



BOSHI-TECHO

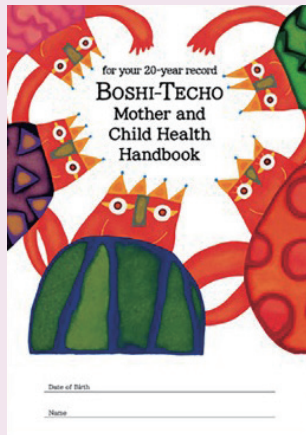
(Mother and Child Health Handbook)



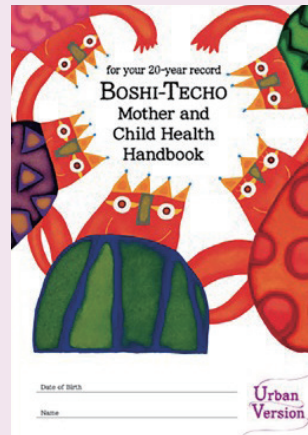
WORDS THAT WEAVE A FAMILY, NURTURING A LIFE.

Two English versions for developing countries.

Rural Version



Urban Version



Won the “KIDS DESIGN AWARD” for four consecutive years: 2016, 2017, 2018 and 2019 Winner of bronze in the ACC TOKYO CREATIVITY AWARDS marketing effective category in 2019 Winner of bronze the PR AWARD in 2019

The Mother and Child Foundation for Health was established in 2012 to promote the distribution of Boshi Kenko Techo (Maternal and Child Health Book, or Boshi Techo) among municipalities in Japan as well as developing countries to improve the child-rearing process around the world. In 2018, the foundation is providing 14,000 Boshi Techo handbooks (“The 20-year-recording Boshi Techo”) to Japanese citizens living outside of Japan for the first time, with the help of the Ministry of Foreign Affairs.

The Boshi Techo project started in 1942, when Japan was still at war. Boshi Techo helped many mothers and children keep their lives during the post-war confusion. Maternal and child mortality reduced rapidly with the help of Boshi Techo, and in 1964, the year of the Tokyo Olympics, Japan's infant mortality rate became lower than that of the United States and joined the global ranks. Boshi Techo, with its long history of supporting family health, has long served as the bond between mother and child, and between families and medical care. Today, Boshi Techo is praised as an essential part of Japan's national health system.



Japanese version
The Japanese Boshi Techo is compliant to the Maternal and Child Health Law of Japan

—Boshi Techo's FIVE STRENGTHS—

1 Keep Your mind stable by “penning it down”

With young children, the most unexpected happens all the time. Anxiety and vexations can be soothed by opening Boshi Techo to find advice and writing down your thoughts. Writing it down helps being objective and creates a chance to do the right thing. The lines at the bottom are for you to write down about the precious days of childrearing.

2 Record 20 years of your child's past illnesses and vaccinations

Atopic dermatitis, pediatric asthma, and febrile convulsions... The history of illnesses during childhood is often useful when are sick as an adult. Such information is vital, at times, in making medical decisions. Vaccination data with accurate dates is also very useful. The 20-year record in the Boshi Techo is your child's history of his/her body.

3 Pass on records and messages to the next generation

Your child will find his/her old Boshi Techo as evidence of his/her parents' tough childrearing years and should feel grateful about it. When your children become parents, Boshi Techo will teach them to nurture their young ones, and feel happy.

4 SOS information and childrearing advice on the back of the cover

There is an address page on the back of the cover to jot down phone numbers of pediatricians and other supporting medical institutions, along with SOS contacts to reach when you are in an emergency. Also, there are pages that have information on how to communicate with your child according to his/her age, and what signs to see if you need support from experts. These information helps parents to avoid abuse or find out about development issues and seek professional advice and support earlier.

5 Timely childrearing advice

There is a Q&A page covering common questions such as “I am going back to work. How should I breastfeed my baby?”, “What should the father do?”, “International travelling tips”, and “Communicating with adolescent kids”.

CONTACT US

The Mother and Child
Foundation for Health



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