Our Community Work in New Jersey
Our giving is inspired by Our Credo responsibility to the communities in which we live and work. Our primary focus is on making life-changing, long-term differences in human health by targeting the world’s major health-related issues. Through community-based partnerships in New Jersey and New Brunswick, we aim to enhance the lives of residents, focusing on raising academic achievement, improving access and delivery of health care services, and supporting the arts. The following profiles our strategic intent in both the State of New Jersey and the City of New Brunswick.

Our Work in New Jersey

New Jersey has a diverse population of more than eight million people in 21 counties. Johnson & Johnson has more than 9,000 employees living in N.J., primarily concentrated in six counties. Since its founding in 1886, the Company has maintained a strong presence in the state, and has consistently contributed to the improvement of the communities in which its employees live and work. Our collaborative efforts in the state primarily focus on building health care capacity and preventing diseases.

Our Work in New Brunswick

Johnson & Johnson is headquartered in New Brunswick where it was founded more than 120 years ago. Since 1975, the Company has committed its resources and leadership to revitalizing the city and, in 1983, constructed its world headquarters here. This began the physical transformation of the city, and an identification of priorities in health, human services, and education. Additionally, this led to the formation of two dedicated organizations – New Brunswick Tomorrow and the New Brunswick Development Corporation – devoted to redevelopment and revitalization efforts to support the economic and civic viability of the city. Today, our collaborative work in New Brunswick focuses on health care, education and the arts.
ENGAGING OUR COMMUNITY PARTNERS IN NEW JERSEY

Our strategic intent is to strengthen the civic and social health of New Jersey communities where our employees live with priority focus on disease prevention and building health care capacity.

We Focus on Four Strategic Pillars

**HEALTH CARE ACCESS AND DISEASE PREVENTION PROGRAMS FOR THE UNDERSERVED**
Support health outreach, access to primary care and disease prevention efforts in priority areas (for example diabetes, infant mortality, HIV/AIDS)

**PROGRAMS THAT ADDRESS THE HEALTH CARE WORKER SHORTAGE**
Training and scholarship opportunities in health careers for communities facing large health care worker shortages

**PROGRAMS THAT HELP STUDENTS PREPARE FOR HEALTH CARE CAREERS**
Help build training programs and networks to create awareness of and prepare students for a broad array of health care careers

**PROGRAMS THAT ADDRESS IMPROVEMENTS IN COMMUNITY LIVABILITY**
Social, environmental, and cultural programs in targeted counties

A few examples:

**COMMUNITY FOUNDATION OF NEW JERSEY (CFNJ)**
CFNJ and Johnson & Johnson created the Community Healthcare Fund to support outreach efforts and clinical service delivery in N.J. hospitals. The partnership addresses health care priorities such as pediatric obesity, diabetes, chronic disease management and prevention, access to health services, and prenatal health education and care. For more information, visit www.cfnj.org.

**INDEPENDENT COLLEGE FUND OF NEW JERSEY (ICFNJ)**
ICFNJ is a partnership among corporations, foundations, and colleges and universities to fulfill the goal of educating students who contribute to the economic, ethical, and intellectual aspirations of N.J. We provide scholarship funding to N.J. colleges and universities to strengthen health care science education. www.njcolleges.org.

**LIBERTY SCIENCE CENTER (LSC)**
LSC is an innovative learning resource for lifelong exploration of nature, humanity, and technology to show people of all ages how advances in science lead to improvements in our lives. Johnson & Johnson sponsors LSC programs including the surgery program “Live From…” that uses videocferencing between LSC and a hospital surgical suite to provide students with a front-row seat to watch and ask questions about a surgery as it happens, learning first-hand about the drama, rewards and challenges of medical careers. www.lsc.org.

**MIDDLESEX COUNTY COLLEGE (MCC)**
MCC offers affordable education and lifelong learning opportunities. Johnson & Johnson provides scholarships to MCC students interested in careers in health sciences, and supports a summer academic bridge program to prepare high school students pursuing a college education. www.middlesexcc.edu.

**MUSIC FOR ALL SEASONS (MFAS)**
MFAS fosters human interaction and healing through the art of live, interactive musical performance for people who are unable to attend concerts due to health, economic, or social reasons. MFAS facilitates programs in children’s hospitals, shelters for domestic violence victims, aging communities and prisons, to name a few. Johnson & Johnson supports musical programs throughout Middlesex County. www.musicforallseasons.org.

**PHOTO CREDITS**
Cover: A young mother and her child enjoy a day at the New Brunswick Community Farmers Market, a partnership between Rutgers, the City of New Brunswick and the Company to increase access to fresh, healthy foods for local residents.
Interior, clockwise from lower left: (1) An American Repertory Ballet rehearsal of The Nutcracker at the New Brunswick State Theatre, one of many cultural events the Company supports; (2) “Live From...Cardiac Classroom” at Liberty Science Center brings surgical theater to life for high school students; (3) nutrition education engages local children at the New Brunswick Community Farmers Market, and fresh flowers are in abundance; (4) the Louis S. Damiano Family Health Center, part of Saint Peter’s University Hospital, provides primary and preventive care for 15,000 children and 9,000 adults annually.
PARTNERING WITH THE NEW BRUNSWICK COMMUNITY

Our strategic intent in New Brunswick strives to galvanize collaborative networks and partner with leadership to address health care and educational needs of residents, and to contribute to the economic and civic viability of the community.

We Focus on Four Strategic Pillars

HEALTH CARE ACCESS FOR THE UNDERSERVED
Help build collaborative networks to support health care services and outreach efforts serving New Brunswick residents

DISEASE PREVENTION PROGRAMS FOR PEOPLE AFFECTED BY HEALTH DISPARITIES
Improve disease prevention and management among children and young adults at risk of chronic diseases, and increase access to wellness programs that influence healthy lifestyle choices

EDUCATION INITIATIVES THAT HELP STUDENTS ASPIRE TO ACADEMIC EXCELLENCE FOR COLLEGE AND WORK READINESS
Help build training programs and networks to create awareness of and prepare students for a broad array of health care careers

ART AND CULTURE INITIATIVES THAT CONTRIBUTE TO A THRIVING URBAN ENVIRONMENT
Strengthen and sustain the city’s economic and civic viability through engagement with art and culture initiatives

A few examples:

PARTNERS IN HEALTH CARE

New Brunswick is a hub for many health care and medical institutions addressing major health issues, such as:

- Robert Wood Johnson University Hospital Foundation – the Community Health Promotion program provides medically underserved communities access to preventive primary health care, health education, breast cancer diagnostic services, and other health services. www.rwjuh.edu.
- Saint Peter’s University Hospital Foundation – A satellite facility in New Brunswick and mobile health unit serve low-income and vulnerable populations, providing adult and pediatric health care services. www.saintpetersuh.com.
- The Foundation of the University of Medicine & Dentistry of New Jersey – a mobile health unit addresses obesity and chronic health issues for children, and a health care center provides access to preventative and restorative dental care to residents. www.umdnj.edu/foundation.

NEW BRUNSWICK CULTURAL CENTER, INC. (NBCC)
NBCC oversees the evolution, improvement, and expansion of the cultural and entertainment district. NBCC engages with and promotes local art organizations and art venues such as the American Ballet Repertory, the Crossroads Theatre Company, George Street Playhouse, and The State Theatre. www.newbrunswickarts.org.

RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

For more than 120 years, Johnson & Johnson and Rutgers University have been partners in educational, scientific, and public service endeavors. Today, we support Rutgers University educational programs that address priority health care and academic issues contributing to the health and vitality of New Brunswick. These programs range from diabetes education, nutrition, and fitness initiatives, to educational programs for elementary and high school students. A few examples:

- New Brunswick Saturday Scholars’ Academy prepares students for college and careers in science, technology, engineering, and mathematics.
- Nurture Through Nature helps New Brunswick elementary school students achieve improved academic performance by increasing students’ knowledge of science and nature. The program focuses on creating a positive urban landscape including an organic garden, and encourages parental involvement in student achievement. http://rujnjpartnership.rutgers.edu.

PHOTO Johnson & Johnson provides scholarship support to students pursuing health technology majors, such as dental hygiene, at Middlesex County College.
New Jersey, with a population of more than eight million, faces some key health and social issues impacting its residents.

- Diabetes is a leading cause of death for N.J. residents (N.J. Department of Health and Senior Services)
- 22 percent of children are uninsured (Urban Institute and Kaiser Commission on Medicaid and the Uninsured, 2007)
- New Jersey is expected to suffer a nursing shortfall rate of almost 49 percent, more than 42,400 nurses, by the year 2020 (Health Resources and Services Administration)

And, with a population of 50,000 residents – a number that triples during the day with college students, business employees, hospital personnel and visitors – New Brunswick also faces health and social issues impacting its residents:

- Health issues are among the top challenges, with access to care frequently identified as a main concern (Healthier New Brunswick Community Survey, 2004)
- The percentage of obese children in the city is higher than the national average (Healthier New Brunswick Community Survey, 2004)

New Brunswick Demographics

- Asian: 48%
- Latino: 24%
- Caucasian: 24%
- African American: 4%

Source: Eagleton Institute Survey
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 recognize 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 fulfill 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 realize a fair return.