

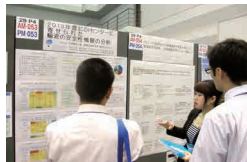
Health

Communicating Health Information

To help people improve their health and quality of life, the Otsuka Group provides health information to patients and their families, medical practitioners, and school children.

Promoting Understanding of Cancer and Other Illnesses

The Otsuka Group is engaged in activities to promote a proper understanding of cancer and other illnesses. Taiho Pharmaceutical supports the Pink Ribbon Campaign to raise awareness of the importance of early detection and treatment of breast cancer. Since 2006, it has supported the Pink Ribbon Festivals organized by the Japan Cancer Society. As part of awareness-raising efforts, in 2014, the company distributed educational pamphlets on breast cancer and distributed promotional items to encourage women to get screened for breast cancer. In 2007, Taiho Pharmaceutical created SURVIVORSHIP.jp, a website based on joint research with the Shizuoka Cancer Center. The site provides information from the perspective of cancer survivors and their families, and provides cancer patients with inspiration to overcome the challenges of life. The Anticancer Drug Treatment, Radiation Therapy, and Dietary Instruction sections were particularly well received and thus were developed into an app for smart devices and distributed for free. In addition, Otsuka Pharmaceutical disseminates information on health and illnesses through its website and the sponsorship of seminars.



Otsuka Pharmaceutical Factory: Promoting Proper Use of Pharmaceuticals

The company gives poster presentations about the safety of transfusions and lipid emulsion at pharmaceutical-related conferences to provide information on the proper use of pharmaceuticals to pharmacists.



PostPet™ © So-net

Taiho Pharmaceutical: Official messenger character of the Pink Ribbon Festival



Otsuka Pharmaceutical: Learning about the flu with AR

Clicking on an augmented reality (AR) marker with a smartphone enables users to watch a video explaining the diagnosis and prevention of influenza.



Kindergarteners having fun learning about the importance of water

My First Water Project

Otsuka Foods, which imports Crystal Geyser bottled water, has been running the My First Water Project since 2012 to educate parents and their children on the importance of water, with the premise that parents are responsible for making choices about water until their children are old enough to make their own decisions.

Parents are provided with a range of information about water, including the importance of hydration and how to select water that is safe for young children. In fiscal 2014, the company produced picture cards that tell a story set at Mt. Shasta in North America, the source of Crystal Geyser water, and sent it along with bottles of water to around 1,000 kindergartens and daycare centers around Japan. The company received feedback from the kindergartens indicating that it helped them convey the importance of water. Furthermore, they distributed a leaflet called the Water Calendar to families, providing an opportunity for parents and children to think about hydration in an enjoyable manner.

Otsuka Foods



Otsuka Health Comics

Otsuka Health Comic Library

The Otsuka Group has been publishing the Otsuka Health Comic Library since 1989 as an activity to contribute to better children's health. One volume is issued each year, and a total of 25 volumes (including special volumes; total of 254 stories) have thus far been donated to elementary, special needs, and other schools throughout Japan. The books are used by children as reading material and for self-study as well as teaching material in student committee activities. Students are encouraged to submit ideas for health-related topics in the form of illustrations. The submissions are then used by the publication's cartoonists to make collaborative comic books. The effort has created an excellent opportunity to think about health, not just for the children whose submissions are utilized, but also for their friends and caretakers.

Otsuka Group