

Johnson & Johnson

# Worldwide Contributions Program

2009 REPORT



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**ON THE COVER** The Johnson & Johnson Bridge to Employment (BTE) program is helping students like Catalina Munoz of Colombia complete their studies, achieve their dreams and build health care skills in local communities. Catalina, shown on the cover with her son, Fabian, was selling cars on the street to help provide for her family before being accepted into the BTE program. Today, she's studying to become a nurse assistant.



## Johnson & Johnson has a long legacy of giving and is consistently among the leading corporate donors in the world.

In 2009, the Company supported nearly 650 programs in more than 50 countries. This work is inspired by Our Credo responsibility to communities and the commitment of hundreds of partners that share our mission of making life-changing, long-term differences in human health.

Strong partnerships at the community level are critical, as local organizations have the greatest insight into the needs of their people and the strategies that stand the greatest chances of success.

This is especially true for Johnson & Johnson as it focuses on saving and improving the lives of women and children, building the skills of people who serve community health needs, and preventing diseases and reducing stigma and disability in underserved communities.

The stories here highlight a few examples of how this global strategic approach to philanthropy translates into action.

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## Visiting Scholars Bring Expertise, Relief to Overburdened Hospitals

**A**t Mulago Hospital in Uganda, Infectious Diseases Specialist Cybéle Renault, M.D., is gently holding the hand of a frail, young woman suffering from fever, headache and diarrhea. “These symptoms could be caused by a long list of diseases in this part of the world—malaria, meningitis, typhoid fever,” says Dr. Renault. “We have very limited resources here. Most wards don’t have a thermometer or blood pressure cuff to check vital signs. Physicians must diagnose and treat patients based largely on the patient’s symptoms and a physical exam.”

Dr. Renault is one of more than 60 medical residents, teaching faculty and career physicians who are taking part in the Yale/Stanford-Johnson & Johnson Global Health Scholars Program during 2009 and 2010. The program selects the most promising candidates from major American institutions, mainly Yale University and Stanford University, and sends them to one of six overburdened health care sites in places such as Eritrea, Indonesia, Liberia, South Africa, Uganda and Central America. Participants stay six weeks or longer.

“It’s a different world in these hospitals,” says Dr. Renault, a Johnson & Johnson scholar from Stanford. “At Mulago, we have limited medications. CT scans are not available unless patients are able to pay a high price; basic tests take days to process.

It’s a challenging environment, but it’s also a highly enriching one for visiting scholars and Ugandan residents and students.”

### MAKING A DIFFERENCE AT MULAGO

Mulago is a teaching hospital for Makerere University and a national referral center, which means “we do not turn anyone away,” says Nelson Sewamkambo, M.D., Principal of the College of Health Sciences. The hospital was built as a 900-bed facility but often holds more than 1,500 patients. Six to 10 beds are wedged into each room, and foam and straw mats line hallways. “We have a huge patient load and very few physicians and nurses.”

A nearby private hospital is available, but the patients at Mulago cannot afford

private care. “These are the poorest and sickest patients in the area,” says Dr. Renault. “I’ve seen advanced disease states that are dramatically different from those that we typically see in the United States.”

One benefit of the Yale/Stanford-Johnson & Johnson Global Health Scholars Program is that it gives visiting physicians and students an opportunity to learn how to diagnose and treat complex diseases, but “the program goes much deeper than that,” says Dr. Sewamkambo. “Our medical students gain exposure to the visiting health care professionals and how they practice medicine. The visiting physicians give patients access to more doctors who can contribute to better diagnoses and outcomes.”



**HANDS-ON HELP** Cybéle Renault, M.D., examines a patient at Mulago Hospital, where some of the poorest and sickest residents of Uganda seek treatment. Dr. Renault is part of the Yale/Stanford-Johnson & Johnson Global Health Scholars Program, which sends health care professionals to work at some of the world’s most overburdened health care sites, including locations in Africa, Asia and Central America.

The Johnson & Johnson involvement at Mulago continues to grow. In 2009, the Company funded a laboratory for one of the medical wards. “In that ward, the recovery rates for tuberculosis are high,” says Dr. Sewamkambo. “Patients are diagnosed the same day—instead of in a week—and are given appropriate treatment immediately, which reduces their stay in a hospital that has too few beds and health care providers.”

### EDUCATING 500 PHYSICIANS

Johnson & Johnson began partnering with the scholars program in 2001 to support

the Company’s mission to build the skills of people who serve community health needs. As part of the Company’s strategy to build health care capacity, more than 500 physicians at various stages in their training have participated in the program since 2001.

In 2006, Mulago Hospital was added to the list of rotation sites after Majid Sadigh, M.D., Associate Professor of Medicine at Yale, traveled to Uganda to teach African doctors about the treatment of AIDS. “Mulago touched my heart,” says Dr. Sadigh. “This was a place treating 120,000 patients a year, and a third of those patients were dying during their hospital stay. I was an eye witness to a

tragedy, and I had to do something about it.”

To develop a program for Mulago Hospital, Dr. Sadigh worked with Dr. Sewamkambo and Asghar Rastegar, M.D., and Michele Barry, M.D., Co-directors of the Yale/Stanford-Johnson & Johnson Global Health Scholars Program. “Our hope is that faculty and students will draw upon the Uganda experience not only to expand their medical knowledge, but to highlight the need for cultural competence and humanism in medicine,” says Dr. Sadigh. “We want to help deepen core values such as love, respect and empathy toward patients. This is the essence of medicine.”

## Changing Lives through Midwives

**L**ife is precious, says Lilia Dado, a 50-year-old midwife working in the Philippines. During the past 14 years, Lilia has helped deliver more than 900 babies, provided prenatal care for hundreds of young mothers, counseled countless teens about reproductive health, and organized dozens of programs to teach her community about immunizations and disease prevention. “As a midwife, I have the opportunity to make a difference in someone’s life every day.”

Lilia is a graduate of the Midwives Leadership Development Program (MLDP),

which is a training program led by the Integrated Midwives Association of the Philippines (IMAP), Inc. in cooperation with Johnson & Johnson (Philippines) Inc. In 2004, Johnson & Johnson created the MLDP to help midwives strengthen their leadership and health care skills. The program gives outstanding midwives like Lilia an opportunity to take part in an intensive training program that aims to enhance their knowledge and leadership skills and develop them to become more effective health professionals. Since 2004, the MLDP has trained more than

100 midwives across the country.

In 2008, Lilia was selected to represent Baguio City for the 5th MLDP. “It was very rewarding to get to know other midwives from all over the country and share our experiences,” says Lilia. “After the training, I continued to apply everything I learned—from how I conduct meetings to how I create instructional materials for the programs I lead in the community.”

In the Philippines, midwives are valued for the important role they play in the health of the Filipino people, especially in the country’s far-flung communities. The job often goes well beyond caring for expecting mothers and attending to the birth of babies. For example, Lilia has served the community by providing educational information about renal disease, tuberculosis and sexually transmitted infections.

Most recently, Lilia helped organize the Women’s Health Team, known as EBAN ME (Ever Ready Barangay in Actioning Newborn in Maternal Health Emergencies), which means the team is always ready to help when there is a newborn or maternal health care emergency. The team’s program teaches women about family planning, disease prevention and childhood immunizations. The objective is to decrease the incidence of disease, reduce infant mortality and reduce maternal mortality and morbidity. “We’ve established the program in one community, which is our pilot area for the project,” says Lilia. “The goal is to establish teams in eight communities in our area.”

In addition to improving the lives of patients, Lilia says she wants to be an inspiration to other health care professionals. “I tell midwives to continue to have a passion for learning. I encourage them to attend seminars and other training programs that will help them understand how important they are to health care. The Filipino people need us. And for as long as I live, I will keep studying and discovering new ways to share what I’ve learned with my community.”



**A HEALTHY START** Midwife Lilia Dado gives a young boy a checkup and makes sure he is up-to-date on immunizations. In addition to assisting in the birth of babies, midwives like Lilia play a critical role in health care for the Filipino people.

## Bridges to Brighter Futures

**C**atalina Munoz remembers what it was like living on the streets in Colombia, selling and guarding cars just to make some money for her family. “Everything was so difficult,” recalls the mother of two. “I wanted to be a nurse, and I knew an education was the only way to a brighter future. I started taking classes, but I didn’t know how to pay for them.”

Fortunately, Catalina was accepted into the Johnson & Johnson Bridge to Employment Program shortly after she began her studies, and once that happened, she recalls, “everything for me and my family began to turn around.”

In Colombia, Bridge to Employment provides support for students at the Politécnico Internacional post-secondary technical school. Despite their excellent academic performance, many students struggle with tuition payments and are sometimes unable to complete their studies as a result. To help these students further their education, Johnson & Johnson, through Bridge to Employment, selects students in need, assumes an average of 40 percent of their tuition and provides other resources to help them perform well, such as tutoring, workshops and conferences. Johnson & Johnson employees often volunteer in many of these activities, acting as mentors to students.

Catalina was one of these students. Because of Bridge to Employment, Catalina says her academic performance has improved immensely, and her family life is happier. She is pursuing a nurse assistant degree through the program and is beginning to gain confidence in herself and what she can achieve.

Catalina is doing her best to complete the program and put the troubles in her life behind her. She says it is a constant struggle,



**BRIDGING THE GAP** At home, Catalina Munoz helps her son, Fabian, with his homework and teaches him the importance of education. Bridge to Employment is helping her to reach her goal of becoming a nurse assistant so that she can continue to provide for her family.

but with continued help from Bridge to Employment, her goal of becoming a nurse is within reach.

“The tutorials help me answer questions that I didn’t think I could. The workshops teach me that people are worth a lot, and by working together, great things can be achieved,” she explains. “The lecturers are great human beings who teach me to appreciate what I am and what I must have: confidence. I think this will take me a long way.”

Johnson & Johnson Bridge to Employment partnerships are located in communities in the United States, Latin America, Africa, Asia and Europe. Each partnership includes a local Johnson & Johnson operating company, a high school or institution of higher education and a community organization. Every step of the program focuses on helping students further their education and provides them with a foundation on which they can build a brighter future.

### FOLLOWING HER DREAMS

Catalina is just one example of the impact that Bridge to Employment has on the lives of people in Colombia. Martha Pedraza also credits the program with helping her turn her life around so that she can follow her dreams.

“I’ve grown as a person and as a professional, thanks to the important lessons that I learned from the lectures, talks and workshops,” says Martha. “The instructors always helped us to never stop learning.”

For Martha, the program truly was a “bridge to employment”—it afforded her the opportunity to become part of the Johnson & Johnson Medical Devices and Diagnostics division, where she currently works.

“It’s incredible,” she says. “I work for the supply chain now, and I can really see how it’s possible to follow your dreams. Thanks to the program I feel like a better person, colleague, sister and daughter.”

## Reviving a Farm and a Family

**T**he day begins at 6 a.m. for Cintya Torrentes. She and her workers have 4,500 chickens to tend to and 3,600 eggs to gather, clean and package for sale. “Life on the farm is busy, but I love being an entrepreneur,” says Cintya from her home in Niquinohomo, Masaya, Nicaragua.

Cintya’s business is thriving, but this was not the case three years ago. The chicken farm was not producing enough to support Cintya, her mother, father and two brothers. The family was forced to shut down the business. “I thought I was going to have to leave my family and find work someplace else, maybe even in a different country,” says Cintya.

Finding work near her home would have been difficult. Jobs are scarce in Nicaragua, the third poorest country in the Americas. Nearly 50 percent of residents live in poverty; many of those are young women and the breadwinners for the family.

To address these conditions and help women like Cintya, non-governmental organizations like the Asociación de Consultores para el Desarrollo de la Pequeña (ACODEP) provide business training and microfinancing—a type of loan—to female entrepreneurs. These programs

help women jumpstart their businesses and manage them well. In Cintya’s case, the training and funding helped her revive the family farm.

### A HEALTHY APPROACH FOR ENTREPRENEURS

For the past six years, Johnson & Johnson has provided program support to help entrepreneurs in six countries in Central America. Johnson & Johnson works with The Resource Foundation, a U.S. non-profit organization, to help identify partners like ACODEP that can implement programs in Latin America and the Caribbean.

In addition to supporting the micro-financing effort, Johnson & Johnson brings a crucial component to the program—support for health care training. “There’s a strong link between health and hygiene and the productivity of employees,” says Silvia Velazquez, an ACODEP staff member who works with the micro-entrepreneurs.

“When we train microentrepreneurs, we teach them business management skills, as well as good health practices, like hygiene, disease prevention and reproductive health.”

The results have been “terrific,” says Rick Martinez, Director of Corporate Contributions, Johnson & Johnson. “When we visited the microentrepreneurs, we found they were able to provide food, clothing and housing for their families. Plus, they had improved the overall health of their families.”

**ENTREPRENEUR AT WORK** Cintya Torrentes says her chicken farm is thriving, thanks to a program that offers business training and loans for entrepreneurs. The sale of products from the farm allows Cintya to support her family and provide a healthy, safe source of food for the community.

“People from the community come to the farm to buy our eggs, and we sell them in local markets,” says Cintya. “We’re providing the community with a healthy food source.”

The farm has been so successful that Cintya’s family has expanded the business and now sells fruits and vegetables too.

The chicken farm is one of about 50

female-owned Central American businesses that have benefited from microfinancing programs during 2009. Others include a beauty salon, clothing store, grocery market and crafts store.

“The impact has been tremendous,” says Marcela Lopez-Macedonio, Deputy Executive Director for The Resource Foundation. “Many of these women had no

other way to make a living, and very few had any type of training. The program has improved the health and living conditions of women, their families and communities in Central America.”

Cintya says she’s living proof that micro-financing works. “I’m so thankful for this opportunity. I get to provide for my family, be with my family and keep my farm.”



## Improving Health and Education for Thailand's Children

**I**n a world where children's lives are not as bright as they could be, teachers offer a glimmer of hope.

Pangmapaah is Thailand's highest and northernmost district, and access to the region is nearly impossible during the rainy season. Many infants and children living there are underweight, malnourished, lack immunizations and have little access to basic education.

For the last five years, Johnson & Johnson Consumer Thailand has partnered with the Life Skills Development Foundation on an Early Child Care Development (ECD) program that promotes physical and psychological health and education for children in Pangmapaah.

Kanya Somboon, Director of the Baan WaNaLuang school, says the ECD program gives teachers the skills they need to provide a safe and challenging environment where children can learn and grow. "Many of the children come from extremely poor, neglected and abused circumstances. In the past, our teachers did not understand how to best work with these children," she says. "Today, thanks to the ECD program, our school is a knowledge center for other schools."

Kon-thip Praithada, a child caregiver in the village of Baan Bor Krai, says the program taught her how to interact more effectively with children. "I learned to be more creative



**A SAFE AND LOVING PLACE** Children in Thailand benefit from an Early Childhood Development program that teaches caregivers and teachers how to nurture and educate children from some of the country's most remote regions.

and to use storytelling, music and group activities to help the children learn."

Nearly 1,800 children in 13 day care centers and 22 schools have benefited from the program. In addition, seven new day care centers have been established as a result of the partnership with the Life Skills Development Foundation.

The impact of the program is felt well beyond schools and day care centers. The program also reaches out to parents, local residents, and government and non-

governmental organizations to create a more child-friendly community.

Dao-Ruang Thoa-sak, a farmer and parenting volunteer from Maenaterng, says the program has helped him "learn how to build a playground, play with children and understand child development."

Kanya adds, "The ECD program has made a tremendous difference in our region. Teachers, parents and the community are all working together to help our children grow and develop."

## A Dose of Laughter to Help Sick Children

**W**hen Drs. Dora, Teflón and Xss prepare for their rounds in the pediatrics wing at Hospital Gregorio Marañón, one of the main public hospitals in Madrid, the energetic doctors don colorful makeup, oversized banana-boat shoes, and bright, cheerful attire. They are doctors of a different sort—professional performers and artists, actually—whose mission is simple: make sick children smile again.

Known formally as clown doctors, or the "doctores sonrisa," these professionals work with the Theodora Foundation, a non-profit group with a network of about 170 such doctors in several countries.

Blanca Sanz, also known as "Dr. Dora," has visited thousands of children since joining Theodora in 2001. "It's very hard to see so many sick children every day," says Dr. Dora. "But this work is like fresh air blowing through a big window ... it gives me life and a purpose. My visits may not cure the children's physical ailments, but I know they sure help their spirits. When I see them smile and laugh, I know I've made a connection and given them—and their families—a respite from their worries."

Founded in Switzerland in 1993 by André and Jan Poulie in memory of their mother, Théodora, the organization has since expanded to eight countries and is the biggest network of hospital clown doctors in the world, visiting several hundred thousand children each year. The foundation is committed to making the clown doctor program available to hospitalized children around the world.

In Spain, Fundación Theodora is marking its 10th anniversary in 2010.



**ALL SMILES** Blanca Sanz, also known as "Dr. Dora," says her work as a Theodora clown doctor helping children and their families laugh and smile is like fresh air blowing through a big window.

"Our clown doctors work throughout the country, visiting 50,000 children a year and touching the lives of another 150,000 family members and friends," says Javier Tejero, Fundación Theodora's Director based in Madrid. "The impact is palpable and real. To see these children, some of whom are seriously ill, smile and laugh helps them—and their family members—cope."

Johnson & Johnson is a regional partner for Theodora in Spain, supporting visits for 5,000 hospitalized children in 12 hospitals in 11 cities throughout the country.

María del Carmen Olias, or Dr. Xss as she's best known in the hospitals she visits, fills hospital rooms with witty charm and a caring sensibility. "Before we walk into a hospital room, we connect with the attending nurses to understand the particular medical circumstances and general mood each child is experiencing that day. It helps us prepare our performance to suit the situation, and it always leads to a better outcome."

Despite all the makeup, good humor and laughter, the clown doctors recognize their work is serious business. To earn the

right to don the attire, the clown doctors participate in eight months of rigorous training that includes hospital hygiene, artistry, observation and residential practice. Then, on an ongoing basis, they attend week-long training seminars twice a year and participate in group sessions with a staff psychologist four times a year to cope with the highly emotional circumstances of the profession. No laughing matter.

Dr. Teflón, or Jose Antonio Ruiz, would be the first to say that the emotional component of the job can be a bit overwhelming at times. His stage name aside, the experiences he has with the children stick with him. "I've been doing this for 10 years now, and I'm always amazed at how very sick children's reactions to my antics brighten the mood for all in the room ... their reactions are always so enriching and uplifting for everyone—their parents, the nursing staff and me."

"In the end, what makes these clown doctors so successful," says Javier, "is their ability to listen and learn, to be sensitive and compassionate, and to simply do something that's important ... make children laugh."

# Helping People and Environments Thrive in Remote Regions

**S**nakebites are common among villagers in Mkokoni, Kenya. Cobras, adders and vipers reside in nearby coastal forests and present a huge challenge to communities where local fishermen dive for lobster, crab and octopus. “One young man came to the dispensary with a poisonous snake bite. I was able to treat him quickly, and he survived,” says Khadija Mohamed Famau, a community health worker. “If the dispensary had not been here, he would have died.”

Khadija lives in a remote part of Kenya where natural resources are rich but the health of the community is in jeopardy. It also is an area where Johnson & Johnson and its partners are working to protect human life in the villages and the abundance of life on land and in the sea.

In 2008, Johnson & Johnson formed a three-year partnership with the World Wildlife Fund (WWF) and United States Agency for International Development (USAID) to address health, population and environmental needs in remote communities. The effort is part of USAID’s Global Development Alliance, an initiative that brings together resources, funding and creative ideas from corporations and other organizations to provide aid to underdeveloped regions in developed countries.

“We’ve partnered with the WWF since 2005 on several environmental programs. The 2008 partnership extends that commitment. It’s the Company’s first Global Development Alliance with USAID, and it addresses health care, environmental and population issues. It’s a perfect fit,” says Conrad Person, Director, Corporate Contributions, Johnson & Johnson.

The partnership focuses on Kenya, Nepal and the Democratic Republic of Congo.

#### ACCESS AND EDUCATION IN KENYA

In Kenya, partnership activities address health and environmental issues. For example, the dispensary where Khadija

works was opened in 2006. Before the dispensary was available, families had to travel 6 to 8 hours to get to a health care facility. Most children were not immunized. Mortality rates for women and babies were high. “There were many deaths in our villages,” says Khadija.

In addition, prior to the partnership, education about how to purify water, prevent disease and practice good hygiene was non-existent. The water wells were open, which exposed available water to contamination from the environment. Through the partnership, wells were covered and pumps were installed to keep the water clean.

The program in Kenya also teaches fishermen how to take care of themselves and the precious waters that provide food and income for nearly 80 percent of villagers. For fishermen such as Mohamed Famau, Khadija’s father, the program built reservoirs to provide access to clean water for men working at sea. It also brought fishermen together to teach them how to sustain the life that’s in the water so that the sea will continue to provide food for many generations.

“We have 1,300 fishermen in our program,” says Ali Mwachui, who leads the USAID/Johnson & Johnson partnership for the WWF from camp headquarters in Kiunga, Kenya. “They’ve learned basic hygiene and lessons about nutrition, such as how eating too much or too little fish can cause diet deficiencies. They’ve learned fish-handling techniques and how to keep

their landing sites clean when buyers come for the fish. This is healthier for everyone.”

#### PROTECTING FORESTS IN NEPAL AND PRIMATES IN THE CONGO

In Nepal, partnership activities focus on protecting forests and improving air quality. Traditionally, villagers have relied on wood-burning stoves and the forest’s trees to fuel them. Today, villagers are learning about the harmful emissions from wood-burning stoves and how to use biogas units instead, which are fueled by cattle manure. “Less woodcutting results in healthier forests, which in turn gives villagers a fruitful place to hunt and gather forest products for nutrition,” says Ali.

In the Congo, programs help villagers understand how hunting for primates, or “bush meat,” can spread disease and damage the environment. Access to health care is another big issue because the area is so remote. “We’re making progress in the Congo. Our challenge is to find ways to get the people in these communities together and integrate conservation programs with access to health care,” says Ali.

In all three areas—Kenya, Nepal and the Congo—family planning is a major focus. “When a population grows, the community must turn to the surrounding environment for its livelihood,” says Ali. “This places a strain on the land, which can deplete natural resources, endanger plant and animal life and increase pollution.”

He adds, “The bottom line is this: A healthy environment is necessary for people to be healthy.”

**TIME TO FISH** Like 80 percent of villagers, lobster fisherman Mohamed Famau relies on the sea to provide food and an income for his family. Programs in Kenya are helping Mohamed and other fishermen learn how to care for themselves and the precious waters that may provide food for many generations.



# Making Positive Choices

A program for girls has helped one Detroit, Michigan, teenager overcome a tragic past and look forward to a positive future.

Two years ago, the future was far from Arreana's mind. She had been in and out of foster homes for several years. "I went into the foster care system when I was 8 because of an abusive situation at home. I was sent to lots of different places and ended up in an all girls' home. At one point, I wanted to give up. My grades were really low. And when bad things happened to me, I didn't know how to speak up for or protect myself. I felt like no one was in my corner."

Staff at the girls' home recognized Arreana's potential and signed her up for the Girl Smart program offered by

Alternatives For Girls (AFG). The program was developed by AFG through a grant provided by National AIDS Fund (NAF) and Johnson & Johnson. It includes six sessions that help girls and young women learn about HIV/AIDS and other sexually transmitted infections (STIs), recognize peer pressure, develop confidence and cope with difficult situations.

"The program gives the girls the information and skills they need to make positive behavior choices. It teaches them how to protect themselves from STIs, and how to say 'no' when they are being



**OVERCOMING THE PAST** Arreana is among nearly 250 girls and young women who have participated in the Girl Smart series, a program that teaches girls how to live healthier, safer and more fulfilling lives.

pressured into an unhealthy decision," says Ruthie Davis, an AFG staff member.

Ruthie says that during the past two years, 248 girls and young women have participated in the Girl Smart series, one of the many prevention programs offered by AFG. Other AFG services include a homeless shelter that houses up to 35 young women and an outreach program that takes to the streets to reach those engaged in high-risk activities, such as drug abuse and prostitution.

The AFG Girl Smart program was developed and launched with help from GENERATIONS: Strengthening Women and Families Affected by HIV/AIDS, a public-private partnership between NAF and Johnson & Johnson. AFG and seven other organizations received grants from 2007 to 2009 to build innovative HIV prevention programs that target high-risk girls and women. The eight community-based organizations serve the most vulnerable populations, such as African-American women and girls who don't know they are at risk for HIV, immigrant Asian and Latina women, homeless and runaway girls, injection drug users, incarcerated women, and female partners of incarcerated men.

"Through the GENERATIONS partnership with Johnson & Johnson, these communities are developing and implementing programs that are helping to curb HIV transmission rates among girls and women," says Suzanne Kinsky, NAF Program Officer. "The GENERATIONS program is both a reflection of the Johnson & Johnson commitment to communities and an extension of the NAF's philosophy that the most effective responses to the HIV epidemic take place at the community level."

For Arreana, the Girl Smart prevention program "motivated me to be the best and healthiest person I can be." A senior in high school, Arreana says her grades are good, and after she graduates, she wants to study criminal justice and social work. She says she no longer worries that she'll make bad choices or have to face an uncertain future. She's focusing on the things she loves, such as dancing, playing the flute in band, and serving as president of a leadership training program at her school.

She also is sharing her knowledge with others. Today, she's a facilitator for the Girl Smart program and an inspiration for other teens. "I tell them: This is my story, but the rest of my life is what I make it."

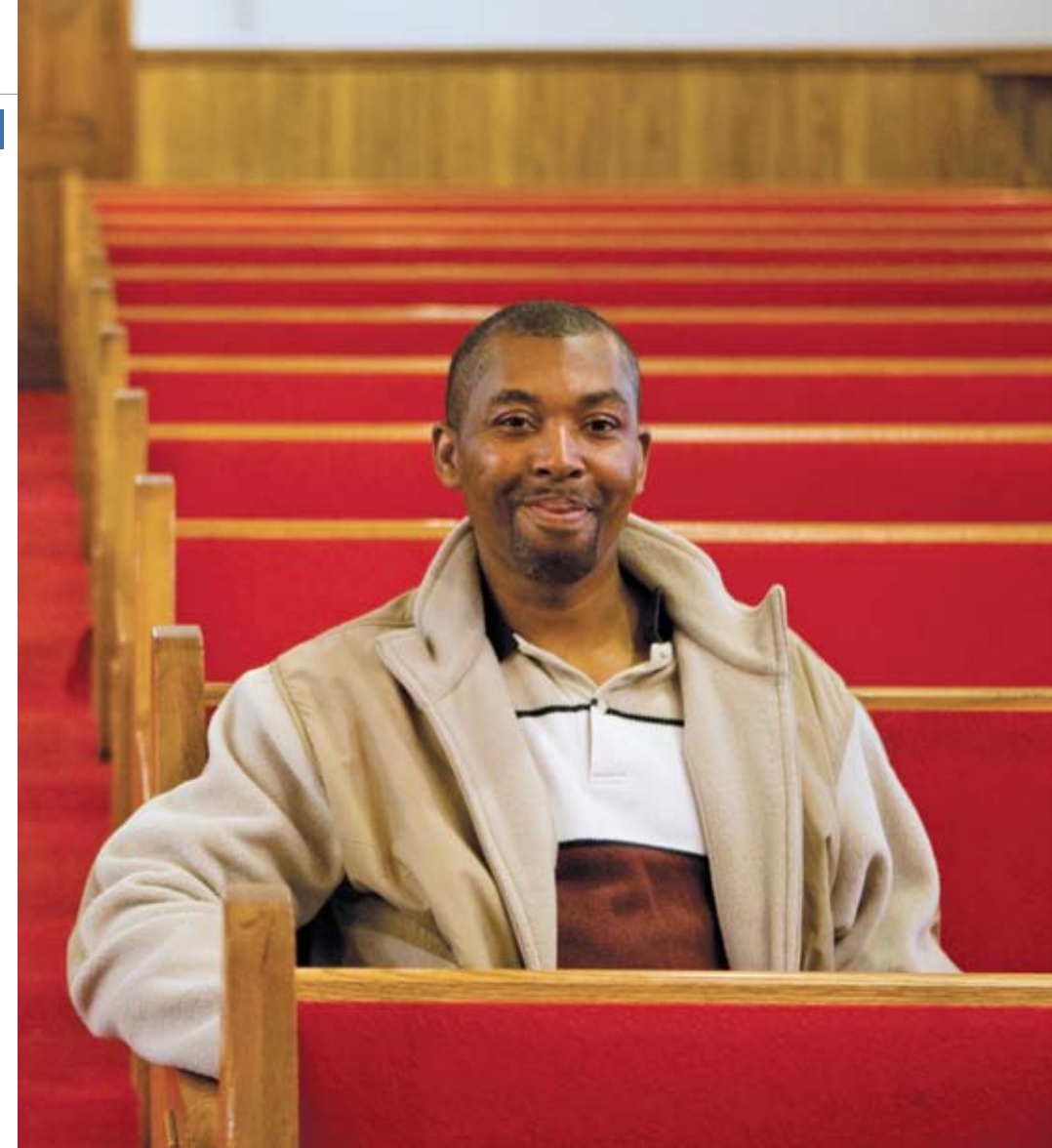
# Good Habits for Good Health

**G**odfrey Johnson of Horry County, South Carolina, has seen firsthand the effects of diabetes: His mother has battled the disease for many years. So, when the pastor at his church announced that SharedCare, a non-profit health care agency, was providing free health screenings, Godfrey went, hoping to learn something that would help him take care of his mother. What he learned there changed his life.

Ty Grissett, a nurse working with SharedCare, tested Godfrey's blood sugar. Concerned, she pulled him aside and informed him that while he was there to learn how to care for his mother, he also needed to care for himself. Tests showed that Godfrey, too, was diabetic.

"Diabetes is a real issue in Horry County. Most people either don't know they have it, or they don't know what to do about it," explains Ty. "At SharedCare, we teach individuals how to correctly test their blood sugar and change their eating habits. That way, they can become healthier people."

SharedCare services are made possible through a Johnson & Johnson Community Health Care Program grant and participation from community leaders, health and social service professionals and rural churches. SharedCare's efforts are aimed at the Cedar Branch community, where cardiovascular disease was the second leading cause of death in Horry



County in 2004. More than 8 percent of adults in the county have diabetes. According to data from the most recent Behavioral Risk Factor Surveillance Survey, 35 percent of county residents have high cholesterol, and 22 percent have sedentary lifestyles.

Before he visited SharedCare, Godfrey's own life was unknowingly becoming a dire statistic. After speaking with Ty, Godfrey began to participate in SharedCare activities, including health education sessions, exercise activities and access to health care services. Each activity is designed to prevent and control obesity, diabetes and cardiovascular disease.

"I initially went to the free program to help somebody else, but I ended up helping myself too," says Godfrey. "Now, I'm walking pretty much daily. I've lowered my blood sugar, have a healthier lifestyle,

and I've even lost weight."

The program has been expanded to include children, teaching them about the importance of healthy living. "Parents in the county were worried about their kids because a lot of them were overweight and had asthma and other complications because of their weight. We knew we had to do something for them," says Ty. "By including the kids, the program becomes a full circle. The kids bring the information they learn back to mom and dad so that they can lead healthier lives, too."

Godfrey, who is a deacon in his church, says he believes he should lead by example and get other people in the community involved in the program. "I want my kids and friends to see me going to the doctor so that they know it's important to take care of yourself. SharedCare helped me learn how to do that. The program probably saved my life."

Beyond the Company's global approach to giving, Johnson & Johnson companies support efforts that address local needs, such as the shortage of nurses in Somalia, the growing number of troubled youth in Pakistan and the need for support services for children with learning disabilities in Hong Kong. Together with local partners, we support programs that champion health, education, employment, the environment, and culture and the arts. Highlights from several of these programs appear on the following pages.

**AFRICA**

## Treating Oral Thrush, Providing Grants in Kenya

Oral thrush, a common and troubling symptom of HIV, produces painful lesions in the mouth that can spread to the esophagus if left untreated. Johnson & Johnson affiliate Tibotec makes TIBOZOLE™ (miconazole nitrate 10 mg, muco-adhesive buccal tablet [micMAT]) to treat oral thrush. The drug is distributed at cost and for free through various non-profits throughout Sub-Saharan Africa. More than 886,000 patients have received donations of the drug, and 1.6 million have benefited from at-cost pricing. In Kenya, Johnson & Johnson partners with the Mission for Essential Drugs & Supplies

(MEDS) and Project Mercy to provide the drug at significantly reduced pricing to small, community-based groups. The income MEDS accumulates from selling the drug at a reduced price is used to issue grants to local organizations in Kenya dedicated to improving community health. Johnson & Johnson matches these grant amounts to help create a bigger "rainmaker" effect for non-profit organizations focused on HIV/AIDS treatment and prevention, hundreds of which have benefited over the past five years.



## Rebuilding Lives, One Woman at a Time

In the heart of bustling Dar Es Salaam, Tanzania, the Mabinti Center serves as a sanctuary for women and girls recovering from obstetric fistula operations. The center is a pilot project of Comprehensive Community Based Rehabilitation in Tanzania (CCBRT) and provides jobs and life skills training for fistula survivors.

At the center, women learn how to produce high-quality textiles and how to use recycled materials in innovative ways. For example, area businesses hire the center to produce fashion-related items that are made from discarded billboards.

Johnson & Johnson supports the center and other efforts that help women rebuild their lives after suffering from fistula, an injury that occurs during childbirth and is usually caused by several days of obstructed labor without proper medical intervention.

It can result in chronic incontinence and even death of the mother and the baby. The devastating condition is preventable and treatable. It has been eliminated in most nations, but it still plagues women and girls in remote and impoverished areas, including much of Africa. Fistula survivors face a life of isolation as they are typically excluded from normal social and economic activities.

During the 2009 United Nations Economic and Social Council Meeting in Geneva, fistula was one of the main health issues to take center stage. A panel discussion hosted by the United Nations Population Fund and Johnson & Johnson gave attendees greater insight into how organizations can work together to raise awareness, support prevention and treatment, and help survivors return to full and productive lives.

## Responding to Somalia's Call for Help

Two decades of civil wars have resulted in a rapid decline in qualified health care professionals in Somalia. To address the issue, the SOS Hermann Gmeiner School of Nursing was established in 2002. Those attending the school complete a three-and-a-half-year program that includes a World Health Organization-approved curriculum.

In 2009, 16 individuals graduated from the school. And they did so in the midst of frequent mortar attacks and terrorist raids that often displaced them from their classrooms.

"The center's philosophy is to train nurses to help needy communities like Mogadishu," says Heather Paul, Chief Executive Officer of SOS Children's Village USA.

Johnson & Johnson supports the nursing school as part of its strategy to build health care capacity around the world.

ASIA-PACIFIC

## Mentoring Underprivileged Youth

Johnson & Johnson Pakistan employees have joined the TCF Rahbar Program, a mentoring effort started by The Citizens Foundation (TCF) School System in Pakistan. The program has provided mentors for more than 500 under-privileged youth.

Mentors meet with their mentees every Saturday morning for three hours and inspire the youth by sharing their own personal goals, struggles and dreams. Through interactive sessions, mentors help the youth solve problems, build confidence and define career paths.



## Supporting Special Needs Children

More than 79,000 children in Hong Kong have special learning disabilities (SLD), according to Caritas, the social services agency of the Catholic Church in Hong Kong. Disabilities include dyslexia, dysgraphia and dyscalculia. Most children with SLD have one or more types of disabilities and other limitations, such as attention deficit hyperactivity disorder and autism.

Johnson & Johnson (Hong Kong) companies have partnered with Caritas to support Lively Children, Happy Parents, a program that provides support services and education to children with SLD. The program hopes to raise awareness of SLD, build more facilities and provide additional services for affected children and their families across Hong Kong.



## Bringing Generations Together

Employees from several Johnson & Johnson companies visited senior citizens in the Singapore Toa Payoh residential area in July 2009 as part of the Volunteer Seniors Befriending Initiative established by HOPE Worldwide.

Johnson & Johnson partners with HOPE Worldwide to deliver the HOPE for Seniors program, which is designed to help seniors "age with dignity, respect and security." The befriending initiative gives volunteers an opportunity to visit seniors living in their communities. Employees from Johnson & Johnson Consumer, Johnson & Johnson Vision Care, Janssen-Cilag and Johnson & Johnson Medical Singapore took part in the visits. The befriending initiative encourages participants to develop positive attitudes about aging and builds intergenerational relationships between seniors and volunteers.

## Offering Educational Support to Indigenous Australian Youth

The Alice Springs School Indigenous Support & Teaching Program (ASSIST) provides educational and social support for indigenous Australian youth. Through a partnership between St. Vincent De Paul Society in Australia, Bradshaw Primary School (P.S.), and Johnson & Johnson, ASSIST provides educational and life skills programs for 60 disadvantaged children at the Irrkerlantye Unit of Bradshaw P.S.

"Indigenous Australian children struggle in typical schooling environments because of vast cultural challenges," says Claire Hermawan, a Bradshaw P.S. teacher. "ASSIST seeks to provide these children with a positive learning environment that remains consistent with their cultural identity and sets them up for success."

EUROPE, MIDDLE EAST & NORTH AFRICA

## Giving Children a Healthy Start in Egypt



From birth to age 6, children develop many physical, emotional and social skills that will shape their future. Johnson & Johnson partners with the Aga Khan Development Network (AKDN) in the Al-Darb al-Ahmar district of Cairo and in Aswan, Upper Egypt, to deliver and promote Early Childhood Development (ECD) programs that support children during their developmental years.

ECD initiatives emphasize the importance of preparing young children for the school environment. Programs also support children's physical, social and emotional health.

ECD programs are part of a broader strategy from Johnson & Johnson and AKDN: to strengthen health, education and community outreach initiatives and empower communities to make informed health care choices.

In addition to ECD and community health programs in Aswan, Johnson & Johnson supports the AKDN's Aswan Nursing Program, which promotes quality in nursing education and enhances nursing managerial and clinical services.

## Helping Malawi Orphans

Since 2006, employees at DePuy Orthopaedics, Inc. International, United Kingdom, have raised funds and provided volunteer support for Open Arms Malawi.

The Open Arms organization provides temporary homes for orphans, along with medical treatment and education. "Working with Open Arms Malawi has been a fantastic experience for all involved. It has led to friendships across Johnson & Johnson franchises, and it has contributed to the development of

leadership skills among the volunteers," says Anthony Leavor, co-leader of the DePuy Open Arms Malawi Employee Volunteering Initiative.

During the past four years, DePuy employees have raised over £200,000 to support the work of Open Arms Malawi. In addition, nearly 100 employees from across Johnson & Johnson businesses have volunteered on construction projects in Malawi.

## Employing Those with Mental Illness

In Hungary, Johnson & Johnson supports the Awakenings Foundation (Ébredések Alapítvány), a work rehabilitation program for people with mental illness.

The foundation helps individuals find and keep jobs, as well as provides training, such as communication and stress management coaching. Once the person is placed in a job, the foundation continues to work with the employer and employee to ensure success.

The program is designed to help raise participants' self-esteem and give individuals with mental illness the opportunity to lead more fulfilling and independent lives.



## Early Intervention in Greece

Project Inclusion, run by the Theotokos Foundation, provides teaching and therapy for children with learning disabilities.

The project works with preschool children each year, many of whom are able to advance to a local elementary school. Those who suffer from more severe learning disabilities receive therapeutic and educational support throughout the year.

Johnson & Johnson has partnered with the Theotokos Foundation to deliver Project Inclusion since the program's inception in 2006.



LATIN AMERICA

## Helping Children with Cancer to Cope

Eighty children living with cancer were treated to music and performances by Johnson & Johnson employees in December 2009 at the Company's manufacturing site in Pilar, Argentina. The one-time event was such a success that employees decided to plan and organize other events throughout the year, including quarterly programs at three Buenos Aires community organizations to celebrate birthdays of children with terminal illnesses.

"Everything we do is a gift to the children," says one Johnson & Johnson employee, "but the appreciation we receive in return—to hear these children laugh—means much more."

## Preventing Teen Pregnancy in Brazil

In Brazil, 16.6 percent of teenagers become pregnant, mostly due to a lack of education about sexuality and pregnancy prevention. Gol de Letra is a non-profit organization that is determined to change that statistic.

With support from Johnson & Johnson, Gol de Letra has developed educational programs about human reproduction, health and sexuality for underprivileged teens in Rio de Janeiro, Niteroi and São Paulo.

"Gol de Letra makes it possible for these teens to write a new chapter in their life stories," says Roberta Maria de Lima, a project assistant. "In addition, they discover they can work together as a group for the benefit of the whole community."



## Empowering Youth through Health Education

Teen pregnancies and sexually transmitted infections are major problems in remote and impoverished communities in rural Oaxaca State, Mexico. But organizations are working together to educate young people and help them make healthier lifestyle decisions.

To help the youth, Johnson & Johnson teamed up with the Mexican Family Planning Foundation—a national network of rural clinics—to establish educational programs that encourage healthier lifestyles among young people in Oaxaca. More than 3,000 youth in 14 communities have benefited from workshops, counseling and resource materials.

The effort also strives to reduce the stigma and discrimination often associated with HIV/AIDS. In addition, young people receive training on gender-based violence and adolescent rights.

## Disease Prevention Program Boosts Women's Morale

The alarmingly high incidence of HIV/AIDS in Puerto Rico prompted non-profit organization Lucha Contra el SIDA to take action. The organization developed a program to improve coping skills for those living with HIV and to promote awareness and prevention of HIV/AIDS.

With Johnson & Johnson as a sponsor, the program works closely with home-

less families, very low-income individuals with limited literacy, and others who are rebuilding their lives after experiencing substance abuse or domestic violence. Family members have an opportunity to move into transitional housing, receive mental health counseling and take part in workshops that focus on health education, violence prevention and life skills development.

As part of the program, about 40 individuals have been placed in jobs at Un Grano de Mostaza (A Grain of Mustard), an herb and ornamental plant nursery center that supplies products to many supermarkets in San Juan. For example, program participant Herminia Ortiz manages the day-to-day operation of the nursery. She also is organizing another nursery in Puerto Rico.



NORTH AMERICA

## Developing Leaders in Nursing

An 18-month leadership development program is helping nurses advance their skills, improve patient outcomes and strengthen leadership capabilities. The Maternal-Child Health Leadership Academy was created through a partnership between Sigma Theta Tau and Johnson & Johnson.

Since 2004, nurses from 30 American states have completed the leadership program, which is designed for nurses who work with childbearing women and children from birth to 5 years of age. The program prepares nurses to lead interdisciplinary health care teams focused on improving maternal-child health outcomes and shaping evidence-based practices.

Recent programs include: New Beginnings, a support group for postpartum women whose babies are treated for drug withdrawal; Breastfeeding Support for a prenatal clinic; and Parenting Infants with Hypoplastic Left Heart Syndrome: Impact on Quality of Life.

Based on the success of the U.S. model, the program is exploring expansion into other regions experiencing the need for nurse leadership to improve maternal and newborn outcomes.

## Film for Comfort in Toronto

A joint effort between Toronto General Hospital and the Toronto Film Festival is giving "reel comfort" to patients in the hospital's Acute Care Psychiatric Ward. The program promotes creativity, social skill development and confidence-building through film presentations, post-screening discussions and film craft workshops. The program serves 300 patients annually who have very few therapeutic and rehabilitation options open to them.

"The collaboration gives patients an outlet to express themselves artistically and to communicate their thoughts and feelings, which is a great benefit to both patients and medical staff," says Emily Sheer, Manager of Special Projects and Outreach for the Toronto International Film Festival.

Support for the program is provided by Johnson & Johnson and the Society for the Arts in Healthcare (SAH), which are working together to engage community health care workers, caregivers, families and artists in the practice of arts in health care. Over the past eight years, Johnson & Johnson and SAH have provided funding to over 117 organizations in the U.S. and Canada.

## Partnerships in Women's Health Foster Excellence

Johnson & Johnson and the National Center of Excellence in Women's Health at the University of California San Francisco completed a three-year program on fostering excellence in women's health through five academic-community partnerships (ACP) in underserved communities:

- The Latina Family Partnership (Tucson, Arizona) fosters improvements in academic performance and healthy behaviors in 6th grade girls, and distributes women's health information via promotoras to women in their communities.
- The Advocating for Women: Policy and Practice Partnership (Boston, Massachusetts) works to eliminate health disparities for women of color, and has successfully filed

three legislative measures and has grown the Disparities Action Network.

- Stress and Depression Awareness in Louisiana's Hurricane Affected Areas (New Orleans) provides women and families in hurricane-impacted areas with social support and coping strategies.
- Domestic Violence Intervention Network (Grand Forks, North Dakota) engages the community to address the needs of rural victims of domestic violence through prevention education, primary care screenings and outreach to the National Guard.
- The Women with Disabilities Health Equity Coalition (Portland, Oregon) develops effective health care policies and programs for women with disabilities.
- Team Mississippi: A Partnership for Healthy Families (Jackson) promotes obesity prevention by improving nutritional and physical behaviors of elementary school youth.

## Farmers Market Promotes Healthy Eating in New Jersey

New Jersey farmers have come together with Rutgers University, Johnson & Johnson and the City of New Brunswick to offer a fresh produce market that offers a number of benefits to the community.

The New Brunswick Community Farmers Market provides local residents with access to fresh, healthy produce at an affordable price. In addition, nutrition education and cooking demonstrations are provided by community-based organizations such as Elijah's Promise and health educators from academic and health institutions such as hospitals. "The goal is to help influence healthy choices and have a long-term positive impact on the health of residents," says William Hallman, Director of the Food Policy Institute at Rutgers. "And, it's a place where local farmers, artisans and craftspeople can sell their goods, and people can taste new foods, learn new recipes and buy the ingredients to make them at home."



## Teaming Up to Deliver Disaster Relief in Asia-Pacific

A brush fire in Australia; typhoons in Taiwan, the Philippines and Vietnam; earthquakes in Indonesia; a tsunami in Samoa, American Samoa and Tonga; floods in India; and conflict in Pakistan were among the natural disasters and political turmoil that devastated the Asia-Pacific region during 2009.

Upholding its commitment to helping in the aftermath of disasters, Johnson & Johnson partnered with several organizations to provide relief for those in need. Meanwhile, employees offered their time and resources to help the injured and homeless.

### Aid for Countries Hard-Hit by Typhoons

Severe storms and floodwaters struck Taiwan, the Philippines and Vietnam in 2009. The Company helped many of the displaced and wounded in these countries by donating disaster relief packages that included consumer products, pharmaceuticals, trauma care kits and medical devices.

In the Philippines, typhoons affected 2.5 million people. Johnson & Johnson partnered with AmeriCares, the Asian American Institute, Direct Relief International (DRI), Heart to Heart International, HOPE Worldwide, Medical Teams International, Save the Children and others to provide relief. Employees from Johnson & Johnson Philippines volunteered in soup kitchens, helped package and distribute supplies, and raised funds for organizations like World Vision and the Corporate Network for Disaster Response.

In Vietnam, storms affected more than

200,000 people. The Company partnered with DRI, Save the Children and the Kim Long Charity Clinic to provide relief. Johnson & Johnson Consumer Companies Inc. and McNeil Consumer Healthcare gave products to AmeriCares and DRI. In addition, Janssen-Cilag Vietnam donated and distributed food to 100 households in Quang Nam. Employee donations from Johnson & Johnson Medical Vietnam helped fund educational kits about disease prevention for more than 400 families.

Many other Johnson & Johnson companies in the region helped raise funds for typhoon victims, such as employees from Johnson & Johnson Malaysia, Hong Kong and Japan, who made contributions to UNICEF.

### Support after a Tsunami

In October 2009, towering waves slammed into Samoa, American Samoa and Tonga, destroying villages and lives. Johnson & Johnson partnered with DRI

and Federally Qualified Health Centers on American Samoa to provide antibiotics and wound care supplies. Several operating companies in the region provided products and monetary support to help those affected by the tsunami. In addition, Johnson & Johnson companies in Australia and New Zealand made donations to the Red Cross.

### Relief for Earthquake Victims

On September 30, 2009, an earthquake in Sumatra, Indonesia, left thousands of people in need of medical help and supplies. DRI airlifted disaster relief packages to the area. Citizens received aid through Muhammadi-



**PROVIDING DISASTER RELIEF** In Vietnam, members of Save the Children work to distribute supplies to those in need after the devastating impact of Typhoon Ketsana. As part of the response to this disaster, Johnson & Johnson Medical Vietnam helped fund the distribution of household kits to more than 500 families.

yah, Indonesia's largest civic organization. In addition, Medical Teams International provided trauma care for hundreds of individuals. Regional efforts also provided relief. For example, Johnson & Johnson Korea employees made donations through the Korean Red Cross, and the Johnson & Johnson India Contributions Committee provided funding to the Indonesia Red Cross.

### Helping Women in Pakistan

In the North-West Frontier Province in

Pakistan, political conflict between Taliban militant groups and the government has forced nearly 2 million people from their homes, including many expectant mothers and newborns. UNICEF and Johnson & Johnson worked together in 2009 to train health care workers and female volunteers to help women safely deliver their babies. The effort provided training for about 400 people and benefited more than 2,000 pregnant women and newborns.

## Partnership Provides Vital Humanitarian Aid

Johnson & Johnson has worked with the International Rescue Committee (IRC) for several years to provide urgent support to victims in the most critical and prolonged humanitarian disasters. The IRC deploys emergency response teams, relief workers and health care providers to help those whose lives have been shattered by violence, poverty and disasters. Rather than deploying outside experts to respond to these emergencies, local workers are called in to ensure that relief programs are sustainable.

In 2009, the Company supported IRC's work in Sierra Leone, one of the poorest countries in the world. In this West African country, access to medical care is inadequate, and infant mortality rates are high. The IRC works with community-based organizations to administer affordable treatments for children suffering from deadly diseases such as malaria and pneumonia.

The Kitgum District in Uganda is another area where the IRC has improved lives. The IRC's Gender-based Violence Program offers numerous resources to assist survivors of rape and assault, including a hotline and health, psychological, legal and safety services. The IRC helps survivors heal and works with communities and institutions to break the cycle of violence.

## Awards and Recognition

During 2009, several organizations recognized Johnson & Johnson for its humanitarian, corporate citizenship and social responsibility efforts.

### Helen Keller International Humanitarian Award

In May 2009, Helen Keller International (HKI) hosted its fourth annual Spirit of Helen Keller Gala in New York. HKI presented Johnson & Johnson with the 2009 Helen Keller Humanitarian Award. The award recognized the Company's ongoing humanitarian efforts around the world and leadership in improving global health through programs such as Children Without Worms.

The event raised more than \$700,000 to support programs and services that prevent blindness and reduce malnutrition around the world.

### Committee for Economic Development Corporate Citizenship Award

In October 2009, the Committee for Economic Development (CED) honored Johnson & Johnson with the Distinguished Performance Award for Corporate Citizenship. Each year, the



**STRENGTHENING FAMILIES** Agnes Njeri, a single mother from Nairobi, Kenya, is part of SOS Children's Villages' Family Strengthening Program that helps parents in disadvantaged communities earn a living to support their families. She knits and sells sweaters for a living.

CED recognizes business leaders and companies for their contributions to public policy and the long-term health of the American economy and society.

### Stars of Madison Avenue

The Advertising Club honored Johnson & Johnson for its far-reaching social responsibility initiatives. During the 6th Annual Stars of Madison Avenue luncheon held in New York, the club recognized Johnson & Johnson

for supporting programs that save and improve the lives of mothers and babies worldwide, including mothers2mothers, the Elizabeth Glaser Pediatric AIDS Foundation and Freedom of Breath/Fountain of Life Neonatal Resuscitation Program.

### SOS Children's Villages Anniversary Award

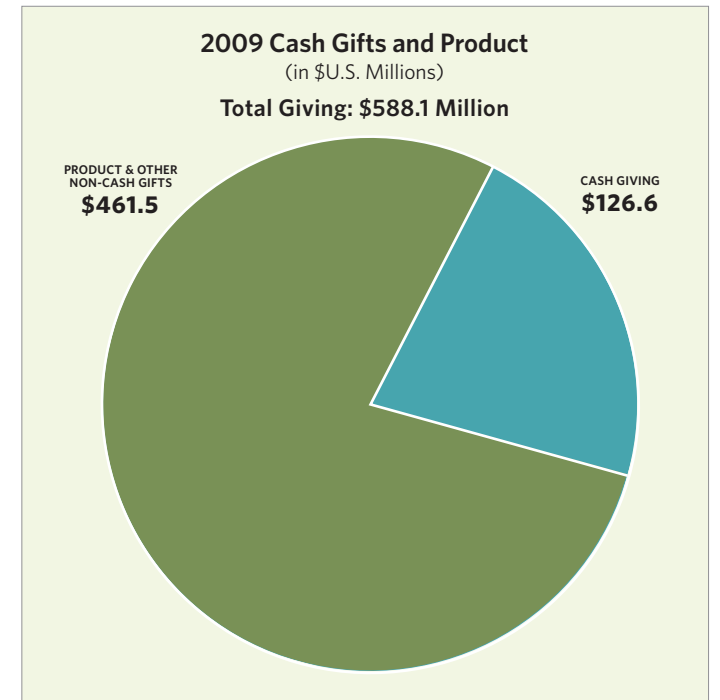
SOS Children's Villages presented Johnson & Johnson with the SOS Anniversary

Award for its ongoing support of the organization's work in Africa. SOS Children's Villages helps children who are orphaned, abandoned or whose families are unable to care for them. The organization is active in more than 132 countries and territories worldwide. SOS Children's Villages presented the award to Johnson & Johnson during the organization's 60th anniversary celebration held in October 2009 at the Austrian Embassy in Washington, D.C.

## 2009 Contributions Financial Statement

In 2009, the Johnson & Johnson Contributions Program continued to have an impact on worldwide health care issues. In all areas of philanthropy, Johnson & Johnson emphasized initiatives supporting mothers, children, families and communities. The Company's efforts focused on saving and improving lives, building health care capacity, and preventing diseases and reducing stigma. Beyond the Company's global approach to giving, Johnson & Johnson companies supported communities based on local needs. During the year, Johnson & Johnson partnered with hundreds of local, regional and global organizations on 650 philanthropic programs around

the world, contributing \$588.1 million in cash and product. The Company contributed \$126.6 million in cash to organizations in the U.S. and abroad for Corporate and operating companies' programs and projects in 2009. This included \$10.7 million allocated through the Company's U.S. Matching Gifts program. In 2009, Johnson & Johnson double matched contributions made by employees, and matched one-for-one contributions made by retirees up to \$10,000 to qualified non-profit 501(c)(3) organizations in the U.S.\* Johnson & Johnson companies made \$461.5 million in non-cash contributions in 2009.



Total cash and non-cash giving in 2009 was \$588.1 million.

The Company contributed \$126.6 million in cash to organizations in the U.S. and abroad for Corporate and operating companies' programs and projects in 2009.

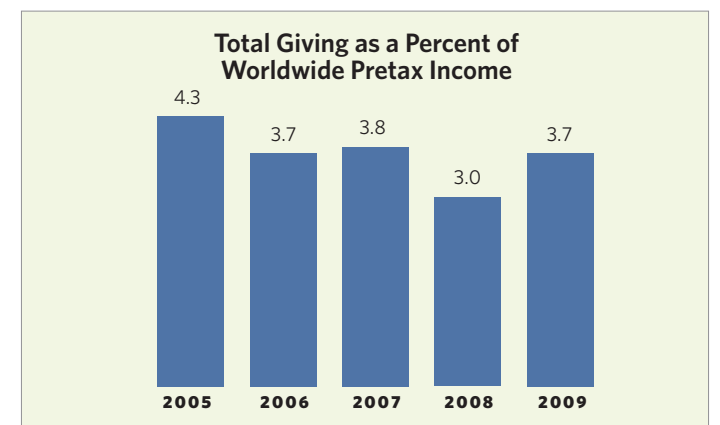
Johnson & Johnson companies also made \$461.5 million in non-cash contributions in 2009. Product donations are reported at fair market value, which is consistent with the reporting methods of non-profit

organizations. Of this total, \$338.9 million of selected pharmaceutical products was contributed to needy patients in the U.S. during 2009. Over the past three years, our companies provided 2,755,204 units of medicine to 465,714 U.S. patients. The balance of non-cash contributions went to private voluntary organizations that assist medically underserved people in developing countries and provide emergency disaster relief.



The Company manages its Contributions Program within guidelines approved by the Johnson & Johnson Executive Committee. In 2009, total giving of \$588.1 million represented an increase of about 15 percent above 2008 giving of \$510.3 million, consistent with our continuing commitment to our philanthropic and patient assistance

programs. Our Contributions budget is established well before the start of each fiscal year; our giving as a percent of year-end pretax income thus varies from year to year, as fluctuations in year-end pretax income become apparent. For 2009, our giving represented 3.7 percent of annual worldwide pretax income.



\* U.S. giving was done through the Johnson & Johnson Family of Companies Contribution Fund. Cash giving was distributed to more than 50 countries.

# 2009 Worldwide Contributions Committees

Based in the U.S., the Corporate Contributions Committee sets overall philanthropy strategy and direction for the Company. The contributions staff provides guidance on key regional and global initiatives.

## CORPORATE CONTRIBUTIONS COMMITTEE

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Chairman  
Corporate Vice President  
Corporate Affairs

**Sharon D'Agostino**  
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Worldwide Corporate Contributions & Community Relations

**Colleen A. Goggins**  
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Consumer & Personal Care Group  
Executive Committee Member

**Raymond C. Jordan**  
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Public Affairs & Corporate Communication

**Jose Antonio Justino**  
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Consumer Group, J&J, EMEA

**Donna Malin**  
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Vice President Law,  
Worldwide Vision Care Franchise

**David Norton**  
Company Group Chairman  
Pharmaceuticals Group

**Jose V. Sartarelli, Ph.D.**  
(retired April 2010)  
Company Group Chairman  
Pharmaceuticals Group  
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**Nicholas J. Valeriani**  
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Regional teams provide guidance and strategic direction based on local needs.

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**Mukesh Mehta**  
Chairman & Group CEO  
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**Victor Tabbush**  
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Company Group Chairman  
Johnson & Johnson Medical  
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Managing Director  
Johnson & Johnson Taiwan Ltd.

**Farrukh Fayyaz**  
General Manager  
Johnson & Johnson Medical  
Pakistan & Afghanistan

**Jeffrey Stewart Go**  
Managing Director  
P.T. Johnson & Johnson  
Indonesia

**Sue Hogan**  
Managing Director  
Johnson & Johnson  
Hong Kong

**Joyce Lee**  
Managing Director  
Johnson & Johnson Malaysia

**Somgiat Mahapun**  
Managing Director  
Janssen-Cilag Thailand and Indochina

**Thibaut Mongon**  
President  
Johnson & Johnson Vision  
Care Asia Pacific

**Namal Nawana**  
Area Vice President  
Johnson & Johnson Medical  
Australia and New Zealand

**Kah Yean Neo**  
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**Annaswamy Vaidheesh**  
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Johnson & Johnson Medical  
India

**Rowel Vijandre**  
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Johnson & Johnson  
Consumer Vietnam

**Wen Jian Xie**  
President  
Johnson & Johnson Medical  
China

## EUROPE, MIDDLE EAST, NORTH AFRICA

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Johnson & Johnson, United Kingdom

**Dirk Brinckman**  
Assistant General Counsel  
Johnson & Johnson, Belgium

**David Coates**  
(until January 2010)  
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LifeScan, Central Eastern Europe, Switzerland

**Birgit Conix**  
Finance Director  
Ethicon & Emerging Markets, MD&D  
GMED Healthcare BVBA

**Christian De La Porte**  
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**Jane Griffiths**  
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**Nikos Kefalas**  
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**Jacques Lambert**  
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Ethicon France

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## OUR CREDO

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

Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs.

Compensation must be fair and adequate, and working conditions clean, orderly and safe.

We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens—support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education.

We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit.

We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times.

When we operate according to these principles, the stockholders should realize a fair return.