



Health and Global Policy Institute / The University of Tokyo

## Global Health Summer Program 2011 Report



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## About “Global Health Summer Program”

The Global Health Summer Program 2011 is a program to foster next-generation leaders in the global health field, which targets young people who aspire to take active roles on the global arena and to work to contribute to realizing a better society. Participants, aiming to secure Japan’s continuous contribution to global health issues, devise possible actions which involve both the public and private sector for addressing the challenges. The program this year focuses on polio eradication as its mission and participants produced concrete measures to address the issue.

Participants, after receiving lectures from leaders of global health and other fields and social entrepreneurs, divided themselves into several teams. Each team conducted discussion and negotiation with individuals, organizations and corporations during the field work session and devised and presented action plans which can produce impact on the society. Plans with high feasibility are planned to be carried out after the program.

## What the Participants Obtain through This Program

1. **Global Perspective**  
In order to actively work on the global platform, it is necessary to have a perspective to regard global agendas as their own problems as well as extensive knowledge. Participants deepen understanding on the global issues and proactively explore how Japan can contribute to addressing them and what they can do.
2. **Communication Skill**  
Communication skill is indispensable in fulfilling a task. Participants learn and practice from daily communication to effective preparation of power point materials.
3. **Ability to Solve Issues**  
Participants gain the ability to grasp the whole picture of the problem, identify the heart of the issue to be dealt with, and to take an action. They learn the problem solving method through the process of completing the field work within a time frame and formulating action plans where they grasp the whole picture of the problem, identify individuals, organizations, and corporations to negotiate with and take actions.

## The Flow of the Program

The program was organized as described below to provide a comprehensive and advanced learning opportunity to students from diverse backgrounds.

**DAY 1-3**  
Skills Training & Lectures

**DAY 4-7**  
Field Work

**DAY 8-9**  
Creation of Action Plans

**DAY10**  
Presentation of Action Plans

### 【Date】

July 28 (Thu) – Aug 8, 2011 (Sat)

### 【Venue】

The University of Tokyo, Hongo Campus

### 【Sponsors】

Specified Nonprofit Corporation Health and Global Policy Institute  
Department of Global Health Policy, Graduate School of Medicine, The University of Tokyo

# Outline of “Global Health Summer Program”

July 28 (Thu)

## Orientation

### Health and Global Policy Institute

Participants introduced themselves and had a briefing on this program, including its purpose and schedule and a guideline for formulating and presenting action plans. After confirming their task to complete during this program, participants described the major reasons for taking part in the program so that to remind themselves what they expect to gain from it.

## The Possibility of Social Media for the Global Issues –Tool to Move the World - (Luncheon)

### Mr. Masaakira James Kondo (Country Manager, Twitter Japan K.K.)

Following introduction of the efforts made by the lecturer to address health policy and global health issues, participants, deriving lessons from the Great East Japan Earthquake case, learned and examined the roles social media such as Twitter can possibly play in tackling global challenges. Solving social problems require multi-stakeholder cooperation. Social media have potential to create the driving force for changing the society by connecting various people and stakeholders. The lecturer concluded that social media can, in the future, become an effective tool to identify and solve social problems from the bottom up rather than by the traditional top down approach.

## Polio Eradication and UNICEF's Role

### Dr. Kuniiko Hirabayashi (Director of UNICEF Tokyo Office)

The lecture started with a question “why should polio be eradicated?”, which was followed by discussion among participants on why the international society tries so hard to tackle this issue and what are the outcomes of eradication. Participants then learned various facts about the disease, including its current situation, types of the virus, route of infection, symptoms, prevention methods, and vaccination, together with UNICEF's efforts for eradicating the disease. At the end of the lecture, the lecturer encouraged the participants to keep in mind the idea of achieving health and happiness of individuals when working on public health, although effective use of funds and the number of lives saved are often emphasized.

## Japan's Contribution to Global Health

### Dr. Sayako Kanamori (Global Issues Cooperation Division, International Cooperation Bureau, Ministry of Foreign Affairs of Japan)

Participants examined Development Assistance for Health (DAH) and Official Development Assistance (ODA) from various perspectives and learned about the trend in global health for the past 20 years and Japan's contribution in the field. Although Millennium Development Goals (MDGs) were created in 2000, which clearly defines eight goals to achieve by 2015, meeting these goals by the target year is currently at risk and the international society needs to accelerate efforts. Global health contribution also plays an important role in diplomacy. Participants held discussion on the need for strengthening Japan's global health policy and fostering human resources capable of playing active roles on the global arena.



July 29 (Fri)

### Trend of Global Health

**Dr. Kiyoshi Kurokawa (Chairman, Health and Global Policy Institute)**

The lecture, which started off with the word “incunabula”, took up Gutenberg’s invention of printing-press in the 15<sup>th</sup> century and the Middle East’s “Twitter Revolution” to provide the participants with insight into how powerful information diffusion can be. Now information immediately spreads throughout the world. While Japanese individuals’ responses to the 3.11 Great East Japan Earthquake were highly praised by the international community, Japan’s bureaucratic system revealed its weaknesses and flaws throughout the world. In this global era when politics and economies are globally linked to one another, we need to cooperate with other actors in the world to address worldwide challenges such as global health. What Japan requires in such an era are individuals capable of acting globally regardless of organizational boundaries. The lecturer concluded the lecture by encouraging the participants, who aspire to take active roles on the global arena, to acquire the ability to take action and go abroad while being students to accumulate knowledge and experiences.

### Basics of Problem Solving & Communication

**Ms. Mayuka Yamazaki (Senior Research Associate, The Harvard Business School Japan Research Center)**

Participants divided themselves into several teams and worked on exercises in order to learn the logical process for formulating action plans. They learned how to logically develop arguments by using the concept of MECE and logic/issue tree necessary on the planning phase and practiced in exercises a set of problem solving process including research, analysis, summarization, and story line writing. Participants often returned to the basic skills of problem solving they gained from this lecture and tried to develop logic-based arguments during the program.

### Development of Skills in Presentation & Interview

**Ms. Mayuka Yamazaki (idem)**

With the aim of obtaining presentation skills necessary for the presentation session on the final day, the participants worked on a team exercise where they summarized the current situation and challenges of Japan’s global health policy in a short period of time and presented them. They learned the basic skills including how to effectively structure a presentation, create slides, and present them. They also learned the basic skills of interview. The lecturer concluded the lecture by stressing the importance of strong will to communicate so that to remind the participants that communication is more than just a skill.

### Focusing on the Effort to Eradicate Polio

**Dr. Shigeru Omi (Professor, Jichi Medical University)**

The lecturer talked about his experience in working for polio eradication in the West Pacific regions while working at WHO and described the challenging but worthwhile path towards eradication. He also provided career advices to the participants who wish to work globally in the future. Based on the lecturer’s actual experiences, participants learned the details of the extensive surveillance, continuous efforts to secure funds, and negotiation with health ministers of various nations over vaccination. At the end of the lecture, the lecturer emphasized that a good leader needs to have a high level of awareness of the society, judge a situation in a comprehensive manner, and to have ability to make a decision to do right things.



July 30 (Sat)

### Change What Hasn't Changed – Suggestion for the Mind of Social Marketing –

**Mr. Yoshiki Ishikawa (Director, Cancer Scan., Ltd.)**

The aim of this lecture was to deepen participants' understanding on the social marketing, which utilizes marketing techniques to solve social problems. The lecturer's presentation itself, which included many quizzes, pictures, and real cases, attracted much attention from the participants. The way the lecture was organized contained a message that not only formulating good strategies but also how best to present them is important. Participants, from the standpoint of audience, appreciated the significance of empathy-provoking presentation.

### Global Health Policy

**Dr. Kenji Shibuya (Professor and Chair, Department of Global Health Policy, Graduate School of Medicine, The University of Tokyo)**

Participants learned about the current situation, major players, and Japan's responses to global health issues which receive worldwide attention. As we live in the global society, how Japan contributes to global health challenges is an important political and economic issue, and thus Japan's global health policy needs to be strengthened. In response to a question from participants on whether polio eradication, this program's mission, is the first priority among global health challenges, the lecturer, after conducting discussion with participants, quantitatively analyzed the current situation by the use of data, and demonstrated the importance of developing evidence-based arguments.

### JCV Challenges to Solve Global Issues

**Mr. Toshiro Arai, Ms. Junko Kubota (Japan Committee, "Vaccines for the World's Children" (JCV))**

Participants gained understanding on the current situation of and challenges faced by Japan's global health NGOs, through learning the history and activities of Japan Committee "Vaccines for the World's Children" (JCV) which conducts public campaign and fundraising to supply vaccines to developing nations with the aim of complete prevention of infectious diseases. "My rule" project, which was created by Fukuoka SoftBank Hawks' pitcher Tsuyoshi Wada and efforts to raise funds through collaborating with corporations were introduced to the participants to demonstrate the significance of creating a system in which ordinary people willing to do good for the society can easily participate. Although there are challenges such as the severe management situation just like many other Japanese NGOs face, JCV is expected to further develop its activities at this juncture when Japanese donation culture is changing.

### Global Polio Eradication Initiative

**Dr. Hiromasa Okayasu (Medical Officer, Global Polio Eradication Initiative, World Health Organization)**

A video conference was conducted, as the first trial in the program, with the lecturer who currently works for WHO in Geneva. After the lecturer briefed the participants on the efforts made so far to eradicate polio and what still needs to be done in the future, the participants discussed the roles Japan is expected to play. In the discussion, some of the participants offered a view that Japan, having made substantial amount of financial and technical support for the cause, should more actively take an initiative to lead other nations for pressing forward the last inch towards the complete eradication of the disease.



July 31 (Sun)

### Access to Medicines

**Dr. BT Slingsby (Director of Global Partner Solutions, Eisai Co., Ltd.)**

The lecture, which was conducted in English, provided the participants with information on the efforts of Eisai Co., Ltd. to improve access to medicines and offered an insight into how a private corporation based on the market economy can contribute to social issues. There are many people in the world who do not have access to necessary medicine because of poverty and underdeveloped healthcare system even though effective treatments exist. Improvement of access to medicines requires not only supplying medicines but also reviewing medical needs of each region, creating innovation, and continuously providing healthcare. The participants conducted discussion on the possibilities of a new business model, based on the medium-to long term perspective, which creates values for both private corporations and partner organizations in developing nations.

August 1 (Mon) - August 3 (Wed)

### Fieldwork / Interim Report Meeting

Each team of participants tried, based on the guidelines, to identify a specific target for the fight against polio, formulate plans to achieve the target, and to carry out the plan to the extent possible within a given period. During the fieldwork, the participants had opportunities to seek advices from mentors who actively work in the real world. At the Interim Report Meeting, each team made a mock presentation just like the final session and received advices from Ms. Yamazaki on the logic, feasibility, presentation techniques and so on.

### Career Forum 1 – Make “Change the World” Your Career –

The Career Forum 1 invited two people working actively on the global arena to make contribution to the society. Participants were given an opportunity to meet them and learn about their experiences in order to mentally prepare themselves for planning international careers and gain useful information and networks.

<Panelists>

**Mr. Masahisa Kogure (Director, TABLE FOR TWO International)**

Out of seven billion people in the world today, one billion people suffer from hunger while one billion people struggle with obesity and other lifestyle-related diseases caused by food. Table for Two (TFT) works to simultaneously solve this food imbalance. The panelist talked about his career before launching TFT and how he launched and expanded the project which now has overseas branches. The participants gained useful clues for formulating action plans through learning actual episodes about how many corporations and organizations TFT had collaborated with to develop its activities.

**Ms. Minami Tsubouchi (Executive Director, Global Fund for Education Assistance)**

The panelist established the Global Fund for Education Assistance in response to the Great East Japan Earthquake. The fund launched the “BEYOND Tomorrow” project, an education support project to help the young victims so that this disaster will not take educational opportunities away from them. The project offers scholarships and provides leadership training and other educational trainings in order to support nurture next-generation leaders. The panelist has tried to engage support from various stakeholders for developing the project with the belief that nurturing the ability to empathize with others will lead to action and change the world. The session impressed the importance of putting belief into action on the participants.



## August 5 (Fri)

### Career Forum 2 – Protecting the Poor Families in the Developing Countries –

Following the Career Forum1, the Career Forum 2 invited a specialist in development assistance who works actively on the global arena. The participants were given an opportunity to learn from his experiences and seek advices on their career plans.

<Panelist>

#### Mr. Hideki Mori (The World Bank, Program Manager of Human Development Network, Social Protection Team)

The panelist talked about his experience in changing his career from a private corporation to the World Bank and social protection projects that he now is engaged in at the World Bank, which was followed by the Q&A session with the participants. He used a lot of statistics and pictures in the discussion to demonstrate the importance of evidence-based argument. Lastly, the panelist offered specific advices including skills to acquire while being students so that to pursue a global career. Participants were given a good opportunity to explore the possibility of working for international organizations.

## August 6 (Sat)

### <Final Report Meeting>

Each team of participants presented an action plan to wrap up the ten-day program, and received feedbacks and comments from global health experts and social entrepreneurs.

Time: 10:00-12:00

Venue: Fukutake Learning Theater (B2F of Fukutake Hall), The University of Tokyo

Judges :

Dr. Kiyoshi Kurokawa (Chairman of Health and Global Policy Institute)

Mr. William Hiroyuki Saito (Founder & CEO of InTecur, K.K., Director of Health and Global Policy Institute)

Ms. Yoko Sakanoue (Brand Management Consultant)

Mr. Ken Shibusawa (Chief Executive Officer of Shibusawa and Company, Inc., Vice Chairman of Health and Global Policy Institute)

Dr. Hiroaki Yoshida (Director of Health and Global Policy Institute)

Program:

10:00 Opening

10:15 Reporting of Action Plans (4 groups)

11:15 Comments from the Judges

11:50 Overall Evaluation

12:00 Adjournment



At the Reporting of Action Plans session, all the teams presented their action plans and efforts they made to formulate and carry out the plans during the program. Team C was selected as the best team by the judges. Health and Global Policy Institute will, exploring the possibilities of realizing ideas presented at this session, reinforce efforts for the fight against polio.

## Team A Polio Raises Leaders



### Summary of the Plan

The plan aims to develop human resources who will continue to deliver measures for controlling polio in at-risk nations which once eradicated the disease. To this end, young leaders in at-risk nations and Japanese students who have received job offers gain necessary knowledge and skills with support from partner companies, and conduct fieldworks to control polio in cooperation with NGOs in these nations.

### Feedback

The team's attention to the need for preventing reestablishment of polio in at-risk nations was unique. The plan regarded development of leaders as essential to achieve the goal, and sought incentives for developing nations' and Japan's young leaders, African NGOs, partner corporations, and universities & research institutions to engage in this effort. As engaging support from private corporations is generally most difficult, ideas for more actively engaging them will make the plan more feasible.

## Team B Final Click for Polio



### Summary of the Plan

The plan aims to internationally expand the existing system of the Japan Committee "Vaccines for the World's Children" through which partner corporations donate 20 yen per each click of "like" on the Facebook, by generating more traffic to their website. To this end, the plan conducts activities and events for promoting the system to the international community in Japan and Japanese people going abroad.

### Feedback

The team's attention to the potential of a social media "Facebook", and its idea of effectively utilizing and expanding an existing system were unique. With the focus on fundraising and involving the society, the plan clearly describes the ideas of globally developing an existing project and of conducting after-events for improving public awareness of polio. Although the plan currently has a single sponsor, it may be possible to further expand the activities by finding more sponsors.

## Team C Happy Poli Poli Project



### Summary of the Plan

The plan aims to give local people incentives to receive vaccination, at the same time improve public hygiene and nutrition to increase effectiveness of vaccination so that to improve children's Quality of Life (QOL) for in the long term. To this end, the plan recommends the following two programs.

1. Nin'ja Campaign...Provide vaccinated people with diapers and high nutrient snacks for free in Nigeria to increase incentives for getting vaccinated and to improve nutritional status of children. The costs are covered by a portion of sales donated from corporations.
2. Micro-insurance...Call for receiving vaccination by providing, as an incentive, an opportunity to join a micro-insurance, an insurance which targets low-income households, and improve children's QOL in the long term.

### Feedback

The plan is highly feasible, enthusiastic, and convincing, based on its multifaceted approach including interviews with various individuals and organizations and opinion gathering through Facebook. The team's communication skill demonstrated at the presentation was also impressive.

## Team D Bands Project



### Summary of the Plan

The plan aims to contain the current exportation of polio virus from endemic nations. To this end, the plan tries to educate local people on the necessity of vaccination and to offer vaccination incentives by conducting a vaccination campaign using anti-insect bands and creating a system to provide, through Japanese corporations, financial support from Japanese people recovered from polio to Nigerian people recovered from the disease.

### Feedback

The idea of advocacy using anti-insect bands, which is based on the actual experience in Africa, is convincing. The bottom-up approach in advocacy, aiming to fight malaria as well as polio by the use of anti-insect bands, and the team's attention to people recovered from polio in Japan and Nigeria is interesting.

## Introduction of Lecturers, Mentors and Speakers

### Lecturers

\* Order by the lecture or Japanese syllabary

#### July 28 (Thu)



**Mr. Masaakira James Kondo**  
**Country Manager, Twitter Japan K.K.**

Graduate of Keio University Economics Department and Harvard Business School. Formulated economic policies in Japan, Taiwan, the US, the UK, France, Germany, and Russia as a core member of McKinsey Global Institute. Co-founded and managed Health and Social Policy Leadership Program (Tokyo University) in 2003, and Health and Global Policy Institute in 2004. In 2007, founded TABLE FOR TWO International. In 2009, became Counsellor to Secretary General of National Policy Unit, Secretary to Deputy Chief Cabinet Secretary, and Director of Global Communication Strategy in the Prime Minister's Office. Selected a Young Global Leader at Davos.



**Dr. Kunihiro Hirabayashi**  
**Director of UNICEF Tokyo Office**

Dr. Kunihiro Hirabayashi, M.D., worked for the Center for International Medical Cooperation, the International Medical Center of Japan for about 10 years, extending technical assistance at hospitals and supporting policy formulation at health ministries in many developing countries such as Bolivia, Colombia, India, Indonesia, Honduras, Uzbekistan, South Africa, and Vietnam. After serving as a JICA expert and a WHO short-term consultant, among others, he began to work for UNICEF in 2003 and served in the offices of Afghanistan, Lebanon, and Tokyo. Dr. Hirabayashi became Deputy Director of the UNICEF India office in 2008 and has served as Director of the UNICEF Tokyo Office since April 2010.



**Dr. Sayako Kanamori**  
**Global Issues Cooperation Division, International Cooperation Bureau,  
Ministry of Foreign Affairs of Japan**

Dr. Sayako Kanamori graduated from the University of Tsukuba with a degree in Biology, and obtained a Master of Science in Medical Parasitology from the London School of Hygiene and Tropical Medicine at the University of London. After working as a business consultant, she pursued and gained her Ph.D. in International Community Health from the Graduate School of Medicine, the University of Tokyo. Dr. Kanamori currently formulates global health assistance policy and strategies at the Global Issue Cooperation Division, the International Cooperation Bureau at Japan's Ministry of Foreign Affairs. She also serves as a part-time lecturer at the Graduate School of Medicine, the University of Tokyo.

#### July 29 (Fri)



**Dr. Kiyoshi Kurokawa**  
**Chairman, Health and Global Policy Institute**

Graduated from the Department of Medicine at the University of Tokyo in 1962. Left Japan for the U.S. in 1969, becoming Professor of Internal Medicine at UCLA in 1979. Since returning to Japan in 1983, he has served in numerous posts, including Professor of Internal Medicine at the University of Tokyo, Dean of Tokai University Medical School, and Chairman of the Science Council of Japan, a WHO commissioner, and Senior Scientist at the Earth Institute at Columbia University. He is now Chairman of Health and Global Policy Institute, IMPACT Foundation Japan, Academic Fellow at the National Graduate Institute for Policy Studies. He is also a board member of various international scientific bodies, including the Inter Academy Council and International Council of Science.

<[www.KiyoshiKurokawa.com/en/](http://www.KiyoshiKurokawa.com/en/)>

Photo: Tetsuo SAKUMA



**Ms. Mayuka Yamazaki**  
**Senior Research Associate, The Harvard Business School Japan Research Center**

Ms. Mayuka Yamazaki worked for McKinsey & Company and the Research Center for Advanced Science and Technology, the University of Tokyo. She has worked for the Harvard Business School (HBS) Japan Research Center since 2006, mainly preparing cases on Japanese companies and economy for use at the HBS. Ms. Yamazaki has also participated in operation of the Global Health Leadership Program of the University of Tokyo as a fellow since 2010. She graduated from the University of Tokyo Economic Department and Georgetown University Edmund A. Walsh School of Foreign Service.

\* Ms. Yamazaki also served as a mentor of this program.



**Dr. Shigeru Omi**  
**Professor, Jichi Medical University**

Dr. Omi obtained Doctor of Medicine from Jichi Medical School in 1978. He worked for Tokyo Metropolitan Government as a medical doctor in remote islands, and served as a medical officer at Expanded Program on Immunization, WHO/WPRO from 1990 to 1993, when he developed the regional strategy and mobilized resources for polio eradication. From 1999 to 2009, he served as Regional Director of WHO Regional Office for the Western Pacific. Currently, Dr. Omi serves as Professor of Public Health at Jichi Medical University, Executive Board Member of WHO, Chairman, Experts Advisory Committee for the Prime Minister of Japan in the fight against the Novel Influenza H1N1 Pandemic, Special Adviser for Ministry of Health, Labor and Welfare of Japan, and Special Adviser for Ministry of Foreign Affairs of Japan.

## July 30 (Sat)



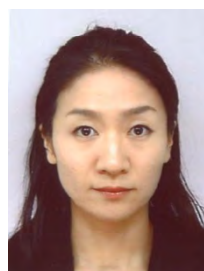
**Mr. Yoshiki Ishikawa**  
**Director, Cancer Scan., Ltd.**

Born in Hiroshima in 1981, Mr. Yoshiki Ishikawa aspired to improve health in the society, drawing inspiration from his father who provided healthcare in a remote island in the Seto Inland Sea. He graduated from the School of Health Science and Nursing, Faculty of Medicine, the University of Tokyo in 2003 and completed his graduate studies at the Graduate School of Medicine, the University of Tokyo. He then studied and obtained a graduate degree in Health Policy and Management from the Harvard School of Public Health in 2008. Mr. Ishikawa currently serves as Director of Cancer Scan., Ltd. Major fields of his study are social marketing, social innovation, health communication, and public health.



**Dr. Kenji Shibuya**  
**Professor and Chair, Department of Global Health Policy, Graduate School of Medicine, The University of Tokyo**

Dr. Kenji Shibuya graduated from the Faculty of Medicine, the University of Tokyo and served at the University of Tokyo Hospital and Teikyo University Hospital. After earning a doctorate degree at the Harvard School of Public Health, he joined WHO's Global Programme on Evidence for Health Policy, and worked for the organization's Health Statistics and Evidence unit, Measurement and Health Information Systems unit, and Evidence and Information for Policy unit. Since 2008, Dr. Shibuya has served as Professor of the Department of Global Health Policy, Graduate School of Medicine, the University of Tokyo. Major fields of his expertise are health policy, health economics, demography, statistics, and epidemiology.



**Ms. Junko Kubota**  
**Japan Committee, "Vaccines for the World's Children" (JCV)**

Ms. Kubota graduated from Japan Women's University in 2001 and worked in sales for two years. She participated in the "Green Village Volunteers", the project offered by the Green Earth Center in 2003, working as a regional development volunteer in Yamaguchi prefecture for a year, which led her to work for the West Yamaguchi Forrest Association. She attended an agricultural training program in the U.S. conducted by the Japan Agriculture Exchange Council in 2007. Since January 1, 2011, Ms. Kubota has worked in public relations and school projects of the Japan Committee "Vaccines for the World's Children".



**Dr. Hiromasa Okayasu**  
**Medical Officer, Global Polio Eradication Initiative, World Health Organization**

After working at US Naval Hospital (USNH), Okinawa and McKinsey and Company, he moved to the WHO in 2008. He is currently a medical officer at Research and Product Development Team, Global Polio Eradication Initiative.

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**July 31 (Sun)**



**Dr. BT Slingsby**  
**Director of Global Partner Solutions, Eisai Co., Ltd.**

Dr. Slingsby is Director of Global Partner Solutions at Eisai Co., Ltd. Global Partner Solutions is dedicated to the implementation of new partnership-based business models that improve access to medicines, the creation of product development partnerships for new medicines that target diseases of the developing world, and the management of Eisai's partnership with the WHO in the elimination of lymphatic filariasis.

Before joining Eisai, he was involved in the founding of for-profit and non-profit entities in the US and Japan and was active in healthcare research, with over 50 published peer-reviewed articles in journals including the Lancet, Journal of Public Health, and the Journal of General Internal Medicine. Dr. Slingsby graduated from Brown University, earned his Masters and Doctorate from Kyoto University and the University of Tokyo, and received his Medical Doctorate from the George Washington University.

## Mentors



**Dr. Kenji Tanaka**  
**Assistant Professor, Department of Systems Innovations, The University of Tokyo**

After graduating from the Graduate School of Engineering, the University of Tokyo in 2000, Dr. Kenji Tanaka worked as a business consultant at McKinsey & Company, focusing on the electronics, financial, and pharmaceutical industry. He joined Japan Industrial Partners Inc. in 2003, providing investments and management assistance to unlisted companies. After serving as Vice-president of the company, he moved to the University of Tokyo to work as a research assistant in 2006, and assumed the post of Assistant Professor in 2007. His area of expertise is management of technology. Dr. Tanaka obtained his doctorate degree in Engineering in 2008. He has also served as Director of the Secondary Batteries Research Group since 2009, working to promote introduction of renewable energy.

Twitter: <http://JJtwitter.com/J#JJgiro1215>

Blog: <http://JJgiro1215.cocolog-nifty.com/JgiroJ>



**Mr. Jun Fukuyoshi**  
**Founder & CEO, Cancer Scan., Ltd.**

Holds Master of Business Administration from Harvard Business School. After graduating from the Faculty of Policy Management, Keio University, Mr. Jun Fukuyoshi joined Proctor & Gamble in 1999, engaging in brand management marketing as a Brand Manager. In 2006, he moved to the U.S to study social marketing, which utilizes marketing techniques to solve social problems, at Harvard Business School. After returning to Japan, he established, with his classmate from Harvard School of Public Health, a social marketing firm aiming to improve cancer screening rate with the use of marketing. Mr. Fukuyoshi currently conducts regional model projects in local municipalities nationwide in collaboration with the National Cancer Center. He also serves as a member of the committee for improving cancer screening rate organized by Tokyo Metropolitan Government and Advisory Board Member of the Cancer Screening Corporate Action Project launched by the Ministry of Health, Labor, and Welfare.

[www.cancerscan.jp](http://www.cancerscan.jp)



**Ms. Sayaka Watanabe**  
**soket Director, Kopernik Associate**

Ms. Sayaka Watanabe graduated from the International Christian University, and completed the Graduate Program on Human Security at the Graduate School of Arts and Science, the University of Tokyo. In 2007, she joined IBM Japan, which was called IBCS at that time, engaging in business consulting including operational improvement and planning of new environmental businesses. She led IBM's Green & Beyond Community in 2009, and took part in launching the company's Probono project in 2010. In 2010, Ms. Watanabe also established soket, a non-profit organization, and supported founding the Japan office of Kopernik, a U.S. based organization aiming to solve poverty in the developing world. In June 2011, she left IBM Japan to work for planning Tohoku region's reconstruction phase systems, developing business in Tohoku for industrial recovery, and supporting Tohoku's business expansion overseas.

Socket: <http://JJwww.soket.meJ>

Kopernik: <http://JJKopernik.infoJ>

## Career Forum 1 Speakers



**Mr. Masahisa Kogure**  
**Director, TABLE FOR TWO International**

Masa Kogure is the Co-founder and President of TABLE FOR TWO International, a Japanese non-profit organization that promotes public health on a global scale by simultaneously addressing hunger in the developing world, and obesity and other lifestyle-related health issues in the developed world. He is the author of two books including the bestseller “Connecting the World With Twenty Yen,” a hands-on guide to social entrepreneurship. He received a Bachelor’s in Engineering from Waseda University in Tokyo, Japan and a Masters of Engineering from the Swinburne University of Technology in Melbourne, Australia.



**Ms. Minami Tsubouchi**  
**Executive Director, Global Fund for Education Assistance**

A Tokyo native, Tsubouchi moved abroad to study in Canada after completing middle school. Tsubouchi received a full scholarship from Keidanren (Japan Federation of Economic Organizations) her last two years of high school while attending United World Colleges in Canada. She then received a Bachelor’s degree in policy management from Keio University. As a scholarship recipient from the College Women’s Association Japan (CWAJ) and the Joint Japan/World Bank Graduate Scholarship Program, Tsubouchi completed a masters degree in urban planning from Massachusetts Institute of Technology (MIT).

Tsubouchi arrives at her current position in June 2011 after having worked with McKinsey and Company (Tokyo, Japan), Association for Aid and Relief (Kabul, Afghanistan), the World Economic Forum (Geneva, Switzerland), Health and Global Policy Institute and Bahrain Economic Development Board (Manama, Bahrain).

It is her belief that the key to nurturing leaders with broad perspectives is to introduce them to a world that is as diverse as possible, and allow them to learn by meeting with future leaders with strong aspirations. She joined the launch of this project because of her strong belief that offering these opportunities to youth is critical for the reconstruction of Tohoku.

2004: Received 21st Century Youth Award from the Foundation for Encouragement for Social Contribution

2006-2008: World Economic Forum Global Leadership Fellow

## Career Forum 2 Speaker



**Mr. Hideki Mori**  
**The World Bank, Program Manager of Human Development Network, Social Protection Team**

Hideki Mori was born in Fukushima City, Fukushima. After studying Population Ecology at Tokyo University, he worked as a Geographic Information systems analyst/engineer of the Pacific Aero Survey Corporation (PASCO) in Tokyo. Hideki then studied in Washington, DC for his first master’s degree. He passed the United Nation’s competitive examination for under-representing countries in 1990, and accepted the assignment to Economic Commission for Latin America and the Caribbean (ECLAC) in Santiago, Chile as Associate Economic Affairs Officer on Environmental and Human Settlements. In 1993, he joined the World Bank as a Young Professional, and since then worked in a number of countries in Latin America and Caribbean as well as Europe and Central Asia as Task Team Leader of social protection, education and health projects. From 2005 to 2007, the Bank placed Hideki to Kiev, Ukraine as Human Development Sector Coordinator for Ukraine, Moldova and Belarus. Since late 2007 until recently, he was the manager of the Young Professionals Program and recruited a number of highly qualified young people, including several Japanese. In October 2009, the Bank appointed him as the manager of Rapid Social Response Program, a special program designed to support the strengthening of crisis response mechanisms of the poorest countries. Hideki holds a Master’s of Arts International Development from the American University in Washington, DC and an MBA from Duke University in Durham, North Carolina.

## List of Participants

(Order by Japanese Syllabary, Honorifics omitted)

Hanae Aida	Prospective Students, London School of Hygiene & Tropical Medicine, MSc-Public Health in Developing Countries
Michikazu Abe	Master's program in Public Policy at the School of International and Public Policy, Hitotsubashi University
Yuki Arita	4 <sup>th</sup> year, Osaka University Faculty of Medicine
Yuki Imanishi	Second grade, Graduate School of Engineering, The University of Tokyo, Dept. of Systems Innovation
Yoichi Kajiya	First-year master, Peking University
Mikiko Kanda	First year Master's student, Department of Global Health Policy, Graduate school of Medicine, The University of Tokyo
Yoichi Shimada	Graduate School of Public Policy, The University of Tokyo Master of Public Policy Candidate in PublicAdministration Course
Miho Soden	6 <sup>th</sup> year student, Kanazawa University, Faculty of Medicine
Masatoshi Tachibana	3 <sup>rd</sup> year in the Bachelor course, School of Medicine, Chiba University
Zhang Lihan	Senior, Laboratory of Natural Products Chemistry, Faculty of Pharmaceutical Sciences, The University of Tokyo
Hiroshi Tsuchiya	Candidate for the master 1 in Development Studies at the University of Paris 1 Panthéon-Sorbonne
Akiko Nakagawa	Junior, Brandeis University, International and Global Studies, Environmental Studies
Hiroko Nakagawa	Ph.D. candidate, Department of Preventive Medicine, Nagoya University Graduate School of Medicine
Yukiko Nakamura	1 <sup>st</sup> year, Tokyo Women's Medical University Nursing School
Kei Hirano	Senior of Department of Politics, Faculty of Law, Keio University
Saori Horiuchi	1 year master's, Faculty of Health Sciences Department of Parasitology, Kobe university Graduate School of Health Sciences
Kazuki Motohashi	4 <sup>th</sup> -year, The University of Tokyo, Faculty of Law
Sho Yasuda	The University of Tokyo, College of Arts and Sciences, Humanities and Social Sciences II
Hiroko Yamazaki	Senior, St. Luke's College of Nursing
Yayoi Yoshimura	3 <sup>rd</sup> year, Osaka City University, School of Nursing



**Ms. Mikiko Kanda**

**First year Master's student, Department of Global Health Policy, Graduate school of Medicine, The University of Tokyo**

I learned a lot from this ten-day program. The most impressive among them are the following three things.

The First one is the thinking process to address a social problem, in this program the mission of polio eradication in the global health context. While moving away and getting back to the process many times, I realized that the framework of the problem and my own idea became clearer. The second one is the realization of how difficult and fascinating communication is. In order to move people, facts alone are too dry and passion alone lacks evidence. I reaffirmed the importance of considering the other's point of view in thinking of what and how to communicate. The last one is the value of respecting and maximizing one another's expertise and confirmation that peers and colleagues are assets when stepping forward to achieve the same goal. I witnessed how various people's involvement gave us clues for problem solving and developed our activities. I wish to keep connecting with many people and cooperating with peers and colleagues.

I would like to make the best of the precious experience I gained through this program in the future when I actually work in the field of global health. Thank you very much for giving me the opportunity to participate in this program and I appreciate all the encounters with people during the program.

**Mr. Zhang Lihan**

**Senior, Laboratory of Natural Products Chemistry, Faculty of Pharmaceutical Sciences, The University of Tokyo**

**"Think Globally, Act Locally"**

During this ten-day program, when we faced up to the mission of polio eradication and did our best to figure out what we can do, I also had to face how I want to live. For the complete eradication of polio, the whole world needs to ensure continued universal vaccination. However, what one can do is so little and we could not help doubting how much impact our humble efforts can have on the global challenge. Given an opportunity to squarely address a challenge, we tried to figure out solutions which would have significant impact and change the world. Considering feasibility of such solutions, however, we felt lost in our discussion with no way out. Through interviewing with and seeking advices from many people, we started to find a direction of our solution. What we can do is to start making efforts for challenges right before us and create a chance to change the trend of the time by connecting with people with common aspiration. We may not be able to change the world. What is important is to have a vision in mind and make efforts that will steadily lead to realization of the vision. Although there is still time to set my vision and mission, taking action is worth a thousand of words. The program encouraged me to take action.

**Ms. Hiroko Nakagawa**

**Ph.D. candidate, Department of Preventive Medicine, Nagoya University Graduate School of Medicine**

It was a truly meaningful and enthusiastic program.

Firstly, I was deeply impressed by the positive attitude, abundance of knowledge, and passion of the other participants. The ten days when I spent with aspiring and competent young people from around the nation and had a heated discussion with them on the mission of polio eradication is unforgettable. What I learned from the lecturers about various aspects of the issue is also highly valuable. As I have studied medicine, the lectures on marketing, utilization of social networks, and problem-solving techniques that I had never learned were particularly interesting. The program gave me a clue on how I should take action to address a problem. Other than polio eradication, there are numerous pressing challenges in the world, whether they are global or local. The problem solving techniques and attitudes that I learned from this program can also be applied to effectively address and solve problems in other fields. Although what we can do alone is limited, I came to realize that a major goal which is difficult to tackle alone can be accomplished by teaming with and cooperating with people in various fields. Thank you so much.

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