

The Popon® series supports the health of mothers in Japan,
while a portion of its sales is donated to improve the maternal and child health in Kenya.

From Japan to Africa,
Connecting mothers through health.



Mother to Mother

SHIONOGI Project

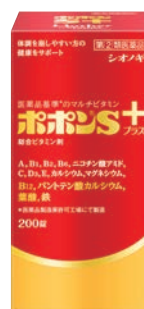
Lack of quality and accessible healthcare, complications during pregnancy and unsafe birth settings in Africa have resulted in one of the world's highest maternal mortality rate, approximately 77 times* higher than Japan.

Mother to Mother SHIONOGI Project aims to contribute to the reduction of maternal mortality and improve maternal and child health in Africa by contributing a portion of the sales from Popon® series.

*Retrieved from WHO, "Trends in Maternal Mortality: 1990 to 2013".



Designated quasi-drugs



Second-class OTC drugs



Designated quasi-drugs

For sale in Japan only



SHIONOGI



Vision

To develop sustainable community for the well-being of mothers and children.



Mother to Mother SHIONOGI project in collaboration with World Vision (NGO) was established in October 2015. This project is committed to improve effective healthcare for mothers and children in Kenya. A portion of the sales from multivitamin Popon® series and donation from SHIONOGI employees are contributed to this project.

Location Narok County, Kenya

Target population approximately 14,000 people

Project period 5 years from October 2015

Partner World Vision (NGO)



Key Milestones

- **Improved access to healthcare services for mothers and children**
 - Construction of healthcare facilities and mobile clinic
- **Better quality of healthcare services**
 - Provide trainings and education for community health workers
- **Education to local community**
 - Advocacy activities to increase awareness of health
 - Establishment of Mother to Mother support group to deliver peer education

More mothers and children are receiving better healthcare services.



Outpatient block (est. on Nov 2016)



Maternal ward (est. on Nov 2017)



Staff Dormitory for healthcare workers (est. on Nov 2017)



People waiting to receive healthcare in the facility.

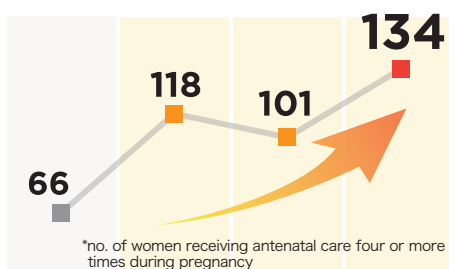
Voices from the community:

Village chief: "My wife recovers faster after giving birth in health facility compared to giving birth at home."



More men in the community understand the importance of giving birth at health facility and take their wives to the health facility to be assisted by a skilled birth attendant.

Increased number of women receiving antenatal care!



Clinical officer monitoring growth of child to determine adequacy of nutrition intake.



Community health worker educating mothers about health and hygiene.

Photos courtesy of: World Vision Japan