

March 26, 2015

**ONO PHARMACEUTICAL CO., LTD.**

Corporate Communications

[public\\_relations@ono.co.jp](mailto:public_relations@ono.co.jp)

**ONO Holds The Visiting Lecture about Alzheimer's disease  
for Junior high school and Senior high school Students**

ONO PHARMACEUTICAL CO., LTD. (Head Office: Osaka, Japan; President and Representative Director: Gyo Sagara; "ONO") makes efforts to contribute to sustainable development of society through business activities. As part of its CSR (Corporate Social Responsibility) activities, ONO holds the visiting lecture about Alzheimer's disease "National Strategies for Alzheimer's disease" for Junior high school and senior high school students since FY 2014.

In Japan, 1 of 4 people aged 65 or older is estimated to be dementia or its reserve group. Therefore, the government officially designated reinforcement of support for people suffering from dementia as a part of the national strategies. Under such circumstances, ONO holds the visiting class for Junior high school and senior high school students who bear the responsibility of Japan's future for the purpose of cultivating better understanding for dementia and thinking together about the activities in our community.

ONO held 7 times of lectures in junior high schools and senior high schools during almost one year from May 2014 to March 2015. The contents of lectures is as follows ; watching the short movie for disease awareness "Grandmother's field of view", giving a lecture by medical specialist and questions and answers about the lesson. In the survey for students after the class, the rate of answers of "cultivated better understanding" is around 97%. According to the result, it seemed that the lectures became good opportunities for them to learn dementia, to treat it close to themselves, and to consider what they can do for it.

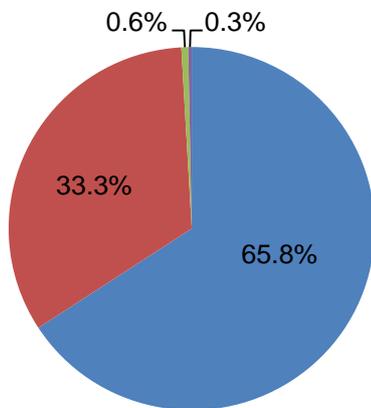
ONO will continue to provide the right information about dementia and how to contact the patients through activities like the visiting lecture, and be committed to CSR activities as a pharmaceutical company.

Outline of the visiting lecture "National Strategies for Alzheimer's disease"

Past events	<ul style="list-style-type: none"> <li>• KANSAI UNIVERSITY SENIOR HIGH SCHOOL(Osaka)</li> <li>• NISHIYAMATO Gakuen High School(Nara)</li> <li>• Ritsumeikan Senior High School(Kyoto)</li> <li>• Kyoto Gakuen Junior High School(Kyoto)</li> <li>• RAKUSEI JUNIOR HIGH SCHOOL(Kyoto)</li> <li>• KONAN BOYS' HIGH SCHOOL(Hyogo)</li> <li>• OHTANI HIGH SCHOOL(Osaka)</li> </ul>
Total Participants	1,025students
Contents	• Watching the short movie for disease awareness "Grandmother's field of view"
	• Lecture by medical specialist
	• Questions and answers
Special Lecture	Hajime Takechi, Associate Professor, Department of Neurology, Graduate School of Medicine Kyoto University

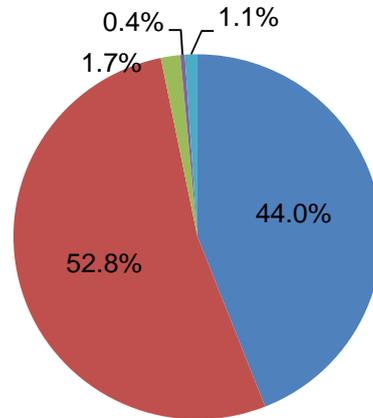
About the survey for students after the class

◇ Do you know dementia?



- Yes
- Having heard about it
- No
- No Answer

◇ Could you cultivate better understanding about dementia through the lecture?



- Very well
- Yes
- Not very well
- No Answer

Excerpts from the free answers of students

I have thought that I have no relation to dementia until now. However, I learned that more than 4million people are suffering from the disease, so I realized it is close to me.
Many people have negative prejudice for dementia, but it is important to lose the negative stereotype in the entire society. We should tell people around us about what we learned through this lecture.
I was impressed by listening that medical mechanism has come to be known, because I have thought the dementia is caused by psychological element. Caring for old parents might be repay for bringing me up.
We should learn dementia well from young age. I will consider what I can do for the future.
Associated with the aging of society, contacting people who have dementia symptoms will be increasing. At that time, I will try to treat them gently without stereotype.
I could find it important not to negate the people suffering from dementia. Caregiver also might be worried about various problems, therefore, we must support one another to let them reduce the burden.
It is impossible to completely cure dementia so far. So we must make efforts to study it more.