

one

ENVIRONMENT • HEALTH • SAFETY

1ST QUARTER 2006

A VP Welcome to one

For this inaugural newsletter combining Worldwide Environmental Affairs with Health & Safety, we asked the Vice-Presidents of each organization a few questions about how they are working together.

How do Health & Safety and Environmental Affairs work together now?



Brian Boyd (BB): Last year, our Global EHS Summit was a great collaborative effort that gave our entire community an opportunity to learn more about each other's work and apply those learnings back in our business. We've also just recently consolidated our Awards programs into a single, more cohesive program.



Ather Williams, Jr. (AW): We are looking to share more global talent between Health & Safety and Environmental. With both of us being a part of Technical Resources & Compliance, we are in an excellent position to offer unique developmental opportunities and career paths to our associates. This year we recruited our first employee as part of a new "GOLD Program" (Global Operations Leadership Development), in which a college graduate rotates through safety, environmental and operating jobs over a two-year period to better learn the business.

How do you plan to continue working together in the future?

BB: I see many opportunities to drive greater efficiency using PE tools. While our performance indicators and outcomes may differ somewhat, we often use very similar processes. For example, consolidating our MAARS assessment processes into a single one will save time and effort at the local

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NEXT ISSUE

Deadline for articles and visuals:

April 24, 2006

Submit to:

Laura Horian, laurian3@earthlink.net

VISIT US ONLINE

<http://wwhs.jnj.com> and click on "Publications" under "Other Subject Areas"



A VP Welcome to one

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level. We also have a major effort underway to consolidate TRC performance reporting into a single database system (EDGE II). This will reduce data input time and eliminate the hidden costs of maintaining multiple systems that serve identical purposes.

AW: Sharing PE projects and combining MAARS and reporting requirements is good for our EHS professionals and for our customers. Our collaboration in these areas ultimately will simplify implementation. An important added benefit of our two organizations speaking with one voice is that it clarifies and strengthens compliance messages to our shared customers.

Why does "one" newsletter make sense?

BB: It targets our global EHS community, where we share many of the same challenges and barriers. By learning more about them, we can surely find better and more cost effective ways to support our business growth.

AW: There is an overwhelming amount of information that our employees need to process about their own industry, their partners, and their customers' business. We are doing a great service to our professionals if we can consolidate critical information about best practices.

The Green one

By Laura L. Horian, Editor in Chief



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1 Writing

Anyone is welcome to submit an article to **one**. We encourage submissions from representatives of the target audience—health, safety and environmental employees—but we also seek input from operations personnel and executive level managers. Articles and graphics are sent electronically to Editor in Chief, Laura Horian in Syracuse, New York, who edits the content as needed.

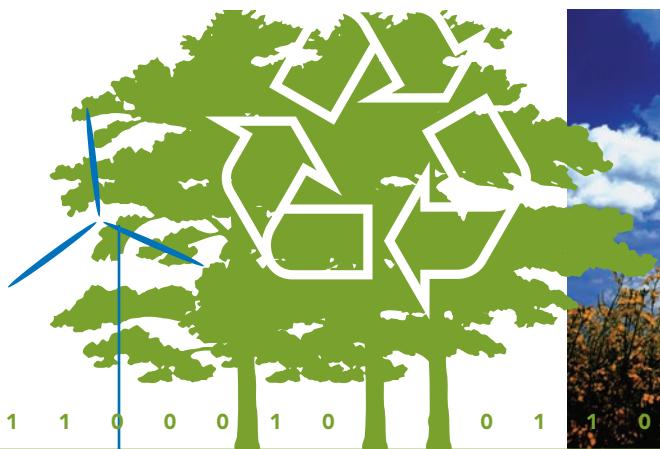
2 Designing

Laura emails articles to Stellarvisions in Philadelphia. The text files are flowed into the newsletter template, and each article is customized with typography and supporting imagery to help the reader connect to the content. The overall design addresses the strategic communication goals of the newsletter, which Stellarvisions has steered through five iterations since 1992. Their experience with J&J enables them to collaborate on content themes and structure.

To integrate Environmental in **one's** premiere issue, we decided to investigate the "green-ness" of this newsletter's production cycle, and share the changes we have made to reduce our environmental impact. Those modifications also result in decreased cycle time—a nod to how process excellence shapes everything Johnson & Johnson does.

Stellarvisions designs Culture-Driven Tools™ that shape how information is organized, displayed, shared, and experienced. They develop communication strategies to support and express an organization's core values. They combine technical ingenuity and exceptional design to create environments that consistently convey a client's message and advance their goals. The firm is a certified Woman Business Enterprise.





< Canola field:
Vegetable based inks
(soy, corn, canola)
are an alternative to
petroleum based ink.

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3 Proofing

For the past several years, Stellarvisions produced a hard copy designer's proof of the newsletter, and mailed it to the Editor in Chief, who then mailed it to a Managing Editor, requiring two physical sign-offs. We have eliminated the paper proof from the review cycle, and replaced it with Adobe® PDF designer proofs sent to all reviewers at once, doing away with paper, printing, mailing charges and packaging. And it takes considerably less time.

Once the designer proof is approved, Stellarvisions electronically sends the issue to our printer, Maximum Graphics, a family-owned printing business located in Bensalem, Pennsylvania. They create a printer proof that shows the newsletter in the exact colors it will be produced. This printer proof is still done on paper; a PDF file only shows the colors on screen as accurately as a monitor is set to read color. An incredibly exciting environmental improvement in creating the printer proof is that Maximum Graphics now has equipment that eliminates the use of film, photo developer, fixer and masking materials. The minimal chemicals used in this Heidelberg Computer to Plate System can be easily neutralized for regular disposal.

4 Printing

Maximum Graphics, who pledges to **reduce, recycle and reuse at every turn for the benefit of all**, has suggested ways for Johnson & Johnson to reduce environmental waste. The issue you hold in your hands is now printed on Mohawk 100% post-consumer FSC (Forest Stewardship Council) certified paper, which does not use pulps bleached with elemental chlorine. Mohawk uses only emission-free, wind-generated electricity for manufacturing their 100% post-consumer waste recycled papers. The ink is vegetable-based.

Changing to this paper for a 12-page issue has the following environmental savings:

- 6 trees not cut down
- 2,447 gallons water/wastewater flow saved
- 260 lbs solid waste not generated
- 507 lbs atmospheric emissions eliminated
- 3.3 million BTUs of energy not consumed
- 72 lbs air emissions not generated (Mohawk's wind energy is emission-free)

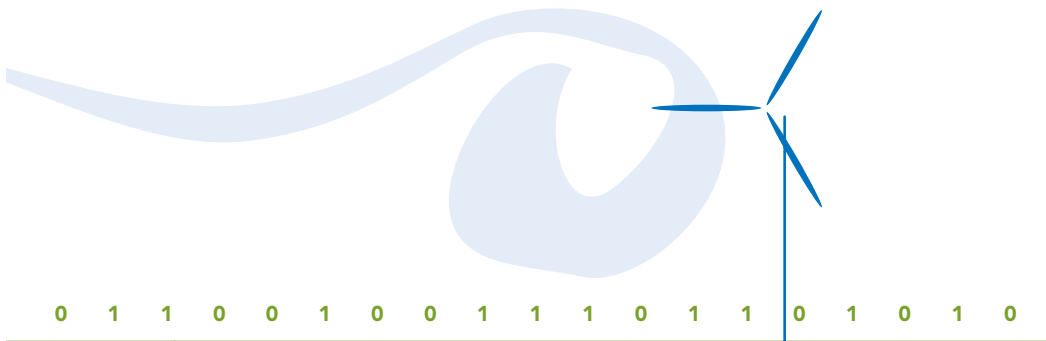
Maximum Graphics shared a few more of their environmentally friendly standard operating procedures that demonstrate the extent to which Johnson & Johnson's suppliers are aligned with our own environmental standards.

- They partner with Tab Recycling Center to recycle paper not used in a finished job (over 75,000 lbs in 2005).
- They partner with Safety Kleen and C&K Associates to safely dispose of the minimal amounts of chemical and ink used in their workflow. Ink rags containing solvent are safely cleaned and reused rather than tossed.
- All metal plates are saved for four years for potential reprint, and then recycled afterwards.
- Office papers used on only one side are boxed and delivered to a private school where students use the blank sides for handouts and exams. This seemingly small action adds up: Maximum delivered three boxes of paper to a local school in two weeks.

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Canola photos provided as a courtesy of the Canola Council of Canada





5 Mailing

A frequently asked question is: *Why not make the newsletter only electronic?* Because overwhelming feedback from readers is that they like to hold the newsletter in their hands, toss it in their briefcase, take it on planes, etc. For that reason, we will continue to mail a printed newsletter in addition to posting it electronically on our website. But we have taken a great waste-reduction step with this issue by eliminating the envelope. The newsletter has been redesigned to accommodate a postal address right on the back page. Besides saving on paper use, we will save on production costs associated with hand inserting issues into envelopes.



We hope that this tour of the **one** production cycle alerts you to how much planning goes into a single communication piece, and motivates you to follow suit. Consider screening your next production process with:

- How can we secure input electronically?
- Can we review by circulating electronic pdfs rather than sending hard copy?
- Can we achieve our communication objectives by distributing information electronically, or are there valid reasons to print hard copy?
- If we do print, do our printers use 100% post-consumer recycled paper and vegetable-based inks? Do they recycle as a regular part of doing their business?
- Are there ways of getting this communication into reader hands without sending it in its own envelope/package?

If you do not save your **one** issues, please continue the environmental friendliness of this newsletter by recycling it when you are through!

WHO-EMEA Partnership

Roger Seykens, Executive Director H&S EMEA and Gabriel Kardos, SAFE Fleet Manager EMEA, met in Geneva Switzerland with members of the World Health Organization (WHO) to discuss Fleet Safety and other Health & Safety disciplines. According to the WHO, road traffic accidents kill an estimated 1.2 million people every year, or 3,242 people each day. They disable a further 20–50 million people a year. Road traffic accidents rank as the 11th leading cause of death (2.1% of all global deaths), and if current trends continue without intervention, the WHO estimates that by 2020 road traffic accidents will be the third leading cause of death.

Johnson & Johnson's SAFE Fleet program is seen as a benchmark in our industry. Roger and Gabriel discussed a partnership between Health & Safety EMEA and the WHO in which J&J may help sponsor WHO initiatives around fleet safety in the region. They also shared Johnson & Johnson's new Worldwide Tobacco Free Workplace policy.



From left to right: Gabriel Kardos; Margie Peden, PhD, Coordinator; Tami Toroyan, PhD, Technical Officer, Unintentional Injury Prevention, Department of Injuries and Violence Prevention, WHO; and Roger Seykens.

