

PRESS RELEASE 26.06.2012

Starting “Tohoku Kosodate Project”, an aid project to support the mother and child victims of East Japan Great Earthquake and Tsunami (XX Community Cooperation J'espère)

As of Sunday 1st of July 2012, Community Cooperation J'espère will start an aid project “Tohoku Kosodate Project” (here after: “The Project”) in order to support mother and child victims living in the disaster area Iwate pref, Miyagi pref, and Fukushima pref, as well as Niigata pref where many of them reside as an evacuee. There is no aid work organisation, which covers such a wide area in supporting the mother and child victims. Also, we would like to announce that the Project was granted two form of support from SEIYU, firstly the Project was chosen to receive SEIYU Aid Fund and secondly it was chosen to hold a “Casher Donation Box”.

Further information on “Tohoku Kosodate Project”

The Project aims to work towards a realisation of society where every mother victims of the disaster is able to feel protected and secure enough to bring up children with a positive attitude.

The mothers who are experiencing postnatal depression is increasing in the areas where they have experienced disasters compared to the rest of the country. Also, we suspect around 30% of mothers have Posttraumatic Stress Disorder and around 70% of the mothers seem to have anxieties or signs of depression. One of the reasons for this is lack of support towards pregnant women and new mothers after the disaster, as it was not an area that received immediate attention.

Our project aims to

1. Provide collective and continuous support until the mother victims are able to bring up children with a positive feeling towards their future.
2. Provide information and raise awareness in the necessity of support towards mother and child victims
3. Provide support to in order to regenerate communities as well as connecting such communities together in the disaster areas where the mother and child victim resides.

Our support is directed towards approximately 110 thousand pregnant women and mothers with children before the schooling age (Six to seven years old) living in the disaster area (Iwate pref. Miyagi Pref. and Fukushima Pref.).

We operate aid work at local level in order for such women to be able to give birth and raise children in a safe and stable environment without anxieties and danger.

Our aid work is tailored to the need of local people and community and mainly consists of education of pregnant women, home visits and support during visits such as parental guidance and counselling as well as mental emotional support and care.

【URL:<http://tohokumama.org/>】

Community Cooperation J'espère outline

Through supporting the pregnant women and mothers in the country on the national level, we hope to be making a step towards a world where all women feels supported from everyone to give birth and to bring up children.

Our aim is to work towards building a society where laughter of children is felt all over the country, always.

Our cooperation was formed one year after the disaster as a follow on project of “Tokyo Satogaeri Project※” As the former project was, we serve as a connecting point for the local midwives working in aid activities in the disaster areas in order to make the support and aid towards pregnant women and mother victims in disaster area and each evacuated areas possible.

※ **Tokyo Satogaeri Project** (Tokyo Home-return Project): One year long project to support pregnant women and mother victims run by Tokyo Midwives Association since the disaster.

Further information on SEIYU Aid Fund

We have put ourselves up as a candidate and have been selected as a charity to receive SEIYU Aid Fund as a joint venture with the Community Cooperation Fukushima pref Midwives Association to run the part of the Project, which supports the mother (postnatal) and child victims in the costal disaster area, which enable us to continue our work.

SEIYU has become almost a necessity for the life of mothers who are bringing up children as it provides customers with wide and rich variety as well as a wealth of everyday and children's goods. Further more, due to its wide distribution through out the country and considerate pricing towards its customers. We are certain that to be recognised and to be receiving Aid Fund from such company will give courage towards the mothers in the disaster areas.

Also, SEIYU is passionate about supporting women in society through considering women as priority customer group when considering running of the company and they are known to employ many women staff. We are very grateful and empowered in our work to be receiving such a similar attitude in support towards mothers in the disaster area from SEIYU

Contact

Community Cooperation J'espère Office

Person in charge: Shoko So

Address: Matsugaoka 1-10-13, Nakano-ku, Tokyo

Telephone no: 090-4611-0904 (please call between 4pm and 8pm)

E-mail: info@tohokumama.org