

## Health

Otsuka is engaged in initiatives to make people aware of the importance of hydration. It promotes a variety of activities, including heat disorder awareness raising, targeting audiences from the general public to education and healthcare leaders.

# Advocating the Importance of Hydration and Electrolytes



Otsuka Pharmaceutical Factory: Oshietel "Kakure Dassui" linkai (Tell us! The Pre-Dehydration Committee)



Otsuka Pharmaceutical: Seminar to build awareness of heat disorder prevention and hydration

## VOICE



### Teaching Children What They Can Do On Their Own To Prevent Heat Disorders

Hiroaki Yamazaki

Sales Promotion, Sales Section 2,  
Chiba Branch office,  
Nutraceuticals Division  
Otsuka Pharmaceutical Co., Ltd.

When giving presentations about hydration and heat disorder prevention, Otsuka holds the attention of students with guidance from the teachers select topics.

These topics include heat disorders during sports, hydration for peak performance, heat disorders indoors, and the importance of eating breakfast. The Otsuka team teaches them the symptoms of heat disorders, the way heat disorders work, and what can be done about them. The Otsuka team also talks about the importance of recognizing symptoms in their teammates and of alerting someone when they occur.

Otsuka will continue conducting awareness building so that we can impart to children a proper understanding of heat disorders and the ways to prevent them.

### Building Awareness of Heat Disorder Prevention

Ever since it first launched POCARI SWEAT, Otsuka Pharmaceutical has been advocating to people of all ages, from children to seniors, the importance of hydration and electrolytes in a variety of situations. For over 20 years the company has engaged in efforts to raise awareness of how to prevent and address heat disorders. Otsuka works to disseminate this message through seminars across Japan and in collaborations with professionals such as weather forecasters, sports coaches, and industrial physicians. In 2013, the company introduced a service to automatically deliver free information in the spring and summer that warns of risks from heat disorders (WBGT, Wet-bulb globe temperature, a measure of heat stress in direct sunlight). Users select their location from the Heat Disorder Prevention Information Site, jointly produced by Otsuka and the NPO Weather Caster Network. Similarly, Otsuka and our partner provide information on air humidity (dry air) in the autumn and winter on the Life Dryness Information Site. In 2014, the company endorsed and cooperated with the Heatstroke Prevention – Communication Project supervised by the Ministry of the Environment.

Otsuka Pharmaceutical Factory, which developed and markets the oral rehydration solution OS-1, cooperates with the Pre-Dehydration Committee, the multi-stakeholder Committee for Awareness of Hidden Dehydration in conducting awareness building on the prevention of dehydration. Awareness is a key aim as the condition is difficult to notice and it is still not widely recognized that dehydration is a factor in heat disorders. The program also emphasizes how to intervene before it becomes serious. Seminars are held for various societies such as the Japan Society for Occupational Health

and the Japan Pediatric Association as well as at drug stores. This has led to a recent increase in the number of medical institutions adopting oral rehydration therapy for mild to moderate cases of dehydration where IV infusion used to be used for dehydration in the past.

In addition, the Otsuka Group conducted a webcast on heat disorder prevention and treatment, reaching out to industrial physicians, public health nurses, nutritionists, and nurses. The webcast featured a Q&A session with the speakers. A total of 2,500 people participated from about 200 locations around Japan. Similarly, the Otsuka Academy is a program in which employees visit schools to provide awareness-building activities for children. Otsuka employees also visit workplaces to provide workshops on occupational heat disorder prevention, at the invitation of corporate occupational health and safety departments.

The Otsuka Group also makes efforts to raise employee awareness of heat disorder prevention. It distributes POCARI SWEAT to break rooms for rehydration and as well as to where employees work in the heat. Otsuka Techno Corporation builds awareness by distributing a leaflet about heat disorders published by the Fire and Disaster Management Agency. Outside Japan, in fiscal 2014, Otsuka Pharmaceutical (H.K.) held seminars for boy scouts, athletes, workers at construction sites, and factory safety managers.

Otsuka Group