European Civil Commitment conference in Brno, the majority of participants agreed that the crisis was more of an opportunity for the representatives of NGOs to reconsider the mission and role of individual organizations and to provide assurances as to their values and commitments. At the same time, the crisis also inspired them to try new ways of service provision and to pursue other activities for which there had been demand. One of the assets of the conference was the conclusion that a flexible and non-bureaucratic non-profit sector, whose main motivation is the fulfillment of its mission, may play a key role during the period of economic reconstruction by creating job opportunities. The numbers speak for themselves: In developed OECD countries, the non-profit sector employs 5-7% of the total workforce, with faster growth over the last twenty years compared to commercial industries (as much as 5% annually in some countries).¹ While the number of non-profit staff in the Czech Republic does not take such a large share, their number is still worth noting. Based on 2007 data, NNOs employed 60 thousand full-time employees, 130 thousand people on contract for work and 1.2 million volunteers.²

The economic crisis was also a chance to take a different look at the roles the individual sectors – public, private and non-profit – play, while also offering an interesting take on their trustworthiness.²

The trust barometer, created at the Davos Economic Forum last year, clearly showed that non-profit organizations enjoy a higher degree of public trust compared to the governments or financial institutions that were responsible for the outbreak of the global crisis.³ Now it is the challenge of NGOs to maintain the trust and to leverage it during the current economic instability.

Debates concerning the ways non-profit organizations deal with the reduced availability of funds from the state, corporate and individual donors as well as a host of other issues connected to the crisis usually focus on the advantages that NGOs have: greater flexibility and motivation, work

with a mission, low costs, less formality and bureaucracy. All these aspects should enable NGOs to react more effectively to the current difficult situation that has affected the NGO sector in many different ways.

What was some of the advice coming from the various expert meetings and conferences? NGOs should focus on identifying new business models, become professional and see to the transparency of their service provision and financial management. At the same time, the recommendations provide an opportunity to re-think the goals of organizations and their mission and to match their expectations with realistic possibilities.

At the conferences, the participants mostly called upon companies not to interrupt their cooperation with non-profit organizations but, instead, to maintain their support at levels corresponding to their revenues, since any corporation committed to social responsibility should consider its charitable support and its role within the society as one of the cornerstones of its activities and not as a mere auxiliary item.

Our “minisurvey” among the organizations benefiting from Johnson & Johnson’s support has shown, among other things, that in 2009 the organizations were aware of the fact that the full impacts of the crisis were only starting to weigh down on them and that they would have to deal with its impacts in the years to come. The important thing, however, is that they tackle the problems with a great deal of resolve, searching for smart solutions and trying to improve the way they handle their resources, both financial and human. In this respect, NGOs could serve as an inspiration to the corporate world.

“It became apparent both last year and the year before that, plans – although built on realistic expectations – may be radically affected by external factors. That is why we must search for strength within ourselves, with our minds ready for change, and constantly set the ground for the reinforcement of ties among people and the development of the creative potential of our work teams. Doing so will enable us to maintain our trustworthiness and good position in the ever-changing area of the non-profit non-government sector.”

(Remedium)



¹ Source: H. K. Anheier, presentation: The Third Sector: Reflections on Policy Developments and the Current Economic Crisis, European Civil Commitment Conference, May 2009.

² Source: Otevřená společnost o.p.s., NGOs and the Crisis campaign, <http://www.nevkladky-a-krize.cz>

³ <http://www.ngosustainability.eu/startcz> 6

Selected questions and answers taken from a survey among supported organizations

How did the economic recession influence your operation?

"The economic situation of our clients brought about an increased need for our services, while at the same time, we were hit by reduced subsidies from both the government and the non-governmental sector as well as a reduced amount of corporate donations. Internally, this led to shortened work contracts, halted development and a reduction in the offering of services as well as measures to achieve savings in all other areas."

(Remedium)

"The economic downturn did not have any substantial effects on us. We have had to deal with financial issues throughout the 20 years of our existence regardless of crises, political, social or any other situation."

(Společnost "E")

"Negligibly. The organization mostly works with volunteers, thus its operating costs are several times lower than those of other organizations."

(SHTD)

How did you deal with the lack of money?

"As always, we've focused on getting financing from sponsors as well as the state (we approach an increasing number of municipalities and our future plans also include cooperation with regions as well as with ministries for higher amounts), we also intend to get involved in the social care schemes. We have hired a new colleague who helps us with financing. At the same time, though, this also means we have to gain additional money to pay her."

(Společnost "E")

"We perceive the crisis as an opportunity – we have set new strategies, widened our focus, addressed new target groups and, last but not least, mobilized our inner forces. In terms of fundraising and material donations, we have become more focused on acquiring individual donors and new grant sources. We have also put energy into making the individual programs self-sustaining, while also searching for volunteers."

(Remedium)

"As an organization, we have to remain focused on obtaining continuous financing in order to secure our projects, i.e. we have felt very little change in this respect."

(C.A.R.D.O.)

"The management of the Chamber tried to increase the efficiency of all employees. During some time we all worked on shorter contracts while the organization reduced its operational costs. The Chamber prioritized its activities, focusing mainly on educating interpreters of Czech sign language and on client awareness campaigns. Auxiliary activities were significantly reduced."

(Chamber of Czech Sign Language Interpreters)

"In order not to reduce the service offering for our clients, we mostly tried to cut down on operational costs. Following our move to new premises,

we are currently trying to boost our offering, while also giving it more focus."

(Amelie)

How and where did you look for new financial resources?

"We have added new events and we try to raise more money through member contributions. As a result, we have fallen into the VAT bracket and had to reduce the fees accordingly so that they would not become unbearable (i.e. the amount is the same as before, even including VAT)."

(SPRSV)

"We are looking for sources of EU funding, ranging from Slovak and foreign foundations to donations of 2% of income tax by both individuals as well as corporations. At the same time, we are looking for sources involving private entities, local governments and state subsidies."

(C.A.R.D.O.)

"By professionalizing and registering our volunteer program and social services with the Ministry of Interior of the Czech Republic, we may now use new sources. We also work hard on writing grant applications for projects in oncology. We organize charitable events and we have registered a DMS campaign, also looking for alternative "low-cost" ways of promoting them."

(Amelie)

"The Chamber has submitted several project proposals in reaction to various calls for submissions. Our activities are currently financed from sources including state subsidies, grants as well as funding from the European Social Fund. The organization also currently generates its own revenue by providing interpreting services to various entities."

(Komora)

"We have been trying to develop cooperation with businesses, however, given the current legislative framework and general public opinion (that affects the way businesses look at us) concerning drug issues we have had mixed results. Important sources of financing include EU grants provided by private entities; we regularly apply for them provided their focus is in line with our mission."

(Sananim)

What did you do to make the operation of your organization more effective? Has anything in your program structure changed?

"We have paid a great deal of attention to working with human resources, supporting flexibility and change and increasing involvement of our staff in order for them to take initiative and invest their energy. The program structure has remained the same, even becoming, somewhat paradoxically, wider and more effective for our clients."

(Remedium)

"Maybe somewhat surprisingly, since the end of 2008 we have been focusing on corporate donors, which is due to our new program: the 'Srdce na dlani' award for volunteers in the Bratislava region. This event would not be possible without private sponsors and we have been fortunate enough to develop valuable partnerships."

(C.A.R.D.O.)

"Thanks to a grant from J&J we were able to hire a manager for our branch office in Prague and Central Bohemia, which, until then, had been headed by the organization's director. It paid off: Since the director has more time for PR and fundraising, our work has become more effective. Thanks to regular team meetings and supervision, communication among employees has also improved. We conduct questionnaire-based surveys among our clients in order to receive feedback."

(Amelie)

"The management now focuses more on the planning activities of the employees, as well as on their evaluation and motivation. Effectiveness has been boosted by reassigning their workload in a new way. Last year, the Chamber also put in place a new way of financial planning, which is now more thorough."

(Komora)

"In order to maintain key services, we had to eliminate development programs and projects, including some special services."

(Sananim)

How do you perceive the current situation? Has the mild economic growth been reflected in the activities of your organization? Has the demand for your service grown or has the situation remained unchanged?



Selected questions and answers taken from a survey among supported organizations

"The demand for our services has been steadily quite high regardless of the crisis. People and clients who need help keep contacting us regardless of external influences. If they need help, they ask for it and we are here for them."

(Společnost "E")

"We have not felt any signs of economic growth yet – state subsidies for 2010 will be the lowest amount that has ever been provided to our social services. However, the demand of people for these services has grown."

(Remedium)

"The economic growth has not had any influence on our situation. Our activities have been expanding over the last two years as the organization becomes more established on the Slovak non-profit 'market' and also thanks to our purposeful projects that did not exist in Slovakia before. The projects have also been supported by the EU, various foundations and corporate donors."

(C.A.R.D.O.)

If you were to make a substantial change in the financing of non-profit organizations in the Czech (Slovak) Republic, what would it be?

"We would significantly reduce the bureaucratic burden! It is overgrown and delays the implementation of all projects of our organization, which is what worries us most. We would like to become more involved in the planning of social services; many things are not transparent, we do not know about things that we should be aware of and our opinion is ignored. It would be great if some state funding would be provided for the period of at least 2 years, this would give us more security. The fact that we learn of the first state decisions on funding in late January, with other decisions not being made until April, May or even later, does not exactly support the long-term development of social services."

(Společnost "E")

"Improve subsidies in financing and eliminate those parts of the system that only consume money that could otherwise go to the applicants. Simplifying the grant system for organizations that have worked well for more than ten years would be a good idea, too."

(SHTD)

"We wish for a more responsible and more conceptual approach of the state administration toward financing of the psychosocial network: subsidies granted for more than a year, the timely provision of funding as opposed to half way through the year, which is something we have been complaining about forever! Competent checks of service provision, transparent quality criteria as well as criteria for the cost-effectiveness of services."

(Remedium)

"In Slovakia, very little cooperation exists among the state, local governments and the non-profit sector. I wish there were new grant schemes and possibilities for cooperation among the individual parties involved and that corruption having to do with obtaining money from EU struc-

tural funds was done away with. I also wish that companies in Slovakia and Central Europe had a better awareness of their social responsibility and that they would provide more support for the projects of non-profit organizations."

(C.A.R.D.O.)

"We wish non-profit organizations had the possibility to receive donations in the form of a certain percentage of income tax. We also wish prevention was put on an equal footing with intervention."

(SPRSV)

"Despite declarations that the introduction of a new system of financing was one of the priorities of the National Strategy's anti-drug policy, not a single change has been implemented and NNOs, representing 75% of



all drug-related service providers, have to rely on discretion-provided and very limited subsidies that are often cut down and overdue. What we consider vital is the need for defining a minimum network of drug-related services and the creation of a government-funded offering of necessary care and treatment.”

(Sananim)

“It is vital that the NGOs that become registered social service providers and those that successfully provide social services receive continuous financing. Another important part of social NGOs is the provision of multiple-year and bridge grants that would provide for the stable long-term financing of the organization. In terms of the healthcare system, there

should be some options for the financing of subsequent care focused on quality of life following a hospitalization.”

(Amelie)

“We wish for a better interconnection between the private sector and non-profit non-government organizations and for improved transparency when companies or individuals select organizations they want to support, without personal relationships playing a part. Also an improved awareness in society about the benefits of the work of the non-profit sector, raising its prestige, would be helpful.”

(Komora)



Selection of Projects in the Czech Republic and Slovakia

10

In the Czech Republic and Slovakia, Johnson & Johnson chooses to support projects that fit into its non-profit support concept for the EMEA region (including Europe, Africa and the Near East). The actual areas of focus, including individual targets, are selected by experts from various backgrounds, such as healthcare, social services and patient organization support groups.

Topics and targets:

Nurses

- Boosting of prestige of the nursing profession in society;
- Acquisition of new nurses;
- Motivating nurses not to leave healthcare;

Palliative care

- Increasing the number of educated volunteers in palliative care (educational support);
- A reduction in the number of people dying in hospices and nursing homes;

The de-stigmatization of the handicapped

- Contributing to increased acceptance of the handicapped by society;
- Reducing exclusion of the handicapped from mainstream society;

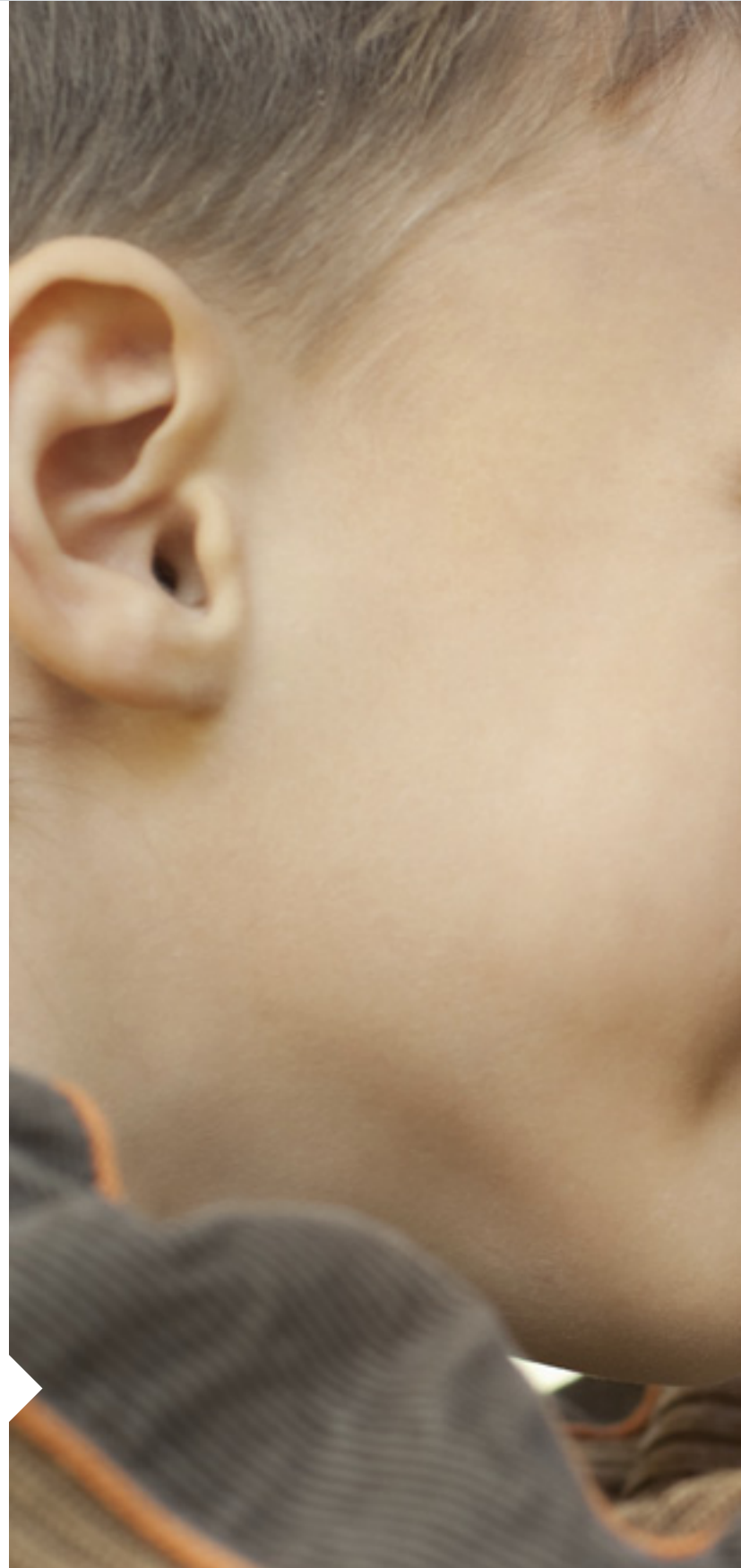
Hygiene, adolescence, sexual education

- Supporting the creation of methodologies for elementary and high schools;
- Increasing the number of experts on the topic;
- Including sexual education and hygiene in the regular education of adolescents;

Mother and child care

- Supporting mothers and children in emergencies (i.e. reducing the number of children that are taken away and put into institutional care/foster homes);
- Supporting underage mothers with children;

Johnson & Johnson accepts grant applications via an electronic grant system. The applicants must provide up-to-date information about their activities as well as a project statement. For long-term projects (not exceeding 3 years), the total budget must be supplied as well, including information about the amount requested for each year. To learn more details about the selection criteria, procedures and deadlines, visit <http://www.jnjcz.cz>.





Organizations and projects supported in 2009 – 2010

Společnost "E"

/ Czech Epilepsy Association, o. s.

Liškova 3, 142 00 Prague 4

Tel.: (+420) 241 722 136

E-mail: info@spolecnost-e.cz

<http://www.spolecnost-e.cz/>

Společnost "E" / Czech Epilepsy Association, o. s. is the only national organization supporting epilepsy patients of all ages. This non-profit patient group was founded in 1990 by the parents and friends of people suffering from epilepsy. Besides the operation of the daily care center, it also offers professional social care consultancy and services for social activation. Other activities include awareness campaigns on life with epilepsy aimed at patients, their friends and relatives, organizations that work with them, as well as at the general public. Its goal is to de-stigmatize the disease and to eliminate the worries associated with it, while also raising awareness on how to provide first aid during epileptic seizures.

Project //

Daily care center for epileptic patients
+ awareness campaigns on epilepsy

The project seeks to improve the position of epileptic patients within society by offering two services registered with the Ministry of Labor and Social Affairs of the Czech Republic: professional consultancy concerning social issues (psychological, social and legal consultancy, education) as well as an offering of activation for seniors and people with disabilities (employment possibilities in flower arrangement, stays, rehabilitation, courses, clubs and events).

Media campaigns are an integral part of our activities to de-stigmatize epilepsy. Throughout the year, educational events are organized for people working with epileptics as well as the general public, including seminars and lectures (at schools, state establishments, etc.), with other activities such as press releases, presentations on TV and radio and cooperation on educational materials also making part of the portfolio. During the celebrations of the 20th anniversary of the organization, epilepsy received public attention via Czech Radio's Tobogan show, hosted by Aleš Cibulka on Saturdays between 11 a.m. and 12 p.m. On 15 May, 2010, the show hosted a number of actors as well as a neurologist and the chair of Společnost "E". It was recorded on the premises of the U Hasičů Theater in front of an audience of 350 guests. The show is regularly followed by approximately 500,000 people nationwide.

"Our goal is to educate the public on epilepsy so that people get used to treating epileptics on equal terms with anyone else, while also being able to help them should the need be."



Society for the Harmony of the Body and Spirit

Bubenečská 27, 160 00 Prague 6

Tel/fax: (+ 420) 224 317 872

E-mail: shtd@volny.cz

<http://www.shtd.cz>

For 18 years now, the Society for the Harmony of the Body and Spirit (SHTD) has been taking care of physically, mentally and socially disadvantaged children and youth, helping to integrate them among their peers. It organizes clubs, weekend outings and health-promoting stays throughout the year. It earned the certificate "Organization approved by the Ministry of Education of the Czech Republic for working with children and youth", while also winning an award given by the Ministry of Health for the care it gives to the handicapped. SHTD has earned acclaim among professionals and the public, including parents and children.

In order to improve health and regenerate the organism suffering from overload of medication, while also achieving personal cultivation, improved adaptation to the environment and the development of social skills, SHTD employees use a number of tools including physical education, controlled diet, body-hardening techniques, saunas, regeneration therapies and massages, music therapy, art therapy, psychotherapy, camp stays and games, cultural and educational programs, scooter rides, entertainment as well as experiential events.

"Helping children is the most human activity any person may undertake. It takes a lot of skill, knowledge and sensitivity." PaedDr. Vladimír Bílek, Chair of SHTD.

"It's an honor for the SHTD to work on a long-term project of such great public benefit together with an organization such as Johnson & Johnson."

Project //

A development program of primary care for children and youth with health problems and the socially disadvantaged.

The project was focused on the development of human potential and health and the educational knowledge of primary care staff, including their practical psychological and social skills. This way, the quality of care for the handicapped was brought up to the expected level. The project included more than 100 participants recruited among parents, caretakers and students, with doctors and nurses equally participating. Practical skills were taught in six phases, with the participation of 500 children, including epileptics, asthmatics, bed-wetters and children with allergies, brain dysfunctions or combined health problems. Other children came from foster care homes, single-mother homes and socially disadvantaged families. The theoretical part of the program was delivered by renowned experts, including MUDr. J. Faber, DrSc., Doc. MUDr. I. Novák, CSc., PhDr. J. Kábele, CSc., JUDr. J. Harmach and other SHTD experts.



Organizations and projects supported in 2009 – 2010

REMEDIUM Prague

Křišťanova 15, 130 00 Prague 3

Telefon: (+420) 272 743 360

E-mail: remedium@remedium.cz

www: <http://www.remedium.cz>

REMEDIUM Prague has been in existence since 1991, first as a foundation and subsequently changing into a civic society. Its main goal is to support and carry out activities that would empower people who suffer from, or those who are potentially threatened by, unfavorable mental or social circumstances. The activities lead to increased independence and responsibility, and also contribute to improved competence.

The organization provides life-long education of staff, covering topics such as emergencies and other services as well as managerial and supervisory skills and self-discovery. Other activities include the provision of registered social services: Preventive and active programs for seniors, civil consultancy and an help line for people in debt.

Project //

Stability based on increased competence

The lack of nurses and their irreplaceable position in healthcare teams has now become fully apparent. Nurses feel underrated and inadequately treated. Respect for their skills and competence is replaced with indifference, which results in their building protective mechanisms against authority. Despite enjoying a wide range of educational opportunities that provide them with a variety of technical skills, they miss the education that would enable them to immerse themselves, to work with emotion, helplessness, exhaustion or the ethical dilemmas that they experience. Within the project, educational programs are offered to nurses, enabling them to find inner stability and to avoid burn-out, which helps them see their nursing career as viable.

The first six months of the project saw all places in the course filled up. Three separate sessions of the course were organized. The course, "The Nursing Profession: Increasing personal and professional competence", was accredited by the Czech Association of Nurses.

"By receiving the grant support, we were able to implement our vision of covering a larger amount of target groups from among helping professions within our educational program and we were able to pilot a brand new program. It was received in a very positive way, boosting our confidence and serving as a proof that we are on the right track."



C.A.R.D.O.

Uršulínska 3, 811 01 Bratislava

Tel.: (+421) 254 430 427

E-mail: bratislava@cardo-eu.net

<http://www.cardo-eu.net/sk>

The civic association C.A.R.D.O. was founded in April 2004. Its mission is to develop volunteer participation within the Slovak hospice movement. The association implements and coordinates volunteer programs within healthcare facilities in Slovakia. One of the association's goals is to introduce well-managed volunteer programs in social care and healthcare facilities in Slovakia, which would help to prevent their staff, who work with the dying and their relatives, from burning out.

The association chose "Connecting good-hearted people" as its motto and strives to create an environment that would support volunteering and inspire people to commit to the good cause of helping others. The association's executive director, Alžběta Mračková, has ten years of experience in caring for the dying and coordinating volunteers in hospitals. Besides carrying out a host of other activities, she also wrote the book *Sprevádzanie ťažko chorých a zo-mierajúcich. Dobrovoľníctvo v nemocniciach a paliatívnych zariadeniach*, (Accompanying the seriously ill and dying: Volunteering in hospitals and palliative facilities), which was published by Don Bosco in 2009.

"This education format is unique in Slovakia. Given the current lack of financial resources, it would have never materialized without the help of Johnson & Johnson. It would be great if all who care for the dying and their relatives could go through it."

Project //

Healthcare staff working with the dying need more than healthcare education.

The project centers on a series of educational events for staff in hospices, hospital palliative wards and homecare agencies who work with the dying on a daily basis. Thanks to the project, twenty participants from 12 different facilities undergo a 3-course series that deals with topics such as palliative care, bereavement and care for the mourning, spiritual guidance as well as the management of volunteers in hospices and palliative facilities.

This form of training is new to most of the participants, as it differs from usual training programs. Participants not only gain new knowledge but also learn something about themselves.



Organizations and projects supported in 2009 – 2010

16

SANANIM, o. s.

Ovčí hájek 2549/64A, 158 00 Prague 13

Tel. (+ 420) 284 822 872

E-mail: office@sananim.cz

<http://www.sananim.cz>

The civic association SANANIM is one of most important and established providers of comprehensive services for the prevention and treatment of non-alcohol-related dependencies in the Czech Republic. The association was established in 1990. More than 6,000 clients pass through its 11 facilities annually with a success rate of 60%.

Project //

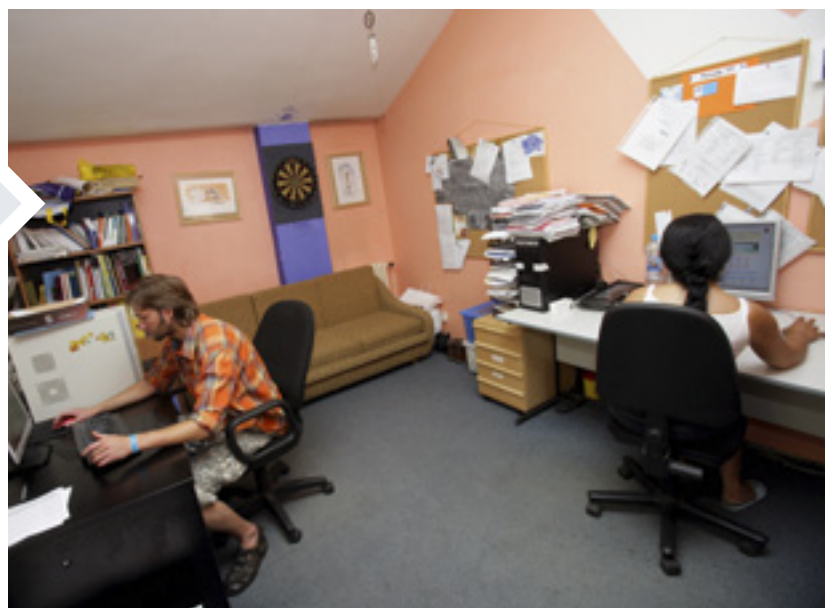
Awareness project: e-dekontaminace.cz website

The aim of the project supported by Johnson & Johnson is to create a website (e-dekontaminace.cz) for the staff of low-threshold centers who work with problematic users of illegal substances.

The project works with educational materials dealing with healthcare issues that have been published in the Dekontaminace magazine over the last ten years. The magazine is available to substance users through an alternative distribution network. The website is going to feature an archive with Dekontaminace articles as well as articles published in Intoxi, a Slovak sister magazine. It will also include materials helpful in creating health and awareness-raising leaflets, including materials provided by foreign partners (Lifeline, Mainline) as well as a service directory with contacts. Thanks to the project, educational seminars were also carried out in 2010, the most significant of which were presented in the tradition of Harm Reduction, the Sananim's Summer School.

"AIDS rates in the Czech Republic remain some of the lowest in the world. This is in part due to the fact that we started early with a nationwide program of needle exchange for intravenous drug users that also included health checks and education," says Martina Richterová Těmínová, Sananim's expert. "The project, which was supported by Johnson & Johnson, is an important addition to the harm reduction initiative as it increases the skills of staff in low-threshold facilities, providing them with powerful tools for work with their clients."

"The aim of the project is to provide professional and lay staff working with drug users with professional materials and tools that will enable them to work with clients, exchange materials and share experience in a more effective way."



Society for Family Planning and Sexual Education

Senovážná 2, POB 399, 111 21 Prague 1

Tel.: (+420) 224 231 524

E-mail: planrod@centrobox.cz

<http://www.planovanirodiny.cz>

Společnost pro plánování rodiny a sexuální výchovu (Society for Family Planning and Sexual Education) is a civic association of doctors, pedagogues, lawyers, psychologists, students as well as others interested in the issue of sexual and reproductive health. Its main goal is to improve awareness of sexual and reproductive health and sex and reproductive rights, including family planning as a fundamental human right. The association seeks to change the way some individuals act vis-à-vis their health and reproduction. Its activities include seminars, symposia, and the provision of various information and materials. Its experts also provide extensive on-line consultancy to pedagogues and other specialists, as well as to youth and the lay public.

Project //

Sex and reproduction rights for all

Owing to Johnson & Johnson's support, the association was able to publish *Sexuální výchova a osvěta u osob s mentálním postižením* (Sexual Education and Awareness for People with Mental Disabilities), which was written by PhDr. Štěřbová as a methodology for courses dealing with the topic and is aimed at social workers and others in the field. With the first and second part of the course already established, the third is now in the pipeline. It should work with international materials that cover topics such as the prevention of sexual abuse of persons with mental handicaps, etc.

The project also included peer education aimed at young people in the 15-24 age bracket. Seminars for peer activists consist of two parts: The first, entitled *Three Days with Peers*, is for beginners and focuses on partner relationships and HIV/AIDS. The second, called *Lighthouse*, is for advanced participants, and presents a more focused look at topics such as relationships, contraception, HPV, etc.

"It is only with choice that the world of possibilities emerges."



Organizations and projects supported in 2009 – 2010

18

AMELIE

Na Truhlářce 39, 180 00 Prague 8

Tel.: (+420) 739 004 333

amelie@amelie-os.cz

<http://www.programamelie.cz>

Since 2006, Amelie, o.s., has been providing assistance to cancer patients, their relatives and friends at its Amelie Centers. It also addresses the public via preventive and volunteer programs. The idea behind the association sprung from personal experience that Pavla Tichá, a former PR manager and the current head of the association, had with cancer. Aided by psychologist MUDr. Henrieta Tondlová, this organization based on a synthesis of self-help and professionalism has developed.

Amelie has a comprehensive program of psychological and social help that it adjusts based on current needs and available resources, often cooperating with other organizations. It focuses on activities that help fill the gap in the care and wellbeing of cancer or other seriously ill patients and their relatives.

“Cancer comes as a great shock to the victim and their loved ones, and causes a lot of stress. While psychological fitness and a deliberate effort on the part of patients are increasingly recognized as vital, in reality very little has changed.”

Project // “An (extra)ordinary life”

Based on a 2007 statistic, every third person (with the trend still sharply growing) in the Czech Republic will get cancer at some point in their life and yet, cancer still remains subject to irrational fears, however rational our society may appear. The project covers several cancer-related issues concerning the patients. Its main goals include: the development of activities that are unique within the Czech Republic as they bring together self-help and professional advice; support for an active approach to life in spite of the illness, which in turn boosts the patient's confidence, while diminishing their panic and fear of the disease; raising awareness of cancer-related issues as well as preventive and subsequent care within the Czech healthcare system.



Chamber of Czech Sign Language Interpreters

Ocelářská 35/1354, 190 00 Prague 9

Tel.: (+420) 284 080 296

E-mail: info@cktjz.com

<http://www.cktjz.com/>

In its activities, the Chamber focuses on communication solutions between the world of sound and the world of silence, which form two distinct cultures. Founded in 2000, the Chamber is a professional organization uniting interpreters of Czech sign language. It is the only Czech organization for interpreters that is a member of the European Forum of Sign Language Interpreters (EFSLI). The main goal of the Chamber is to promote the interests of sign language interpreters and to bring interpreting quality up to a level standard in EU countries. The Chamber's successes include the finalization of a Certification Program (CVP) for interpreters, including associated educational materials. In its latest achievement, the Chamber was able to create WEBlik, a unique internet TV project for youth and children that has become a source of new information for hearing-impaired children and youth as well as for their parents and friends.

Project // WEBlik informs

The project presents the topic of coming of age to hearing-impaired pupils and students. Every month, the Chamber uses its Weblik internet TV (weblik.cktjz.com) to publish various theme reports, surveys and interviews. Thanks to our cooperation with international communities of hearing-impaired, Czech students gain a better grasp of issues such as alcohol, cigarettes, drugs, eating disorders, bullying, emotions, relationships, sexuality and HIV/AIDS.

The grant proved instrumental in bringing back to life traditional awareness-raising tools such as lectures at schools, with the information also being made part of the regular curriculum of the hearing-impaired. The internet broadcast, which uses a glowing light bulb as its logo, is a educational tool with a lasting benefit for the personal development of hearing-impaired youth and children. New videos featuring reports on adolescence help educators, parents and hearing-impaired children relate to a variety of interesting topics, while also enabling the latter to broaden their horizons using the language they speak.

“WEBlik is the window of information for hearing-impaired children.”



Johnson & Johnson's CSR team contact information

Address:

Karla Engliše 3201/6
150 00 Prague 5 - Smíchov
Česká republika
Tel.: +420 227 012 111
Fax: +420 227 012 300
E-mail: infocsr@its.jnj.com

Contacts:

Lucie Meixnerová - CSR coordinator
Lenka Holá - production

CSR team – account managers:

Aleš Martinovský - MDD
Jan Mužák - MDD
Lenka Humlová - Consumers
Michal Křížek - Consumers
Martin Pour - Janssen-Cilag
Peter Glatz - Janssen-Cilag SK

Our Credo

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

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security on their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens – support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

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

Graphic layout:
BOMTON agency s.r.o.

Photography:
Hynek Glos is the author of most of the photographs.
We are grateful for the permission to use them.

Print:
Signpek s.r.o.
Podbabská 17, Prague 6, 160 00
www.signpek.cz

Number of copies:
300

Johnson & Johnson