



Chugai Conducts Disease Awareness Activities for Better Understanding of Hemophilia in Supporting the World Hemophilia Day

- Supports the World Hemophilia Day promoted by the World Federation of Hemophilia
- Releases a dance video to encourage children to acquire exercise habits in a fun way
- Sets up a special corner in a radio program to broadcast information to raise public awareness of hemophilia

TOKYO, April 15, 2020 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced that it introduced disease awareness activities including a new video content mainly for elementary and junior high school students in supporting the World Hemophilia Day promoted by the World Federation of Hemophilia. The World Hemophilia Day was established to raise recognition of hemophilia and other congenital bleeding disorders globally.

Hemophilia is a disorder in which the blood does not clot properly due to a lack or deficiency of a blood clotting factor, leading to repeated serious bleeding symptoms. A growing number of people with hemophilia are now able to lead normal daily lives thanks to advancements in the treatment, and recommended to carry out moderate physical exercises on a routine basis. On the other hand, some children with hemophilia cannot find a way to start engaging in physical exercises. To address this issue, Chugai created a dance video geared to children, aimed at helping everyone to simply start moving their bodies and engaging in physical exercises. We will also release information to increase understanding of hemophilia among the general public through radio, websites and SNS.

“Step by Step Dance,” a dance video geared to children

“Step by Step Dance” was created with supervision by Dr. Kenichiro Makino, a hemophilia rehabilitation specialist and head of Rehabilitation Center at the incorporated medical foundation Hamayu-kai Shinoji Hospital, and air:man, a choreographer who has choreographed numerous TV commercials. The video encourages children to move their bodies and exercise in a fun way.

To view the video, click [here](#).

- Step by Step DANCE: Full version
- Step by Step DANCE: Choreographer’s lecture version

For more details, please also see a special page at Chugai website.

https://www.chugai-pharm.co.jp/sustainability/activity/detail/20200417130000_49.html

Disease awareness campaign in a radio program, “Miho Ohashi Friday Bravo”

On April 17, the World Hemophilia Day, “[Miho Ohashi Friday Bravo](#),” a program aired on [Nippon Broadcasting System](#), will feature talks between Dr. Kagehiro Amano (Professor, Department of Laboratory Medicine and Molecular Genetics of Coagulation Disorders, Tokyo Medical University Hospital) and Ms. Miho Ohashi, the program’s personality. The aim is to convey basic information on hemophilia, and to enable the listeners to show their understanding to people with hemophilia around them.

In its medium-term business plan “IBI 21,” Chugai sets forth “striving for the mutual development of Chugai and Society by solving social issues through the creation of innovative drugs and services” as the basic policy. Moreover, Chugai places “Patient Centric” at the top of its Core Values. Chugai carries out disease awareness activities not only in the area of hemophilia, but also in various other diseases to build the trust and appreciation from all stakeholders. Through the continuous patient-centric provision of innovative products and services, Chugai will continue striving to fulfill unmet medical needs, and play an important role in further advancements in the treatment of hemophilia.

[Reference]

(1) About the World Hemophilia Day

The World Hemophilia Day is a disease awareness day to increase understanding of hemophilia and other congenital bleeding disorders globally. It was enacted in 1989 by the World Federation of Hemophilia (WFH) in association with the birthday of its founder Frank Schnabel. Above all, “the Light It Up Red!” campaign is the most well-known activity relating to the World Hemophilia Day. On this day, landmarks in various countries are lit up in red by patient groups and other relevant WFH-member organizations, aimed at prompting as many people as possible to increase their understanding of, and interest in, the disease.

(2) About “Smile-On”

Chugai opened “Smile-On” (<https://smile-on.jp/>), a website that offers information on daily life that may be useful for people with hemophilia and their families, and bring smiles to their faces.

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