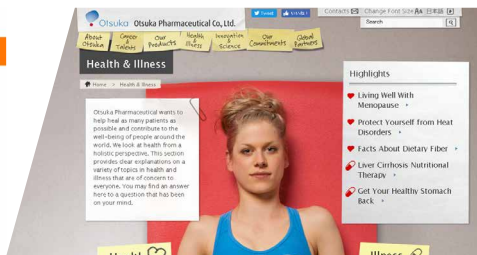


Communicating Health Information

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.



Taiho Pharmaceutical: SURVIVORSHIP.jp website



Otsuka Pharmaceutical: Health & Illness site



Otsuka Foods: My First Water Project

Health Information Online

The Otsuka group is involved in awareness-building activities to promote proper understanding of cancer and other diseases. Taiho Pharmaceutical shares information on a wide range of diseases and illnesses, including cancer, allergies, and lifestyle-related diseases. In 2007, Taiho Pharmaceutical launched SURVIVORSHIP.jp, a website based on joint research with the Shizuoka Cancer Center. To address the concerns of cancer survivors and their families, this website provides cancer patients with inspiration to overcome the challenges of life. The sections of the website that cover anticancer agents, radiation therapy, and diet proved so popular that the company developed a free smartphone app.

The Health and Illness page of the Otsuka Pharmaceutical website presents information on illness and health issues in a manner that is easy for the layperson to follow.

Taiho Pharmaceutical and Otsuka Pharmaceutical

My First Water Project

Otsuka Foods has been running the *My First Water Project*, which aims to disseminate information about safe and healthy water, since 2012. This program is based on the premise that parents are responsible for making choices about water until their children are old enough to make their own decisions. In 2016, the company continued to work with Bean Stalk Snow Co., Ltd. to distribute samples of CRYSTAL GEYSER to 300,000 expectant and nursing mothers across Japan. Employees visited training sessions on bottle-feeding to show mothers how soft water with fewer minerals is suited for infant formula.

Otsuka Foods



Otsuka Health Comic Library



20 – TWENTY

Otsuka Health Comic Library

The Otsuka group has been publishing the Otsuka Health Comic Library since 1989 as part of its efforts to contribute to better children's health. A new volume is issued each year, and these comics have been donated to elementary and special needs schools throughout Japan. They are used in classes and student committee activities as a tool for teaching children about health in a fun way.

In collaboration with the Japan Society of School Health, Otsuka Holdings has held health education workshops for elementary school nurses and other school officials since 2015 to promote health education using the Otsuka Health Comic Library.

20 – TWENTY

Taiho Pharmaceutical provides support for the National Cancer Center Hospital's Orange Clover activities. This project is designed to help patients undergoing medical treatment to live full and active lives. Receiving the supervision of the program, Taiho Pharmaceutical distributed its 20—TWENTY booklet in 2016. The booklet was compiled for cancer patients in the AYA generation (adolescents and young adults), their families, friends, and others close to them.

The booklet does not just focus exclusively on issues of external appearance, but also addresses topics related to overcoming obstacles in daily life, dealing with negative emotions, and developing a positive attitude. The company distributes these to healthcare professionals in the hope that they will help patients undergoing cancer treatment and deal with the issues they face.

Taiho Pharmaceutical



Otsuka Pharmaceutical: Schizophrenia Forum

Raising Awareness about Illness

Since 2009, Otsuka Pharmaceutical has provided support for forums on schizophrenia* held each year in two cities in Japan. In 2016, the forums were held in Matsuyama and Shizuoka. Aiming to convey to the general public the importance of acknowledging schizophrenia as the first step to recovery, Otsuka Pharmaceutical joined Silver Ribbon Japan to organize a photo exhibition entitled *Facing it Begins the Change* on October 10, World Mental Health Day. The exhibition has been held twice, welcoming a total of 2,000 visitors and bringing hope that awareness and attitudes toward the mentally ill can change. These activities have been recognized by the international advertising awards Clio and by Cannes Lions.

Additionally, US-based Avair Pharmaceuticals created a documentary film to raise awareness of pseudobulbar affect (PBA) and, in collaboration with the Brain Injury Association of America, has screened the film to healthcare professionals, support groups, and reporters, during the American Psychiatric Association annual meeting.

Otsuka Pharmaceutical

* Sponsored by NHK Enterprises with support from Otsuka Pharmaceutical