

Corporate Social Responsibility / Annual Report 2008

Johnson & Johnson s.r.o.





*J&J*

## Corporate philanthropy is in our company's DNA

Support of good causes and charitable projects, especially in the areas of health care and social programs, has always been among the priorities of our company. The same applies to the care for our employees and responsible attitude to our environment. It is not a case of being forced to get on a train that runs through the corporate world and is globally termed "CSR". Johnson & Johnson has a history of responsibility to the community and environment in which the company works. Such responsibility has been a part of company values since its beginnings; it is a part of its DNA. Caring for sustainable development, for those in need, for those who suffer from diseases, has always been an integral part of our business strategy. Our company behaved responsibly long before the term Corporate Social Responsibility emerged to describe support of charitable projects, donations, responsible business practices, human resources development, equal opportunities and many other aspects of corporate life. Our approach was defined in Our Credo that became a guide and a benchmark for responsible behaviour of every company employee.

Now, perhaps more than ever, there is a need to define and form an ethical framework in which we want to live, work and operate. That requires looking



back and reflecting real values which may seem conservative and old-fashioned, yet such values stand at the basis of our Christian culture: honesty, helping those in need, security. We should not forget that we all need to join forces in support of the ideas that are able to change the world for the better and make us all better people. Such approach is truly socially responsible.

Jiří Pavlíček

GENERAL MANAGER

JOHNSON & JOHNSON

CZECH REPUBLIC AND SLOVAKIA



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.

(Johnson & Johnson, Our Credo)

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## Corporate social responsibility – a tool for improvement of internal processes, “doing good”, or simply a clever PR?

Adriana Krnáčová

It was not easy for the term corporate social responsibility (CSR) to make its way through the Czech environment during 1990's. A concept that requires companies to behave like responsible citizens is as alien here as promotion of responsible behaviour in dealing with public resources. In recent years, however, companies seemingly found out that supporting quality projects does not only create so called good feeling among the members of company management. The employees also appreciate an opportunity to take part in charitable activity, and often value it more than some other sort of teambuilding, e.g. mountaineering or a visit to a climbing centre. When searching for a new job, candidates often ask about the employer's involvement in CSR area. The CSR concept has many proponents and also a number of famous opponents, among them Milton Friedman, the Nobel-prize winning economist. Whether the concept is useful and beneficial, each individual company has to decide for itself. Yet in a world full of uncertainties and recessions, the quality of corporate CSR may serve as one of relatively safe signals indicating how responsible is the company's approach towards its environment, whether it is credible, and whether it has a long-term reputation-building strategy, based on measurable results.





There is no doubt that only a person who “walks the talk” may be convincing. The same applies to companies. A company that shows no respect for the environment will hardly get a positive image, despite its support to charity concert. Similar problem would be faced by a company that supports young artists in the name of greater cultural awareness while its own employee relations are worse than bad.

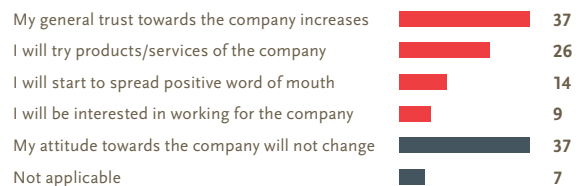
### Business responsibility and transparency in the Czech Republic

It is a painful task to promote principles of transparency and responsibility in the Czech Republic. It would seem that companies that aim to generate profits, which should be obtained in the most efficient and thus the cheapest way possible, may often become victims of given parameters and social conventions that are not so easy to ignore. The survey conducted in 2005 by GfK Praha for Transparency International – Czech Republic<sup>1</sup> tried to determine the level of ethical behaviour of Czech companies and compared their attitude with British firms. According to survey among Czech managers, 79% of respondents view the unethical practices as a competitive advantage and 38% consider the reliance on unethical conduct to provide long-term advantage. Other findings are even more appalling. For example, the managers differentiate between “good” and “bad” corruption. “Good” corruption is beneficial to the company, “bad” one causes harm. This provides an interesting viewpoint, which is obviously practical in the Czech environment. Respondents also showed benevolent attitude towards the employee who behaves unethically. Only 12% would take appropriate measures; 87% would carefully consider next steps and make their decision depending on seriousness of the problem. Yet there was one point on which everyone agreed. Ethical principles may only be effective if they are clearly defined and the company management sets an example.

An interesting insight in this context is provided by the results of the 2008 study determining the attitudes of Czech public towards corporate social responsibility. The study reveals that the company’s involvement in CSR increases its overall trustworthiness (37%). Almost the same percentage of respondents

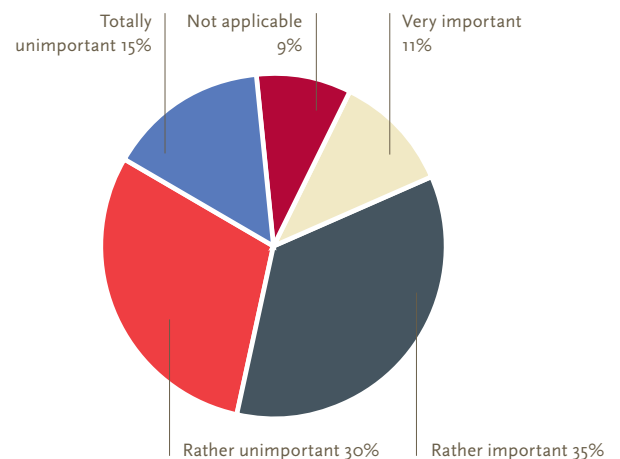
considers this information as important when looking for a new employer. The agency Factum Invenio conducted similar survey in 2004. Comparison of results does not show any significant increase and, in the words of the owner of the public opinion research agency, Jan Herzmann: “The Czechs are basically distrustful and suspicious, so let’s be grateful for the resulting one third.”

### Change of attitude towards a company based on its support to charitable projects (N=982; results in %)



Source: Factum Invenio, 2008

### Relevance of the fact that the new employer is socially responsible, in considering new job offers (N=982)



Source: Factum Invenio, 2008

<sup>1</sup> Podnikání v České republice. Jak etičtí jsme? GfK survey prepared for Transparency International – Czech Republic. 2005.



TABLE 1 Institutions and standards

Institution	Standard	What is evaluated
OECD	Guidelines for multinational corporations	Corporate governance, transparency, employment relations, management remuneration, taxation, environment, competition, corruption
ISO	ISO 14000	Management and gradual reduction of the company's environmental impact; more responsible environmental performance
UN	Global Reporting Initiative	Analysis in the economic, social and environmental areas
AccountAbility	AA 1000	Socially responsible business strategy, methods of stakeholder communication, ethical audit, indicator selection, CSR reporting
Social Accountability International (SAI)	SA 8000	Certification in the following areas: health and safety in working environment, discrimination, working hours, disciplinary practices, freedom of association, compensation, management
London Benchmarking Group	Standard Responsible Company	Standardised tool enabling evaluation of corporate investments into charitable projects. Assesses total costs of charitable and community programmes. Evaluated areas: straightforward cash donations, investments into community, philanthropy combined with commercial activities.

Source: Johnson @ Johnson

Even if we considered CSR to be simply a tool to increase the internal “purity” of business procedures, it would have its significance. Complex understanding of CSR as of a tool that helps achieve higher credibility and transparency of internal and external processes may seem far-fetched. We can then ask what is the use of various evaluations, certifications, and international quality standards (see examples in Table 1). The answer is that these tools are concerned only with a certain specific part of business processes.

On the other hand, CSR provides a complex overview of the company's activities, both externally and internally. There is no doubt that only a person who “walks the talk” may be convincing. The same applies to companies. A company that shows no respect for the environment will hardly get a positive image, despite its support to charity concert. Similar problem

would be faced by a company that supports young artists in the name of greater cultural awareness while its own employee relations are worse than bad. In the long term, only the companies with transparent and verifiable processes may socially prosper. At the same time, the amount of resources contributed to good causes does not play a key role. In evaluation of CSR programmes, the aspects that are not so visible are often decisive: how the company treats its customers and suppliers, whether it pays its liabilities on time, what educational programmes it offers to employees, whether it supports involvement of women on maternal leave in work processes, how responsibly it manages its environmental impacts, etc. In the light of the current financial crisis, the appeal to adhere to principles of transparency and accountability in business transactions seems highly relevant.

## CSR is a PR tool, yet it is an intelligent tool

What is the attitude of Czech firms to CSR and what do they know about it? In 2003, the agency STEM<sup>2</sup> published a survey conducted for Philip Morris, according to which a significant percentage of public (two thirds of respondents) holds the opinion that a company should do more than simply generate profit and pay taxes. This opinion can be supported. A company is not just a system which is meant to produce or sell something. It is also a living organism, experiencing various interactions on day-to-day basis. Public relations start inside the company – at the internal client. Success of company CSR as a PR tool can often be measured by reactions of employees to such activities. With the help of targeted questioning, the opinions of public, i.e. your colleagues, on this or that activity may be easily found out. With sufficient empathy on the side of CSR officer, the CSR may even become (besides a simple source of information) a tool of smart internal communication, able to “educate” colleagues in some areas and make them see implications that until then remained hidden to them. But let us not flatter ourselves, CSR is generally considered to be a PR tool. It may well be true, provided certain conditions are met:

- 1) company products or services are well known;
- 2) position of the company is strong regardless of its other activities;
- 3) involvement in CSR is considered to be matter-of-course;
- 4) values and responsibility are topmost priority;
- 5) company's reputation is high even without the CSR activities.

CSR is not self-purposeful so it would be naive to assume that when we become active in CSR, we will automatically receive positive recognition. As was already said, CSR belongs among PR tools, yet it has only a supportive role. Considering the other growing trends, e.g. CRM (Cause Related Marketing) or social marketing, CSR seems to be a suitable liaison between the public opinion and company interests. A study of Factum Invenio, conducted for Donors Forum in 2007,<sup>3</sup> revealed that 83% of Czech respondents have a positive attitude to companies that support charitable projects, and 35% respondents positively perceive company advertising informing about such projects.

Another research performed in 2007 by Factum Invenio for Donors Forum focused on Czech public opinion towards corporate philanthropy and CSR. The results show that if a company wants to be perceived as a responsible one, it should manufacture quality (88%) and environmentally friendly (71%)

products. More than half of the Czech public assumes that such a company should provide equal opportunities to women, minorities and handicapped persons (57%) and should also invest in employee development and training (54%). Even more noticeable is the finding that 59% of respondents say that if they consider a company to be socially responsible, their general trust towards the company will increase and 43% would be interested in trying the company's products or services.<sup>4</sup>

Leaving aside the fact that CSR really is an intelligent and spontaneous tool of enhancing the company reputation, it must be said that its by-product is the increased awareness of the Czech consumer, who has during the last 16 years evolved into a conscious individual, caring for environmental protection and better working environment and for his surroundings in general.

### Features of a responsible company (N=511, results in %)

Manufactures quality products	88
Manufactures environmentally friendly products	71
Provides equal job opportunities	57
Invests in employee development and training	54
Has transparent bookkeeping	43
Uses products made by Czech manufacturers	41
Contributes to good causes	40
Is non-political	37

Source: Donors Forum

## Corporate social responsibility at Johnson & Johnson

It is difficult for me to remain impartial when describing the CSR practices of the company I work for. Johnson & Johnson is a global “Moloch” with a human face. Besides its notoriously known personal care products which can be found in drugstores and pharmacies, the company is a leading supplier of innovative medical devices and equipment and pharmaceutical products. It is a bit like a huge tanker that sails with its cargo in the sea and is clumsy and vulnerable. On the other hand, it is a company in which the word “responsibility” is deeply engraved in all processes and activities. The strength of the company does not lie chiefly in its extent but rather in the values contained in Our Credo,

<sup>2</sup> www.stem.cz

<sup>3</sup> www.donorsforum.cz

<sup>4</sup> Vnímání firemní filantropie a společenské odpovědnosti firem. Factum Invenio for Donors Forum. 2007.



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59% of respondents say that if they consider a company to be socially responsible, their general trust towards the company will increase.



the value statement that is binding for all company employees. The approach of Johnson & Johnson to internal and external environment is expressed already in the first sentence: “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.” (Johnson & Johnson, Our Credo)<sup>5</sup>

In 2008, our company decided to introduce an electronic system for distribution of financial support to projects executed by non-government organisations in the Czech Republic and Slovakia. The system is based on mutual accountability and transparency. We require the NGOs to be highly transparent in their reports of financial and project management. Each applicant must meet clearly defined criteria which present no problem for any organisation with proper management.<sup>6</sup> The grants are allocated once a year. The application process is managed electronically, through internet interface, which reduces the paperwork and the risk of some documents being lost. Projects are selected by Evaluation Committee, based on clearly defined criteria published in advance.

CSR Pillars and Strategies provide the basis for selection of suitable projects (see p. 11). Allocation of grant to an institution does not mean the end but the beginning of the process. We continue to work with the institutions and prepare new projects in collaboration. Besides selection of suitable projects our company supports many other activities and works with other organisations on a long-term basis.

Our strategy of charitable contributions emanates from the overall company strategy which strives to provide all customers, doctors, nurses, parents and children, as well as all employees with high-quality products and services. At the same time, the objective of any supported project must comply with our overall

CSR strategy. Unlike many other companies that do not have such a strong theme – health care, Johnson & Johnson is active in the areas that are usually left out, such as the issues of risky teenager behaviour, senior citizens, hospices or drug addicts.

Employee relations are another important aspect of our CSR programme. Johnson & Johnson belongs among the most prominent employers in the Czech Republic. Besides the employee benefits, stability and continuity of employee training and career development system, the applicants for a job in Johnson & Johnson are becoming more and more interested in the company’s involvement in CSR. The following parallel may apply: the better the candidate, the more clearly defined value system he or she seeks at the future employer.

### PR, or something more?

The CSR concept undoubtedly belongs among the PR tools. A company may gain visibility by drawing attention to different aspects of its existence within the community. Yet we need to differentiate. Not all companies seem to realise that CSR does not mean just some generous donations to the NGO sector or civic society and that the concept includes a complex approach to company activities, including internal processes. In other words, we are talking also about cultivation of internal company environment. Long-term relationships, based on trust and responsibility, are not built overnight. They require a slow step-by-step approach and involve strengthening of good and proved processes and elimination of bad and harmful ones. Sometimes a painful self-reflexion may be a part of the procedure. Where the quality of internal processes corresponds with external manifestations, we may talk about the company with functioning CSR and good results that the company may be proud of. Otherwise, CSR really represents just another PR tool, and sooner or later that will become obvious.

<sup>5</sup> [www.jnj.cz](http://www.jnj.cz)

<sup>6</sup> [www.jnj.cz/spolecnostspolecnosti](http://www.jnj.cz/spolecnostspolecnosti)

## Johnson & Johnson supports philanthropic projects and initiatives around the world

Johnson & Johnson supports projects and initiatives that bring about visible changes and focus on important areas of health care and social issues. In 2008, the company provided support to 650 philanthropic projects around the world in more than 50 countries, with contributions in total value of USD 510.3 million.<sup>7</sup> For more detailed information, please visit [www.jnj.com](http://www.jnj.com).

Johnson & Johnson is a global company, which reflects specific needs of the countries where it operates. In Europe, our priorities are summarised in a strategy that applies to EMEA region and covers several areas – pillars and strategies. Applicants that meet relevant criteria may apply for contribution for the projects, whose objectives correspond with strategic framework.

<sup>7</sup> Source: 2008 Contributions Report Year-in- Brief, [www.jnj.com](http://www.jnj.com).



# Pillars and strategies



## PILLAR 1

Building the skills of people who serve community health needs, primarily through education

### STRATEGY 1:

Increase the Human resource capacity needed to deliver quality healthcare to address the global healthcare worker shortage

Projects should fulfil one or more of the following:

- Increased interest in young adults around the world to pursue health care careers
- Increased scholarship programs and training opportunities in health careers, especially in underserved communities facing large shortages of workers
- More leveraged linkage of philanthropic programs to nursing and the Campaign for Nursing's Future
- Increased support of ladder career programs to grow the health care workforce from within

### STRATEGY 2:

Develop leadership and management programs to improve the efficiency and effectiveness of health care systems

Projects should fulfil one or more of the following:

- Successful programs are adapted and replicated, when applicable, in regions around the world
- New leadership and management training programs developed for specialty areas and diverse types of leaders

- Best practices among programs are shared to standardize measures of success and enhance environment for knowledge transfer

### STRATEGY 3:

Improve the skills of existing health care workers who serve the most disadvantaged

Projects should fulfil one or more of the following:

- Improved technical skills for those caring for underserved communities, especially in the areas of obstetric, general and surgical care, including post-operative and home-based recovery.
- Enhanced training and development of nurses and lay health providers (e.g., traditional birth attendants, community health promoters)
- Improved paediatric skills for health care workers in communities with high under 5 year mortality rates
- Increased in-service training to support health and ladder career programs to improve retention and encourage growth of the health professions.
- Increased use of distance learning techniques to connect isolated (i.e. rural) health care professionals

### STRATEGY 4:

Provide health education and development opportunities for members of the community including social workers, teachers, parents and caregivers



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In 2008, the company provided support to 650 philanthropic projects around the world in more than 50 countries, with contributions in total value of USD 510.3 million.

## PILLAR 2

Saving and improving the lives of women and children

### STRATEGY 1:

Promote life skills based education for children (ages 0 to 18) that combines learning experiences with the skills to change health behaviours

Projects should fulfil one or more of the following:

- Increased literacy among highly vulnerable children
- Increased access to health education to reduce risky behaviours (e.g., tobacco / drug and alcohol abuse, etc.) among teenagers
- Increased awareness among young people of sexual and reproductive health to ensure informed decision making. Increased understanding of HIV/AIDS prevention among youth.

### STRATEGY 2:

Ensure the healthy future of women and children vulnerable to or suffering from injury, abuse, violence, or personal trauma

Projects should fulfil one or more of the following:

- Decrease vulnerabilities of women at-risk for gender-based violence
- Improved access to psychosocial and emotional support for vulnerable or traumatized children
- Reduced number of injuries or deaths caused by preventable accidents in children

## PILLAR 3

Preventing diseases and reducing stigma and disability in underserved communities where Johnson & Johnson has a high potential for impact

### STRATEGY 2:

Promote wellness programs to prevent chronic diseases and reduce progression and impact of those diseases among individuals and families. (Reduce the disability associated with chronic disease)

Projects should fulfil one or more of the following:

- Enhance programs that increase access to primary care services for underserved communities that experience disparities in health.
- Improved chronic disease prevention and management among individuals at high risk for certain diseases.
- Increased exposure to education and information about healthy life choices that promote wellness.

### STRATEGY 3:

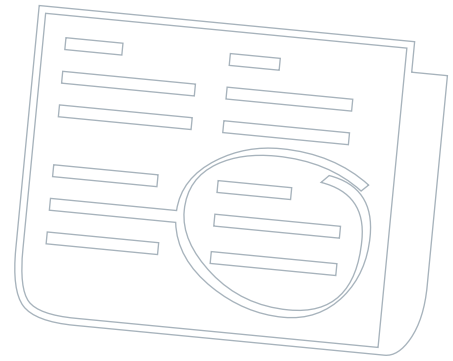
Support community interventions and family caregiving programs to reduce the institutionalization/ abandonment of individuals living with chronic disease, mental illness or long-term care needs

Projects should fulfil one or more of the following:

- Increased skills of laypersons and family members to care for individuals with chronic disability and long-term care needs in the home
- Improved well-being (both physical and mental) of caregivers to prevent abuse, neglect, and deterioration of individuals disabled by their chronic disease or treatment
- Increased number of adults with serious mental illness in the workforce
- Retaining young individuals with serious mental illness in the educational system

*Note: The above is a shortened version of Johnson & Johnson's CSR Pillars and Strategies and is applicable for the projects in the Czech Republic.*

## Electronic grant system



In 2008, Johnson & Johnson, s.r.o. introduced an electronic grant system for administration of grant applications for projects from the Czech Republic and Slovakia. The applicant must provide information about previous activities of the organisation and submit a project proposal. For more details, including the requirements on organisations that are entitled to apply, go to [www.jnj.cz/spolecnostspolecnosti](http://www.jnj.cz/spolecnostspolecnosti).

Projects are selected by a committee consisting of representatives from all sectors of the company. Among other criteria, experience with project management in relevant area, innovativeness of the project, its impact and sustainability are considered in evaluation process. Our colleagues from European headquarters in Brussels have the final word in deciding which projects will be supported and what will be the volume of financial contribution.

CSR section on our website [www.jnj.cz](http://www.jnj.cz):

**Johnson & Johnson**

ROZCESTNÍK | O SPOLEČNOSTI | NAŠE KRÉDO | SPOLEČNOST SPOLEČNOSTI | KONTAKTY

J&J > Společnost společnosti

### Společenská odpovědnost Johnson & Johnson

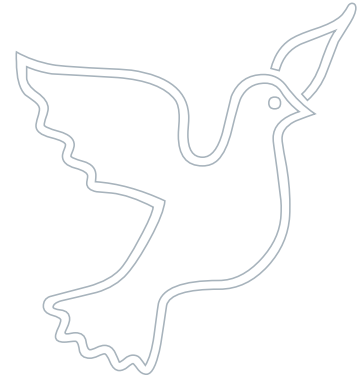
Corporate Social Responsibility (CSR) nebo-li společenská odpovědnost firmy je neoddělitelnou součástí podnikové kultury Johnson & Johnson. Společnost si uvědomuje odpovědnost vůči svým participačním skupinám a prostředí, v němž podniká. Toto přesvědčení je zakotveno rovněž v **krédu** společnosti, jehož základními prvky jsou důvěryhodnost, otevřenost a odpovědnost a představují hodnotový základ, na němž jsou založené všechny aktivity společnosti

**DŮLEŽITÉ INFORMACE**

- » Podporované oblasti – plíže a strategie
- » Podmínky podpory
- » Které organizace mohou žádat o grant?
- » Hodnotící výbor CSR
- » Hodnotící kritéria
- » Termíny
- » Požadované podklady k elektronické žádosti
- » Důležitá upozornění

Hotovo

## Projects and initiatives supported in the period 2008-2009



In 2008, 17 projects were selected at the local level and 15 of those eventually received financial support. Some projects are community-based and organised by long-established institutions focusing on long-term support to people with serious disabilities or mental illness, to whom the projects help reduce the

disability associated with their problems. Other organisations, for example proFem, provide free-of-charge legal advice services to women suffering from domestic violence. There is also a very interesting project aiming to reduce locomotive disability with the help of swimming therapy.





Mental illness does not mean  
the end of life.



## 1. Humanitární organizace ADRA/Dětský domov Sázava

### **PSYCHOSOCIAL SUPPORT FOR CHILDREN LIVING IN AN ASYLUM HOME, AND THEIR MOTHERS**

The project satisfies needs of mothers and their children who live in asylum homes. Its focus is on psychotherapeutic and psychosocial support to mothers (establishment of initial contact with mothers, mapping of the history and causes of problems in the family, present needs and actual solutions, re-establishment and development of relationship with the child, regular contacts, weekend and holiday family stays, possibly returning to the family).

Psychosocial support is also provided to the children as a part of the project. It involves mapping of the family problems, realistic evaluation of present family situation, therapies for overcoming problems and disappointments, help in preparation of family activities during weekend stays.

The children's home has three "families" of 8 children each, thus creating a family model. Latest educational methods are implemented and there is an emphasis on collaboration with biological family. All teachers have relevant qualifications.

#### **Humanitární organizace ADRA**

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158 00 Praha 5  
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E-mail: dc.protez@centrum.cz

## 2. Centrum pro rozvoj péče o duševní zdraví

### **OPERATION AND ENHANCING OF THE PUBLICITY OF WEBSITE WWW.STOPSTIGMA.CZ AND ON-LINE ADVICE CENTRE AS A PART OF THE FIGHT AGAINST DISCRIMINATION OF PEOPLE WITH MENTAL ILLNESS**

Website [www.stopstigma.cz](http://www.stopstigma.cz) provides the public with information concerning mental illnesses in a way that is easily comprehensible. The project supported by Johnson & Johnson helps keep the on-line advice centre in operation, with a psychiatrist and a psychologist answering questions on a weekly basis. The project also includes a poster exhibition in Prague, promoting the website and anonymous advice centre and drawing attention to the fight against prejudice. A press conference will be held at this occasion and a free-of-charge advice centre will be opened for three days to general public.

Centrum pro rozvoj péče o duševní zdraví is an NGO established in 1995, which supports better care for people with mental illness. Its efforts focus on: conceptual and methodical work, pilot projects, educational programmes, research and studies, legal issues and support of patient associations and the fight against prejudice. The Centre specialises in education and providing information to various target audiences on issues related to mental illnesses. "*Mental illness does not mean the end of life,*" says Mgr. Barbora Wenigová, Director of the Centre.

#### **Centrum pro rozvoj péče o duševní zdraví**

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130 00 Praha 3  
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### 3. Česká asociace pro psychické zdraví

#### **SYMBIOZA: TRAINING FOCUSED ON PR SKILLS, EDITING AND FUNDRAISING FOR MENTALLY AND PHYSICALLY HANDICAPPED**

Contribution from Johnson & Johnson enabled the association Česká asociace pro psychické zdraví (ČAPZ) to launch project Symbioza, prepared for clients who had experience with a mental illness and for clients with disabilities. Both groups of handicapped people learn basic skills in the areas of editing, public relations and fundraising. Representatives of various organisations for the handicapped take part in the course with the aim to use their newly learned skills in future improvement of media presentation of relevant handicapped group.

ČAPZ focuses its efforts on developing modern, community-oriented approaches towards people suffering from mental illness. It operates, among others, so called Therapeutic community for young people with mental illness (schizophrenia), an intervention telephone line for psychological help, and also publishes the monthly magazine Esprit. ČAPZ helps create an environment that is friendly towards mental health of citizens. *“We would like to get things moving in the area of transformation of current system of caring for mentally handicapped people,”* says ČAPZ President Dr. Martin Jarolímek.

#### Česká asociace pro psychické zdraví

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In 2009, within the framework of the supported project, a training course for lecturers specialised in community interpreting, interpreting for children and for people with specific needs was organised.

#### 4. Česká komora tlumočnicků znakového jazyka

##### **AN INTERPRETER AS SEEN THROUGH THE EYES OF A CHILD**

The Chamber of Sign Language Interpreters focuses on continual improvement of professional level of interpreters so that deaf people can fulfil their right to full-value communication in their natural language, i.e. the sign language. The Chamber achieves its goals via educational activities for both the interpreters and the clients. In 2009, within the framework of the supported project, a training course for lecturers specialised in community interpreting (interpreting at a doctor), interpreting for children and for people with specific needs was organised. The Chamber also held three workshops at schools for students with hearing disorders (Prague 5 – Výmolova ulice; Prague 5 – Holečkova ulice; Liberec), where the profession of interpreter was presented in an entertaining and interesting way, together with explanation of the benefits that interpreting brings to everyday life of a person with hearing disorder and how the services of an interpreter should be used properly and effectively.

Two more schools will host the programme in a near future. As a part of the project, an educational CD will be prepared, containing e.g. illustrative situation with an interpreter for children, explanation of terms used in children interpreting, etc. Project coordinator Barbora Kosinová says: *“In future, we would like to enhance our collaboration with healthcare professionals, at every level. We also plan to extend our activities to include the ordinary schools where some pupils with hearing disorder are integrated.”*

##### **Česká komora tlumočnicků znakového jazyka**

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#### 5. Diecézní charita Brno – oblastní charita Jihlava

##### **COMPLEX PROGRAMME OF SPECIFIC PRIMARY PREVENTION OF RISKY BEHAVIOUR FOR SCHOOLS**

One of the projects of Oblastní charita Jihlava consists of the Centre for primary prevention Vrakbar, which specialises in organising preventive programmes. The Centre’s mission is to develop systematic regional collaboration with all relevant experts in the field of primary prevention. Contribution from Johnson & Johnson enabled the Centre to continue its programmes for children in the period of lacking resources from both government and regional grant schemes.

The complex prevention programme focuses on prevention of addictive substances abuse, vexation, aggression, racism, or risky sexual behaviour. Besides providing children with relevant information, they are also encouraged to form their own opinion and a responsible attitude towards their health, using the methods of experience pedagogy. In the long term, the programme supports improvement of children’s self-confidence, communication skills, mutual tolerance and responsibility. Head of Vrakbar centre Simona Mertlová says: *“We offer our pupils a partnership approach and a dialogue, in contrast to the primarily performance-oriented environment. We strive to create a safe territory where it is possible to discuss the opinions, values and needs of children without any prejudice or judgment.”*

##### **Diecézní charita Brno – oblastní charita Jihlava**

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Sharing personal experiences among patients plays a key role, especially to patients who just went through the basic treatment. Newly built friendships and personal examples proving that life may be lived to the full even after such a serious disease, are most beneficial for oncological patients.

## 6. Fokus Praha

### **PROJECT BLÁZNÍŠ? NO A!**

The project entitled Blázníš? No a! (Are you crazy? So what!) focuses on prevention of mental disorders and support of mental health at schools for young people from 15 years of age. Its objective is not only provide relevant information but chiefly present the issue on a personal level so that the students perceive mental condition as an integral part of general health and are not afraid to look for help in case of a crisis or difficult life situations. Project includes discussions with students, creation of educational material and a website that helps promote the project among general public, schools and young people. Further development of collaboration with the Ministry of Education is planned for the future, as well as support of systematic inclusion of the topic in educational programmes of schools.

The civil association Fokus Praha strives to help people with serious mental disorder integrate in ordinary life as much as possible. At the same time, the association actively promotes new perspective and change of attitude to mental health among general public and organises educational events aimed at reducing stigma related to mental illness.

#### **Fokus Praha, o.s.**

Dolákova 24  
181 00 Praha 8  
Tel.: +420 233 551 205  
E-mail: karlikova@fokus-praha.cz

## 7. Kapka 97 – občanské sdružení onkologických pacientů a přátel

### **PREVENTION OF BREAST CANCER – PROJECT AMONG GIRLS AND WOMEN**

The goal of the project is to help prevent breast cancer. Educational activities that are part of the project aim to increase awareness of women and girls about their responsibility for their own health and encourage them to do breast self-examination as routinely as they visit their dentist or gynaecologist. The project includes training courses for women and girls in Chomutov area (with focus on secondary schools and institutions).

The association Kapka 97 offers social and psychological consultancy services for oncology patients and organises various projects. Its objective is to provide support and help to people recovering from oncological treatment and involve the association members in activities aimed at improvement of physical condition, mental health and stamina. Sharing personal experiences among patients plays a key role, especially to patients who just went through the basic treatment. Newly built friendships and personal examples proving that life may be lived to the full even after such a serious disease, are most beneficial for oncological patients.

#### **Kapka 97, o.s.**

Kochova 1185  
430 01 Chomutov  
Tel.: +420 474 621 010  
E-mail: sonanov@seznam.cz



## 8. Kontakt bB – občanské sdružení pro studium, rehabilitaci a sport bez bariér

### SUPPORT OF PERSONNEL CAPACITY FOR SWIMMING COURSES AND OTHER PROGRAMMES FOR THE HANDICAPPED

The association strives to motivate the physically handicapped to lead an active and full-value life and inspire individuals not suffering from disabilities to co-operate on a long-term basis. The programme organised by Kontakt bB is unique. Its strategic goal is to create conditions for methodical approach to swimming therapy for people with disabilities in all regions of the Czech Republic. 12 specialists who are full time employees organise activities in 4 centres. Johnson & Johnson's contribution enables the organisation to stabilise the team of 90 people co-operating in the project. Without their help the project could not be implemented.

*“Most volunteers who are students work with us on a long-term basis. Until now, their only “remuneration” was satisfaction of helping a good cause. They kept looking for paid part-time work and that complicated systematic organisation of swimming courses and their involvement in other programmes. The project made it possible to connect working for charitable programme with earning some money. Resulting stability and regular involvement of those students directly affected their level of expertise and we can already see positive impact of J&J contribution,”* says the chairman of the association, Jan Nevřkla.

#### Kontakt bB

Vaníčkova 7  
169 00 Praha 6  
Tel.: +420 233 354 361  
E-mail: polokova@kontaktbb.cz

## 9. Oblastní charita Kutná Hora

### EARLY CARE CENTRE KUTNÁ HORA

Oblastní charita Kutná Hora supports people who are in need, abandoned or excluded from community. The organisation is also involved in preventive programmes. The aim is to allow every individual to realise his or her full potential and – with necessary help – live with family and friends, at a place where he or she feels at home. The Centre strives to improve quality of life of families with very young disabled children and participates in building a complex system of services on a regional level. Early care is primarily provided outside the centre, supporting the children and their families in a natural environment, in the home. Additional services include ambulatory activities.

The project helps to families with prematurely born children, children with mental, locomotion or combined handicap, autistic disorders, uneven development up to 7 years of age, and partly also to specialists and general public in the areas of Kutná Hora, Čáslav, Kolín, Peděbrady and Nymburk. Project includes regular programmes, including swimming courses, musicotherapy, Monterrosi therapy, hippotherapy and also canistherapy, which takes place once a month. Two events for the families were held in the Centre and Children's Day was organised as a part of celebration of the 15th anniversary of the institution's existence.

#### Oblastní charita Kutná Hora

Čáslavská 1-3  
284 01 Kutná Hora  
Tel.: +420 327 311 493  
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“

Activities of NGO Otvorme Dvere, Otvorme Srdcia (ODOS) cover the entire territory of Slovakia. The organisation associates patients with mental disorder, their relatives, friends, general public and professionals specialised in psychiatry.





## 10. Otvorme dvere, otvorme srdcia – ODOS

### **PATIENTS ADVOCACY AS A TOOL OF REDUCING STIGMA OF PEOPLE WITH MENTAL DISORDER**

Project focusing on protection of rights of in-patients and education of their relatives is under way, with support from Johnson & Johnson, at psychiatric clinics in Prievidza, Michalovce, Žilina, Považská Bystrica and Bratislava. Its aim is to help reduce mistrust of the psychiatric environment and contribute to reduction of repeated hospitalisations through education of patients and their family members. The project also strives to improve legal awareness of patients and help solve their social and legal problems. A practical guide for patient advocates was published within the project, two training courses were held and seminars for family members of the patients are being organised, where participants may involve in discussions with experts.

Activities of NGO Otvorme Dvere, Otvorme Srdcia (ODOS) cover the entire territory of Slovakia. The organisation associates patients with mental disorder, their relatives, friends, general public and professionals specialised in psychiatry. Main objective is to reduce stigma and discrimination of people with mental illness.

#### **Otvorme dvere, otvorme srdcia**

Ševčenkova 21  
851 01 Bratislava  
Tel.: +421 263 815 500  
E-mail: odosba@stonline.sk

## 11. proFem, o.p.s., konzultační středisko pro ženské projekty

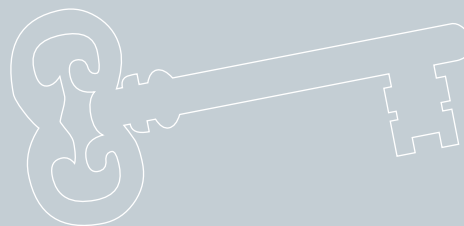
### **LEGAL AND SOCIAL ADVICE CENTRE ADVOCATS FOR WOMEN – FREE LEGAL ADVICE SERVICE AND SUPPORT FOR WOMEN IN DANGER OF DOMESTIC VIOLENCE**

AdvoCats for Women is a project that focuses on providing free legal consulting, direct help and possible representation in court for women who are victims of (not only) domestic violence. Through its “Legal Helpline”, the support and information are available to women from the entire Czech Republic. Thanks to the contribution of Johnson & Johnson, the helpline could be extended to provide services for two more hours every week. Within the project, there are other activities besides the consulting: training courses for social workers and healthcare professionals, conferences and seminars, publication of information material. The organisation is also active in lobbying for change in legislation related to domestic violence. Experienced lawyers are engaged in the project AdvoCats for Women, providing their services partly on a voluntary basis.

Non-governmental organization proFem o.p.s. was founded in 1994. It focuses on protection of women’s rights also in other areas and provides information, organizes education and publishes material concerning e.g. situation of women in the job market. Project coordinator Jitka Poláková says: *“Thanks to JNJ support we could continue and extend our services for women in the areas that are not so attractive for donors. Yet there is a huge demand for such free legal consulting and there are not many organisations that provide specialised legal advice services for women who are victims of violence.”*

#### **proFem, o.p.s.**

Plzeňská 66, 150 00 Praha 5  
Tel.: +420 224 917 224, E-mail: advocats@profem.cz



## 12. Společenství harmonie těla a ducha

### **PROGRAMME OF PRIMARY CARE DEVELOPMENT FOR PHYSICALLY AND SOCIALLY HANDICAPPED CHILDREN AND TEENAGERS**

Společenství harmonie těla a ducha provides support to both healthy and physically and socially handicapped children and teenagers. The organisation has been active in this field for 17 years and was awarded a title “Organisation recognised by the Ministry of Education in the area of caring for children and teenagers”.

The project focused on improvement of primary care, developing the knowledge and practical biopsychosocial skills of parents of disabled children and their caretakers (teachers, doctors, nurses, social workers, etc.). A number of children have benefited from the programme already – 50 patients suffering from epilepsy, asthma, enuresis, brain dysfunction, etc. as well as 32 children from Klokánek institutions and children’s homes, including 18 children of Roma ethnic. 40 participants of the project already received specific training.

The long-term goal of the organisation is to integrate handicapped children in their natural peer groups, care for their health and quality of life. *“Helping children belong among the most human activities of all. Yet you need special skills and knowledge, and you must be a kind and sensitive person,”* says Dr. Vladimír Bílek, chairman of the organisation.

#### **Společenství harmonie těla a ducha**

Bubenečská 27  
160 00 Praha 6  
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E-mail: shtd@volny.cz

## 13. Společnost E

### **INSTITUTION FOR DAILY CARE FOR PEOPLE WITH EPILEPSY AND THEIR RELATIVES**

Společnost „E“ offers nation-wide social and psychological consulting services, as well as many opportunities for club and hobby activities. It also organises lectures and seminars for general and expert public and a summer integrated camp and shorter stays under specialist supervision. A project focused on increasing the number of epilepsy patients included in the workforce and other social programmes represent further examples of the organisation’s activities.

Thanks to Johnson & Johnson, the institution for daily care could extend its services in the following areas: specialised social consulting for people with epilepsy and their relatives (social, psychological, health issues), social intervention services, supported employment of people with epilepsy related to the project of flowers arrangements, educational events and lectures on epilepsy, publishing and distribution of the monthly magazine Aura and other information material concerning various aspects of epilepsy, including the cards containing first-aid tips in case of epileptic attack for both the clients and general public (also translated into English), etc.

#### **Společnost „E“**

Liškova 959/3  
142 00 Praha 4  
Tel.: +420 241 722 136  
E-mail: info@spolecnost-e.cz

## 14. Společnost pro plánování rodiny a sexuální výchovu (SPRSV)

### SEXUAL AND REPRODUCTIVE HEALTH SUPPORT AND SEXUAL AND REPRODUCTIVE RIGHTS SUPPORT

SPRSV is a non-profit NGO supporting an education in the areas of family planning, partner relationship and family life, including sexual education. In this field, the SPRSV develops several programmes. One of these, supported by Johnson & Johnson, focuses on peer education of young people and general public knows it under the title of Project Netopeer. Members of SPRSV and other volunteers participate in the project and overall activities of the organisation. The annual educational seminar aimed at young people interested in HIV/AIDS issues and partner relationships took place on June 8-12, 2009. The aim of the seminar was to educate the highest possible number of peer “trainers” who spread the education concerning the above issues. 61 young people from all over the Czech Republic took part in this year’s seminar.

*“During this year’s European regional congress of IPPF in Madrid, our organisation was awarded a European accreditation of the International Planned Parenthood Federation. Such a status commits the SPRSV to comply with organisational and operational principles and key objectives of IPPF, in the area of strengthening sexual and reproductive health of population in all age groups. Our organisation plans to follow up some of its previous successful projects and focus its efforts chiefly on the target audience consisting of young generation,”* says SPRSV Chairman Dr. Radim Uzel.

#### Společnost pro plánování rodiny a sexuální výchovu

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Courtesy of Člověk v tísni

## 15. Člověk v tísni

### **SUPPORTING BETTER QUALITY OF LIFE OF CHILDREN AND TEENAGERS IN ÚSTÍ NAD LABEM**

The project is focused on children and teenagers living in a poor area called Nový Svět in Ústí nad Labem. People there live practically excluded from general community. Their lifestyle is risky for themselves as well as for their surroundings. They are at risk of increased criminal behaviour, addictive substances, prostitution. Children from this area have much worse start position for further education and

spending their leisure time. The project aims to at least partially improve the personal development of children and teenagers and increase their involvement in community life. Besides individual social work, the project includes a number of preventive, educational, leisure and motivation activities for over a hundred clients.

The club “Nový svět” is one of complex services devoted to socially excluded families and belongs among the programmes of social interaction of the association Člověk v tísni, o.p.s. Two social workers and a number of volunteers, chiefly from the University of J. E. Purkyně in Ústí nad Labem, work in the club.





## Award for the company: Johnson & Johnson ranked first again in 2008



On November 11, 2008, the Top Corporate Philanthropist winners were announced for the fifth time. This year the ceremony was held in the Czech Museum of Music in Prague. The awards honour companies for their support of good causes and charitable projects. For the third year in a row, Johnson & Johnson won the category measuring distributed resources vs. gross company profit. Our company is clearly the most generous donor, giving up to 31% of its gross profit to support the civic society. Moreover, we ranked third in the category measuring the absolute volume of distributed resources.

The competition is organised by Czech Donors Forum, a civil association that has been operating in the Czech Republic for ten years, promoting the principles of corporate social responsibility. The methodology for ranking the companies is based on the SRC standard (Standard Responsible Company) and evaluates several categories: commercial activities in the community and society, investments in society and community, and charitable giving. The results are audited by the consulting firm PricewaterhouseCoopers.


Total value of Johnson & Johnson's contributions in 2008 was CZK 37,582,849.

### Top 10 Corporate Philanthropist 2008 – distributed resources vs. gross company profit

(ranking is based on the size of distributed resources in relation to gross profit, with sales used as an additional criterion)

COMPANY	DISTRIBUTED RESOURCES		
	Rank	% of pre-tax profit	% of sales
<b>Top Corporate Philanthropist 2008</b>			
Johnson & Johnson	 1	30.99	0.75
KPMG Česká republika	2	5.88	0.21
MUCOS Pharma CZ	3	3.43	0.32
Oriflame Czech Republic	4	10.21	0.15
Whirlpool ČR	5	3.59	0.12
Metrostav	6	2.58	0.13
ČEPS	 7	1.54	0.21
Dalkia Česká republika	8	1.15	0.32
Philip Morris ČR	9	3.01	0.09
STEM/MARK	10	1.40	0.15

 Company uses the LBG methodology – Standard Responsible Company

 The Czech state holds a share in the company

Source: [www.donorsforum.cz](http://www.donorsforum.cz)

## CSR team at Johnson & Johnson

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Lucie Meixnerová – *project secretary*

Lenka Holá – *production*

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Ivan Chalupa – *Janssen-Cilag SK*

Lenka Humlová – *Consumers*

Štěpánka Vágnerová – *Consumers*

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Jan Mužák – *MDD (Life Scan)*

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Johnson & Johnson s.r.o.

