

Johnson & Johnson  
family of companies  
in South Africa

FRANCIS  
INVESTING IN A BRIGHTER FUTURE

Johnson & Johnson  
CONSUMER (PTY) LTD  
EAST LONDON

JANSSEN-CILAG  
(PTY) LTD  
SANDTON / MIDRAND

Johnson & Johnson  
MEDICAL (PTY) LTD  
MIDRAND



*"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  
and bear our fair share of taxes.*

*We must encourage civic improvements  
and better health and education.*

*We must maintain in good order  
the property we are privileged to use,  
protecting the environment  
and natural resources."*

This extract from the Johnson & Johnson Credo, written by General Robert Wood Johnson, has served as the blueprint for the Company's socially responsible approach to business since 1943.

Today, corporate social investment remains an important part of Johnson & Johnson's global operations. We care for the communities in which we live and work by tackling the social and health issues that affect these communities. We work towards a better future by developing strong partnerships with individuals and organisations that can make a difference.

Every day we bring our credo to life by touching ordinary lives.

# Johnson & Johnson

# Touching lives

## in South Africa

Johnson & Johnson is an international company with headquarters in New Brunswick, New Jersey, and is the world's most comprehensive and broadly based manufacturer of health care products, as well as being a provider of related services for the consumer, pharmaceutical and professional markets.

110 000 people are employed worldwide by 198 operating companies in 52 countries, and products are sold in 175 countries.

Johnson & Johnson has been in South Africa since 1930 and trades as 3 companies:

- Johnson & Johnson (Pty) Limited, manufacturing consumer products, based in East London.
- Janssen-Cilag, suppliers of pharmaceutical products, based in Sandton.
- Johnson & Johnson Medical (Pty) Limited, suppliers of hospital products, based in Midrand.



*Children play at the SOS village*

These three companies have demonstrated their commitment to corporate social responsibility in a number of ways. They have pioneered innovative programmes and initiatives that address the core needs of less developed communities, and have made a significant contribution in the fields of education and training, social welfare and healthcare.

Social responsibility is expressed in many forms including the manufacture of high quality products, environmental protection, an effective corporate contributions programme and the voluntary activities of employees and retirees.

The Johnson & Johnson Credo is the benchmark upon which all social responsibility programmes and business decisions are made.



*Students role play at a life skills workshop at the Humana Centre*



# One family

The Johnson & Johnson family of companies has a proud record of active involvement in social investment programmes in South Africa. During the upheaval and unrest of the 1970's and 1980's, all three companies made a positive impact on a fractured society through commitment to the economic, political and social transformation principles outlined in the Sullivan Programme.

This programme, devised by Rev. Leon Sullivan, a prominent clergyman in the United States, laid out strict social investment and non-discriminatory guidelines for American companies operating in apartheid South Africa. That Johnson & Johnson in South Africa consistently achieved a pass rating in terms of the Sullivan Code, which was more stringent than US State Department guidelines, demonstrates the enlightened corporate leadership that underpins operations to this day.

Current social investment commitments lie increasingly beyond the workplace amongst formerly disadvantaged communities. The objective now is bridging the skills and education gap and overcoming critical socio-economic, health and education challenges threatening the growth and well-being of the nation.

These social initiatives require the establishment of effective partnerships with organisations and communities, and to foster self-sustainability among funding recipients. Some of these philanthropic efforts are targeted at meeting the needs of individual communities or at specific healthcare, social welfare or education requirements.

# ...one vision

## *Doornkop Childrens Centre*



Combating the HIV/Aids pandemic is a core focus area where a co-ordinated approach at community and national level is required - a combination of direct healthcare intervention, education and awareness programmes and social support for affected communities is applied. These social responsibility initiatives assume ever-increasing importance as the impact of this human tragedy becomes apparent, and the investment of capital, human resources, energy and expertise are necessary to avert a scenario that is too awful to contemplate.

It is a task for which Johnson & Johnson South Africa is prepared. A task, which, like all its corporate social responsibilities in South Africa, the Company plans to fulfil in accordance with Johnson & Johnson's world-wide commitment to making a difference.

Johnson & Johnson's social investment outreach has extensive scope. In many cases, these projects occur in communities where our own employees are located, or are schemes in conjunction with government agencies that service these same communities. Other individual projects focus on developing skills, enabling people to raise the quality of life for themselves and their community.

Johnson & Johnson's corporate social investment activities in South Africa are grouped into three main categories, and divided into further key focus areas.

### HEALTHCARE

- HIV/Aids
- Primary healthcare
- Education and training

### PROFESSIONAL EDUCATION AND TRAINING

- Employee development
- Adult education and lifeskills
- School infrastructure and facilities

### SOCIAL WELFARE

- Women and child abuse
- Nutrition intervention
- Community outreach

# Health Care

## HIV/ AIDS

No single organisation can have all the answers to the HIV/Aids pandemic, which is why the Company's HIV/Aids social investment programme relies heavily on a collaborative approach.

To this end, the Company develops and promotes active partnerships with other companies and institutions, with NGOs, church and community groupings and healthcare professionals, locally and internationally, to achieve sustainable progress towards defined goals.

HIV/Aids affects all South Africans, and pooled resources, expertise and compassion will be needed to beat this 'slow motion plague'.

## CORE ACTIVITIES

- Training and equipping of caregivers within the community
- Aids education and awareness programmes for adults and youth
- Community-based activities aimed at de-stigmatising infected individuals and empowering those living with HIV/AIDS
- Welfare and support facilities for infected or affected individuals, particularly children, in the form of crèche and day care facilities.



*Trained care givers treat an AIDS patient at home*

## PRIMARY HEALTHCARE

A severe shortage of primary healthcare facilities at community level means that many South Africans have limited access to affordable medical care. The Company has worked to address this situation by investing significant capital and resources to fund the construction, equipment and maintenance of primary healthcare.

The establishment of the Baragwanath Burn Unit at the Chris Hani Baragwanath Hospital, and the support for the Baragwanath Children's Ward, Johannesburg Hospital's Child Cancer Unit and the Red Cross Children's Hospital are high profile examples of this commitment to social upliftment. Less visible, but of equal importance, is the investment and expertise applied at the community level with the establishment of clinics and training of caregivers.



*Paediatric burn ward at Baragwanath Hospital*

## BURN TREATMENT CENTRE, SOWETO

A unique partnership exists between the University of Witwatersrand, Chris Hani Baragwanath Hospital, Soweto and the Company. In the grounds of Africa's largest hospital is the Johnson & Johnson Burn Treatment Centre which the Company built in 1990.

This state of the art unit is managed by the provincial administration and operates as a teaching facility. It has 24 beds for adults and 26 beds for children together with a dedicated operating room and multi-disciplinary facilities for the treatment of serious and complicated burns.

The Company continues to support the facility with maintenance, essential equipment, quality products, and education for nursing and medical personnel.



*Burn Unit,  
Baragwanath Hospital*

## RED CROSS CHILDREN'S HOSPITAL, CAPE TOWN

The Red Cross Children's Hospital is a leading centre of excellence for paediatric services in Africa. To assist the hospital in continuing to provide comprehensive healthcare to children and adolescents, the Company supplies educational, product and financial support every year.

In particular, Johnson & Johnson paid for the development of an educational centre at the hospital, which is used by the hospital staff, as well as members of the Western Cape community. We share in the dedication that the staff of this leading hospital has in serving the children of Africa.



*Burn Unit,  
Baragwanath Hospital*

## ALEXANDRA, THUTHUKANI & WITKOPPEN CLINICS

Bringing healthcare  
to the community



*AIDS Counselor and Caregivers at a sponsored container clinic, Thokoza*

# EDUCATION & TRAINING OF HEALTHCARE PROFESSIONALS

The reputation and standing of the three Johnson & Johnson companies in the medical community makes them ideal partners in addressing education, training and bursary programmes for medical professionals, with the long term goal of improving the healthcare service in formerly disadvantaged communities.

## MEDICAL EDUCATION FOR SOUTH AFRICAN BLACKS (MESAB)

In order to meet the critical need for black health professionals, Johnson & Johnson was a founding sponsor of Medical Education for South African Blacks (MESAB) in 1985. MESAB provides bursaries and scholarships for black students at South African universities and technikons to qualify in the professions of medicine, nursing and allied health fields.

Currently there are more than 2 500 MESAB supported graduates and 8000 midwives applying their talents and skills to the sick and disabled of South Africa.

## MEDICAL UNIVERSITY OF SOUTHERN AFRICA (MEDUNSA)

In its drive to spread assistance to a wider community of healthcare workers, MEDUNSA is supported with scholarships for physicians and nurses who come from disadvantaged backgrounds.

## HEALTH CARE LEADERSHIP DEVELOPMENT

The Hospital Leaders Programme was established in partnership with the Graduate School of Business, University of Cape Town,

The aim is to develop leadership and management skills in the healthcare sector, both by giving participants a solid grounding in the functional areas of management and providing them with insight into critical issues facing healthcare in their context.

Participants are drawn from government officials, hospital administrators, doctors, nurses and hospital project leaders. This leadership development programme is a mirror of similar Johnson & Johnson Signature programmes at five other internationally recognised universities in the USA, South East Asia, Europe and South America.

*Dr Alex  
Bomlani  
visits a  
patient at  
Baragwanath  
Hospitals'  
Burn Unit*



# Education

Education is a key need area in South Africa and the Company's social investment initiatives have seen the three Johnson & Johnson companies take a leading role in the building of school facilities and the improvement and upliftment of existing education ventures for adults and children in urban and rural areas.



## SCHOOL FACILITIES AND INFRASTRUCTURE

Despite the best efforts of government, many South African schools lack resources such as computers and laboratory equipment and basic facilities such as clean water and fenced grounds. With equipment and funding provided by the three Johnson & Johnson companies, these schools are able to take a significant step towards their goal of providing quality education in a safe environment.

### *KZN RURAL SCHOOLS PROJECT*

In 1977, in the northern KwaZulu-Natal town of Eshowe, a group of concerned citizens established the Eshowe Christian Action Group (ECAG) to raise money to develop classrooms in the rural areas.

Since 1980, the Company has worked with ECAG to persuade other companies to tackle the critical need for teaching accommodation in KwaZulu-Natal rural schools. This organisation has built more than 2 200 classrooms and 30 science laboratories at more than 155 schools.

### *INSTITUTION FOR TRAINING AND EDUCATION FOR CAPACITY-BUILDING (ITEC)*

ITEC programmes are focussed primarily on equipping school-leavers with the necessary science and technology skills for entry into tertiary education institutions.

*Art teacher training  
workshop in Johnson  
& Johnson container*



*Life Skills workshop*

### **MASIZAME TRAINING CENTRE FOR INTELLECTUALLY IMPAIRED CHILDREN**

This centre cares for and provides life skills training for mentally disabled children between the ages of 5 and 24.

### **THE MOLTENO LITERACY PROJECT**

This organisation runs national training programmes for teachers focusing on critical literacy and language development work, which improves teaching standards countrywide.

## **ADULT EDUCATION AND LIFE SKILLS**

Adult education, literacy initiatives, teacher training and life skills education for youth and adults around social issues such as HIV/ Aids is another area where the company has played a significant role, providing funding and resources for a range of initiatives across the country.

### **EDUCATE, DEVELOP AND LEARN FOR LIFE FOUNDATION**

The Foundation's primary objective is to improve the skills and capabilities of workers throughout South Africa by applying a multi-learning system.

### **HUMANA PEOPLE TO PEOPLE SOUTH AFRICA**

This is a child aid effort in Doornkop where the establishment of Children and Youth Clubs is designed to improve the education and welfare of young people from deprived backgrounds.

### **THE ARTISTS PROOF STUDIO**

Located in Johannesburg's cultural precinct, this studio runs workshops on printmaking for the community. It maintains an artist-in-residence programme and co-ordinates the annual Paper Prayers Campaign to fight AIDS.

## **EMPLOYEE EDUCATION**

The educational needs of the company's employees and their dependents are also addressed with bursaries, school fee grants, book packages and educational support programmes. English at work, a practical business programme, is deployed to improve the skills and self-esteem of employees.



*English at Work, a practical programme*

# Social Welfare



*AIDS counsellors demonstrate the use of male and female condoms to the public*

The HIV/AIDS pandemic has had a dramatic impact on the fabric of South African society, but it is inter-linked with other social problems that place severe strain on the social welfare infrastructure.

Addressing issues such as crime, poverty, homelessness and unemployment, the abuse of women and children, nutrition intervention, care for the aged and animal welfare all form part of the company's social welfare work. Activities are conducted in tandem with Johnson & Johnson International, relevant business groupings, NGOs and the communities where the company's employees live and work.

## KEY PARTNERS

### *SOUTH AFRICAN INSTITUTE OF RACE RELATIONS*

The work of this non-profit, independent research organisation has been actively supported for the past 20 years and two major programmes are funded:

- An annual study of trends in health, housing, education, professional and vocational training and development.
- HIV/AIDS speaker programme and performances by the Hectate Theatre Group.

### *NATIONAL BUSINESS INITIATIVE (NBI)*

In partnership with the NBI, the Company makes its contribution to national capacity development because the NBI provides the critical mass to address national development needs.

The Company has also supported the NBI's Business Trust for Job Creation and Human Capacity Development with an initial focus on tourism and schooling to boost job creation. The Company gives the NBI considerable support in the belief that the development of quality management helps to maximise the use of limited resources that are a feature of South Africa.

## KEY FOCUS AREAS

### *WOMEN AND CHILD ABUSE*

A range of projects that provide nutrition, shelter, counselling and skills development enhance the quality of life of emotionally or physically abused women and abandoned or orphaned children.

- **Bombani Shelter**, Alexandra provides support, counselling and legal assistance to abused women and children in Alexandra and its surrounds.
- **The New Jerusalem Place of Safety**, Midrand accommodates up to 50 abandoned babies and children, meeting nutritional and emotional needs and assisting with fostering or adoption.
- **Salem Baby Care Centre, East London** provides practical help and care to more than 70 mothers and babies each day. Focus is placed on developing skills to ensure future self-sufficiency. The Company has supported this organisation both financially, with product and business skill support since its inception more than 12 years ago.

*SOS  
Childrens  
Village*



*Children relaxing at SOS Childrens Village*



*SOS Children's Village*

- **SOS Children's Village** incorporates three social care centres – a Day Care Centre for babies, a Mother and Child Clinic and a Community Hall. The Village provides the holistic support system needed by families facing the difficult socio-economic circumstances that can often lead to neglect, abuse or abandonment.
- **Coronation Hospital Paediatrics Unit** draws patients from very deprived environments in Gauteng. The physical, emotional and intellectual well-being of long-term patients is provided for with ongoing teaching and educare assistance.
- **Doxa House Jnr**, Pretoria, provides shelter, nutrition, clothing, basic medical care and education to the growing number of street children in the inner city of Pretoria.
- **Living Waters Women's Refuge**, East London, is a joint venture with the Living Waters Ministries, providing support, counselling and shelter for abused women.

## NUTRITION INTERVENTION

Low-income group communities, especially those in South Africa's informal settlements have special needs for nutrition intervention, hygiene and well-being programmes that feed the aged, poor and disabled. The company is actively involved in meeting these joint needs with feeding schemes, soup kitchens and clinics, providing essential services to the poorest of the poor.

- **Hope Zone**, in Zevelfontein, feeds over a hundred children a day in this informal settlement north of Johannesburg.
- **Stop Suffering** provides simple preventative and rehabilitative healthcare services and food and hygiene packs to low income communities in Braamfontein.



*Family seeking shelter, Bomlsani*

## COMMUNITY OUTREACH

A considerable number of employees live in the townships of Alexandra, northeast of Johannesburg and Mdantsane, outside East London. The infrastructure needs within these communities are great and the three Johnson & Johnson companies are committed to improving the lives of residents by supporting a range of community initiatives involving schools, local businesses, sporting groups and church bodies.

- **THE ALEXANDRA TOWNSHIP OUTREACH PROGRAMME**

This programme includes educational initiatives such as 'twinning' of schools and projects run by Read Educate And Develop (READ), the Thusong Youth Centre, Gifted Child Programme and the St Mary's School outreach programme and development and capacity-building projects such as the Growth of Children's Potential (GCP) programme.

A clinic and old age home and a variety of sporting and recreational initiatives aimed at utilising the energy of the youth positively also form part of this extensive outreach programme funded by Johnson & Johnson.

- **THE ST MARY'S OUTREACH PROJECT**

In 1990 a partnership was forged with St Mary's School for Girls in Waverley to provide learners from Alexandra with educational opportunities not available in their community. The start was modest with Saturday morning classes in English and Mathematics being offered by 3 teachers to 75 grade 5 and 6 learners. 14 years later the project enables learners to improve their academic performance and to develop entrepreneurial skills. An educator development programme enables educators in Alexandra to become effective educational leaders. The programme runs 6 days a week employing 24 teachers and reaches 200 learners from grades 8 to 12 with a wide range of academic and life-skills courses.

## Project

# Criteria

In developing their social investment strategies, all three companies in South Africa operate according to strict qualifying criteria.

- All projects should reflect the principles of the Johnson & Johnson Credo.
- Projects must benefit either the community/group, employees or the company.
- Projects must be practical to implement, be financially viable and realised within a mutually acceptable time frame.
- Projects must be within agreed budgetary constraints.
- Sectarian or discriminatory projects such as churches or cults that do not embrace an "all welcome" approach are not considered.
- The basic needs of communities and groups – food, shelter, education, and skills for employment – are a priority.



*Sewing classes at Humana Life Skills Centre*



# Our Credo

*We believe our first responsibility is to the doctors, nurses and patients,  
to mothers and fathers and all others who use our products and services.*

*In meeting their needs everything we do must be of high quality.*

*We must constantly strive to reduce our costs in order to maintain reasonable prices.*

*Customers' orders must be serviced promptly and accurately.*

*Our suppliers and distributors must have an opportunity to make a fair profit.*

*We are responsible to our employees, the men and women who work with us throughout  
the world. Everyone must be considered as an individual.*

*We must respect their dignity and recognise their merit.*

*They must have a sense of security in their jobs.*

*Compensation must be fair and adequate, and working conditions clean, orderly and safe.*

*We must be mindful of ways to help our employees fulfil their family responsibilities.*

*Employees must feel free to make suggestions and complaints.*

*There must be equal opportunity for employment, development and advancement for those  
qualified. We must provide competent management, and their actions must be just and ethical.*

*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 and bear our fair share of taxes.*

*We must encourage civic improvements and better health and education.*

*We must maintain in good order the property we are privileged to use,  
protecting the environment and natural resources.*

*Our final responsibility is to our stockholders. Business must make a sound profit.*

*We must experiment with new ideas. Research must be carried on,  
innovative programs developed and mistakes paid for.*

*New equipment must be purchased, new facilities provided and new products launched.*

*Reserves must be created to provide for adverse times.*

*When we operate according to these principles the stockholders should realise a fair return.*

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