

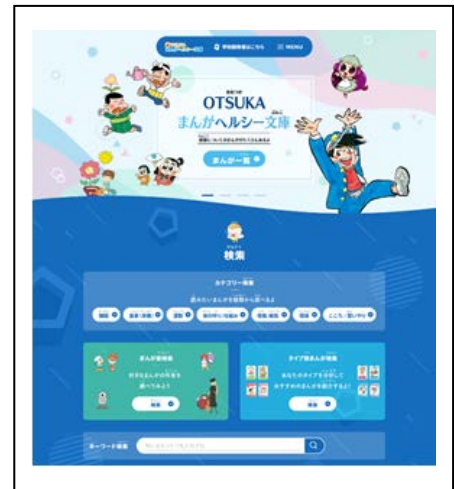
December 17, 2020

Otsuka Health Comic Library Celebrates 30 Years

Revamped website aims to further contribute to children's health

Otsuka Holdings Co., Ltd. (Head office: Chiyoda-ku, Tokyo, Japan; President and CEO: Tatsuo Higuchi) donates the Otsuka Health Comic Library to elementary schools across Japan every year. Conceived in the interest of promoting children's health, the first edition was published in 1989*1 and the company is celebrating the 30-year milestone by revamping the Otsuka Health Comic Library website.

Produced under the supervision of the Japan Medical Association and the Japan Society of School Health and endorsed by the Japan Pediatric Association, the Otsuka Health Comic Library expands its collection with the release of one new title each year, provided free of charge to private and public elementary schools, special schools and public libraries throughout Japan and to Japanese schools overseas. Topics such as the physical structure of the body and health and nutrition are decided each year, experts including doctors and teachers compose the content, and well-known comic artists such as Tetsuya Chiba and Fujio Akatsuba (Fujio Productions) provide entertaining cartoon illustrations. Over the 30 years of the program, 178 experts and 35 comic artists have been involved in production, and approximately 1.18 million print copies have been distributed.



Around 100 chapters from 30 volumes have been digitized for inclusion on the Otsuka Health Comic Library website. The revamped website makes it easy for children to search for comics that match their interests, and aims to deepen children's interest in and knowledge about health by recommending particular comics according to season and health status. In

addition, a page for educators includes a table comparing the content with the current elementary school curriculum*2 to support teachers with health education, subject materials and extracurricular activities. The site also provides information about how children can send in their own work, enabling them to participate in the creation of the comics. Annual reports from a study group on how to incorporate health learning activities aims at facilitating exchange with schools. As the project approaches its 30th year, both the books and the website will be expanded with ongoing activities to support children's health.

Based on the corporate philosophy of 'Otsuka-people creating new products for better health worldwide,' the Otsuka group of company will continue to contribute to the health of people around the world.

*1 Launched by Otsuka Pharmaceutical Co., Ltd.

*2 As of 2017

■References

Otsuka Health Comic Library - Overview

Supervised by: Japan Medical Association
Japan Society of School Health

Endorsed by: Japan Pediatric Association

Produced by: Kamakura Shunjusha
ADK Marketing Solutions Inc.

Published by: Otsuka Holdings Co., Ltd.

URL: <https://www.otsuka.com/jp/comiclibrary/> (in Japanese)



Comic artists who have contributed to the production of the Otsuka Health Comic Library

Fujio Akatsuka, Ryuzan Aki, Sayori Abe, Shotaro Ishinomori, Seiji Iwami, Fuyuhiko Okabe, Junko Ogino, Eriko Ono, Shiori Kanaki, Sachiko Kozuki, Kentaro Koyama, Machiko Satonaka, Taro Suzuki, Yoshiji Suzuki, Keiko Takemiya, Kunio Tanemura, Tetsuya Chiba, Yuki Yoshi Tokoro, Masahiro Nikaido, Noboru Baba, Kantaro Hamada, Kikuou Hayashiya, Tsutomu Harako, Kunihiko Hisa, Kazuo Maekawa, Shinsuke Maekawa, Mitsuhiro Machiyama, Leiji Matsumoto, Tadashi Manabe, Madoka Momota, Takashi Yanase, Taichi Yamaguchi, Nana Yuzuki, Fusako Yokoyama, Ryuichi Yokoyama (honorifics omitted, Japanese alphabetical order)

30 years of themes (some examples)

Diet and nutrition, the body's structure (internal organs), the wonders of the body (how it works), illness, exercise/sport and health, injury and first aid, infectious diseases, health and mind, bacteria/viruses, water and health, the global environment and health, lifestyle and body rhythms, health examinations, etc.