

In two days, as many as 68,000 people visited the Kesennuma Minato Festival in Kesennuma City, Miyagi Prefecture. This picture shows the “Unzura on the Sea”, a Japanese drum performance on a legendary “Takarabune (Treasure Ship)” decorated with papier-mâché “Shichifukujin (Seven Deities of Good Luck)”. “Unzura” means “a chain of good luck.” Last year, performance was not possible due to restoration works, so “Unzura” is now back after three years of absence.
 © Kesennuma Plaza Hotel



Summer in Disaster-affected Areas

Three years and five months have passed since the Great East Japan Earthquake. This year, the rainy season in the Tohoku region finally ended in late July and the fourth summer since the disaster has begun. We hear about many festivals and events being held throughout the nation, and the disaster-affected Tohoku region is no exception. Unique traditional festivals are held in various places.

The 63rd Kesennuma Minato Festival was held on the 2nd and 3rd of August, attracting many tourists as well as locals from Kesennuma City where Civic Force maintains an office. In 2011, the festival was suspended due to the Great East Japan Earthquake and in 2012 and 2013, the festivals were held on August 11 because the eleventh of each month is the day for commemorating those who were affected by the disaster. This year, the festival was held on the first weekend of August, which was its original designated schedule before the disasters occurred. Spectacular events enlivened the city: “dashi (floats)” and “mikoshi (portable shrines)” paraded on city streets and the traditional “Hamarainya Dance,” as well as “Unzura on the Sea” and fireworks were highlights of night performances on the sea.

Summer is also a time when travel agencies and NPOs offer more tours to visit disaster-hit areas, such as bus tours for volunteers. However, as time passed, the number of people visiting the affected areas has decreased and many victims are showing traces of fatigue. Under such circumstances, the local

people are challenged to solve the various local issues they face by themselves.

This month’s report focuses on the first aid training program that started in July for the staff of local nursing facilities and local school teachers by “All Round Helicopter (ARH)”, a Civic Force partner. It also covers the conclusion of an agreement with Miyagi Federation of Fisheries Cooperative Associations. In Kesennuma City, the hub of ARH, depopulation and an aging society are serious issues, but moreover, shortage of doctors and medical institutions are creating critical problems such as poor accessibility to medical institutions for local people and increasing workload per doctor. Upon requests by medical institutions, ARH transported doctors from one medical institution to another in June and July. Efforts by ARH are drawing attention as a project that tackles the shortage in doctors.

Another is an article on networking event for scholarship students of the “Dream Support Project” held in July in Miyako City, Iwate Prefecture.

We would also like to mention that Mr. Kanji Hatakeyama, a member of the tourism section of Kesennuma municipal office, passed away on July 31st. We are very sorry to learn about his death and we would like to offer our deepest sympathy to his family and friends.

Monthly Topics

Civic Force selects hot topics among various projects of this month.

First Aid Lessons at a Welfare Facility and a School

All Round Helicopter (ARH), a partner organization of Civic Force, is an NPO that aims to contribute to building a better society through the effective use of helicopters in various situations since helicopters are regarded in Japan as a special means of transportation. In addition to improving regional medical preparedness, ARH has started taking various actions to increase the percentage of lives saved in emergency situations.

On July 2nd, ARH provided a training on how to use the Automated External Defibrillator (AED) to fifteen people, including care workers and clerks, at a nursing facility in Minamisanriku Town.

On July 18th, ARH also gave a first aid lesson to teachers at Kesennuma Junior High School. ARH is working to provide more opportunities to develop human resources who can take appropriate actions at the onset of an emergency.



Flight records of ARH (since October 2013)

《2013》 Dec. 6

Flew a patient from Kesennuma City to Ishinomaki City.

《2014》

Mar. 21 Flew to investigate the snow disaster in Kesennuma and Murone regions.

Apr. 3 Flew on alert against tsunami following the Chili earthquake.

June 10 Flew a doctor from Mizusawa City, Iwate Prefecture, to Minamisanriku Town, Miyagi Prefecture.

June 16 Flew a doctor from Sendai City to Kesennuma City.

June 26 Flew a patient from Minamisanriku Town to Oshu City, Iwate Prefecture.

July 2 Flew a patient from Minamisanriku Town to Oshu City.

July 6 Flew a doctor from Sendai City to Minamisanriku Town.

Aug. 1 Flew a patient from Minamisanriku Town to Oshu City.

*The flight schedule is being updated daily on the ARH's Facebook page since June 2014.
https://www.facebook.com/ARH.unko?skip_nax_wizard=true&ref_type=logout_gear



Conclusion of an Agreement with Miyagi Federation of Fisheries Cooperative Associations

ARH concluded an "Agreement on the Utilization of Rotary-wing Aircraft" with Miyagi Federation of Fisheries Cooperative Associations (JF Miyagi). Under the agreement, ARH and JF Miyagi will cooperate in collecting information and conducting searches in the event of maritime and other accidents in the coastal regions of northern Miyagi Prefecture, thereby contributing to disaster prevention and development of the region.

While fishery is a major industry in Kesennuma City, maritime accidents have occurred in the past. Based on the new agreement, ARH will fly helicopters to provide quick initial response to maritime accidents in the region.

ARH has already concluded agreements with the following organizations to prepare for emergencies including disasters: Kesennuma city, Minamisanriku Town, Ishinomaki Red Cross Hospital, Motoyoshi Hospital in Kesennuma City, Kesennuma City Hospital, Keiaikai Medical Corporation, Social Welfare Corporation Mirakukai, and a welfare taxi company in Ishinomaki City.

Flying Doctors to Emergency Patients

On July 6th, ARH transported a doctor from Sendai City to Minamisanriku Town by helicopter in response to a request from a doctor who needed to return to Minamisanriku immediately because the condition of a patient had deteriorated. As the region suffers from shortage of doctors who cannot leave the area even on their days off, it has become critical to reduce their workload.

ARH will continue activities to support the improvement of regional medical preparedness by being actively involved in the transportation of doctors as well as patients.

Please see the column on the left for the actual flight records.

ARH Conducted an Emergency Patient Transport Drill with a Nursing Facility

On July 22nd, HeimMeers, a local nursing facility in Minamisanriku Town, and All Round Helicopter conducted a joint drill to transport patients by helicopter. The drill was conducted under the assumption that one of the patients in the facility suffered a possible subarachnoid hemorrhage and needed to be transported to an advanced medical institution immediately. Through the drill, each staff member checked the procedures that should be followed during emergency situations. ARH also conducted a takeoff and landing drill on August 5th at Minamisanriku Town, with which ARH has a cooperative agreement.

ARH will continue to conduct various drills and build personal relationships with other organizations on a daily basis, so that patients can be smoothly handed over and transported in emergency situations.

Networking Event for Scholarship Students Held in Miyako City, Iwate Prefecture

"Dream Support Project" aims to help disaster-affected students in Iwate, Miyagi and Fukushima Prefectures through various educational programs and provision of scholarships. On July 20th, we organized a networking event held in Miyako City, Iwate Prefecture in which five high school and university students participated.

In the first part, we held workshops such as "Introduce Your Partner" where the students got into pairs and introduced his/her partner to the others. During "Make a List of 100 Things To Do in Life", they shared their dreams such as "I wish to go to a concert of my favorite band" and "I wish to study abroad." These programs provided a good opportunity

for the students to get to know each other.

In the second part, staff from Lawson, Inc., which founded the "Dream Support Foundation," gave advice on how to prepare for job hunting and what kind of students companies were looking for. One of the participants commented: "The event gave me an opportunity to know the companies' point of view and motivated me to do my best in job hunting."



Aiming for an Attractive Town

Mr. Kanji Hatakeyama, who had been under medical treatment, passed away on July 31st. He had worked for the Kesennuma City Hall in Miyagi Prefecture. After the Great East Japan Earthquake, he worked with many people in and out of the city and contributed greatly to the revitalization of tourism in Kesennuma City.

The Great East Japan Earthquake on March 11, 2011, caused unprecedented damage. In Kesennuma City, more than 1,300 people died or went missing and many people are still living as evacuees. Under these circumstances, Kesennuma City decided to focus on tourism as one of its priority projects under the “Kesennuma City Disaster Recovery Plan,” with a determination to see the disaster as an opportunity to revitalize the city and to develop tourism as a true key industry. With more than three years gone by since the earthquake disaster, various tourism events unique to Kesennuma have been realized such as sightseeing tours organized through public-private partnerships and events such as morning markets.

Mr. Hatakeyama was always present at these events. As a city official, he had connections with a wide range of people, including those involved in the tourism industry in the city and outside advisers. He encouraged people who were involved in revitalizing Kesennuma regardless of their position. Civic Force has been supporting efforts for revitalizing tourism in Kesennuma City from the beginning, but it would not have been possible without Mr. Hatakeyama.

In Memory of
Mr. Kanji
Hatakeyama



Mr. Hatakeyama had told us, “It is important to develop an attractive town by combining various resources, including connections with volunteers, that were created following the disasters. I have so many things to do that I am sometimes overwhelmed but I want to keep going with your support a little while longer.”

Many people have been supported by Mr. Hatakeyama’s friendly character. Civic Force will continue to support those people who are contributing to the reconstruction of Kesennuma, and fulfill Mr. Hatakeyama’s wish.

May his soul rest in peace.

Here are some reports on what we are doing in Tohoku region as of August 11, 2014

Mid- to Long-Term Reconstruction Projects

Civic Force has been running several “Mid- to Long-Term Reconstruction Projects” since the summer of 2012, in order to tackle the challenges that were identified in the disaster areas. The progress of each project is reported below. We are planning to end some projects or to review procedures by the end of August 2014. Please check our website for updates: <http://www.civic-force.org/emergency/higashinohon/choki/>

■ Tourism Revitalization Project

—Enhancing cooperation between the public and private sectors to make Kesennuma “an attractive city for tourists”—
Civic Force has been supporting the development of strategies for the “Revitalization of Tourism,” which is one of the most important challenges for the reconstruction of Kesennuma City, Miyagi Prefecture. In July 2013, we participated in the foundation of the “Platform for Creation of Ria Coast Tourism,” a general incorporated association. We continuously support their operations through web designing and participation in meetings.

■ Wings for Life Project —Supporting helicopter transport service for emergency medical purposes—

Even before the disaster, lack of medical services had been a problem in the coastal areas devastated by the earthquake. We started a helicopter service for local residents in order to provide better access to advanced medical institutions. Receiving requests for assistance, we have operated our helicopter to take patients to hospitals since October 2013 when the service was launched. We conduct drills with local authorities and make an effort to increase the number of cooperating medical institutes. Please see page 2 for more information.

■ Green Circle Project

Developing a sustainable forest industry and effective utilization of woody biomass—

This program aims to promote a sustainable society by utilizing woody biomass. Together with local companies and other NPOs, Civic Force is supporting the training of individuals engaged in forestry, management of lumber yards, and trial use of community currency.

■ Community Revive Project

—Supporting local communities in creating and reconstructing homes and jobs—

Cooperating with local NPOs and local administrations, Civic Force has sent specialists and provided human resource development programs useful for reconstructing and redeveloping communities.

■ Dream Support Project

—Supporting local youths through scholarships and locally-developed educational programs—

Many high school students face financial difficulties as a result of the earthquake. To ensure that they can continue with their education onto university, this project provides scholarships (30,000 yen per month) for such students. This summer, we are planning to provide seminars on social entrepreneurs and NPOs, and networking events for the scholarship students.



Brief Report on Our NPO Partner Projects

We have been supporting projects that are run by the disaster victims for the reconstruction of their local communities. Since April 2011, Civic Force has supported 37 organizations and 49 projects. As of August 2014, we are supporting two projects. <http://www.civic-force.org/emergency/higashinohon/npo/>

•Platform for Creation of Ria Coast Tourism : Embodying the strategy of tourism in Kesennuma City, the organization leads pilot projects.

•nina jinseki-Kogen : The organization encourages evacuees from Fukushima Prefecture to relocate to Hiroshima Prefecture and supports them to sustain their community in the new environment.

What We are
Doing in Tohoku

NOW

Easy-to-use Donation Application for Your Smartphone

“KazashiteBokin (Scan and Donate)” is SoftBank Mobile Corp.’s new application which enables users to make donations online and pay with their monthly mobile phone fees. Donations start from 100 yen and a fixed monthly donation service is also available.

The free iOS app was just released in June, along with the “Heart Wrapping Project” which enables organizations people have donated to, to receive up to an additional 1.5 million yen in donations from SoftBank Mobile Corp. Depending on how many times an organization receives a donation through “KazashiteBokin”, SoftBank Mobile Corp. gives the organization a bonus donation. The “Heart Wrapping Project” will continue on until September 30, 2014. Please join the project!

How to Use Kazashite Bokin Application

1. Download Kazashite Bokin app



2. Start the application and scan the “Civic Force” logo



3. Donations can be made in the following amount: ¥100, ¥500, ¥1,000, ¥3,000, ¥5,000 and ¥10,000. Choose your donation amount and click the confirmation button.



Your donation is completed !

This is the first donation platform in Japan for smartphones. Not only SoftBank users but other smartphone company users can make a simple donation by downloading the free application.

Download the application from here

iOS app



Android app



Preparing for the Future Together

Civic Force is currently calling on various corporations and organizations to join our call for action to strengthen ties and prepare for future large-scale disasters. Join us in preparing for the future and become a supporting corporate member: <http://www.civic-force.org/about/membership/>

A-PAD funds \$30,000 for Typhoon Disaster Relief in the Philippines

On July 15, Typhoon Rammasun made landfall in Luzon Island in the Philippines, leaving more than 100 people dead or missing, some 630 people injured and 5,700 houses totally or partially destroyed. Damages to infrastructure and agriculture were also reported in Samar Province, which had been damaged by Typhoon Haiyan last year.

Citizens’ Disaster Response Center (CDRC), a non-government organization promoting disaster management in the Philippines, surveyed the needs in the area shortly after the disaster and issued a request for emergency aid to the Asia Pacific Alliance for Disaster Management (A-PAD). In response to the request, A-PAD decided to remit \$30,000. CDRC worked with TABI (Mutual Aid for Bicol), a regional affiliate of CDRC, and delivered emergency relief supplies to more than 1,000 families in six communities of Sorsogon Province located in the southeastern part of Luzon.

Start Your Support with Only 33 Yen per Day

In order to be prepared for future disasters, we need your support. Become a monthly supporter and you can donate a fixed amount each month (in 1,000 yen units) and help prepare for future large-scale disasters. Payments can be made through bank transfers to Civic Force:

▪ Sumitomo Mitsui Banking Corporation:
Aoyama Branch Account No. 6953964

▪ Japan Postal Bank:
Account No. 00140-6-361805

▪ Credit card:
Please check the “Donate Now!” section of the Civic Force website below
https://bokinchan2.com/civicforce/donation/bokin/page1.php?bokin_type=donation

Support Us with Single-click Donations

Now you can make social contributions in one click a day. For each click you make on the “Single-click donation”, our sponsors will donate 1 yen. Thanks to our corporate partners, you can make contributions in a quick and simple way from the sites below:

- United People Fund
<http://www.clickbokin.ekokoro.jp/139.html>
- PSC Click Fund
<http://www.psc-inc.co.jp/clickdonation/index.html>
- gooddo
<http://bit.ly/17Xr7N3>
- EC Navi Click Fund
<http://point.ecnavi.jp/fund/bc/>

Follow our Monthly Report released after the middle of each month:
<http://civic-force.org/news/monthly/>

