



Impacting the Health Of Our Communities

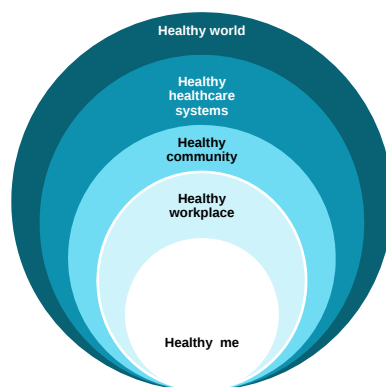
Role of private sector in Community Health-
The Johnson & Johnson story

Employee health and the health of the community

It starts at the individual level

Strong on-site health & wellbeing resources supports improvement of employee health- which in turn informs and impacts the family, and the community in which we work and live.

We know that population health can be improved when individuals are better able to understand and manage their health & wellbeing .



Johnson Gateway to a Healthy Community-
Healthier Kids

Strategies

It starts with our CREDO

We view community outreach as an intrinsic component of our CREDO and Corporate Vision- that **by caring one person at a time, we will help people live longer, healthier, happier lives.**



We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers....

We are responsible to our employees, the men and women who work with us throughout the world....

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens – support good works and charities....

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Strategies

3 Pronged Approach to Improving Global Health

We believe that, as a **member of the global health care community**, Johnson & Johnson has a **responsibility** to advance good health care through our actions as well as to work with others to help shape effective health care systems around the world that will serve the needs of people.



Saving and improving the lives of women and children

Preventing disease among the most vulnerable

Strengthening the health workforce

Johnson & Johnson

Action: Global Reach / Regional Focus

Improving Population Health in our communities worldwide

North America

- Diabetes education at U.S. Community Health Centers
- Health education through the U.S. Head Start Program
- The Johnson & Johnson YouTube Health Channel
- Babycenter.com
- Text4baby



Europe, Middle East, Africa

- Total Control of the Epidemic Campaign
- Juvenile Diabetes Education Center
- Wellbeing in the Workplace guidebook



Latin America

- Healthy Habits for a Healthy Weight
- Action for Family Health
- Reducing the risk of HIV infection in teenagers



Asia Pacific

- Sight for Kids
- Lively Children, Happy Parents
- HIV/AIDS education for migrant workers
- Asia Pacific Economic Cooperation



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Impact

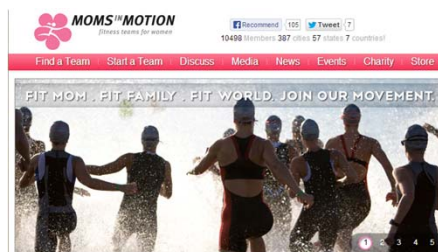
Examples of making a difference

• Moms in Motion

- Provides the resources, educational tools, products and services to moms combining the virtual, technological world with the physical world, through on-the-ground fitness groups in communities around the globe
- 10,000 in network

• Results

- Increase in energy levels by +34% at the end of the day.
- 75% energy improvement compared with baseline.
- Self-reports of positive change in fitness and health behaviors.
- 49% with weight loss
- Stress levels, mood, and sleep improved significantly
- Program Feedback
 - 82% would recommend it to friends.
 - 63% would stick with a program like this and do it again.



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Examples of making a difference



**Asia-Pacific
Economic Cooperation**

APEC/LSIF

- Covers 21 APEC “Economies”
- Public/Private partnership with the goal of sustainable and inclusive growth (through health & innovation) in the region
- Capacity building and consensus building allows governments to learn from others and take voluntary action. “Peer-pressure” prompts action by countries that don’t want to fall behind.

Results

- Renewed focus on NCDs, HAIs, Mental Health Action Plans & Policy Dialogues
- Creation of policy best practice sharing, leading to more resources devoted to address NCDs; eliminate HAIs and treat mental illness
- Improved tools & capacity for governments to collaborate
- A change of dialogue from health as a cost to “an investment that drives economic growth”



Asia-Pacific
Economic Cooperation

2006/SOM3/LSIF/010

APEC Life Sciences Innovation Forum Strategic Plan

Purpose: Information
Submitted by: LSIF Planning Group Chair
Forum Doc. No.: 2004/AMM/009

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Gateway to a Healthier Community (GHC)

- **Healthier Kids Initiative**
 - Public / Private partnership working to combat childhood obesity and diabetes by leveraging schools as connection catalysts
 - Consists of innovative tools and applications developed, with the support of Johnson & Johnson (“**Activity Works**”, a curriculum-based module that delivers 12-minute exercise bursts in elementary school classrooms to increase physical activity.)
 - Started in the 2011-2012 school year to school districts in Atlanta, Houston, Newark and Philadelphia (192 schools total)
- **Results** (early, from January 2012 through early February 2013):
 - Enabling ~150,000 elementary school children in nearly 3,100 classrooms in grades K-3 to burn over 150 million calories by engaging in physical activity for 712,789 hours.
 - User surveys and feedback indicate: increase in kids physical activity, high levels of classroom, teacher/principal satisfaction, engagement, and support.



Great Results!

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Supporting Caregivers

We offer support to those who care for the health of others:

- Campaign for Nursing's Future™
- Strength for Caring

Fairleigh Dickinson Univ. Nursing Program
New Jersey



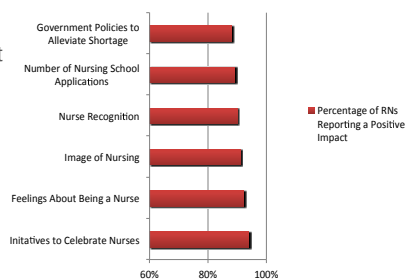
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Examples of making a difference

- Campaign for Nursing's Future : J&J working in cooperation with professional nursing organizations, schools, hospitals and other healthcare groups to promote opportunities in nursing and increase awareness of the value of the nursing profession to society and America's healthcare community
- Results
 - 750,000 new nurses since the campaign began
 - 243,000 increase of RN employment in the past two years alone
 - Discovernursing.com is the #1 website for nurses
 - 35MM pieces of recruitment and retention materials distributed in > 50 countries
 - 100+ rewards in recognition of contribution
 - \$20MM awarded in scholarships and grants
 - 25+ Key Partnerships (e.g. National Student Nurses Association)
 - Completion of 12 award winning documentaries on nursing



Survey shows the positive impact

Johnson & Johnson

Intentional Strategy brings Results

Measuring & Reporting Global and Community Health Initiatives annually

2015 Goal: Provide 200 million doses of mebendazole per year to children infected with intestinal worms

- 2013 Result: 161 million doses provided to affected children in 16 countries in 2013



Children without worms
Zambia / Johnson & Johnson

2015 Goal: Advancing community wellness through health education—number of programs by geography and disease/health education area where the needs are greatest

- 2013 Result: Seven various disease-related programs in nine countries



Health Education for Migrant Children
Pujiang / Johnson & Johnson

2015 Goal: Report the number of people reached by these initiatives

- 2013 Result: More than 4.9 million people reached



Supporting frontline health workers
Johnson & Johnson

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Healthy Employees, Healthy Communities

Reducing Health Disparities in our Communities

American Public Health Association

ISSUE BRIEF

NOVEMBER 2008

Evaluating the Economic Causes and Consequences of Racial and Ethnic Health Disparities



"Reducing health disparities through prevention-based workplace programs is in the best interest of employers as well as employees.

Ultimately, employers stand to be a critical mechanism for reducing health disparities on a national level. Businesses have a critical opportunity to leverage access to health care by providing quality employer-sponsored health insurance and health promotion programs in the workplace and ultimately reduce health disparities."

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Creating a Healthier World, One Community at a Time

At Johnson & Johnson, our Credo responsibility inspires us to advance the health of communities in which we live and work, and the world community as well. This unwavering commitment to making the world a healthier place is at the heart of our giving.

We fulfill our mission by developing enduring partnerships that deliver community-based solutions to health challenges. We focus in three strategic areas: saving and improving the lives of women and children, preventing disease among the most vulnerable and strengthening the health workforce.

Together with our partners, we make life-changing, long-term differences in human health, helping families to survive and thrive.

Careinspirescare.com

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In Closing...



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Thank You

Good (Community) Health is Good Business

Sustaining Reputation

Recognitions

World's Most Admired Companies

Fortune recognized Johnson & Johnson as 19th most admired company overall and number one in Pharmaceuticals.

The World's Most Reputable Companies

The Reputation Institute ranked Johnson & Johnson as the 16th most reputable company in the United States.

Global Access to Medicines Index

Johnson & Johnson ranked number two on this biennial index in 2012, which measures pharmaceutical company factors affecting access to medicines such as R&D activities, pricing schemes, and patents and licensing policies.

The Harris Interactive Reputational Quotient (RQ)

In 2014, Johnson & Johnson ranked number 16 on this survey. The RQ focuses on six areas that influence reputation and consumer behavior: social responsibility, emotional appeal, financial performance, products and services, vision and leadership, and workplace environment.

World's Most Respected Companies

The financial weekly *Barron's* conducts an annual survey of institutional investors, rating the 100 largest public corporations (based on market capitalization) in order of the respect they have garnered from these institutions. Johnson & Johnson ranked 13th this year and has been included on this list since its inception eight years ago.

Top Companies for Women Executives

The National Association for Female Executives selected Johnson & Johnson to the Top 50 Companies for Women Executives list in 2013.

100 Best Companies for Working Mothers

Working Mother magazine again named Johnson & Johnson to this list, marking our inclusion every year since the list was launched 27 years ago. Our inclusion recognizes our familyfriendly policies for flexible work, child care, maternity and paternity leave and elder care, among others.

Top 50 Companies for Diversity*

Johnson & Johnson ranked ninth overall. This Diversity, Inc. list is based on CEO commitment, human capital, corporate communications and supplier diversity.

Top 50 Companies for Latinas

In 2013, *LATINA Style* magazine recognized Johnson & Johnson as the ninth best company for Latinas to work for in the United States.

Best Places to Work for Gay, Lesbian, Bisexual and Transgender Equality

Johnson & Johnson again earned the top rating of 100 percent in this annual survey administered by the Human Rights Campaign Foundation. The Equality Index recognizes employer treatment of gay, lesbian, bisexual and transgender employees and consumers.

25 Best U.S. Corporations for Veteran-Owned Businesses

Johnson & Johnson was named one of the 10 Best U.S. Corporations for Veteran-Owned Businesses for 2014 by the National Veteran-Owned Business Association.

100 Best Corporate Citizens

CRO Magazine ranked Johnson & Johnson number two in 2014, up from number 17 last year.

CEO Cancer Gold Standard™ Accredited

Johnson & Johnson has been accredited for the past consecutive nine years and was one of the first companies to meet the accreditation requirements for the CEO Roundtable on Cancer Prevention Gold Standard accreditation process. The roundtable was formed to make continual progress in the elimination of cancer.

FTSE4Good Index

Johnson & Johnson has been independently assessed according to FTSE4Good criteria and has met requirements to be part of the index. The designation identifies companies that meet globally recognized corporate responsibility standards.

Dow Jones Sustainability Index, North America

Johnson & Johnson stock has been included in this index since 2000. The DJSI family follows a best-in-class approach to identify industry leaders.

U.S. Hispanic Chamber of Commerce

Johnson & Johnson was recognized as a U.S. Hispanic Chamber of Commerce Million Dollar Club member for the fifth consecutive year, a recognition provided to companies that invest a minimum of \$25 million in spend with Hispanic-owned business enterprises.

Best Global Green Brands

Johnson & Johnson was ranked number six by Interbrand's 2013 Best Global Green Brands report.