



2011

Corporate Social Responsibility Report



Johnson & Johnson s.r.o.

# 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 in 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.



# Johnson & Johnson s.r.o.

Introduction	4-5
A look back into history	6
- 125 years around the globe	6-7
- 20 years in the Czech Republic	8
Johnson & Johnson's take on corporate responsibility:	
A comprehensive approach	9
- Responsible and ethical business	10
- Employee care	11
- Environment	11
- Social responsibility (community)	12
Bridge to Employment: A program for nursing school students	14-15
Supporting projects in the Czech Republic and Slovakia: Sectors and aims	16
Organizations and projects supported in 2011	17-26
Contact information for Johnson & Johnson's CSR team	27



## Table of Contents



## Introduction

2011 marked an important global anniversary: Johnson & Johnson celebrated 125 years of its existence. Throughout this entire time, one motif has been central to all its efforts: Improve the health and quality of life of the largest possible number of people, through our products and services as well as by supporting or initiating projects focused on education, awareness and overall improvement of healthcare quality. The companies united under the Johnson & Johnson brand have constantly strived to develop new ideas, programs, products and services, which are instrumental in improving the lives of many. The Czech Republic is no exception. The year 2011 marked twenty years since the opening of the first Johnson & Johnson office in the former Czechoslovakia. Since then, we have supplied healthcare technologies and products of the highest quality, providing care to Czech and Slovak patients or at least significantly improving their health and quality of life.

2011 saw our intensive long-term effort in strategic CSR activities awarded when Johnson & Johnson Czech Republic became the Most Generous Corporate Donor within the TOP ODPOVĚDNÁ FIRMA 2011 competition, organized by the platform Business for the Society. The award goes to entities promoting responsible and sustainable business activities. Our company earned the award in recognition of the fact that it had donated the highest share of its profit to charitable purposes in the Czech Republic. In line with the Credo of Johnson & Johnson, responsibility and helping others are an inherent part of our life. We partnered with projects such as Safe Hospital and Nil Nocere, which motivate inpatient facilities to focus more on disease prevention and general health awareness as opposed to merely providing diagnostic and treatment services.

Johnson & Johnson has also had a long tradition of employee involvement in charity. The Bridge to Employment program is an example of such projects, with its aim being to support young people as they enter the job market. Within the program, Johnson & Johnson employees mentor program participants, who are students recruited from secondary nursing schools.

Compliance with ethical standards has been Johnson & Johnson's global priority ever since the inception of the company. The granting of the EU-COMED Ethical Business license is a confirmation of our commitment. In 2011, Johnson & Johnson's MD&D EMEA became one of the first bearers of this prestigious certificate, which affirms the company's compliance to strict ethical standards. The certification is carried out by EUCOMED, a European association of producers of medical products and technologies that tries to improve the trustworthiness of the healthcare technology industry by promoting companies that comply with EUCOMED Ethical Business requirements. The certification enabling an entity to use the EU-COMED Ethical Business logo confirms that the company, in addition to complying with the principles laid down in the EUCOMED Ethical Business code, has also implemented its own guidelines for ensuring compliance with ethical standards and procedures.

In the Czech Republic, we were among the initiators and founding members of the Coalition for Transparent Business and the Platform for Trans-

parent Public Competitions, which is a project aimed at increasing the transparency and effectiveness of public contracting in 2011. Johnson & Johnson has also joined an ethical code of conduct for bidders: "Recommendations for Bidders within Public Competitions". Through its initiatives, our company wishes to contribute in supporting the transparency of (not only) public contracts in the Czech Republic as well as to the establishment of effective control mechanisms that should eliminate corruption from the industry. We strive for improved competitiveness, the strengthening of non-discrimination and equal rights principles and for compliance with procedures promoting social responsibility.

The historical milestones of our business make us think about our past, while they serve as a source of motivation for the future. We want to continue offering the most comprehensive range of healthcare products and a broad array of related services. At the same time, we undertake to continue honoring and complying with the ethical standards laid down and enshrined in our Credo.

Massimiliano Colella  
*Managing Director, Johnson & Johnson CEE*





## A look back into history



### 125 years around the globe

At times of omnipresent rapid changes that may sometimes appear too hasty, pausing and taking a look back at our history might be a good idea. In 2011, Johnson & Johnson had several opportunities for doing so. One hundred and twenty five years ago, a small factory making bandages and surgical apparel was founded in New Brunswick, New Jersey. The company's creation was prompted by a discovery made by British surgeon Joseph Lister, who had identified bacteria as a source of infection in operating theatres and suggested antiseptic measures. For a long time, the results of his work had been ridiculed by his colleagues and ignored by the public. However, Robert Wood Johnson had the courage to implement the results of Lister's research work into practice and the company that he founded began the first mass production of sterile bandage and suture materials. It was a revolutionary step in the history of surgery and the dawn of sterile surgery in North America.

The company, originally consisting of only 14 employees, continued developing and promoting new ideas. For example, in 1888 the company published a work that became one of the key textbooks in antiseptic surgery. At the same time, Johnson & Johnson marketed the first aid kit. Originally intended for railroad construction workers, they soon became an indispensable tool for the treatment of wounds. In 1894, in cooperation with leading obstetricians of the period, Johnson & Johnson introduced maternity kits to make childbirth safer for both mother and child. It also launched JOHNSON'S® Baby Powder, which had been developed on the basis of customer feedback. Its success laid the foundation for the company's long-standing Baby business.

Besides pioneering technologies, innovative products and educational projects, Johnson & Johnson has focused on ethical and responsible behavior ever since its creation. In 1900, the tradition of humanitarian relief assistance was established after the company donated its products and money to help the citizens of Galveston, Texas, in the aftermath of a hurricane. In 1907, Johnson & Johnson employees at the New Brunswick plant began the tradition of voluntary community work. The company also opened its first corporate sports center for its employees.

Responsibility is the key word of a 1943 document conceived by Robert W. Johnson Jr., son of the company's founder. The Credo, which is a manifest of the company's basic values, has led the way for the company's employees for the last seventy years, reminding them of social responsibilities and other shared values. In the media and among executives of the period, the Credo earned a reputation for being well ahead of its time, sparking public excitement. Putting clients before shareholders was a truly unconventional approach to business management. Yet Robert W. Johnson was a pragmatic person who believed that customer focus would also be beneficial to the trade. History has proven him right. What was originally a small family business gradually grew into an international holding consisting of companies united under the Johnson & Johnson

brand, offering the widest and the most comprehensive global range of health care products.

Courage and a willingness to develop new ideas were at the very heart of a start-up business launched 125 years ago by 14 employees in a former wall paper factory. Today, the Johnson & Johnson Group controls more than 250 companies in 60 countries, employing approximately 118,000 people. How far have its activities advanced since? From the production of the first antiseptic and sterile apparel to minimal-invasive surgery and joint replacement. From baby powder to sophisticated dermatological preparations based on scientific evidence. From bandages to state-of-the-art diagnostic medical equipment. From antibacterial soap to antiretroviral drugs and potentiated vaccines...

By far, the list is not complete as medicine continues facing new challenges that Johnson & Johnson is committed to resolving. Curing patients with malignant tumors. Preventing the transmission of HIV infection from mothers to their babies. Discovering vaccines that would eliminate the deadliest viral diseases. The next 125 years will not be enough to tackle these issues. Johnson & Johnson welcomes new challenges and remains committed to offering innovations that will benefit patients, consumers and communities around the world.



*Johnson & Johnson*  
Celebrating 125 Years



## 20 years in the Czech Republic



Johnson & Johnson launched its activities in former Czechoslovakia in 1991. Consisting of just 10 employees, the office only had one sales representative. We have been growing ever since, becoming a full-fledged member of a group of companies united under the Johnson & Johnson brand. In 2004, an independent office was opened in Slovakia. Currently, Johnson & Johnson, s.r.o. trades in both countries as a sales and distribution company covering four sectors: Medical Devices & Diagnostics (MD&D), Pharmaceuticals, Consumer, and Shared Services. The MD&D sector and its main divisions including Cordis, Ethicon, DePuy, Ethicon Endo-Surgery and Advanced Sterilization Products offer doctors, nurses and patients a wide range of advanced medical devices and technologies. These include disinfection, surgical sutures, coronary stents and catheters, joint prostheses and arthroscopic devices, laparoscopic tools, neurosurgical and spinal implants, wound dressing materials, minimal-invasive surgery tools, sterilizers, etc.

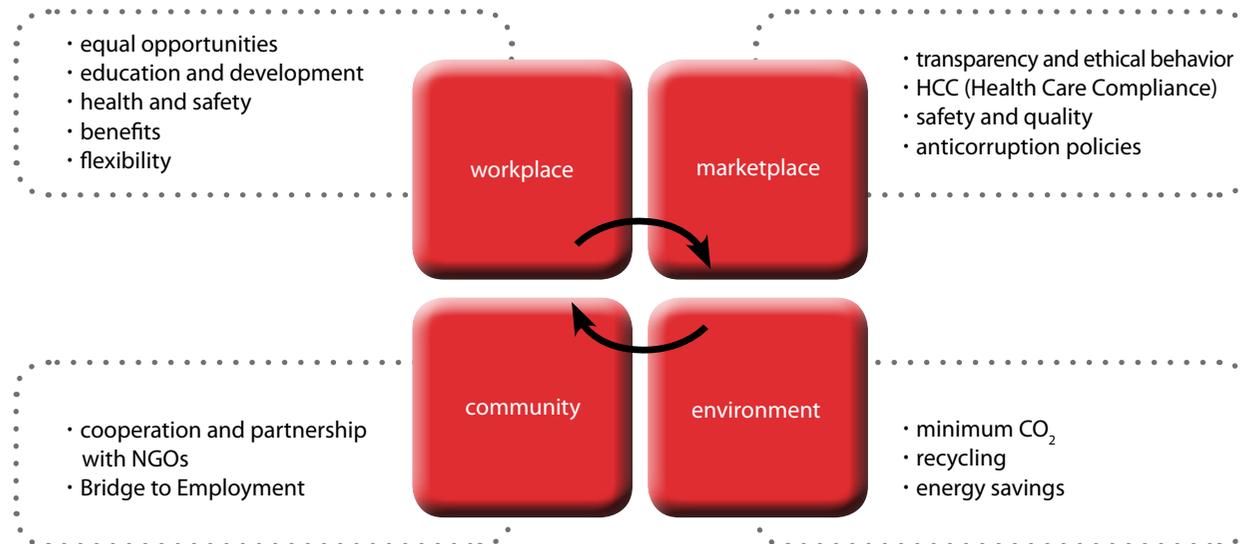
We also take pride in our comprehensive support services that we offer along with our products. Johnson & Johnson undertakes a strong commitment to improving patient outcomes through a thorough system of state of the art professional education offered to healthcare professionals. For more than twenty years, we have supplied high quality medical technologies to our partners, providing the best services in its class. We continue striving for the development and delivery of technologies and healthcare devices of the highest quality, thus contributing towards curing patients or towards significantly improving their quality of life.



In the 1943 Credo, Robert Wood Johnson expressed the values that Johnson & Johnson has followed ever since. The Credo enumerates commitments vis-à-vis the community as well as all stakeholders that the company comes in touch with. Throughout its existence, the Credo has undergone linguistic modifications and has been extended to include topics concerning the environment and the balance between work and family life. The key message of the Credo – a focus on responsibility – however stays unchanged, remaining as current as it was at the time of its conception.

All corporate activities and the day-to-day work of Johnson & Johnson's employees continue following the Credo's values and principles. The Credo remains the cornerstone of our efforts in corporate social responsibility. Johnson & Johnson's approach in this area is equally as comprehensive. Responsible and ethical conduct in business, employee care, social responsibility, environment protection – all are mutually interconnected parts of the corporate social responsibility activities, as perceived by our company.

## Johnson & Johnson's take on corporate responsibility: A comprehensive approach



Today the need for more transparent procedures and responsible behavior on the part of major corporations is growing stronger. There are a number of programs and assessments that evaluate companies based on these important indicators. Here, corporate attitudes towards social and global challenges – from the environmental impact of business to transparency to the support of not-for-profit projects – and not just “the bottom line”, are the decisive criteria. One such charter, which assesses a considerable number of aspects of corporate behavior, is the Corporate Knights Global 100, featuring global entities that lead others by offering a great example of socially responsible behavior. Johnson & Johnson is proud to have placed second in the 2011 rankings, which recognize the company as one of the most successful global corporations whose activities are in accordance with the principles of sustainable development.



## Responsible and ethical business

Ethical behavior has been at the forefront of Johnson & Johnson's business philosophy ever since the beginning. Today, with a general focus on how business is carried out and whether dealings follow ethical standards and legal enactments, Johnson & Johnson has been among the companies that, besides consistently complying with their own strict rules and procedures, promote ethical standards across the entire healthcare industry. In the Czech and Slovak Republics, we are founding members of the Czechmed and Skmed associations, which unite local and leading European and global suppliers of healthcare devices. We are members of similar organizations in Europe (EUROMED) and the United States (ADVA-MED). All these associations have adopted codes of ethics that bind their members to ethical and transparent behavior in their day-to-day business interactions with healthcare professionals and other stakeholders.

The dynamic development of the industry, marked by changing healthcare procedures, has benefited patients, doctors as well as the entire healthcare system. Keeping abreast of new possibilities and learning to use new products and technologies requires a significant effort on the part of doctors and nurses, not to mention investments that health facilities usually do not budget for. That is why globally, Johnson & Johnson has worked with healthcare professionals to help them develop their expert skills. For example, Johnson & Johnson provides theoretical training and hands-on experience related to new techniques and products used in operations. We also offer training opportunities at our Centers of Excellence where experienced staff transfer their knowledge of operating techniques or product use to others. Transparent rules and ethical behaviors are the underlying foundation for any cooperation. When we talk to our clients about their training options, we cannot condition these options by requiring them to purchase our products. By the same token, training support cannot be perceived as a form of reward to those who have already procured them. Our goal is to introduce new modern methods and procedures into treatment plans, thus making them available to patients in the Czech Republic and Slovakia as quickly as possible.

With more than 125 years of history, Johnson & Johnson is the largest global healthcare company. We regularly rank among the world's most respected and trustworthy companies. And this gives us a great deal of pride in what we do. At the same time, we feel committed towards furthering our reputation by serving as a role model in the compliance of all relevant laws, procedures, professional codes and ethical standards, as well as through other endeavors.

## Employee care

Employee care is a major part of Johnson & Johnson's social responsibility program. The company has a well-developed system of employee benefits, continuous staff training and professional development. Employees undergo training programs as required by their respective positions and participate in year-round assessments where they may express their career expectations or a desire to change their position within the company. A number of staff training programs take place at corporate training centers abroad. In the Czech Republic, we have received EU funding for our project "Continuous Education of Johnson & Johnson's Employees".

The company takes a great interest in the health of its employees and in ensuring a safe working environment. Staff undergo an initial health check upon joining the company, as well as other periodic health checks. The company offers its employees a number of lectures, health-oriented events, and also provides special testing options (e.g. eyesight and glycaemia measurements, etc.). Within the Safe Fleet program, drivers using company vehicles are trained in defensive driving.

Additionally, Johnson & Johnson offers its employees a great range of benefits that support their linguistic skills or help them balance their working and private lives. Some positions are offered on a part-time basis, which can help benefit mothers on a parental leave, for example.

## Environment

Johnson & Johnson is aware of how intertwined the relationship is between human health and the health of our planet. We have continuously strived to reduce the environmental impact of our activities across the board. We have set long-term environmental goals, strategies and performance standards. Our environmental commitments are based on a comprehensive system involving environmental management, a certification and assessment system and a global corporate policy of reporting results against the intended objectives. All our activities are aimed at minimizing our environmental footprint, including reduced energy consumption, moderation in using water resources, reduction of emissions produced by our fleet, etc. We separate waste for recycling in all of our offices and make use of all collective systems of waste disposal (batteries, electrical waste, etc.).

We pay special attention to the environmental impact of our fleet vehicles. Within the EMEA FLEET 2010 regional strategy, we set the following goals to be met by the end of 2012:

- reducing overall CO<sub>2</sub> emissions by 20%,
- producing, in total, no more than an average of 135 g/km of CO<sub>2</sub> per fleet vehicle;
- eliminating/minimizing the use of MPVs/SUVs/4x4/gasoline vehicles.





## Social responsibility (community)

The companies under the Johnson & Johnson brand strive to serve as model corporate citizens who work with others to help resolve urgent issues faced by society. Our primary focus is on human health where we contribute towards solving fundamental global healthcare issues to achieve long-term improvements that bring a positive effect and transformation into our lives. To meet these goals in all of our other charitable undertakings, we choose to cooperate with relevant communities in six broadly defined healthcare areas where, subject to the discretion of Johnson & Johnson and our expert partners, the company has a leading role. The areas are as follows: Women's and children's health, global healthcare coordination, improving quality of life and preventive care, healthcare education, development of pharmaceuticals and treatment plans, and healthcare program development and support. In 2011, Johnson & Johnson provided a total of USD 600 million in support of 650 charitable projects in more than 50 countries around the globe by offering direct funding, products and other non-financial forms of assistance.

Johnson & Johnson is also one of the leading corporate donors in the Czech Republic. Besides supporting selected projects delivered by NGOs, our company participates in projects administered by other entities. As a part of the nationwide competition "Safe Hospital", which aims to increase awareness of safety issues in inpatient health facilities, Johnson & Johnson awards a prize of CZK 100,000 in support of professional education to the facility that has made the biggest contribution to improving healthcare safety. In cooperation with Project HOPE – Czech Republic, Johnson & Johnson has also backed the Nil Nocere program, aimed at improving patient safety in hospitals across the country. Outputs of the three-year program involving 16 participating healthcare facilities have so far included, among others, the formulation of recommended procedures for the identification and prevention of adverse events.

The involvement in charitable activities is not always initiated by the company but, rather, by its employees. A number of them act as mentors within the Bridge to Employment project, described below, where they pass their personal and professional experience on to students of secondary nursing schools. Thanks to the initiative of our employees, we have continued our cooperation with the Society for the Harmony of Body and Spirit that integrates children with disabilities among their healthy peers, working closely with Klokánek, an emergency shelter for children that promotes family care over institutionalized alternatives. Johnson & Johnson's employees have been able to make children's wishes come true by donating Christmas presents. And participants of "Easter Vacation in Hnačov" for epileptic children from Klokánek and children's homes were pleased to receive a mountain bike that Johnson & Johnson's employees gave them as the children were about to board a bus for their holiday destination.





# Bridge to Employment: A program for nursing school students

Bridge to Employment (BTE), a program originally conceived in 1992 by Johnson & Johnson in the US to help youth from underprivileged backgrounds by offering information on career prospects in healthcare, has been implemented in 44 program centers across the US, Africa, Asia, Europe and South America. The program is currently under way in 13 countries, and has already been successfully attended by a total of 5,000 participants.

The Czech Republic was the first country in Central and Eastern Europe to implement the project. Thirty one nursing school students (from Vyšší odborná škola zdravotnická and Střední zdravotnická škola 5. května in Prague 4, Střední zdravotnická škola and Vyšší odborná škola zdravotnická in Kladno, and Střední zdravotnická and Vyšší odborná škola zdravotnická in Mladá Boleslav) have enrolled in the pilot phase of the project. The aim of the three-year program is to stir the interest of young people in the healthcare professions, improve the social status of nurses and healthcare assistants, and motivate students of nursing schools to pursue further professional studies.

In the Czech Republic, the Bridge to Employment program was launched in September 2011 by an official enrollment ceremony at the Andel conference center. The students were supported by their parents, representatives of their school's administration as well as representatives of partner organizations, including Dana Jurásková of the Czech Nurses Association and Lisa Johnson of the National Institute of Work and Learning. Other guests included the US Cultural Attaché David Gainer who expressed his hope that some of the students would represent the Czech Republic at an international BTE meeting in the United States. The ceremony was hosted by Josef Müller, head of Junior Achievement Czech Republic, which was chosen to administer the project and to select its partners. The BTE project is carried out in cooperation with the Czech Nurses Association, the Ministry of Health of the Czech Republic, the Ministry of Education, Youth and Sports of the Czech Republic and the 1st Faculty of Medicine, Charles University, Prague.

Activities within the project are mostly aimed at developing skills that students cannot usually acquire as a part of their curricula. The topic of the first lecture, organized in November 2011, included "life's values". It was hosted by Dr. Radvan Bahbouh, Ph.D., a renowned specialist in psychology, HR consultancy and coaching. The students were given some practical advice and tips on how to learn and develop successfully, and how to set one's goals and succeed in achieving them.

The first workshop in 2012, aimed at preparing for a job interview, writing a résumé and cover letter, will also help students prepare for a selection procedure where attendees for a BTE international conference, held in the US from October 1 to October 3, 2012, will be chosen. Other activities involve a meeting with healthcare professionals with international work experience, a visit to the Na Homolce hospital and a unique opportunity to see live footage of an operation in the US. Students will also have to solve tasks and participate in lectures concerning among other things ethics in

health care and the development of skills and techniques of patient communication. Workshops also include practical English lessons.

J&J Ambassadors, recruited from the ranks of Johnson & Johnson employees, have a major role to play in the BTE project. They act as mentors and work with the students within individual activities as well as on a long-term basis, helping them fulfill some of the tasks, sharing their personal and professional experience and assisting the attendees in defining and fulfilling their personal goals.

The overall impact of the BTE and the effectiveness of its implementation are subject to assessment by independent assessment organizations. In the Czech Republic, this role has been taken on by a University of Economics team headed by Mr. Jakub Fischer, the University's Vice-President for Strategy. Johnson & Johnson believes that the BTE program will improve the reputation and prestige of the nursing profession, something which the company considers invaluable.



# Supporting projects in the Czech Republic and Slovakia: Sectors and aims

Johnson & Johnson is one of the world's leading corporate donors. At the same time, the company supports philanthropic activities that contribute towards the development of the countries and regions where Johnson & Johnson is present. In the Czech Republic, we support projects aimed at developing the skills of young people who work in healthcare, whether they be nurses, NGO staff, or volunteers providing care to physically or socially handicapped people. Our aim is to support activities that are forward-looking and have the potential to make a real change in people's mindsets, thus contributing to an overall improvement in various areas. As opposed to one-off forms of assistance, Johnson & Johnson prefers preventive educational programs as well as those aimed at promoting the integration of people with disabilities within society in general.

Specific sectors and projects supported by Johnson & Johnson in the Czech Republic and Slovakia are chosen in accordance with an EMEA-region non-profit project strategy. Experts in healthcare, representatives from social services and patient groups choose specific sectors and define the individual aims that the projects seek to achieve. The sectors and aims are as follows:

## **Nurses**

- Improving the prestige of nurses as well as their social status;
- Recruiting new nurses;
- Preventing nurses from being retained in non-healthcare sectors.

## **Palliative care**

- Increasing the number of trained experts in palliative care (educational support);
- Reducing the number of dying in hospices and long-term care hospitals (LDN).

## **Destigmatization of people with disabilities**

- Supporting the social inclusion of the disabled;
- Reducing social exclusion of the disabled from mainstream society.

## **Hygiene, adolescence, sex education**

- Creating a methodology for teachers of primary and secondary schools;
- Increasing the number of experts on the topic;
- Including sex education and hygiene within the regular curriculum taught to adolescents.

## **Mother and child care**

- Supporting mothers and children facing emergency situations (thus reducing the number of children who are taken away and placed in foster families/residential institutions);
- Supporting projects aimed at helping underage mothers with children.

Johnson & Johnson accepts grant applications exclusively through its electronic grant system. Details of the sectors subject to our support, conditions of granting support, grant procedures and deadlines are available at [www.jnj.cz](http://www.jnj.cz).



Photo by: KONTAKT bB Archive,  
photographer Dragan Dragin /  
Forward International



## **KONTAKT bB – civic association for education, rehabilitation and sports without barriers**

Vaničkova 7, 169 00 Praha 6  
Tel. (+420) 233 354 361  
E-mail: kontaktbb@kontaktbb.cz  
<http://www.kontaktbb.cz>

KONTAKT bB is based on the idea that swimming embodies an active and healthy lifestyle. Swimming lessons are delivered to the disabled as a social activation service and the process follows the basic document pertaining to the topic: "Methodology for Teaching Swimming to the Disabled", written by Martin Kovář (a four-time Paralympic champion) and his coach Jan Nevřkla, creator of the strategy for teaching swimming to the disabled in the Czech Republic. Using this method, even people with severe disabilities can enjoy moving in water independently. Swimming education is inherently linked to training programs for volunteers and instructors as well as to cooperation with professional schools and university faculties. Currently, the association carries out its activities in four centers (Prague, Brno, Karlovy Vary and České Budějovice), with the disabled from eight other locations in the Czech Republic also able to take advantage of the swimming thanks to the association's training program. Approximately 300 people benefit from the annual swimming programs, with more than a half of them being children and youth under the age of 18. Teaching is carried out with the help from some 100 volunteers. Besides swimming lessons, the association also organizes weekly vacation programs for children and adults and swimming contests (e.g. the Disabled Youth Games in Brno or the Strahov Cup in Prague). The association aims, by 2020, to make professional swimming lessons available to people with disabilities in all regions of the Czech Republic.

## Organizations and sectors supported in 2011



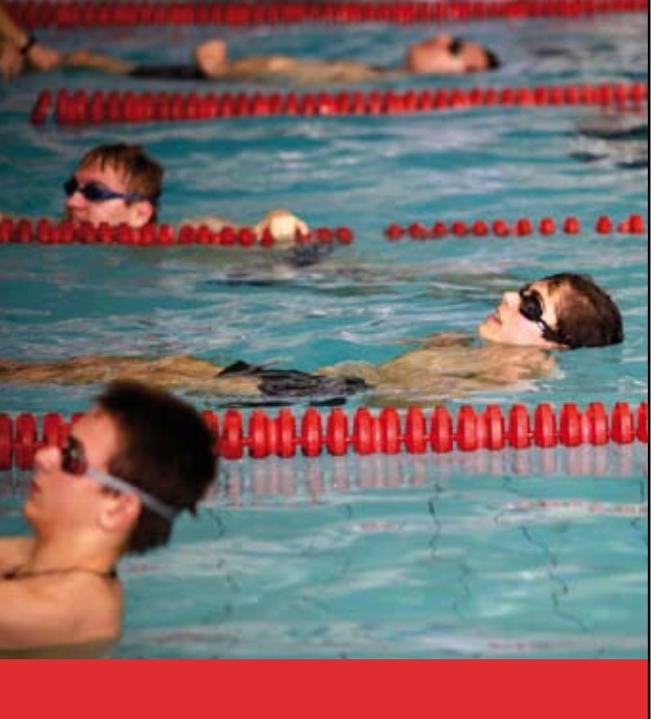


Photo by: KONTAKT bB Archive,  
photographer Dragan Dragin /  
Forward International

## Project: *Swimming Academy without Barriers*

The project motivates the disabled to live a more active and fuller life, while also inspiring the healthy population to engage in long-term cooperation. Intensive engagement of the disabled in regular physical activity, which brings about positive physiotherapeutic and psychosocial benefits, helps prevent costly treatment required due to long periods of inactivity. Professional and high-quality swimming lessons are aimed at managing independent movement in the water which, figuratively speaking, also helps people navigate through their lives. Regular physical activity not only supports physical fitness, but also presents an opportunity to foster new friendships and relationships, to meet outside healthcare facilities and to share experience in various facets of life, be it educational or professional, sharing the wisdom that can be important in achieving improved self-sufficiency and, as a result, a more independent lifestyle. The program aims to encourage people with disabilities to be active by offering opportunities that can help reduce the threat of isolation and social exclusion.

### **Selected project outputs:**

- An annual swimming program was organized in Prague, Brno, Karlovy Vary and České Budějovice, involving 310 swimmers and 99 volunteers.
- Seven weekly vacation programs were attended by 231 disabled persons.
- The sports program involved four competitions within the Czech Cup, including the Championship of the Czech Republic.

*"Our long-term participants live an active life, studying, working, engaging in sports, having families. The nature of some of their conditions, e.g. quadriplegics with spinal cord injuries, should leave them dependent on personal assistance and care provided by others. Their example of an active and independent life serves as a great role model for other swimmers, and is equally inspiring for able-bodied people. The children of our swimmers and fulfilling family lives are the greatest prizes that our program has been awarded," Jan Nevrkla, head of KONTAKT bB, says.*

# Johnson & Johnson s.r.o.

Photo by: KONTAKT bB Archive,  
photographer Dragan Dragin /  
Forward International



NEJISTÁ?  
OSAMĚLÁ?

TĚHOTNÁ – RADOST NEBO PROBLÉM? BEZRADNÁ?



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Adresa: Voršilská 5, Praha 1  
Tel.: 224 930 661, 603 213 826  
Mail: [paha@poradnaprozeny.eu](mailto:paha@poradnaprozeny.eu)

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Celostátní krizovo-poradenská linka  
Po–Pá: 8:00–20:00 hod.

Č.ú.: 2102043684/2700  
Web: [www.poradnaprozeny.eu](http://www.poradnaprozeny.eu)

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## ONŽ Civic Association – Assistance and consultancy for women and girls

Voršilská 5, 110 00 Praha 1  
Tel. (+420) 224 933 943  
E-mail: praha@poradnaprozeny.eu  
<http://www.poradnaprozeny.eu>

The ONŽ Civic Association offers assistance and support to women and girls as well as families who face difficult situations in relation to pregnancy, motherhood, parenthood and relationships. ONŽ carries out its mission through a network of advice centers in ten cities across the Czech Republic. It also operates a help line for women and girls. Working with experienced, qualified staff, the association helps women deal with relationship problems, marriage and child raising, and helps them overcome mental turmoil. It supports its clients in discovering their own abilities, improving their parenting skills and the functioning of their families, while also preventing family disintegration. If needed, ONŽ works with professional facilities, social care departments, emergency shelters and other aid organizations, while also providing material assistance by lending baby clothes, prams or cots. Besides providing for the operation of a help line and its counseling centers, the association offers special activities, including exercises and lectures for pregnant women, childbirth preparation classes for mothers and fathers, and creative workshops. Other activities include the operation of the Domeček mother center, the Rút center for middle-aged women, evenings for spouses and partners as well as other activities. Besides providing advice, prevention is at the forefront of ONŽ's activities. By organizing lectures at schools and offering advice, the association strives to help young people forge harmonious relationships between friends and partners and, generally, among all people, while enabling them to eliminate risky behavior and become more responsible as people.

### Project: *Don't Face It Alone*

The association's "Don't Face It Alone" project uses its network of advice centers and a help line to support women and girls as they deal with emergency situations such as unwanted pregnancies, while lending a helping hand to future mothers, single or lonely women and mothers, women at risk of falling victim to domestic violence, incomplete families, disadvantaged families or those threatened by social exclusion. The aim is to offer women in difficult situations an accepting environment, support and a safe haven where they can be free to identify the best solutions and ways of overcoming their problems, with the assistance of the association's experienced and qualified staff.

#### Selected project outputs:

- In 2011, ONŽ used its 10 consultancy centers to deliver advice to approximately 4,500 women in 10 major cities across the Czech Republic.



- The help line for women and girls, available at 603 210 999, is available every weekday from 8 a.m. until 8 p.m.
- A number of workshops, lectures and exercise sessions were held, including creative workshops, parenting preparation classes, etc.

*"The need for our services is brought about by a lack of support from the wider family, a lack of safe space and quality relationships. Women today often have no one to lean on, yet they have to withstand a lot of pressure due to high expectations across all spheres of their lives," says Ivana Grussmannová, head of a counseling advice center.*

## Hospice of St. John N. Neumann

Neumannova 144, 383 01 Prachatice  
 Tel. (+420) 388 311 726  
 E-mail: info@hospicpt.cz  
<http://www.hospicpt.cz>

Hospices play a key role in palliative care and present one of its most developed forms. Hospices are facilities beneficial to patients in situations where all treatment options have been used to no avail and home care is impossible or insufficient. The Hospice of St. John N. Neumann is one of 14 inpatient hospices in the Czech Republic and the only hospice providing palliative care in the Jihočeský Region. Since 2010, it has also provided home-based hospice care, which is ideal in a situation where the family is interested in caring for an incurably ill patient, but needs support along this uneasy path. The hospice also offers home care classes for relatives as well as volunteer classes.

### **Project: Home-based hospice care in Prachatice and its vicinity**

The project has enabled the launch of home-based care in the Prachatice region. Terminally ill patients are presented with an opportunity to spend the last days of their life at home, in the caring presence of their loved ones. Relatives are supported by a qualified team of experts who provide much needed encouragement to patients and their families in areas such as nursing, psychology, and social and spiritual care. The team consists of a doctor specialized in home-based hospice care, nurses, a social worker, a volunteer coordinator, a priest and a project coordinator.

Thanks to Johnson & Johnson's financial support, the hospice has been able to extend its educational activities, which represent the cornerstone for the development of hospice care. These include classes for family care-givers, as well as for volunteers who provide invaluable support to the home-based hospice care. They can be involved in a number of activities, including accompanying the relatives of a deceased person, helping families, or delivering care aids to patients' families.



### Selected project outputs:

- The mobile hospice team helped more than 20 dying patients in their homes to live the last days of their life with dignity.
- Projects such as this are instrumental in dealing with insurance companies as they prove how beneficial this type of care is for patients and their families. Three insurance companies have already decided to include this type of assistance within their coverage.

*"Our ultimate goal is to ensure a high quality of life until the very end. Ideally, people would die free from physical, mental, social and spiritual pain, and thankful for the life that they have been given," Robert Hanuš, director of the Hospice of St. John N. Neumann, says.*

## ODOS – Open the door, open the heart

Ševčenkova 21, 851 01 Bratislava  
Tel.: (+421) 263 815 500  
E-mail: odosba@stonline.sk  
<http://www.odos-sk.com>

The civic association Open the door, open the heart (ODOS) is a nationwide non-profit organization based in Slovakia whose goal is to destigmatize people with mental illnesses and fight prejudice against mental disorders. Stigma and prejudice often discourage people from seeking professional psychiatric help. As a result, their mental conditions may become more severe, requiring repeated hospitalization. This also involves growing social isolation on the part of patients, as well as increasing suicidal tendencies. Stigmatization is equally one of the greatest obstacles to successful treatment. By raising awareness among patients, their family members and the public, ODOS contributes towards changing mindsets of people in terms of mental illnesses as well as to a lower number of repeated hospitalizations.

### Project: *Patient advocacy – Destigmatizing psychiatric patients and increasing their competence*

The project is aimed at educating patients, their family members and the public. One of the ways of reducing the stigma and distrust of psychiatry is a patient advocacy team that visits hospitalized patients, using the personal experience of its individual members to demonstrate that there is a way back to "normal" life. The goal of the project is to motivate patients and their families to cooperate with doctors, to remove communication barriers between the staff of psychiatric hospitals and patients, while also contributing to a reduced number of patient hospitalizations. Other project activities involve raising awareness of patients and their family members via social and legal education. In continuation of a previous project,



Patient advocacy educates patient advocacy teams and their coworkers and further develops those skills necessary for communicating with the mentally ill and managing stress, while also raising awareness of social and legal issues.

**Selected project outputs:**

- Educational programs for patients' families help relatives better communicate with their ill family member, thus improving the way families deal with emergencies and stressful situations.
- Throughout the year, patient advocacy teams visited psychiatric wards in five Slovak cities (Michalovce, Prievidza, P. Bystrica, Žilina and Bratislava), helping patients overcome hospitalization and preparing them to return to their life outside of the hospital.

*"The project came as a continuation of a 2009 advocacy project of patient education, enabling us to increase the number of new patient advocates in our patient organizations across Slovakia. Thanks to personal experience with treatment at a psychiatric ward, patient advocacy teams help reduce the feeling of self-stigmatization, thus encouraging patients as they return to their usual life."*

## Společnost "E" - Czech epilepsy association

Liškova 3, 142 00 Praha 4  
Tel.: (+420) 241 722 136  
E-mail: [info@spolecnost-e.cz](mailto:info@spolecnost-e.cz)  
<http://www.spolecnost-e.cz>

Společnost "E" is a socially focused, professional civic association that supports people with epilepsy across generations and degrees of disability. This non-profit patient organization was founded in 1990 by the parents and friends of epileptic patients. Besides a daycare center, it offers professional social advice and services aimed at social activation. It also raises awareness of epilepsy and life with the disease among patients, their friends, families and entities working with them, as well as the general public. It strives to destigmatize the illness by taking away the fear that it causes, by changing overall attitudes towards it and by educating people on the first aid methods to use during epileptic seizures. In cooperation with professionals (including neurologists, epilepsy specialists, psychologists, paramedics, etc.) the association organizes professional lectures and conferences on epilepsy and related social issues. These are aimed at the friends and family of epileptics, at members of the public interested in the topic of epilepsy, as well as at professionals (including social workers, pedagogues, teachers in special education, caregivers, etc.) from various facilities and schools providing care to epileptic children and adults.



## **Project: Daycare center for people with epilepsy and their friends and family; Improved social status of epileptics**

The daycare center for people with epilepsy was opened in 2006, offering services and social activities scheduled throughout the entire "school" year. The offering of services and programs is in line with the desires and needs of clients and has become progressively wider in scope. The daycare center provides consultancy in various areas, including legal issues, social security issues (information on social benefits for people with disabilities, applications for disability pensions, disability IDs, etc.), psychosocial assistance (assistance to newly diagnosed clients as they search for information on epilepsy and need advice on how to live with the disease, what they should change in their daily routine, how they should adjust their living environment, etc.), psychological assistance (individual and group therapeutic sessions with a psychologist) and medical (options offered by professionals such as epilepsy specialists, neurologists, psychiatrist etc.). Social activities include English lessons, handwork, art therapy, and chess classes, among others.

### **Selected project outputs:**

- Within the daycare center, a unique project of sheltered employment was implemented, offering jobs to people with epilepsy and their friends and relatives in a flower arrangement workshop led by a professional florist. Their products - customized flower arrangements – are sold to clients who order them.
- Approximately 350 people from across the Czech Republic used the consultancy services provided by the daycare center in 2011.

*"The goal is to make the project work in different areas for the benefit of people suffering from epilepsy, so that the patients have a safe and peaceful environment where they can spend their free time doing something meaningful, while learning and practicing new skills and abilities. The project is intended to help people with epilepsy integrate within the society."*

## **TŘI Civic Association**

Sokolská 584, 257 22 Čerčany  
Tel. (+420) 317 777 381  
E-mail: [os-tri@centrum-cercany.cz](mailto:os-tri@centrum-cercany.cz)  
<http://www.centrum-cercany.cz>

The mission of the TŘI civic association of Čerčany, which operates the only inpatient and mobile hospice in the Central Bohemia Region, is to create a space that enables people to strengthen their relationships by sharing difficult moments or the simple joys of life. Other goals include



raising awareness to overcome the taboo and fear of death in an attempt to resurrect the tradition of accompanying loved ones as they near the end, and providing professional services when family care no longer suffices. The association offers educational projects for employees, volunteers as well as professionals and the public who seek to change the view that the society holds on the last stage of life and to ensure that the rights of dying patients are fully respected.

## **Project: *Inception of an educational center for palliative care for the region of Prague and Central Bohemia***

The project enabled the planning and implementation of educational programs aimed at professionals and the public. In the long term, the project seeks to create a regional educational center for palliative care that would provide: lectures and conferences for health professionals, most notably doctors and nurses from regional health facilities and other hospices; professional courses for doctors and healthcare staff to promote the creation of other hospice services in the Czech Republic; meetings where know-how and best practices can be shared; education for hospice staff and volunteers; educational programs and internships for students of secondary nursing schools and medical faculties; information and awareness campaigns aimed at the public, relatives of patients, among others.

### **Selected project outputs:**

- 48 educational events attended by more than 457 participants were organized in the educational center over the first year of its existence.
- Professional courses aimed at doctors specializing in areas other than palliative care, with a special focus on general practitioners, helped change mindsets and therapeutic stereotypes.

*"We perceive palliative education as the key element for achieving understanding on the part of the public and health professionals. We need to change the mindset of the society vis-à-vis the dying. Due to their stereotypical ways of thinking, professionals have a limited and patronizing view of patients and only worry about fulfilling their biological needs, while other needs remain unfulfilled (including psychological, social and spiritual). Palliative methods are basically disregarded by our health facilities!"*





## Contact information for Johnson & Johnson's CSR team

### Address:

Karla Engliše 3201/6  
150 00 Praha 5 - Smíchov  
Česká republika

Tel.: +420 227 012 111  
Fax: +420 227 012 300  
E-mail: [infocsr@its.jnj.com](mailto:infocsr@its.jnj.com)

### Contacts:

Lucie Meixnerová - CSR Specialist  
Lenka Holá - Communication Specialist

### CSR Team representing individual sectors:

Lenka Holá - MDD  
Jan Mužák - MDD  
Lenka Humlová - Consumers  
Michal Křížek - Consumers  
Martin Pour - Janssen-Cilag  
Anna Šuvadová - Janssen-Cilag SK



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