

Annual Report 2014-2015

Our world. Your move.



C O N T E N T S

01	The Birth of the Red Cross/ How the Red Cross Works
02	The Fundamental Policy of the Business Plan
03	Mission Statement
04	Message from President
05	Special Reports
	Fight against Ebola Virus Disease
	Disaster response for landslides in Hiroshima
	Disaster response for Mt. Ontake Volcanic Eruption
	Efforts and Initiatives for Disaster Prevention and Risk Reduction
09	Domestic Disaster Response
11	International Activities
13	Medical Services
15	Training of Nurses
17	Social Welfare Services
19	Safety Services
21	Junior Red Cross
23	Red Cross Volunteers
25	Blood Programs
27	FY 2014 Summary of the Financial Results
29	Overview of the JRCS
30	Organization of the JRCS



The Birth of the Red Cross

In 1859, a Swiss man named Henri Dunant encountered about 40 thousand soldiers killed or wounded and left behind in Solferino, the bloodiest battlefield in the Austro-Sardinian War.

Henri Dunant devoted himself to providing aid to such soldiers in cooperation with villagers on the basis of his belief "Those wounded soldiers are no longer soldiers anymore; they are humans. We must save their precious lives as humans." He wrote about this experience in a book entitled "A Memory of Solferino" and stressed the following needs:

- (1) Give aid to those wounded and ill at battlefields whether friend or foe.
- (2) Establish relief societies to this end in each country, even in time of peace.
- (3) Formulate an international treaty to this end.

This philosophy reverberated in European countries. It led to the signing of the Geneva Convention, designed to protect and rescue the victims of wars and the founding of the Red Cross was in 1864.

How the Red Cross Works

International Committee of the Red Cross (ICRC)

The ICRC protects the lives and dignity of victims of armed conflict and other situations of violence and provides them with assistance.

International Federation of Red Cross and Red Crescent Societies (IFRC)

The IFRC is a federation of 189 Red Cross and Red Crescent National Societies around the world. It supports and promotes activities in various countries and coordinates international activities in times of disaster and other calamities.

Red Cross and Red Crescent National Societies

Red Cross and Red Crescent Societies in various countries carry out rescue activities for those wounded and ill in times of conflict or disaster, provide medical and healthcare services, and implement humanitarian programs such as blood programs and youth development initiatives, in times of peace.



赤十字国際委員会
International Committee of
the Red Cross



国際赤十字・赤新月社連盟
International Federation of Red Cross
and Red Crescent Societies



各国赤十字・赤新月社
189 societies (As of March, 2015)

Reporting Period

This report is prepared on the basis of the results of the activities conducted in fiscal year 2014 (from April 1, 2014 to March 31, 2015).

Cover photo: The hill of Solferino (Italy)

The Fundamental Policy of the Japanese Red Cross Society (JRCS) Business Plan

Priority items in the 3-year business plan (2014-2016)

In today's modern society, the JRCS needs to be flexible enough to respond to the rapid change of peoples' sense of values, live up to social expectations and implement projects accordingly. Simultaneously, to foster a JRCS trusted by the general public, we must step up efforts to encourage the participation and cooperation of young adults, the future foundation of our society, with the Red Cross and Red Crescent Movement.



**JAPANESE
RED CROSS SOCIETY**

1 Overall Priority: Leveraging the Comprehensive Strength of the JRCS

Establishment of a JRCS that protects lives against disasters

The goal "A JRCS that protects lives against disasters" has been established in line with the priority to leverage the comprehensive strength of the JRCS

The experience of the Great East Japan Earthquake and Tsunami led to a reconsideration of our mission "protecting human lives, health and dignity". As a result, we reached the conclusion that it is time for us to widen our view of large-scale disasters that are highly likely to occur in the future, to encompass an international community framework. It is further necessary to put a comprehensive system in place.

As a relief organization, we believe that re-establishing this starting point steadfastly, namely, "A JRCS that protects lives against disasters", further enhances society's expected value of the JRCS.

Against this background, the JRCS will put into practice activities that incorporate the "relief" perspective in any project at the National Headquarters, chapters or institutions, and take full advantage of the network of the International Red Cross and Red Crescent Movement.

Furthermore, although the JRCS's domestic relief system had traditionally focused on emergency medical relief when a disaster happened, we will promote current reconstruction support projects and effective efforts and initiatives which cover the entire disaster management cycle. These will include future disaster preparedness activities which encompass cross-sectoral disaster prevention as well as reduction activities designed to reduce and curb damage, thereby increasing our ability to cope with disasters.

2 Strengthen the organization To increase the trustworthiness of the JRCS

Unless its human, financial, and organizational framework is rock-solid, "A JRCS that protects lives against disasters," will not be achieved.

We must strengthen the organization by obtaining the trust of Red Cross members, volunteers, blood donors, and clients of medical institutions and social welfare institutions. Along these lines we set forth the slogan, "making the JRCS even more trustworthy" in an attempt to shore up the organizational foundation. We will also take specific measures, such as rebuilding our employees' program to be able to respond to changes in society as well as promoting efforts that encourage young adults to understand the Red Cross and Red Crescent Movement and join it.

Mission of Japanese Red Cross Society

Aiming to save people who are suffering,
we will protect human life,
health and dignity under any circumstances.

Our Fundamental Principles

Our work is guided by the seven fundamental principles
of the International Red Cross and Red Crescent Movement.

Humanity: Under any circumstances, we will strive to prevent and reduce people's suffering.

Impartiality: We will not discriminate based on nationality, race, religion, social status and political belief.

Neutrality: To obtain the trust from everyone, we will not participate in any conflict.

Independence: In accordance with the laws of each country, we will always follow the fundamental principles of the Red Cross to maintain our independence.

Voluntary service: We will voluntarily act to save people without seeking profits.

Unity: As a sole organization of the Red Cross in a country, we will conduct activities that are open to everyone.

Universality: Utilizing the worldwide Red Cross network, we will cooperate and take actions.

Our Determination

We, as an actor of the Red Cross and Red Crescent Movement,
will fight self-interest, not become disinterested,
pay attention to people's pain or agony and
act always with imagination in order to realize humanity.

Foreword – Message from the President

“What the Japanese Red Cross Society should do and can offer in the world of today”

First and foremost, let me start by expressing my heartfelt gratitude to you for your warm and continued support to the Japanese Red Cross Society.

This year marks the 70th anniversary of the end of World War II. Most of the people who experienced those days have passed away and the rest are also at an advanced age by now. Many events and media coverages have been made not only in Japan but also in many other countries to revisit what has happened in those days, learn the reality of war and then consider what should be handed down as the lesson to the generations at present. His Majesty the Emperor and Her Majesty the Empress have also paid visit to the Republic of Palau, one of the most hard-fought field of the Pacific War, in April 2015. It is deeply moving to recognize that they have continued their memorial journey in memory of the war victims tirelessly till today.

Once people fight each other in a war, it is said to take as much as 100 years for their emotional wounds to be healed. While we are still in the middle of such long way in Japan, it is very unfortunate to learn that new conflicts and confrontations have kept emerging one after another in various corners of the world. The Red Cross and Red Crescent Movement are deeply concerned with these situations and have continued to devote themselves not only in relieving the plight of the victims but also disseminating International Humanitarian Law, promoting both the culture of non-violence and the respect to diversity. The Movement was born from an earnest cry for “Inter Alma Caritas (‘Mercy on the Battlefield’ in English)” by Henri Dunant, who encountered the fiercest battle of the 19th century and witnessed the catastrophic reality on the ground. In order to help others as fellow humans, irrespective of who they are - either foe or friend, the neutrality of humanitarian relief activities has to be widely accepted and fully respected. At present, 189 Red Cross and Red Crescent National Societies around the world share the Seven Fundamental Principles - Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality - and realise them in the course of their respective day-to-day activities. This year marks an important milestone indeed, namely, the 50th anniversary of the adoption of these Principles.

In response to natural disasters, we need tailor-made approach that is deeply rooted in the local community. At the 3rd United Nations World Conference on Disaster Risk Reduction held in Sendai, Miyagi Prefecture, in March this year, the Sendai Framework for Disaster Risk Reduction from 2015 to 2030 was adopted. In the Conference, the International Federation of Red Cross and Red Crescent Societies (IFRC) stressed the importance of the role of volunteers and advocated its unique initiative: “One Billion Coalition for Resilience”.



In Japanese context where a large-scale disaster is likely to occur in the future, the Japanese Red Cross Society is in the process of reviewing its overall structure enabling itself to engage in a wide range of activities seamlessly from “disaster preparedness and risk reduction” to “relief”, then “recovery and reconstruction” under the slogan, “Protecting lives against disasters.” In this context, we believe that the activities of the Junior Red Cross, which is ever expanding a network of schools across the nation, shall be able to play a major role in the education on disaster preparedness. Equally, the Red Cross Volunteer Corps, which is carrying out a wide variety of volunteer activities in various communities, are also indispensable agents who can stand by the victims of disaster closely and provide tailor-made support to them without delay.

On the occasion of the 50th anniversary of the adoption of the Seven Fundamental Principles of the Red Cross, I am determined to explore further what the Japanese Red Cross Society should do and can offer in the world of today, with the help of your wisdom and cooperation. Your kind understanding and continued support to my National Society is, thus, highly appreciated.

President of the Japanese Red Cross Society
also as President of the International Federation
of Red Cross and Red Crescent Societies (IFRC)

Tadateru Konoé



2014-2015 Special Reports #1

Fight against Ebola Virus Disease

International relief activities for areas where Ebola Virus Disease broke out

The world's first case of Ebola virus infection was allegedly reported in the current South Sudan in 1976. Since then, it has broken out and subsided about ten times in an unexpected manner. The latest incidence has seen the Ebola virus spread primarily in Guinea, Sierra Leone and Liberia in West Africa since February 2014. As of May 13, 2015, the extent of the outbreak proved the largest ever with the number infected people reaching 26,000, including more than 11,000 healthcare workers who passed away.

The IFRC has dispatched a total of over 200 foreign staff members, including doctors and nurses, to West Africa thus far and carried out various activities to expand the local medical care system, including the Ebola Virus Disease (EVD) treatment center, and provide infected persons and their families with psychological care, food and daily commodities. In addition, the IFRC has provided more than 10,000 volunteers with

professional training to prevent the infection of EVD. Many of those dead bodies were handled by these trained volunteers at local Red Cross societies. This proved vital in preventing the spread of infection.

The JRCS dispatched one doctor each to Liberia in May and August 2014 and provided financial assistance worth over 50 million yen through the IFRC.

On top of this, we organized a presentation targeting the healthcare personnel of JRCS, including doctors and nurses, at the National Headquarters on January 17, 2015. In this presentation, participants developed an accurate understanding of EVD and operations and risks at the local EVD treatment center, and also improved their skills and techniques through hands-on experiences such as putting on and taking off an infection protective suit.



Presentation at the JRC National Headquarters

Conveying accurate information, thereby preventing secondary infection



Activities to disseminate information on prevention by Red Cross volunteers in Liberia



Presentation at the JRC National Headquarters

Countermeasures against Ebola at Red Cross hospitals

EVD is a Type I infectious disease that should be handled by designated hospitals (Medical Institutions Designated for Specific Infectious Diseases/Type I Infectious Diseases) in accordance with the Act on Prevention of Infectious Diseases and Medical Care for Patients Suffering Infections Diseases.

Among Red Cross hospitals, the JRC Narita Hospital is designated as a medical institution for handling specific infectious diseases and six hospitals, including the JRC Narita Hospital, are designated as medical institutions for handling Type I infectious diseases. As part of the response, these six institutions shared information on the "Standard Flow for Handling Suspected Patients with EVD" and the "Manual for Handling Similar Diseases" prepared by Red Cross hospitals. Furthermore, in preparation for an outbreak of EVD in Japan, the JRC Narita Hospital hosted a conference during which measures were reviewed and training on cooperation with related organizations was conducted.

JRCS's first collaborative activities with Médecins Sans Frontières (MSF) Japan to save people from Ebola

To secure human resources to respond to a request for dispatched personnel from the International Red Cross, JRCS cohosted with MSF Japan the first meeting on how to handle EVD at the JRC National Headquarters in Tokyo on January 17, 2015. A total of 36 people took part, including doctors and nurses, from 15 medical institutions, such as the international rescue base hospitals of JRCS and medical institutions designated for handling Type I infectious diseases. As MSF has worked on combating EVD over the years and accumulated know-how about treatment and the like, International Red Cross has been operating in cooperation with MSF in West Africa while receiving its technical guidance.

International Red Cross mobilized about 6,000 local volunteers in EVD-prevalent countries, who disseminated correct knowledge of EVD and supported safe management and burial of dead bodies, taking into consideration local customs so as to prevent the infection from spreading. It has also dispatched about 200 foreign medical staff members so far.

"I expect you to continue to strengthen cooperation down the road not for MSF or Red Cross but for patients who are suffering from EVD," said Dr. Hiroyuki Kato, Vice Chairman of MSF Japan, as he welcomed the cohosting and delivered a lecture at the meeting. One of the participants commented, "It brought home the fact that I can't do what I normally can do due to a lack of understanding. It was a very good opportunity for me to know the importance of acquiring correct knowledge and addressing the problem correctly."



2014-2015 Special Reports #2

Disaster Response for landslides in Hiroshima

Doctors and nurses got together from Red Cross institutions in and around the area

In the wake of a record-breaking heavy rain at dawn on August 20, 2014, the resulting mudslide in Hiroshima caused massive damage: 74 were killed, 44 were seriously or slightly wounded and more than 4,500 houses were damaged. The JRCs Hiroshima Prefectural Chapter dispatched a total of 17 medical relief teams to the affected area by September 3. Moreover, in this disaster, medical relief teams were quickly mobilized from chapters around the region, too, carrying out relief activities thanks to the functional cooperation in a situation where long-term assistance is needed in a local disaster.



2014-2015 Special Reports #3

Disaster Response for Mt. Ontake Volcanic Eruption

Psychological support teams dispatched to the families of the deceased and wounded

The volcanic eruption of Mt. Ontake in September 2014 was the worst postwar volcanic disaster, in which 57 were killed and 6 were missing. A total of 13 medical relief teams were sent not only from the Nagano and Gifu Prefectural Chapters in the affected area but from five other prefectural chapters. They responded quickly and carried out relief activities in cooperation with other organizations at various places, including evacuation centers.

In addition, having determined that psychological support for the families of the deceased and missing was needed for a certain period of time, six psychological support teams were dispatched to work with local healthcare workers and the Disaster Psychiatric Assistance Team (DPAT). They attended to the families of the deceased and missing at waiting areas or provided health consultation to alleviate the strain from worrying as a result of waiting for a long period of time.

Psychological support teams

Disasters not only inflict massive damage on human lives and assets but leave a deep psychological scar as well. The JRCs positions psychological support activity as a key pillar of medical activities and focuses on training programs even in times of peace to be able to dispatch well-trained mental healthcare personnel in times of disaster.



Efforts and Initiatives for Disaster Prevention and Risk Reduction



Messages that convey the importance of disaster preparedness

Disaster preparedness educational program textbook: "Protecting Lives and Enhancing Disaster Preparedness Awareness"

Efforts and Initiatives through School Education

In order to nurture young people who can protect their own lives themselves during a natural disaster and to spread and raise the awareness of disaster preparedness at homes, schools, and local communities, we produced an educational textbook for disaster preparedness entitled "Protecting Lives and Enhancing Disaster Preparedness Awareness" for usage in schools.

The JRCS will organize workshops targeting teachers who are sponsoring the activities of the Junior Red Cross all over the nation to disseminate the disaster prevention educational program nationwide.



Disaster preparedness educational program "Protecting Lives and Enhancing Disaster Prevention Awareness" (Front cover of the textbook)



Photo: local residents who develop a risk map

Disaster Preparedness program in community

Collaboration with local community

Since FY2014, the JRCS has been reviewing programs and curricula of disaster preparedness (DP) and conducted some pilot projects in order to implement and disseminate JRCS community based DP program targeting local residents.

Save Japan from damage caused by earthquakes and typhoons

In the fiscal year 2014 we experienced many occasions of concentrated heavy rains and typhoons nationwide. Heavy rains in Western Japan in particular caused massive damage, such as mudslides and floods. The JRCS dispatched medical relief teams, distributed relief supplies, and organized relief activities by volunteers.



Forest fire in Morioka City | April

In the case of a forest fire that spread over an area of approximately 100 ha, at the request of the Morioka City government, the JRCS Iwate Prefectural Chapter delivered various items, including 50 blankets, 36 first-aid kits, 90 sets of sleeping kits and 100 bath towels, to the evacuation center.

Typhoon No. 8 | July

Typhoon No. 8, which was of the largest class, registered a record maximum instantaneous wind velocity of 75 meters per second. It killed three people and caused several houses to collapse in Yamagata and Nagano Prefectures. The JRCS delivered relief supplies, including 590 blankets, 45 emergency kits, and 60 sleeping kits, to disaster victims.

Typhoons Nos. 11 and 12 | July and August

The extremely powerful typhoons No. 11 and 12 caused mudslides and floods, inflicting massive damage on roads and fields in Yamaguchi, Tokushima, and Kochi Prefectures. The JRCS delivered supplies, such as 2,205 blankets, 722 emergency relief kits, and 170 sleeping sets, to disaster victims.

Mudslide disaster in Hiroshima City | August

Owing to heavy rains that lasted for long hours in Hiroshima City, a massive mudslide occurred in the early morning before dawn, killing as many as 74 people. The JRCS delivered relief supplies, including 1,110 blankets, 522 emergency relief kits, and 70 sleeping kits, to disaster victims.

Mount Ontake volcanic eruption disaster in Nagano Prefecture | September

In the volcanic eruption of Mount Ontake, the number of dead and missing people reached 63. It was a disaster that brought home yet again the great threat of nature and how we should be prepared for such a disaster. The JRCS delivered relief supplies, such as 580 blankets and 150 sleeping kits, to disaster victims.

The Kamishiro Fault Earthquake in Nagano Prefecture | November

The Kamishiro Fault Earthquake registered a maximum seismic intensity 6-lower (range of the seven-point Japanese intensity scale) with the northern part of Nagano Prefecture as the epicenter. Because life as evacuees during the winter entails coping with severe cold and the care of the health of the elderly, the JRCS delivered relief supplies, such as 250 blankets and 140 sleeping kits, to disaster victims.





Joint Disaster Relief Drill (Yamaguchi City, Yamaguchi Prefecture)

Be Prepared to Ensure Quick Response in Times of Disaster

Although there is a concern about more frequent outbreaks of large-scale natural disasters, such as the Nankai Trough Earthquake, the biggest threat lies in delaying the preparation for countermeasures against disasters. By assuming and preparing for every possible scenario, in the event that a disaster occurs, the JRCs can quickly respond and save as many lives as possible.

Efforts to Raise the Level of Relief Activities

In preparation for a disaster, the JRCs forms approximately 500 medical relief teams (roughly 7,000 people) across the nation centered on doctors and nurses of Red Cross hospitals. We continuously organize the Nationwide Red Cross Medical Relief Team Workshop designed to strengthen the initial responses of a medical relief team to be dispatched to disaster-stricken areas should a disaster occur and to improve its skills and develop human resources engaged in medical relief activities systematically. In FY 2014, we trained 272 people in total. Other than these, the JRCs implements relief drills by chapters or institutions in a bid to raise even further the level of its rescue activities.

In addition, the JRCs is currently promoting the establishment of the Japanese Red Cross Disaster Medical Coordinate Team, which engages in coordinating medical relief teams, at each chapter. It began organizing training sessions for the team in FY 2014, in which 71 people participated. In coping with disasters in the future, the JRCs aims to establish a structure that facilitates cooperation with the government, local autonomous bodies, or all organizations involved in providing medical aid, as well as provides continuous support.



Cooperation with the Japan Coast Guard in Times of Disaster

In order to implement relief activities effectively in times of disaster, the JRCs promotes efforts on a routine basis to build close relationships with designated administrative organs, such as the Fire and Disaster Management Agency, the Japan Coast Guard and the Self-Defense Forces, through joint drills at local level.

On March 6, 2015 with a view to rescuing victims effectively in the event that a large-scale disaster happens, such as the Nankai Trough Earthquake and Tokyo inland earthquake, which are highly likely to happen in the future, the JRCs signed an agreement on operational cooperation, which incorporates the transport of relief teams and supplies to the disaster-stricken area via vessels or aircraft, with the Japan Coast Guard.

The JRCs will establish a communication system, through which necessary information can be shared in times of disaster, as well as organize joint drills on a regular basis.

Joint Declaration on Reconstruction and Disaster Preparedness with Fukushima Prefecture

On the basis of what was discussed at the 3rd United Nations World Conference on Disaster Risk Reduction organized in Sendai City, Miyagi Prefecture, the JRCs signed a joint declaration on reconstruction and disaster prevention with Fukushima Prefecture. The signing ceremony was conducted at the Fukushima Prefectural Government office, where the JRCs President Konoe and the Fukushima Governor Uchibori signed the declaration.

Efforts at Nuclear Disaster

In light of the JRCs's experience in medical relief activities when the nuclear power plant disaster happened at the Fukushima Daiichi Nuclear Power Plant in the wake of the Great East Japan Earthquake and Tsunami, the JRCs prepared guidelines for medical relief activities in times of nuclear disaster. It will produce a manual that embodies the guidelines, provide training to medical relief team personnel, extend support to shore up efforts against nuclear disasters in local communities and review and implement ways to step up further cooperation with the central government, local governments, and organizations specialized in addressing nuclear disasters.

In addition, the JRCs held the 3rd Reference Group Meeting on Nuclear & Radiological Emergency Preparedness in Fukushima in October 2014, where the JRCs President Konoe and the IFRC Secretary General Elhadj As Sy delivered the opening address. In the meeting, the JRCs shared the knowledge gained from addressing the nuclear disaster in Fukushima and the process to formulate the guidelines with Red Cross and Red Crescent Societies in various countries and the International Committee of the Red Cross (ICRC), thereby contributing to the preparedness of the Movement as a whole to respond in times of nuclear disasters.



Coping with Global Humanitarian Challenges

Conflicts or disasters occur incessantly one after another around the world. They instantly deprive people of precious lives and assets. Red Cross and Red Crescent promotes a global network that covers 189 countries and regions in carrying out a wide array of activities to alleviate and prevent people's suffering.

We comprehensively manage disasters by not only providing emergency relief, such as healthcare services or support in clothing, food, and housing, but also extending help for subsequent reconstruction and infrastructure building through disaster prevention.

Moreover, with diseases and infections posing a threat on a global scale today, to improve the situation that patients who are suffering from health problems face, we prioritize activities in the fields of health and hygiene and carry out activities to address this threat.

Although the world environment is constantly changing from moment to moment, there is no end to solutions to humanitarian challenges. To enhance public understanding of and interest on these issues are yet the other important roles that Red Cross performs.

2 International Activities



Syrian refugees who received relief supplies in Jordan ©Ibrahim Malla/IFRC

Relief Activities

Support for Victims of Conflict in Middle East

In Syria, the civil war has entered its 5th year and the situation in the Middle East has added another layer of confusion. The number of Internally Displaced People has reached approximately 6.5 million and that of those who fled to other countries, such as Lebanon, Jordan, Turkey, Iraq and Egypt, has totaled 3.75 million.

In Iraq as battles among various forces intensified, public safety deteriorated and the number of Internally Displaced People reached 2.6 million. Moreover, in Gaza, Palestine, a battle that lasted 50 days from early July 2014 caused collateral damage against a large number of citizens, with the death toll totaling more than 2,200.

Under these circumstances, the JRCs dispatched medical personnel to Jordan, Iraq, and Lebanon while contributing funds totaling roughly 200 million yen through the Movement to date. The funds have been used to distribute food and to relief supplies and provide healthcare, medical, water and hygiene services, to name but a few (the data are as of May 2015).

51 Red Cross Red Crescent staff members and volunteers falling victim to conflicts

In a region beleaguered with conflict, the rules stipulated under the International Humanitarian Law are not always observed. As a result, staff members, volunteers, and facilities engaged in relief activities have become the target of attacks and the number of victims already reached 51 (as of May 2015).

This situation that runs counter to the International Humanitarian Law poses the biggest challenge to Red Cross and Red Crescent.



JRCS staff who teaches children the importance of hand-wash and hygiene control at school

Recovery Assistance

Recovery Assistance Program in the central Philippines hit by Typhoon Haiyan

Typhoon Haiyan, one of the strongest tropical cyclones ever recorded, that hit directly the central Philippines in November 2013 wreaked enormous damage to an extensive area. The JRCS has continued to help rebuild schools, peoples' houses and livelihoods and provide support in a wide range of areas, such as health services and disaster preparedness education, to support disaster victims and underpin the recovery of communities with the aim of making the region disaster-resistant after providing emergency relief.

Development Cooperation



Project to strengthen the health services in Kenya

In order to reduce infections among children aged less than five and diseases peculiar to newborn babies, the JRCS has been working with the Kenyan Red Cross Society in implementing a project to step up local health services since FY2007. In FY 2014 we continued to provide residents with health education through health service volunteers and organize health promotion campaigns while travelling around villages where no healthcare facilities were available to provide clinical care. As a new initiative, we launched a program to support residents' livelihoods to stabilize their lives.



Project to provide maternal and child health services in Uganda

The JRCS provides maternal and child health services in villages in Amuru and Kitgum Districts in northern Uganda.

The year 2015 marks the 6th anniversary of our launch of support for safe childbearing for mothers and babies in cooperation with local Red Cross volunteers and healthcare center staff.

As part of our support activities in the regions where we implement the project, the JRCS distributes a kit of necessary items for hygienic childbearing called "Mother's Bag" to eligible pregnant women at local health centers.



Calling attention to humanitarian problems

As part of International Helping Hand Campaign, the JRCS organizes the Red Cross Symposium every year. In FY 2014 we called the general public's attention to the Middle East crisis and the importance of the International Humanitarian Law in the symposium entitled "Humanitarian Aid at a Turning Point: In the Middle East Now."

In addition, 2015 marks the 70th anniversary of the end of World War II. The Movement has intensified drives to eradicate nuclear weapons, and in February, two top leaders of the Movement, JRCS President Konoe, who doubles as President of the IFRC, and President of the ICRC Peter Maurer, visited Hiroshima.

Furthermore, IFRC President Konoe conducts humanitarian diplomacy vigorously as the head of 189 Red Cross and Red Crescent Societies around the world by visiting various nations to urge them to work on climate changes and disaster prevention.

Underpinning healthy local community lives and getting ready to serve as a medical base in times of disaster

The JRCS operates 92 medical institutions across the nation. As the core medical institution in the respective regions, it contributes to regional healthcare as well as to society as a whole through a wide range of activities from providing emergency medical care and clinical care for cancer, to preventing lifestyle-related diseases and extending nursing care support, or dispatching medical relief teams both at home and abroad in times of disaster.



Emergency transport by helicopter

Efforts in Providing Regional Medical Services

Providing medical services that meet regional requirements

Red Cross hospitals are appropriately playing the role of public medical institutions in each region by actively working in the area of medical care for which the national government decides on the policy, namely five diseases (cancer, cerebral stroke, acute cardiac infarction, diabetes and psychiatric disorders), five projects (emergency medical service, disaster medical care, medical services in remote areas, perinatal care and pediatric care), and home medical care. Regarding emergency medical care in particular, we have traditionally focused on this area and put into practice the philosophy of not saying no in providing emergency medical services.

When it comes to the conditions surrounding medical services, in accordance with the policy of realigning medical and nursing services that address the problems of the falling birthrate and aging population, the functions of regional hospitals have been steadily subdivided, for example, medical institutions report medical care functions of their hospitals (advanced acute, acute, recovery, and chronic phases), with a view to formulating the regional medical service vision. Under these circumstances, to fulfill the mission of Red Cross hospitals and contribute to regional medical care, on the basis of the trends in regional requirements for medical services, each institution reviews the role and functions that it performs anew and formulates a future management vision.



Regional medical services



The Red Cross Medical Relief Team Workshop

Efforts at Providing Disaster Medical Services

Enhancing functions as the centers of disaster medical care

Sixty Red Cross hospitals across the nation are designated as the centers of disaster medical care, performing their pivotal role in disaster relief activities in affected regions.

To cope with large-scale disasters, which are highly likely to happen in the future, such as the Nankai Trough Earthquake or Tokyo inland earthquake, the JRCs has made the hospital buildings earthquake-resistant, and has improved facilities and functions to receive patients and disaster victims in times of disaster while taking appropriate measures, including those that secure lifelines for maintaining the functions of the hospitals.

Efforts and initiatives making good use of the Red Cross hospitals' comprehensive strength

The Red Cross Hospital group is one of Japan's large-scale hospital groups that manages 92 hospitals throughout the nation, employs 55 thousand people and racks up one trillion yen in revenue. In order to bolster the management base by making good use of resources owned by the Red Cross Hospital group, the group works on building a system for sharing common information associated with the operations of medical institutions, such as business administration know-how, regional cooperation or effective purchasing, and advanced cases, and for ensuring the effective use of funds that the Red Cross hospitals have.

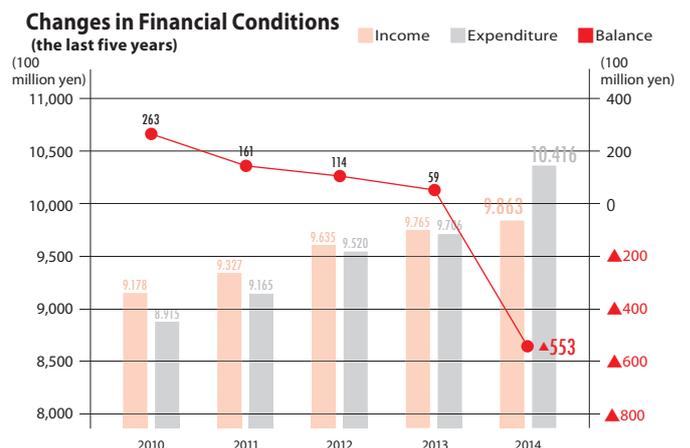
For 11 Red Cross hospitals that are facing difficulties in providing medical care to their local communities owing to the skewed distribution of doctors among regions or diagnosis and treatment departments, the group dispatched a total of 131 doctors from within the group in a bid to secure regional medical services.

Developing human resources engaged in disaster medical care

Since taking quick and effective initial responses and maintaining a long-term relief system are required in times of a large-scale wide-area disaster, the JRCs widely develops human resources who have clinical skills needed in the hyperacute phase and know-how about initial response through the Red Cross Medical Relief Team Workshop, and works on enhancing support to long-term medical services after the hyperacute phase.

Provision of safe and secure medical services

To provide safe and secure medical services, the Red Cross hospitals are undertaking measures that ensure medical safety as an organization centered on the head of the medical safety promotion office and medical safety administrators. In addition, together with the staff in charge of promoting medical mediation, we will strive to improve the system for supporting patients and their families, thereby continuing to strengthen the system of providing medical care even further as the Red Cross Hospital group as a whole.



“Red Cross Nursing” to protect “lives” and “dignity”

In Red Cross educational institutions, we implement “humanity”-based education. In Red Cross medical institutions, we focus on developing Red Cross nurses as relief personnel who can provide their services on the basis of humanity.



A capping ceremony (students wear their nurse cap for the first time)

Training of Nurses

Approximately 4,800 nurses in total trained at Red Cross educational institutions

Since the JRCs began training nurses in 1890, the number of trained nurses has reached 112,000. In FY 2014, Approximately 4,800 students were trained at 17 nursing schools, six colleges of nursing (enrollment limit per year: 1,330 students), one midwifery school and graduate school (enrollment limit per year: 65 students).

In addition, roughly 36,000 nurses currently work at JRCs medical institutions across the nation to provide medical services on a daily basis.

The JRCs will promote efforts to turn nursing schools into nursing colleges to nurture even higher-quality nurses in the future.



Japanese Red Cross College of Nursing (Shibuya Ward, Tokyo)

Securing nursing staff



While a shortage of nurses has become increasingly serious owing in part to the falling birthrate and the aging population, the JRCs strove to intensify public relations activities by improving its website, holding a career fair for hospital job seekers and visiting schools. As a result, in April 2015 we were able to employ 2,905 nurses and midwives at JRCs medical institutions, which accounted for more than 90% of the total number of positions to be recruited. In addition, improving the night shift or shiftwork system and providing a child-rearing support system, we strove to create workplaces which allow our nursing staff to maintain a work-life balance. Consequently, the turnover rate in the fiscal year 2014 was 7.6% (as opposed to the national average of roughly 11% in the fiscal year 2013 according to a survey by the Japanese Nursing Association). We will continue our efforts to secure and retain nursing staff.

Fostering Red Cross Nurses as Medical Relief Personnel



On the basis of our experience in relief operations in the wake of the Great East Japan Earthquake and Tsunami, we have revised the "Red Cross Nurse Training Program as Medical Relief Personnel" with the aim of fostering Red Cross nurses who can operate within the entire disaster management cycle. On the basis of this program, we nurture our Red Cross nurses, including head nurses and trainers, as relief personnel.

In FY 2014, the Japanese Red Cross Society Executive Nurse Training Centre was established. We also held a review meeting about the training program and discussed measures to foster trainers that promote the training program.

Provision of high-quality nursing services



As medical services become increasingly sophisticated and patients age, more manpower is needed to treat and nurse patients. For this reason, the JRCs are promoting team-based medical care so that various medical personnel can apply their professional knowledge and skills to treating patients.

We also organize training programs with the following objectives: to expand the roles of nursing staff in order to become a bridge between medical institutions and the community so that patients may be able to continue to live in their familiar community until the end of their lives. To train special nurses and certified nurses who specialize in a certain field for providing highly qualified nursing services.

Fostering human resources to support the elderly living in the local community



With the advent of a superaging society, we are now at a turning point to convert "hospital-based" medical care to a "local-community-based" medical care model. Medical facilities have started reviewing their roles and functions in local communities as well as enhancing cooperation between medical and caring services to establish an integrated community care system. In line with these objectives, each Red Cross medical institution has strengthened their ability to foster nurses who can provide adequate home medical care services.

In FY 2014 with the subject: "Cooperation with the integrated community care system and hospitals," we conducted a deputy director general of nursing training program and reviewed our future efforts.

Fostering Specialized Nurses and Certified Nurses

Specialized Nurses

Specialized nurses are those who are certified as demonstrating an outstanding ability in a specialized nursing field. They have six roles, namely, practice, consultation, coordination, moral adjustment, education and research.

There are 11 specialized fields, including cancer nursing, psychiatric nursing and pediatric nursing.

Completion of the master's course at nursing colleges, earning the prescribed credits in the specialized nursing curriculum and work experience are among the conditions to be met for certification during the screening process.

Certified Nurses

Certified nurses are those who are highly skilled and well-versed in a certain nursing field. They have tripartite roles of practice, guidance and consultation.

There are 21 specialized fields, such as emergency nursing, infection control, and dementia nursing.

Completion of the certified nurse curriculum (6 months) and work experience are among the conditions to be met for certification during the screening process.

With a view to realizing a society where everyone is able to live a safe and energetic life

In Japan, which has seen the advent of a superaging society, although the number of the elderly who need nursing and daily life support has been rising, the system to support their lives is not adequate. In addition, as the bond among residents in a local community weakens, the number of those who feel anxiety about child-rearing and nursing and become isolated from the community is on the rise.

To address these challenges, the government is promoting efforts at realizing the integrated community care system that provides medical care, nursing, care prevention and daily life support centered on homes in an integrated manner.

The JRCS runs 28 social welfare institutions throughout the nation to help children, the elderly and the handicapped who need support to live a life of their own without anxiety. In addition, in line with the care of users of these institutions, they contribute to strengthening the bond among residents of local communities by providing necessary support such as child-rearing assistance, or organizing events at institutions such as summer festivals.



The concept of the integrated community care system



In addition to professional support such as childcare, nursing or rehabilitation, the JRCS social welfare institutions promote exchange with residents within a community and deliver welfare experience lectures, thereby continuing to serve as the platform for contributing to the community.

Many of the events for users of these institutions and community residents in a community can be held thanks to the support of the Red Cross Volunteer Corps, neighborhood associations, neighborhood community associations and local schools.



Child Safety course in which parents and children participate together

Countermeasures for Coping with a rapidly aging Society Services Making Good Use of the Cooperation of the Red Cross and Community Building to Support the Elderly

Red Cross special nursing homes for the elderly care the people who are certified to be highly in need of medical care and nursing services with the goal of allowing users to live their own life as they choose. In collaboration with other Red Cross institutions such as Red Cross hospitals, medical care and nursing services are provided to meet the needs of each individual in an integrated manner. The JRCS also organizes lectures to promote healthy lives of the elderly and their families who live with them. This includes the dissemination of knowledge. Moreover, in an effort to build a community that supports the elderly, JRCS is working on about health promotion, techniques to prevent accidents, to which the elderly are prone, and treatment techniques. Moreover, the JRCS is working on fostering supporters for dementia patients to warmly watch over these patients and their family as part of efforts to build a community that supports the elderly.

Countermeasures against the declining Birthrate

Hospitable Care for Children and Care for Families who are Rearing Children

Red Cross infant homes operate in cooperation with related organizations, including Red Cross hospitals. Medical staff members, such as pediatricians, nurses and child care workers, play central roles as they keep a close watch over children and warmly provide necessary care to support the life of ill or handicapped children whom other institutions have sometimes not had the capacity to support. In addition, Red Cross infant homes and childcare centers work with the relevant chapters to organize children's safety courses targeting families with small children in local communities. Such courses attempt to disseminate necessary knowledge and skills to prevent accidents and illnesses that commonly affect children. Besides these, through courses that provide hands-on experiences in child-rearing or through child-rearing consultation with child care workers, we keep close contact with families with small children and try to alleviate their anxiety or worries about child-rearing.

Volunteers Who Support Welfare Institutions

Meeting volunteers is a joy of institution users!

At JRCS social welfare institutions, in addition to staff, a total of roughly 46 thousand volunteers a year are involved with supporting the lives of institution users. Their activities include listening to the elderly, interacting and playing with small children, sorting out users' clothes, playing music or helping organize events at institutions. Each volunteer takes advantage of his or her strength and plays a role in pleasing users. Volunteers are essential to improving the lives of users.. The JRCS disseminates information about the activities of volunteers and the real thrill experienced by the volunteers through its website or public relations publications and encourages people widely to participate in volunteer activities.



Through conversation, we enjoy good times together.
(Special nursing home for the elderly: Ogawa Hinata Home)



To help vision-impaired persons to meet their goals, such as writing a letter using a PC, volunteers provide one-on-one support.
(Kanagawa Prefecture Light Center)



Voices of volunteers at social welfare institutions

Hugging children is one way in which I have been able to build relationships and trust with children at the infant home. I find my activities more worthwhile than before. Volunteer activities enable me to watch children as they grow and share their joy, which is so enjoyable. I want to keep hugging them while showering them with lots of love!
(Children hugging a volunteer at the Toyama Prefecture Infant Home)

6 Safety Services

Each of us can extend a helping hand in an emergency

The last few years have witnessed an upsurge in public awareness of disaster prevention due in part to the repercussions of the Great East Japan Earthquake and Tsunami. The JRCs has been leveraging its expertise in widely disseminating to the public knowledge and techniques to protect human lives in the event of a disaster. This is carried out through various Red Cross courses, including Red Cross First Aid, which enhance public awareness of healthcare and safety.

The JRCs will continue to expand its programs to respond to social needs quickly and effectively by designing courses that are of benefit to the general public.



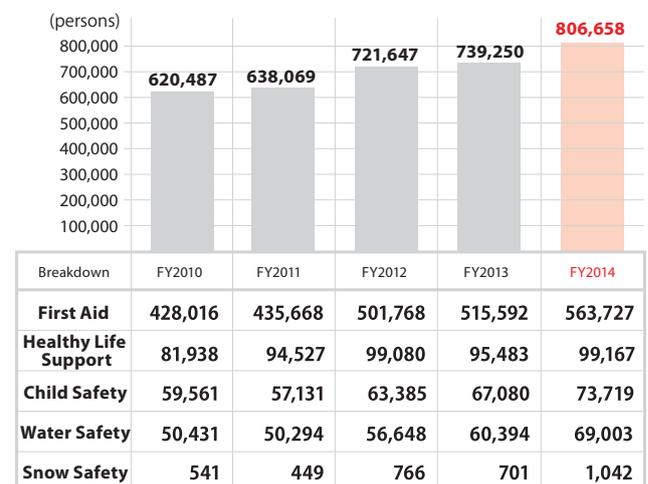
First Aid Course at a School Gymnasium

Courses Offered in FY2014

Course Name	Number of Participants (composition %)		Total
	General Certification Course	Short-term Course	
First Aid	92,946 (16%)	470,781 (84%)	563,727
Healthy Life Support	4,242 (4%)	94,925 (96%)	99,167
Child Safety	5,914 (8%)	67,805 (92%)	73,719
Water Safety	3,743 (5%)	65,260 (95%)	69,003
Snow Safety	406 (39%)	636 (61%)	1,042
Total (%)	107,251 (13%)	699,407 (87%)	806,658

* General Certification Course: Includes various training programs, such as qualification renewal training

Changes in the Number of Participants



Promoting Attractive Safety Services for Local Community

Organizing Red Cross Training Courses with Active Volunteer Leaders

Thanks to the participation of volunteers, who account for about two-thirds of registered leaders, Red Cross training courses can be implemented continuously and public understanding of Red Cross activities is promoted.

The JRCS launched a program in FY 2013 in which local volunteer workers participate in a Red Cross training course to become leaders. It is then the responsibility of volunteer leaders to take the initiative to carry out activities in their local area so that they can disseminate the course on a region-by-region basis. The JRCS aims to implement the course nationwide by having chapters share information and examples of excellent initiatives.



Volunteer leaders who carry out activities at school

Red Cross Training Courses Spread Further Through Partnerships with Companies and Organizations

Courses Conducted in Partnership with Companies and Organizations

Red Cross courses, which were traditionally implemented on a chapter-by-chapter basis, are now implemented in partnership with companies, thereby promoting collaboration with companies and organizations as well as further disseminating Red Cross training courses.

The JRCS started collaborating with the Japan National Association for Nursery School Nurses (854 institutions across the nation) in the fiscal year 2014 and strives to deliver the Child Safety Course in nursery schools. Our Child Safety Course initiative delivered in partnership with companies, won the Outstanding Performance Award of the Japan Society of Health Support Science.

"Cardiopulmonary Resuscitation and How to Use AED" Posted on YouTube

A video titled "Cardiopulmonary resuscitation and how to use AED" which was posted on YouTube in the fiscal year 2012 has already been watched by a total of 250,000 viewers. The video is used not only as a public relations tool, but as a learning tool before and after workshops.

In addition, since March 2014, it has been posted on the websites of companies and organizations and utilized as part of their CSR activities.

Aiming to Further Spread the Red Cross Training Courses

Actively Targeting Young People



A Red Cross course at a swimming pool

To develop health and safety awareness, education from an early age is essential. The JRCS implements the "quick life-saving program for pupils and students" within schools to provide young people with a hands-on experience in cardiopulmonary resuscitation (chest compression and artificial respiration) and using an AED (Automated External Defibrillator), thereby teaching the value of life. In addition to this, the JRCS actively promotes other short-term courses within schools. An example of this is the fully-clothed swimming course which is aimed at preventing water accidents that happen frequently during summer and saving people from such accidents.

Dissemination of Red Cross Training Courses in local communities through Neighborhood and Residents' Associations



Red Cross Disaster Preparedness Program

Since the fiscal year 2013, the JRCS has organized the Red Cross Disaster Prevention Education Program which allows a participant to select the items which he or she wants to learn. This program incorporates disaster prevention-related items, a subject the general public is highly interested in. It also targets neighborhood and residents' associations in a bid to encourage people to participate in Red Cross courses. In the fiscal year 2014, 21,000 people took part in related activities, 13,000 of whom participated in Red Cross courses.

7 Junior Red Cross

I Want to Become Someone Who Can Help Others

The Junior Red Cross aims to impart to pupils and students the value of life, make them recognize that they are able to live because of the support of people around them, and become aware that they can help others to live through their encounter with the Red Cross. It is hoped that their involvement with the Red Cross will nurture compassion, self-motivation and an independent attitude in their school and personal lives. One central aim of the junior Red Cross is to develop children's sense of humanity and nurture sentiments such as "I want to become someone who can help others" or "I want to be of help through my involvement in Society."



Changes in the Number of Schools Affiliated with the Junior Red Cross

At present, the number of schools that are affiliated with the Junior Red Cross is approximately 13,000, the number of Junior Red Cross members is roughly 3.2 million, and there are around 180,000 leaders. The Junior Red Cross vigorously encourages schools to join through visitation from the Junior Red Cross Volunteer Corps.

1,672 kindergartens/nursery schools
145,697 members

6,746 elementary schools
1,838,813 members

3,297 junior high schools
958,846 members

1,861 senior high schools
261,670 members

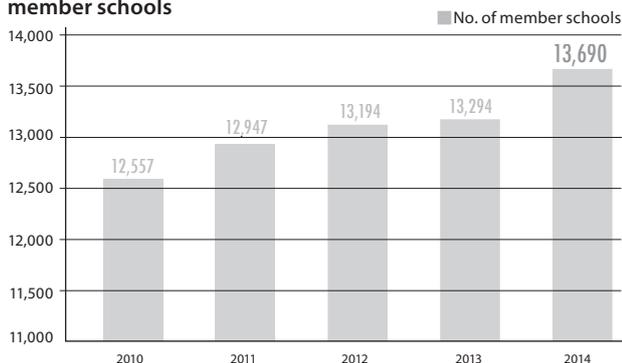
114 schools for children with special needs
8,547 members

Number of Junior Red Cross members

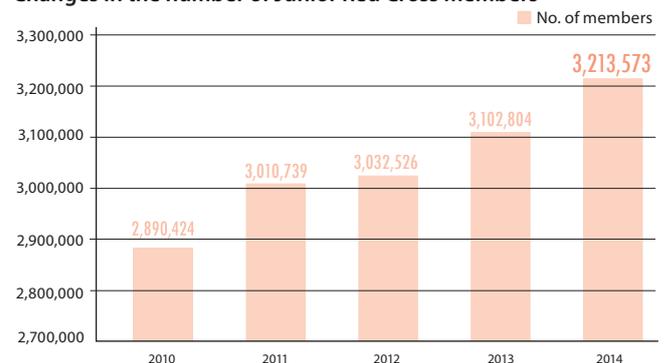
3,213,573

(Preliminary figures)

Changes in the number of Junior Red Cross member schools



Changes in the number of Junior Red Cross members





Cooperation with schools is essential for developing textbooks

Notice, Think and Act– The Keywords

Summary of the Junior Red Cross activities

At kindergarten, nursery, elementary, junior high, senior high, and special support schools that are affiliated with the Junior Red Cross, with the teachers serving as leaders, Junior Red Cross members (pupils and students) work with teachers serving as leaders on a wide variety of activities to nurture benevolence and compassion. “Protections of life and health”, “Voluntary Services” and “International friendship and understanding” are the three practical goals underpinning this work. “Notice, Think and Act” are the attitudes participants aspire to. At each chapter across the nation, the Leadership Training Center, a training camp, is organized, where participating members learn the importance of, and ways to allow themselves to, be of help to others.

International Exchange Connected via One-yen Coins

With the Junior Red Cross war chest (commonly known as “1-yen coin donation”) that its members have collected as the main source of funds, the Junior Red Cross has supported activities of National Societies in Asia since FY2003. This includes activities aimed at educational and hygiene environments through distribution of stationery and sports goods, installation of bathrooms at schools, etc.

International Friendship Program

The Junior Red Cross has continued to implement its 4th three-year educational support project, which kicked off in FY 2012, into FY 2014. This project extended continuous support to three countries, namely, Bangladesh, Mongolia, and Nepal. In addition, in a bid to promote mutual international understanding and friendship, each chapter organized an exchange program for Junior Red Cross members of Red Cross and Red Crescent Societies in 10 countries and regions. In a bid to promote mutual international understanding and friendship.



Thinking about our children's future (support to Bangladesh through stationery)

Junior Red Cross International Exchange Meeting

In October 2014, the Junior Red Cross invited 37 Junior Red Cross members from 19 Red Cross and Red Crescent Societies in the Asia-Pacific region and conducted training and exchange programs at the national headquarters and chapters. Members from overseas participated in the Junior Red Cross International Exchange Meeting held in Gotemba City, Shizuoka Prefecture during their stay. They deepened their international understanding and goodwill through group discussions with 76 Japanese high school student members and presentations of their respective Junior Red Cross activities.



How the group meeting is conducted

Number of registered Red Cross volunteers 1,295,903 people

Japan's rapidly aging population, amid extremely low birth rates and the frequent occurrence of disasters has led to an increasing need for volunteers, and a renewed interest in social contribution activities amongst citizens and companies..

Against this background, Red Cross volunteers are carrying out an extensive range of activities on a nationwide scale from disseminating the Red Cross philosophy, to increasing/building the capacity of JRCS employees, soliciting contributions, conducting disaster relief activities, and delivering social welfare activities for the elderly.



8 Red Cross Volunteers

Number of Registered Red Cross Volunteers

As of now, the number of registered Red Cross Volunteer Corps is approximately 2,900. This includes about 1.29 million members and roughly 3,400 individual volunteers.

Moreover, in addition to Red Cross Volunteer Corps and individual volunteers, individuals and groups are also registered as disaster prevention volunteers who are activated in times of disaster.

2,104 Community Volunteer Corps
1,251,043 persons

155 Youth Volunteer Corps
7,067 persons

646 Specialised Volunteer Corps
34,411 persons

Individual volunteers
(excluding disaster prevention volunteers)
3,382 persons

Total number of volunteers and Corps
2,905 Corps, 1,295,903 persons

(Preliminary figures)

Be Familiar to Everyone

By taking advantage of the nation-wide network of Red Cross, the JRCS actively carries out appealing activities which meet regional needs while implementing Red Cross projects on a region-by-region basis to make the Red Cross visible to citizens.

Nurture Volunteer Leaders to Strengthen Collaboration among Corps

Promoting the Red Cross Volunteer Corps' Activities

The Red Cross Volunteer Corps participates a Red Cross Volunteer Leader Training Workshop to nurture leaders who take the initiative in the corps' activities, thereby promoting independent-minded activities and strengthening cooperation between different corps. Common goals of implementing disaster prevention and disaster relief activities and supporting activities for the elderly have been set in a bid to promote its activities.

Through the Red Cross Volunteer Corps website and Facebook page, it strives to provide information about the ambitious volunteer activities carried out which may also serve as a model for other corps.

Cases of Volunteer Activities

Case (1)

Youth volunteers edited the Red Cross Volunteer Information Magazine "RCV." They performed the leading role in a range of activities from concept setting, to covering stories, photo shooting, making a rough copy and designing.

Case (2)

A disaster preparedness workshop that the Kinki University Red Cross Volunteer Corps devised after attempting the Red Cross Volunteer Leader Workshop was implemented. The workshop targeted Junior Red Cross members of high schools and enabled participants to promote their understanding of how they should be prepared during a disaster through group discussions.



Student volunteers participating in a discussion at National Headquarters



The Youth Volunteer Corps implement a disaster prevention workshop targeting Junior Red Cross members.



Members of the Red Cross Youth Volunteer Corps listening to a volunteer guide share his experiences of when the disaster hit the region (Kamaishi City, Iwate Prefecture)

Activities to Support Victims of the Great East Japan Earthquake and Tsunami and Promote Disaster Preparedness and Risk Reduction in the Region

For victims of the Great East Japan Earthquake and Tsunami, the Red Cross Volunteer Corps organized an exchange meeting by taking advantage of its expertise in efforts to support the reconstruction of disaster-stricken areas.

On the other hand, as preparation for future disasters, the JRCS reviewed the support of "food provision," which is one of the major needs of victims. This was a joint effort between Red Cross Volunteer Corps members and chapters to enable Red Cross Volunteer Corps across the nation to actively work in this area.

Furthermore, the Red Cross Youth Volunteer Corps continues to carry out activities aimed at extending support to those victims of the Great East Japan Earthquake and Tsunami and preventing extraordinarily devastating disasters that are likely to occur in the future. As a nationwide unified initiative, they implemented disaster prevention educational activities targeting Junior Red Cross members and visited disaster-stricken areas to translate these moves into future activities.

Red Cross Youth Volunteer Corps Tackles the Threat of HIV and AIDS Incidences Have Yet to Decrease

Activities Carried Out by Red Cross Youth Volunteer Corps

The Red Cross Youth Volunteer Corps members are actively promoting the education of young people to prevent the spread of HIV and AIDS, in light of increasing number of Japanese young people who are infected by employing the peer education method*.

The Red Cross Youth Volunteer Corps try to not only share accurate knowledge among fellow Youth Volunteer Corps members, but also participate in AIDS cultural forums organized in various locations, including Yokohama city and Kyoto city. They thereby strive to conduct activities that lead to the prevention of the spread of the virus and the disease with the general public as their target audience.

*Peer Education

A method of conveying knowledge or information to those of similar ages and value systems. Similarities between value systems is an important feature of this method and influences a deeper sense of empathy among receivers.



Volunteers are also responsible for managing an HIV/AIDS peer leader training session.

To Supply Safe Blood Products Stably

With a mission to stably deliver safe blood products to patients who are suffering from a disease or injury that requires the transfusion of such products, the JRCS works on providing such blood products and related services.



Receiving Blood Donation and Educational Activities

Actual Results of Blood Donation

The JRCS strives to secure blood to meet the demand for blood products for transfusion at medical institutions. In the event of an expected temporary, the period for receiving blood from donors is extended and there is an increase in the number of blood donation buses. In the fiscal year 2014, the number of whole blood donors was roughly 3.61 million (98.5% over the year-earlier level) and that of apheresis donors, about 1.38 million (92.6%). In total there were approximately 4.99 million donors (96.8%).

Implementing the Blood Donation Promotion Campaign

In order to promote blood donation and related education widely among the general public, the JRCS targeted not only the young audience but also other age brackets as well. This included implementing the "Love in Action Project" as the foundation of blood donation promotion campaigns. The project is conducted throughout the year via the Internet, mobile sites, SNS, radio broadcast, and events by the JRCS through various campaigns centered on promoting blood donation among young people. Examples of such campaigns are Sharing Blood in the Spirit of Love Campaign (July), Red Cross Life and Blood Donation Haiku Contest (June to December), Nationwide Christmas Blood Campaign by Students (December), and Give Blood at Twenty Campaign (January to February), to name a few. In addition, the JRCS implemented ongoing public relations activities through the mass media while extending support proactively to the Steering Committee for Nationwide Students' Blood Donation Promotion that aims to promote blood donation among young adults, particularly college students. It also strengthened cooperation with companies and organizations that supported blood donation, and promoted the "Repeat Donor Club," which aims to secure repeat blood donors, thereby promoting blood donation.



Blood Donation Educational Activities Targeting those in the Young Age Bracket

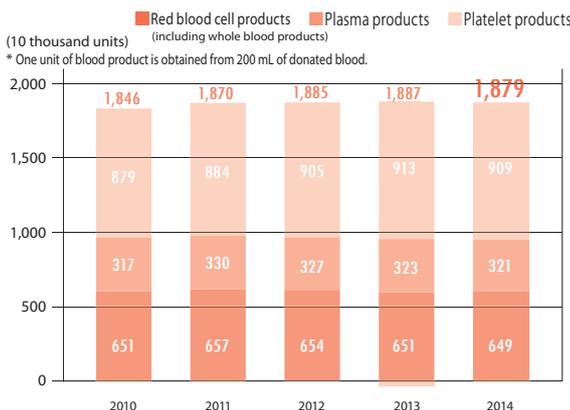
Through various means of public relations, such as magazines targeting young adults, broadcast media and the Internet, the JRCS strives to publicize the importance of blood donation effectively while focusing on organizing blood donation seminars and providing a hands-on experience at the blood centers targeting primary, junior high, and senior high school students. In addition, to nurture next-generation blood donors, we believe that it is important to pass down the significance of blood donation from parents to children. On the basis of this belief, we promoted efforts to install a children's playroom in a blood donation room, thereby creating an environment where parents and their children can experience blood donation without much difficulty.

Supplying Blood Products

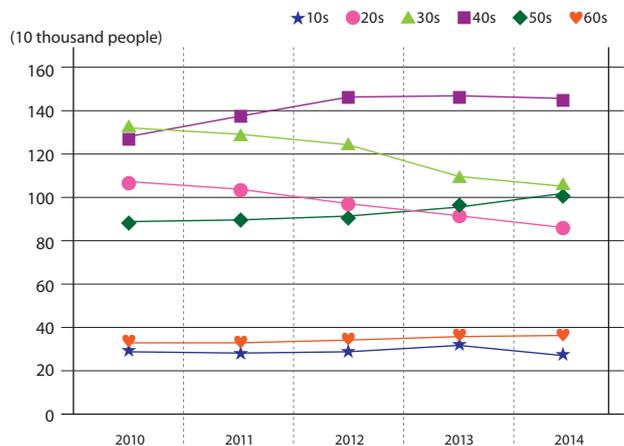
Actual Supply Results of Blood Products for Transfusion

Although the supply of blood products for transfusion fluctuates according to type on the whole, it has been stable on the whole. In the fiscal year 2014, the JRCS supplied approximately 6.49 million units of red blood cell products (including whole blood) (99.7% over the year-earlier level), roughly 3.21 million units of plasma products (99.5%), and about 9.09 million units of platelet products (99.5%) (One unit was obtained from 200 mL of donated blood).

Changes in the number of units of blood products for transfusion



Changes in the number of blood donors by age



Actual Sales of Plasma Derivatives

With the aim of boosting the domestic supply of plasma derivatives, the JRCS is entrusted by Japan Blood Products Organization (JB) with the marketing of plasma derivatives that JB prepares and sells them to medical institutions through JRCS blood institutions. In the fiscal year 2014, the JRCS sold approximately 382,000 bottles of Red Cross albumin (98.6% over the year-earlier level), roughly 1,000 bottles of human anti-HBs immunoglobulin (84.3%), about 69,000 bottles of Cross Eight MC (101.2%), and about 134,000 bottles of Nisseki Polyglobin-N (99.6%).

Actual Results of Securing Source Blood Plasma for Plasma Derivatives

On the basis of the supply and demand plan stipulated under the Act on Securing a Stable Supply of Safe Blood Products, the JRCS delivers source blood plasma for plasma derivatives to three domestic pharmaceutical companies (Japan Blood Products Organization, Kaketsuken (The Chemo-Sero-Therapeutic Research Institute) and Nihon Pharmaceutical Co., Ltd.).

In the fiscal year 2014, the JRCS secured source plasma according to the original schedule and supplied approximately 950,000 liters to the above-mentioned companies.

The three domestic pharmaceutical companies use blood plasma from blood donation that the JRCS supplies for manufacturing blood coagulation factor VIII, albumin, human immunoglobulin, as well as plasma derivatives, such as tissue adhesive and freeze-dried concentrated human blood coagulation factor IX.

FY2014 Summary of the Financial Reports



Finance

The Japanese Red Cross Society has 1 general account and 3 special accounts, each independent of each other.

The general account is used to fund the activities at the JRCs Headquarters and chapters. It is mainly financed by membership fees and donations. The special accounts, on the other hand are mainly covered by compensation fees for the services run by the JRCs institutions (medical services by medical fees paid by patients and the National Health Insurance Programme, blood services by proceeds from blood and blood-product sales, and social welfare services by care benefit incomes).

The following is a report on the financial highlights for fiscal 2014, the fiscal year ended March 31, 2015.

Note: As amounts of less than 1,000 yen are rounded down in the following settlement figures, the sum of the amounts may not match the total.

General Account

Income	Amount (billion yen)	Expenditure	Amount (billion yen)
Deposit income from relief donations	5.415	Expenses for domestic disaster relief activities	14.992
Deferred income	16.992	Expenses for social activities	3.499
Others	8.665	Expenses for international activities	3.102
Membership fees and contributions	20.999	Expenses for other activities of chapters	0.729
Income from delegated activities	0.164	Grants for branches	2.032
Grants	1.16	Expenses for organizational development	2.633
Cash Grants for Great East Japan Earthquake and Tsunami [Transferred from the previous year] ³	4.628	Cash transferred to the Headquarters	2.165
		Expenses for infrastructure	1.922
		Expenses for acquisition and maintenance of property	1.615
		Reserve fund	15.134
		Others	6.259
Total Income	58.025	Total Expenditure	54.087

Total balance of annual income and expenditure

3.937



Special Accounts

Special Account for Medical Institutions

Income	Amount (billion yen)	Expenditure	Amount (billion yen)
Income from nursing schools	10.049	Expenses for nursing schools	11.386
Extraordinary income	1.656	Extraordinary expense	6.986
Income from medical services	939.772	Corporation taxes	0.467
Other income	33.884	Expenses for medical services	995.215
Income from disease prevention and health services	0.994	Other expenses	20.286
		Expenses for disease prevention and health services	7.325
Total Income	986.357	Total Expenditure	1,041.668

Total balance of annual operating income and expenditure -55.311

Special Account for Blood Programme

Income	Amount (billion yen)	Expenditure	Amount (billion yen)
Extraordinary income	0.007	Extraordinary expenses	1.124
Other income	1.819	Corporation taxes	0.003
Income from supply of blood	166.654	Expenses for supply of blood	179.257
Income from activities related to blood services	1.548	Expenses for activities related to blood services	1.530
		Other expenses	3.624
Total Income	170.03	Total Expenditure	185.540

Total balance of annual operating income and expenditure -15.509

Special Account for Social Welfare Facilities

Income	Amount (billion yen)	Expenditure	Amount (billion yen)
Income from facilities and equipment, etc.	0.003	Expenses for facilities and equipment	0.216
Others	0.697	Others	0.604
Balance of accrued expenses at end of previous year	4.443	Expenses for social welfare services	12.167
Income from social welfare services	12.212		
Total Income	17.357	Total Expenditure	12.988

Total balance of annual income and expenditure 4.369

Overview of the Japanese Red Cross Society

Name, address, etc.

Name Japanese Red Cross Society (JRCS)
 Address 1-1-3, Shiba Daimon, Minato-ku, Tokyo
 Phone +81-3-3437-7087

Purpose

The purpose of the Japanese Red Cross Society is to accomplish its humanitarian tasks in line with ideals of the Red Cross, and in compliance with the spirit of the Conventions concerning the Red Cross and the principles adopted by the International Conferences of the Red Cross

History of JRCS

- 1877 The Philanthropic Society (Hakuaisha) was founded (to aid the wounded in the Southwestern Rebellion (Seinan no eki)).
- 1886 The Japanese Government acceded to the Geneva Convention.
- 1887 The Society changed its name to the Japanese Red Cross Society and was recognized as such by the International Committee of the Red Cross.
- 1901 The JRCS was approved as an incorporated association under the Civil Code. The Japanese Red Cross Society Regulation (later, Japanese Red Cross Society Law) was issued by the Imperial Edict No. 223.
- 1947 The Japanese Red Cross Society Law was abolished.
- 1952 A new Japanese Red Cross Society Act (Act No. 305) was enacted as a single ordinance based on a bill drafted by lawmakers and the Society became a special corporation established under the Act.
 The Act clarifies the public and international nature of the Japanese Red Cross Society, emphasizes its autonomy, and strictly guarantees the neutrality of the Red Cross.

Organization

The Japanese Red Cross Society has Her Majesty the Empress as Honorary President and other members of the Imperial Family as Honorary Vice-Presidents. The JRCS National Headquarters is located in the heart of Tokyo and supports a nationwide network of chapters throughout all 47 prefectures. Below the chapter level are branches formed in association with government administrative units at the city, ward, town and village levels. The JRCS established medical institutions, blood institutions, social welfare institutions, nurse training institutions at the National Headquarters and chapters to conduct its operations.

Honorary President/Vice-Presidents

Honorary President: Her Majesty the Empress
 Honorary Vice-Presidents: Her Imperial Highnesses the Crown Prince and Princess, Her Imperial Highness Princess Akishino, Their Imperial Highnesses Prince and Princess Hitachi, Their Imperial Highnesses Prince and Princess Mikasa, Her Imperial Highness Princess Tomohito of Mikasa, Her Imperial Highness Princess Takamado

Decision-making Body, etc.

In accordance with the Japanese Red Cross Act (Act No. 305 of 1952), it is stipulated that "The Japanese Red Cross Society is organized by members." These members are individuals and corporations that agree with the purpose and projects of the Red Cross and support us by contributing a prescribed amount of funding (membership fees) each year. With these membership fees and contributions from the general public as its major source of funding, the JRCS carries out its activities. Members form the foundation for the JRCS to exist and contribute membership fees while having the rights to vote to elect members of the Board of Representatives and executive officers of the JRCS. They also receive annual activity and financial reports concerning the JRCS.

In accordance with the above-mentioned act, the Statutes were approved in October 1952. These articles of incorporation set down the specific organization and business activities of the JRCS, membership fees (currently 500 yen or more a year) and others. Councilors are elected from among members of chapters to form the Council, and representatives (223 seats) are elected by the Council. Elected representatives form the Board of Representatives, the highest governing body of the JRCS. The Board of Representatives meet to make decisions on important matters, such as the annual budget, activity plans, approval of the financial statements and election of President(1), Vice-Presidents(not more than 2), members of the Board of Governors(61) and Auditors(3) and members of the Board of Governors. T. Among those, three are currently full-time executive officers, namely, the President, one Vice President and one governor. The other governors are on part-time or unpaid.

The Board of Governors shall be composed of the President, the Vice-Presidents and Governors, and it deliberates on the execution of important activities of the Society.. In addition, the Standing Board of Governors, composed of the President, the Vice-Presidents and 13 or less Governors who are elected from among members of the Board of Governors themselves, meet monthly and deliberate on matters entrusted by the Board of Governors.

Moreover, each chapter has its own President, Vice-Presidents (not more than 3) and Comptrollers (not more than 3) who are elected among members at the Board of Councilors.

Membership (As of March 31, 2015)

Individual members: 9.6 million
 Corporate members: 120 thousand

Councillors

1,998

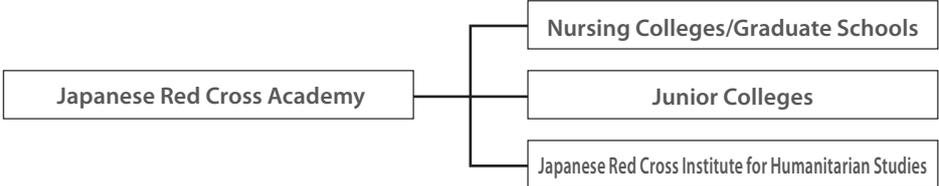
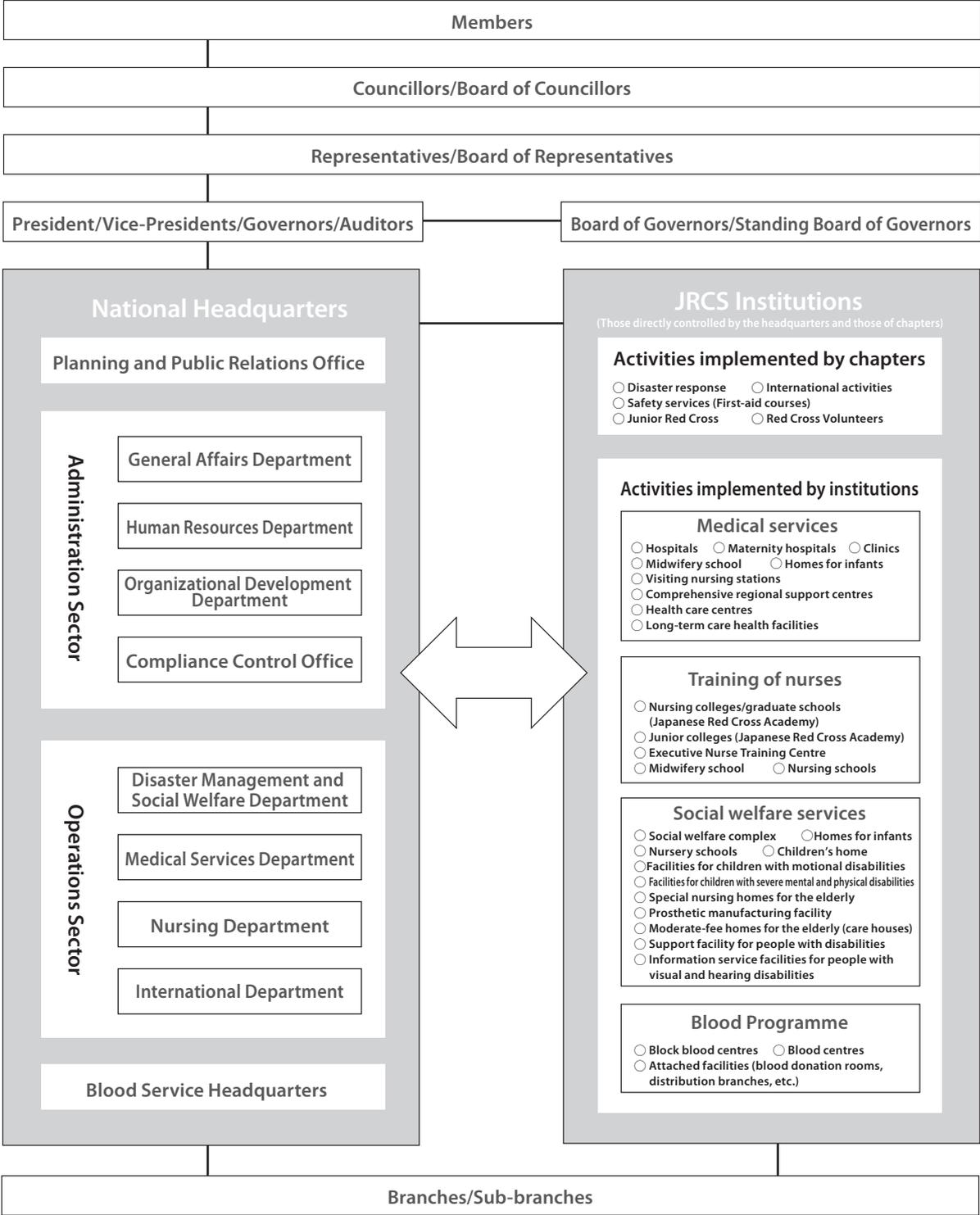
Representatives

223

Institutions and Staff (The number of staff as of April 16, 2014)

	No. of staff
National Headquarters	477
Chapters	711
Medical Institutions	55,885
Nurse Training Facilities	598
Blood Programme Facilities	6,454
Social Welfare Institutions	1,087
Total	65,212

Organization of the JRCs



Our world. Your move.

Annual Report 2014-2015