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PRESS RELEASE

People and Nature to Benefit from Innovative Private-Public Partnership

USAID, Johnson & Johnson, and World Wildlife Fund launch initiative to aid rural communities and biodiversity conservation

WASHINGTON, D.C. (OCTOBER 8, 2008) – A three-year partnership to integrate health, population and environmental needs for rural communities in Kenya, Nepal and the Democratic Republic of Congo was announced by the United States Agency for International Development (USAID), Johnson & Johnson, and World Wildlife Fund (WWF) at a signing of a Memorandum of Understanding today.

Thousands of people in these three nations will benefit from this partnership through activities that include family planning, obstetric health, and HIV/AIDS education together with community-based natural resource management and conservation education. This partnership builds on the success of the “Healthy Communities, Healthy Ecosystems” project between WWF and Johnson & Johnson, and USAID’s Population-Health-Environment Program.

“We are very pleased to join WWF and Johnson & Johnson in this unique partnership, as such strategic alliances with the private sector and other non-traditional partners increase and sustain USAID’s development impact,” said Dr. Kent Hill, Assistant Administrator of USAID’s Global Health Bureau. “By combining our resources and capabilities, we can help improve people’s health and build goodwill for conservation efforts that address community needs.”

“Our previous successes with WWF lead us to believe that the populations reached through this new partnership will experience life-changing, long-term differences in their health and in their environment,” said Sharon D’Agostino, Vice President, Worldwide Corporate Contributions and Community Relations, Johnson & Johnson.

D’Agostino added that the new initiative reflects the Johnson & Johnson philanthropic philosophy, which focuses on community-based approaches to save and improve lives, prevent diseases, and build the skills of people who serve community health needs to effect changes that will be carried forward into the next generation.

“Local communities are the key guardians of significant natural resources, and through this initiative we recognize that the health of our planet is inextricably linked to the well-being of those who depend on it,” said Tom Dillon, WWF’s Senior Vice President for Field Programs. “WWF is proud to be part of this venture with two of our longstanding partners, which will bring much-needed services to the frontlines of conservation.”

Dillon added that the initiative is a valuable example of a win-win partnership that will serve people and help to save a living planet.

About USAID

USAID is an independent federal government agency that receives overall foreign policy guidance from the Secretary of State. USAID supports international development through programs that promote economic growth, agriculture and trade; global health; democracy and conflict prevention; and humanitarian assistance. USAID’s Office of Population and Reproductive Health (PRH) in the Bureau for Global Health advances and supports voluntary family planning and reproductive health programs worldwide. Since 2002, PRH has received an annual legislative directive to provide family planning information and reproductive health care in areas where population growth threatens biodiversity or endangered species. For more information about USAID and its programs in family planning and reproductive health, visit: http://www.usaid.gov/our_work/global_health/pop/.

About Johnson & Johnson

Caring for the world, one person at a time ... inspires and unites the people of Johnson & Johnson. We embrace research and science – bringing innovative ideas, products and services to advance the health and well-being of people. Our 120,200 employees at more than 250 Johnson & Johnson companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

About World Wildlife Fund

For more than 45 years, WWF has been protecting the future of nature. The largest multinational conservation organization in the world, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally. WWF’s unique way of working combines global reach with a foundation in science, involves action at every level, from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. Go to worldwildlife.org to learn more.

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