

CORPORATE  
SOCIAL  
RESPONSIBILITY  
REPORT

2013

## 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 of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.*

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

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

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

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## Foreword

The primary mission of Johnson & Johnson is to care for people's health. We strive to fulfill this mission every day, not only through our products and services, but also by supporting activities and projects that improve the quality of people's lives. The year 2013 was no different, as we have again cooperated with professionals, partner organizations and the non-profit sector, and together we sought to expand the best practices that will help improve healthcare and people's well-being.



We continued to develop our long-term programs, including educating healthcare professionals and launching an awareness campaign aimed at the general public, and extended our support of projects that benefit a wide range of disadvantaged groups. You can review the above-mentioned activities in more detail in this report. In the coming pages, we will endeavor to provide a brief summary of all of those activities.

In this place, I would like to share one personal experience. In May 2013 Johnson & Johnson participated in the International Day of Corporate Volunteering (Give & Gain Day). I believe the concept of allowing our employees to spend one working day helping the non-profit sector is extremely instructive and beneficial for everyone involved. In teams, our employees worked with eight non-profit organizations across the Czech Republic. Together with several of my colleagues, I have spent the day with children at a children's foster home in Zbraslav. It was an enriching experience for both the children and ourselves.

I believe in the personal responsibility of each of us to the society in which we live. I am convinced that a meaningful life is measured by the amount of time devoted to the service of others. I am proud to work with people who profess the same values. I would like to thank everyone in the Johnson & Johnson team as well as all our external partners, who devote their time and energy looking for ways to help others and better the world around us.

Gavin Wood  
Managing Director, Johnson & Johnson, s.r.o.

## A comprehensive approach to social responsibility

Throughout almost all of its 130-year history, Johnson & Johnson has propagated the **concept of responsibility** toward all groups that our activities touch. In 1943, Robert Wood Johnson, the son of the founder of our company, created a document summarizing our basic values and principles, and in it emphasized the responsibility of our company, not only in relation to the people who use our products and our business partners, but also toward our employees and society as a whole. We at Johnson & Johnson Czech Republic have the same approach to doing business. In our view, corporate responsibility is measured through **four mutually dependent and connected areas**:

### A responsible and ethical approach to business

Our corporate culture **emphasizes ethical and moral conduct in all areas of business**. In addition to our own activities and projects, we take part in the initiatives of the organizations of which we are members, such as the American Chamber of Commerce in the Czech Republic, and CzechMed, the Czech Association of Distributors of Medical Devices. In an effort to more efficiently introduce modern techniques and methods to the medical practice and facilitate their access for Czech and Slovak patients, we offer our customers an **elaborate system of professional development**, which already has a twenty-year tradition behind it. The opportunity to participate in one of our educational programs in no way obliges customers to buy Johnson & Johnson products.

### Caring about our employees

Johnson & Johnson traditionally puts a large emphasis on the **professional development** of its employees. We take advantage of a number of locally organized internal and external training programs. We also devote much attention to the health of our employees. In addition to regular checkups, the company organizes a variety of courses, health days and offers employees many special examinations. Employees have at their disposition a number of **employee benefits**, such as additional vacation time, health and injury insurance coverage, pension insurance contributions, and contributions for public transport passes. Depending on the position, we also provide employees with part-time working contracts.

### Caring for the environment

We seek to reduce the impact of our activities on the environment in a variety of areas (e.g. energy consumption, emission reduction for company vehicles, etc.). Recycling in all of our offices is a matter of course, as is the use of all collective systems of waste treatment (batteries, electronic waste, garbage). Johnson & Johnson's current global policy is summarized in the **Healthy Future 2015 Program**, which defines the priorities and goals for the next five years so as to ensure constant, sustainable development. More detailed information and current activities and news can be found at [www.jnj.com](http://www.jnj.com).

### Responsibility to society

Johnson & Johnson is one of the leading corporate donors both in the Czech Republic and globally and its philanthropic activities are focused on the long-term. We support projects that are directed toward the future and have a realistic chance of delivering a lasting change and improvement. In cooperation with partner organizations, we want to contribute to the general **improvement of health care**. We support educational programs and projects that **develop the capabilities of healthcare providers** (healthcare workers, those working in non-profit organizations, and volunteers caring for the physically and socially handicapped).

## Improving patient safety in Czech hospitals

Improving the quality of medical care means devoting attention to the important question of patient safety at healthcare facilities. Johnson & Johnson has provided long-term support for projects devoted to the issue and to organizations that attempt to identify and mitigate potential threats to patient safety.

### Project HOPE and Nil Nocere



Project HOPE began its activities in the Czech Republic in 1991 as a branch of the American People-to-People Health Foundation. Project HOPE has been registered as a civil society organization since 1999, and its primary activities involve the organization of educational programs for healthcare workers in the Czech Republic and in other European countries. Since becoming active in the Czech Republic, Project HOPE has focused on improving education in the areas of palliative care, breast cancer, and primarily, healthcare management. Between 1992 and 2008, more than 1,000 healthcare workers have been through its training courses.

Johnson & Johnson contributed to the preparation and organization of managerial programs for Project Hope. Since 2010, our cooperation has continued in the form of Nil Nocere, a program designed to increase patient safety. During a two-year pilot project, 64 professionals from 16 hospitals were trained in the area of risk management, so as to better identify and prevent potentially hazardous situations and events. Through four working groups, representatives from each of the four hospitals were able to come together to share their experience and best practices. The culmination of these working groups has been 16 individual projects focused on improving safety, and a document entitled “The principles and best practices in the area of patient safety”, which summarized the outcomes of the project.

Following the completion of the pilot program, a continuation program was organized, which took into account all the comments and suggestions taken from the pilot’s participants, lecturers and consultants. Last year was the second year of the program, which is now titled “NIL NOCERE – Protecting Patients from Harm”. Today the program focuses on reporting, identifying and preventing hazardous situations and events, and organizes employee training to reduce the recurrence of such events. Most recently, it established a set of principles for managerial training in the management and implementation of projects.

At this spring’s closing conference, 80 graduates from both program years gathered to listen to presentations about patient safety in Czech hospitals. Going forward, the program will continue to guide projects aimed at improving patient safety and related issues.



## **A Safe Hospital**

“A Safe Hospital”, a nationwide competition supported by the Vysočina Regional Governor, and the “Days of Safety” conference have both become annual fixtures for the Vysočina region. Since September 2008, the competition has promoted new developments related to quality and safety in hospitals and their practical applications.

The goal of both the competition and the conference is to draw attention to the possible risks – both to patients and staff – associated with providing healthcare services. At the same time, the events have facilitated the exchange of information and experience related to hospital safety, and the broadening of “good healthcare practices”. Projects recognized in the competition have helped hospitals make great progress in increasing safety.

Last year was the sixth edition of the competition, and was focused on the theme of “Safety in caring for weakened patients”. Such patients include individuals who suffer from a physical, sensory or psychological disability, the elderly and children, people who do not understand the Czech language, or those who have previously had difficult encounters with healthcare staff or require special care. Thirteen projects were entered in the competition, the results of which were announced at the end of February 2014. The Masaryk Memorial Cancer Institute took top prize in the Nursing-Medical category, while the Military University Hospital Prague was victorious in the Technical & Operational category.

Johnson & Johnson awarded the winning projects in each category with a grand prize of 100,000 Czech crowns, to be used for further professional training. We are also happy to state that interest in “A Safe Hospital” competition has been growing every year, which is a testament to the value and benefits it brings. The competition has become a vehicle for healthcare workers to push the boundaries of safety and quality.



## **Prevention and education**

Our programs for the general public are intended to educate people about their responsibility in caring for their own health. To achieve this goal, we provide the public with information, educational campaigns and initiatives to ensure the creation of good habits early on in life. We try to ensure that all of our prevention and educational programs have a long-lasting effect.

### **Educational programs for schools**

In cooperation with schools and partner organizations, we have bolstered the inclusion of health-related themes in the school curriculum. Through our educational programs, teachers are provided with training materials and teaching aids that help motivate students to develop good habits. Johnson & Johnson is a long-term partner in the “Healthy Teeth” project, which encourages first-graders and their teachers to develop good oral health habits. The



Healthy Tooth civic association is also dedicated to providing elementary schoolchildren with what they need to maintain good oral health, and Johnson & Johnson is one of its main sponsors.



Another long-term campaign supported by Johnson & Johnson is the “Adolescence and Menstruation” educational program, which has been included in the basic school curriculum in the Czech Republic and Slovakia since 2006, and is accredited by the Ministry of Education, Youth and Sports.

### **Vision Care – Program for the public**

Since 2010, Johnson & Johnson’s Vision Care division, in cooperation with eyecare professionals, has organized eye examinations for the general public in the Czech Republic and Slovakia. The program, which draws attention to the importance of regular eye examinations by optometrists and eye doctors, has been shown to be effective by the results of a survey carried out in the Czech Republic and Slovakia in 2012 and 2013. A total of 3,749 people aged 15 to 60 participated in the program.

From the tests and the survey, we learned not only that many people examined were in need of some eyesight corrections, but also that eyesight problems were often underestimated. Moreover, participants had their eyes examined on average far less often than recommended by healthcare specialists. More than one third of those surveyed stated that they had not had their eyes checked in five or more years, whereas experts recommended a yearly eye examination.

To date, more than 7,800 people in the Czech Republic and Slovakia have had their eyes examined as part of the program. Examinations are now carried out at companies, universities, trade fairs and shopping centers. The program’s aim is to broaden the public’s awareness of the most common eye problems, convince people to have their eyes checked regularly, and acquaint them with all the techniques available to improve their eyesight, noting both the advantages and disadvantages of each method.







Johnson & Johnson is an important player on the healthcare product market. We regard this position as an privilege and see it as part of our commitment to help in the professional development of those working in healthcare.

### **An elaborate system of professional development**

Our educational programs are targeted at experienced professionals, as well as medical students and residents. These programs combine both theoretical and practical elements, and are administered under the guidance of leading Czech and Slovak surgeons (whether the trainings use simulators or porcine models).

More experienced professionals have the possibility of sitting in on an operation or assisting directly in the operating room of a teaching doctor. As such, participants not only have the opportunity for a first-hand view of a given procedure, and even assist in it, but can also see the operating team in action.

### **The educational continuum in cardiothoracic surgery**

This unique training project is organized by Johnson & Johnson in cooperation with the cardiothoracic surgical clinic at the Bratislava University Hospital. The program is focused on advanced operating techniques, and is led by prof. MUDr. Svetozár Haruštiak, CSc. and MUDr. Miroslav Janík, PhD. Dozens of cardiothoracic specialists also participate in the program. The content of the program involves VATS (Video-Assisted Thoracic Surgery) lobectomies and mini-invasive esophagus operations.

Participants first go through a one-day program, which includes viewing a video recording of an operation, as well as discussions and analysis of operating techniques. This is followed by the so-called Perfecting Step, another one-day program that includes a visit to an operating room, where participants can watch a surgical team in action, and even assist in the procedure. This concept of continuing education in surgery allows us to offer professionals a comprehensive program of theoretical training, including simulated training in surgical procedures and the opportunity to assist with individual procedures.

### **Education, training, workshops**

We also organize educational programs with practical exercises in the areas of gynecology and colorectal surgery. In addition to these workshops, one-day training sessions for cardiovascular, bariatric, and ORL specialists are also organized.



## Supporting employees

Johnson & Johnson depends on its employees, and takes a great interest in encouraging them to maintain a healthy lifestyle. For that reason, we continually develop new projects to promote employee health. At the same time, we also support employees in their work and help them develop their professional skills. Last but not least are their families and children, for whom we organize a “Family Day”.

### Health Day and Health Profile

In 2013, Johnson & Johnson’s annual “Health Day” focused on overall general health. The day’s program allowed employees to assess their current lifestyle, understand its inherent risks, and learn about the preventive measures they can take to mitigate those risks. Employees could also have their blood pressure and blood sugar levels tested, and their Body Mass Index (BMI) calculated.

Employees could also assess their overall physical condition by way of the so-called “Health Profile”, an anonymous online application developed in accordance with the company’s privacy guidelines and applicable Czech and Slovak legislation. Data describing an employee’s physical condition was sent via email, and was available to him or her only. The message provided a summary of the employee’s physical condition, listed possible risk factors, and included recommendations on how to lower or eliminate those risks.



### Internal trainer program

As part of our continuing focus on employee training, last year we carried out an internal trainer program in our largest sales division. This initiative gave employees the opportunity to work with an experienced colleague-trainer, who shared his or her product and/or business knowledge with a colleague-trainee. As a result of the positive feedback received, this “on-the-job” training will be expanded next year in cooperation with EMEA Professional Education, Johnson & Johnson’s training division. The goal will be to create a relevant training plan for each participant, based on his or her specific needs and current level of knowledge in a given area.

### Family Day at the Prague Zoo

Last year’s annual get-together of employees and their families involved helping the Prague Zoo recover from the June 2013 floods. In an effort to help raise funds to renovate destroyed areas of the zoo, we changed the time and program of the event so as to accommodate the actual condition of the zoo. Johnson & Johnson employees and their families enjoyed a wonderful day, which included a fun children’s program with games and competitions, all organized according to an animal theme. The children also received a symbolic gift: They became the adoptive parents of a pair of African storks.



## Cooperation with the non-profit sector

In addition to providing financial support to selected projects, Johnson & Johnson offers a helping hand to non-profit organizations responsible for managing smaller, locally focused activities that address actual needs or requirements.

### Help in crisis situations

In cooperation with the ADRA humanitarian agency, our company provided material assistance to people affected by the devastating floods of 2013. We sent packages of disinfectant and toiletries to affected areas in an effort to reduce the risk of infection faced by those who were cleaning up the flooded areas and coming into contact with contaminated water and mud.



### Sheltered workshop



In 2013, we continued our cooperation with the PONAP sheltered workshop in Břeclav, which employs patients who have suffered from cancer, heart attacks, back pain, and asthma, and as a result, have trouble finding employment on the job market. Workers at the PONAP sheltered workshop help in the manufacture of Arroyo's Anastomotic Simulator, which helps surgeons learn how to perform a cardiovascular anastomosis. Cooperation in 2013 also included the manufacture of a special rubber hairband for the Better World Walk campaign, which helped raise funds in support of the international charitable project "Operation Smile."

### A Christmas tree to make the wishes of children come true at the Klokánek facility

The Klokánek facility provides a helping hand to those who really need it – abandoned, mistreated and abused children. Children, whose parents no longer want to or can care for them. Since 2011, Johnson & Johnson employees have been helping to fulfill the children's Christmas wishes by answering their letters to Santa Clause with gifts, thereby making Christmas a magical experience for kids at the Klokánek facility in Štěrboholý.



*"I would like to thank Johnson & Johnson for its employees' help in providing Christmas gifts for the children this year and in years past. I sincerely appreciate this, and am happy that in these difficult times marked by total moral bankruptcy and financial crisis, there are still people who think of others and are not indifferent to their fate. I also appreciate that Johnson & Johnson respects our set rule of giving gifts to children individually, and the confidence that the company has in us."*

*Jan Vaněk, DiS., Head of Klokánek Štěrboholy*

## **The will to help**

One of our company's most important values is to contribute to the improvement of conditions and prospects of both individuals and communities across the entire world. Helping where help is needed is a concept that unites individual employees at Johnson & Johnson in the Czech Republic, and globally. Their initiatives produce new ideas for global, regional and local campaigns and projects.

### **A campaign to protect children's smiles**

Johnson & Johnson employees in Europe, including the Czech Republic, decided in 2013 to support an international charitable project called Operation Smile, which is focused on helping children suffering from cleft lips and palates. Since the project started in 1982, more than 200,000 operations have been undertaken, changing the lives of children and young people affected by this congenital deformation of the face. Across the world, a child is born with a cleft lip or palate every three minutes. One in ten affected children die within their first year of life. Children who survive have a variety of problems eating, speaking, and laughing, and find themselves excluded from society and a normal life. Very often, their parents are unable to come up with the means to pay for an operation that would give their children hope for a better life.

At the beginning of 2013, Johnson & Johnson employees set a goal to collect 250,000 dollars to provide operations for at least one thousand children. The funds were collected through social activities organized in individual countries across the EMEA region throughout the year and through the Better World Walk campaign. Ideas on how to raise the needed funds were shared through internal web pages, which also tracked the campaign's progress in reaching its target.





The campaign also produced a selection of other items including t-shirts, pedometers, drawings, etc., which employees could buy, and thereby contribute to the goal. In their free time employees manufactured special hairbands to sell. This activity even involved our customers and some of our business partners, such as employees at the PONAP sheltered workshop in Břeclav. Special Christmas greeting cards were also created using drawings done by the children of our employees during the pre-Christmas season. Thanks to the excitement and initiative of our employees, 20,000 dollars was collected in the Czech Republic. The total amount collected in the entire region – over 260,000 dollars – enabled operations for 1,107 children.

### **Give & Gain Day**

Give & Gain Day is an international volunteer day that began in the United Kingdom in 2008, under the auspices of Prince Charles' charitable organization Business in the Community. Thanks to the great interest generated among companies and non-profit organizations, as well as the international character of many of the participating companies, the Give & Gain Day project soon spread to other countries of the world, and has been growing every year in terms of the number of participating countries, companies, and volunteers. In 2013, Give & Gain Day activities were organized in 24 countries, and attracted the participation of 22,000 corporate volunteers.

In the Czech Republic, Give & Gain Day is organized by the group Business for Society, and saw its third edition in 2013. On Friday 17 May, 2013, 762 volunteers from 24 companies set out to help more than 90 non-profit organizations. How exactly did our volunteers help out? They painted, rebuilt, and cleaned up the interior and exterior spaces of one non-profit organization, as well as reconstructed, cleared out and cleaned cultural memorials, organized a children's program, took care of abandoned animals, and helped by providing their specialized knowledge. Thirty six employees "spent a day differently" helping the eight non-profit organizations listed here: LOBEČ BREWERY o.s., PROSTOR PRO, o.s., o.s. Baobab, Opuštěná a léčebná zvířata o.p.s, útulek Bohnice, the Beroun Parish Charity, NADĚJE o.s. Brno branch, ALMA FEMINA, o.s. and the Charlotta Masarykova Children's home.

2013 was the first year that our company participated in volunteer day, but it certainly won't be the last. Even the company's senior leadership took part in the activities. Everyone who participated was very positive would like to see a repetition of the initiative in the years to come. With this event, we believe we have started a new tradition.



## NON-PROFIT PROJECTS SUPPORTED IN 2013

### Centrum Slniečko

P.O.BOX 17 F, 949 01 Nitra

<http://www.centrumslniecko.sk>

The Slniečko Center is a non-profit organization founded in Nitra, Slovakia in 2000. Its mission is to find effective and comprehensive solutions to help mistreated, abused and neglected children, the victims of domestic violence, and mothers and children who find themselves in difficult life situations. Services offered are focused on social and legal assistance and counseling. The Slniečko Center also hopes to achieve far-reaching social change, shares in the preparation and advancement of proposals aimed at more effective legal protection for children, and also organizes informational and preventative campaigns aimed at the public. Its goal is to change public indifference to the problem of domestic violence, prevent its occurrence, or at least to identify such cases in a timely manner, and secure effective assistance for the victims.

### Crisis Intervention Center for children and mothers in difficult life situations

Since it was founded, the organization has gradually built a system to provide assistance to its target groups, including a children's help line, counseling services, a crisis center, a shelter and a low-threshold center. The goal of the project was to fill a void: To build and put into operation a crisis intervention and counseling center to provide complex counseling and assistance. The center's aim is to improve and expand the number of social services it offers; to develop educational projects for employees and volunteers; and to offer specialized services and therapy for clients. The financial support given to the project also allowed the Slniečko Center to increase the qualifications of its workers and volunteers, 31 of whom participated in educational workshops and trainings.

Mgr. Mariana Kováčová, director of the organization, said: "The support given to the project from Johnson & Johnson has helped us fulfill a void and begin a new, qualitatively higher form of assistance and counseling for woman and children in crisis situations. We greatly appreciate the corporate philanthropy, thanks to which the world is becoming a better place and more aware of the needs of its most vulnerable groups."

### Selected project outputs:

- A newly created crisis and intervention center offering clients specialized social, legal and psychological counseling, while also providing off-site services.
- During the center's first months of operation, 65 clients took advantage of its services, while 22 families benefited from off-site assistance.



## **Kontakt bB – Civic association for study, rehabilitation and sports without barriers**

Vaničkova 7, 169 00 Prague 6

<http://www.kontaktbb.cz>

The Kontakt bB association aims to eliminate the barriers between the physically disabled and the able-bodied population through the promotion of an active lifestyle. Using Aqua(E)MotionTherapy, Kontakt bB has created a one-of-a-kind swimming program for the disabled, which is suitable for participants at various levels of fitness. Kontakt bB's programs are aimed at children and adolescents. This young generation of people with disabilities is encouraged to grow into adulthood with an active lifestyle so as to avoid excessive institutionalized assistance while maintaining a more active social life. In addition to the swimming program, Kontakt bB organizes training programs for volunteers and instructors, and cooperates with specialized schools, faculties, and specialized healthcare providers.

### ***Project Swimming academy without barriers – Water is life, life is movement, movement in water is independence***

The aim of this project is to motivate the physically handicapped to maintain a full and active lifestyle, while at the same time inspiring the cooperation of able-bodied individuals. In addition to four primary centers (Prague, Brno, Karlovy Vary and České Budějovice), the association organizes swimming lessons in an additional nine cities in the Czech Republic, and has for a long time tried to provide swimming lessons to the disabled in all regions of the country. The financial support provided facilitated the realization of a planned full-year program and summer weekly stays, as well as the continuation of training for employees and volunteers.

*“The support received from Johnson & Johnson has always had an exceptional significance, and was, in 2013, simply essential due to the continually decreasing support received from the state and self-governing institutions. The amount of support is quite extraordinary and is very acceptable, in relation to the level of support required for administration. We highlight here a very good ratio of “price to performance”, as an increase in administrative costs at other non-profits requires them to devote more funds to administration, taking away from their primary activities. I dare say that thanks to the support of J&J, we were able to maintain the same scope of our activities, and did not need to undertake even more significant savings measures,”* said Jan Nevrkla, Chairman of the Kontakt bB association.





## Selected project outputs

- Year-round swimming lessons in Prague, Brno, Karlovy Vary and České Budějovice – some 300 swimmers and more than 80 volunteers participated in the program.
- As part of its summer program, a three-week intensive stay for disabled children and adults was held in July 2013. Participants took part in complementary exercises and yoga in addition to swimming lessons.



## ONŽ civic society – Help and assistance for women and girls

Voršilská 5, 110 00 Prague 1

<http://www.poradnaprozeny.eu>

Using a network of counseling offices and telephone lines, the ONŽ civic society offers help and support to women, girls and families in difficult situations related to pregnancy, motherhood, and parental and family problems. When needed, ONŽ works with other organizations to offer material assistance, namely to facilitate the purchase of clothing, strollers, and cots. Trained staff at its counseling centers help women find solutions to their problems and develop the skills they need to better manage and overcome future crisis situations. With the help of ONŽ, clients discover their own competencies and improve their parenting skills. The association also offers other activities, including maternity exercises, a series of courses for pregnant women, preparation for mothers and fathers and creative workshops. Through its counseling and educational activities in schools, ONŽ endeavors to influence young people to better orient themselves in life, and develop quality relationships and personal responsibility.

### **Project *Don't be alone in everything***

The main objective of this project was to provide various types of assistance and counseling to women and girls who find themselves in difficult circumstances (e.g. women facing an unplanned pregnancy, soon-to-be mothers, single and lonely women and mothers, women threatened by domestic violence, broken families, families in need of social assistance, or those facing social exclusion). The primary goal was to ensure the operation of a counseling hotline and support the continuing development of the association's employees through seminars, educational courses and individual and group supervision. The project also enabled the purchase of specialized literature, computer equipment, and baby clothing for new, socially disadvantaged mothers.

Mgr. Sylvie Feglerová, the association's director said: *"I very much appreciate the support of Johnson & Johnson, which allowed us to help women and mothers in difficult circumstances at six of our counseling offices in various regions across the Czech Republic, as well as through our national crisis help line. This support also allowed us to provide soon-to-be mothers with the essential resources they need, as well as to secure further training for our employees. This ensures that our help is always available to women in need in Czech society."*

### **Selected project outputs**

- More than 3,500 clients turned to ONŽ, either by visiting the counseling offices or by participating in other activities organized by the association.
- Thanks to the training and educational courses, employees working in the counseling centers and on the helpline were able to improve their skills, and provide even better service.



## **ODOS – Otvorme dvere, otvorme srdcia, o.z.**

Ševčenkova 21, 851 01 Bratislava

<http://www.odos-sk.com>

The ODOS (Otvorme dvere, otvorme srdcia, or Open the doors, Open the hearts) civic association is a non-profit organization operating nationally in Slovakia. Its mission is to reduce the stigma and discrimination faced by people with mental disorders, as well as to overcome the prejudices that people have toward the mentally disabled. The association also tries to motivate patients and their families to cooperate actively with doctors; eliminate the communication barriers between staff and patients at psychiatric hospitals; and contribute to a reduction in the number of repeatedly hospitalized patients. Other activities include educating patients and their families through courses related to relevant social and legal issues. Educational programs also help family members better communicate with patients and improve their handling of crisis situations. By ensuring that patients, their families and the general public are better informed, ODOS is helping to change attitudes toward the mentally ill and reduce the number of people requiring repeated hospitalization.

### ***Project Discussion with the public - The path to breaking down prejudices and increasing acceptance of people with mental disorders***

Overcoming prejudice and changing the attitudes of society toward people with mental disorders is a long road. This project was a result of the ODOS organization's many years of experience and was targeted at both the public and patients. The director of the association, MUDr. Marcela Barová described the objective as follows: *"With the financial assistance of Johnson & Johnson, the ODOS civic association has been able to implement an awareness campaign and discussion series focused on breaking down prejudices toward people with mental disorders. Our goal was to contribute to an increased acceptance of those people by society. In addition to the patients and their family members, students from high schools and the general public attended the discussion meetings. From the perspective of our association, it was important that the theme of mental disorders and their prevention was broadcast via local television stations to people who could not participate in the meetings."*



As part of the project, ODOS organized an exhibition entitled "WE ARE LIKE YOU", which first opened on 16 April, 2013, in Bratislava's Aupark shopping center, before touring all of Slovakia. Through paintings and poetry created by patients suffering from schizophrenia, visitors were given a look into the world and minds of those affected by the disease.



### **Selected project outputs:**

- A meeting and discussion with people suffering from mental disorders has helped gradually eliminate prejudice and has provided the public with a better understanding and acceptance of those with mental disorders.

- The “WE ARE LIKE YOU” exhibition helped broaden awareness of schizophrenia and its treatment. Thanks to its installation at shopping centers in four large cities (Bratislava, Piešťany, Žilina and Košice), the exhibition gained the attention of a younger audience.



## Slezská diakonie

Na Nivách 7, 737 01 Český Těšín

<http://www.slezskadiakonie.cz>

The mission of Slezská diakonie is to provide quality social services to people in need. The scope of its services is wide: It targets the disabled, seniors, the homeless, children and young people, at-risk families, and the victims of domestic violence. Apart from social services, Slezská diakonie also guides its efforts toward the development of maternity centers, clubs for seniors, tea and coffee houses, and domestic and international volunteer centers. In September 2011, the organization started offering hospice services for the elderly and people with disabilities. The first step was to provide training for people interested in volunteering. Twenty people receiving services in the Ostrava and Těšín regions attended the training.

### **Project: *Supporting the development and sustainability of hospice services for the dying and bereaved***

The primary aim of the project was to develop and secure better availability of hospice services for the dying and bereaved in the Moravian-Silesian region. Apart from the practical realization of the hospice service, educational and awareness activities, including educational courses for volunteers and events for the public were organized. Slezská diakonie has for a long time tried to increase the awareness of both the general public and experts vis-à-vis the issue of hospice care, so as to increase discussion about dying and lessen prejudices and worries about death.

Mgr. Renata Sniegoňová, the organization's director in the Těšínsko region had this to say: *"Slezská diakonie is a religious organization not affiliated with the state, which provides more than 100 registered social services. In addition to the services offered, we have noticed a growing need for support from people in the terminal stages of an illness, whether they are clients of our organization or not. We decided to provide intensive training to employees and volunteers in this specific area and to start a volunteer hospice service. Getting financing for this kind of project was not easy, so for that reason we are very grateful for the support we have received through the grant. Work on the project has been a challenge and an inspiration for us."*

### **Selected project outputs**

- Eight informational/awareness meetings took place during the course of the project; flyers were printed to provide information to people interested in volunteering and those receiving hospice services.
- Training continued for new and experienced volunteers. New training modules were updated based on the experiences of people who had gone through previous training courses, who today regularly visit hospices and hospitals.





## Společnost Parkinson, o.s.

Volyňská 20/933, 100 00 Prague

<http://www.parkinson-cz.net>

The Parkinson Society was founded in 1994 on the initiative of Charles University's 1<sup>st</sup> Medical Faculty in Prague. The organization includes people suffering from Parkinson's disease, their family members, doctors, healthcare workers, and others who have chosen to help. The primary aim of the society is to improve the quality of life of those inflicted with the disease, develop their self-confidence, teach them how to live with the disease, and fight against it. The organization is a member of the European Parkinson's Disease Association (EPDA), and organizes rehabilitation stays, group exercises, speech therapy, as well as sports and cultural activities for patients. Some 20 clubs affiliated with the organization are active in the Czech Republic, and organize their own activities, including rehabilitation exercises, water-based exercises, as well as cultural activities, lectures, etc.

### **Project *Improving the status of Parkinson's disease sufferers in society.***

Since its inception, the Parkinson Society has been working diligently to improve the position of sufferers of the disease and increase their acceptance by society. The organization has tried to improve legislative conditions and raise awareness about the illness among the general public and experts alike. Indeed, the primary aim of this project was to increase awareness, which in turn will help improve the public's tolerance and attitudes toward Parkinson's disease. To achieve this goal, a small book entitled *Parkinson's Disease from Different Perspectives* was published. It endeavored to provide essential information about the disease, its symptoms, and its impact in an easy-to-understand format. The project also included activities to improve the quality of life of those suffering from the disease, primarily through rehabilitation stays aimed at improving self-confidence and psychological wellbeing. The stays ranged from 10 to 14 days and included a variety of exercises, speech therapy, memory training and orientation games, etc. Moreover, participants were also given the opportunity to exchange experiences with people also suffering some the same problems.

Jana Večlová, vice-chairperson for the Parkinson Society, summarized the benefits of the project: *"Every rehabilitation stay that we complete is an incredible experience for every sufferer of Parkinson's disease. Exercise, social events, everything brings us joy and the knowledge that we are not alone in this. The writing and publication of the book Parkinson's Disease from Different Perspectives was for me an excellent experience, and most of all an accomplishment that had been a long time in the making. Thanks to the grant, we were finally able to finish it."*



## **Selected project outcomes**

- 175 people attended rehabilitation stays aimed at increasing their chances to stay active as long as possible.
- The publication of *Parkinson's Disease from Different Perspectives* was met with great acclaim from both the lay community and experts. "A useful book that includes everything one needs to know about our disease," was the praise given by one reader.

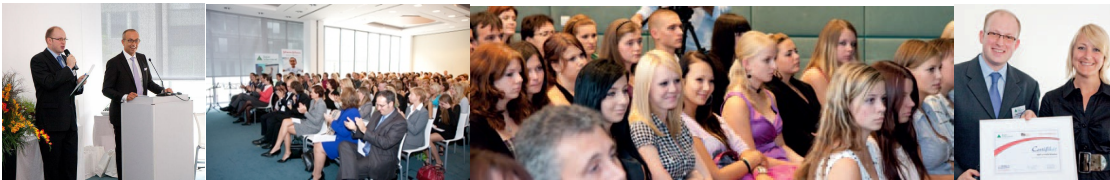


## A BRIDGE TO EMPLOYMENT



The 2013-2014 school year was the last of a three-year program that provided new knowledge and skills to medical students. In 1992 employees from Johnson & Johnson in the United States came up with the idea of helping young people on to a better position in the job market by giving them information about career opportunities in healthcare. The idea gained momentum and under the moniker “Bridge to Employment”, it gradually spread to other countries. Over 5,000 people have gone through the program since its foundation, working with some 50 program centers in the USA, Africa, Europe and South America.

The Czech Republic had the opportunity to become the first country in Central and Eastern Europe to take on the program. The international non-profit organization Junior Achievement Czech Republic was chosen to coordinate the project, working with a project coordinator from Johnson & Johnson. Together they devised a three-year plan for the program and its individual activities. After several months of preparation and the establishment of cooperation with partner organizations including the Czech Association of Nurses, the Ministry of Health, the Ministry of Education, Youth and Sport, and Charles University’s 1<sup>st</sup> Faculty of Medicine, the Czech Bridge to Employment program kicked off in September 2011. The Andel conference center in Prague was the venue for the initial matriculation of 31 students from three healthcare and nursing colleges in Prague, Kladno and Mlada Boleslav. An independent evaluation team led by Docent Jakub Fischer, Vice Rector for Strategy at Prague’s Higher School of Economics, assisted in setting the program’s goals and curriculum. Johnson & Johnson employees were also essential to the project’s success, playing the role of mentors (ambassadors) to the students and helping them complete assignments while sharing their professional and personal experiences.



### **Year 1: Personal development, career planning, getting acquainted with healthcare practices and approaches abroad**

All of the project activities were aimed primarily at developing skills that the student wouldn’t have the opportunity to acquire as part of his or her regular curriculum. From the very first seminar, the program ensured that participants developed the habits they would need in their professional lives. Under the guidance of specialized consultants, students learned to clarify their own values and set personal goals, while the ambassadors helped them follow up and adjust their plans. Meetings with doctors and nurses with practical experience abroad inspired the students in creating their career plans, as did a visit to the Na Homolce hospital, which, in addition to tours of all departments, included a discussion with hospital staff and lectures on the topic of quality and safety in hospital care.



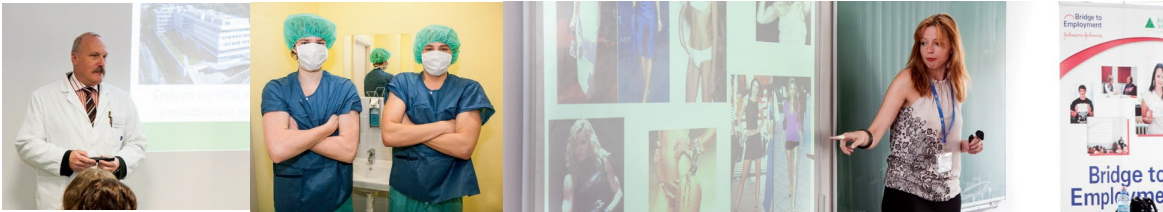
Each working meeting was also aimed at developing language skills. At the end of every seminar, groups of students completed a mini-course of English focused on healthcare issues, communication with patients, and dealing with situations that they may face in practice. They were soon able to actively use their English when, in the May seminar, they watched a coronary bypass operation broadcast live from the Morristown Medical Center in the USA, during which they had the chance to ask questions directly to the operating doctors.

The entire first year of the program emphasized the practice of communication skills, including practical tips to help students develop job interviewing skills, improve their resume writing, etc. The knowledge acquired by the students came in handy during the selection process of participants for the global Bridge to Employment meeting, which three Czech students were able to attend in October 2012 in Washington D.C.



## **Year 2: Presentation skills, teamwork, preparation of educational brochures on the topic of obesity and eating disorders**

“Obesity and eating disorders” was chosen as the overarching theme of the second year of the Bridge to Employment program. Students were asked to create a brochure using information given to them during the project’s activities. The issue of obesity was covered during the September seminar, which was led by professor Martin Fried, a leading Czech specialist on the topic. In November, students had the opportunity to get a close-up view of the OB private clinic. There they toured the emergency and operating rooms, and watched a procedure broadcast from the operating room. In later seminars, students focused on the topic of ethics in healthcare as well as the topic of “suitability for the medical profession”.



The so-called Universal Day of Preparation, organized in cooperation with Charles University’s 1<sup>st</sup> Medical Faculty, helped students to narrow in on their career path. “Project Day” was aimed primarily at developing presentation skills and teamwork. Students used the opportunity to continue working on their year-long assignments. Their progress in preparing the informational brochure was continually monitored and evaluated.

The second year’s final seminar again offered the unique opportunity to follow a live operation broadcast from the USA. This time the operation involved brain surgery at the Overlook Hospital in the town of Summit, New Jersey, and was moderated for the Czech students by MUDR. Jan Šroubek, a brain surgeon at the Na Homolce hospital.

The year also saw our students participate in the selection process for the international Bridge to Employment meeting: Two Czech students were chosen to attend the conference in Leiden, Holland, where they spent four days exchanging experiences with colleagues from other participating countries.

### **Year 3: Overcoming barriers**

“Overcoming barriers” was chosen as the theme of the final year of BTE’s Czech program. The theme was not only about identifying real or perceived barriers that one comes across at hospitals or when working with the handicapped; Students also prepared themselves to overcome the barrier posed by the familiar world of their studies, and how to successfully manage the transition into employment or a higher level of education.

Several activities helped students identify some of the physical barriers they would need to overcome: An encounter with an active member of the Wheelchair Sports Club, practical training in using a wheelchair, and a visit to the “Invisible Exhibition”, a very interactive way of understanding the problems faced by people with impaired vision, were just some of the activities undertaken. Another was a visit to the Institute of Social Care’s 83<sup>rd</sup> Center in Mlada Boleslav, where students acquainted themselves with the needs of people with reduced self-sufficiency, and got to know the extent of the social services offered by the center.



All seminars included some assistance for students in choosing their career paths, or further studies. In addition to consultations with mentors, lectures and practical tips, students had the opportunity in November to tour another university, this time the Czech Technical University’s Faculty of Biomedical Engineering. There they were able to tour the superbly equipped laboratories, and talk with teachers and students. In January, the students visited the General Teaching Hospital where, in addition to tours of the clinics, they were able to gain practical information about employment, and learn about the actual demand for jobs and career opportunities.



Students also continued to work on their soft skills: Presentation skills were at the fore as students presented the results of their work from the last year. An independent jury later evaluated the best brochure on the topic of obesity and awarded the winners with iPods. The final seminar in March 2014 focused on preparations for the job search, as well as trial interviews with Human Resources departments.

### **The project has ended, but the cooperation continues**

In April 2014, the three-year program ended with a graduation ceremony at “Professional House”, the conference and social center at Charles University’s Faculty of Mathematics and Physics. Representatives from Johnson & Johnson, directors and coordinators of the BTE program from participating schools, the American Embassy’s Public Affairs Officer Mr. Robert Zimmerman, as well as families, partners and other guests were in attendance to congratulate the students. A final honor was the attendance of the spiritual father of the BTE, Michal Bzdek, who founded the program in the United States in 1992.

For us, the greatest joy came from the response of the BTE participants: The last three years proved beneficial not only to the students, but to everyone involved in the program. We were particularly pleased with the evaluation given to the program by the coordinators of participating schools, which provided us with confirmation that the project was successful in fulfilling one of its ambitious long-term goals: To improve cooperation between schools and other entities so as to ensure the education of healthcare staff and to enrich the teaching program with new elements.



#### **What did participants of the Czech BTE program say?**

*“I would like to thank everyone that contributed to the preparation of the project. Thanks to you we have come one step closer to our dreams.”*

Kristýna Veinlichová, 5. Května College of Healthcare & Nursing, Prague

*“The opportunity to meet healthcare professionals and other interesting people was very beneficial, not only for me but for other students as well.”*

Dana Svobodová, Mladá Boleslav Healthcare College

*“Thanks to the Bridge to Employment project, we all have one thing in common: We have grown into mature and purposeful individuals.”*

Lucie Ondráčková, Kladno Healthcare College

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