

BRINGING BACK SMILES TO TOHOKU

Categories: Community Development/ Volunteer Dispatch/ Psycho-Social Care/ Empowerment

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Psycho-social care

Empowerment

250 Rallied for Flower Garden Movement in Kadonowaki District



Above: Students from Kadonowaki and Sakushin Gakuin planted flowers together.

The flower movement started when JEN decided to help students in Kadonowaki plant flowers to make the district livelier. On June 26th, 107 2nd year students from Kadonowaki Junior High School welcomed 148 students from Sakushin Gakuin Junior High School. On this day about 150,000 sunflowers, marigolds and other flowers were planted.

At the end of the day, half of the dug up tulip bulbs were given to Sakushin Gakuin from the students of Kadonowaki to spread the movement. They sang “Hana ga saku” a song of reconstruction support and carried a banner that read, “Generate the buzz of Kadonowaki.” On this day, 15 flower gardens appeared in Kadonowaki District.

“Sukidatsucha ♡ Ishinomaki”

On July 5th, a radio program, sponsored by JEN, for Ishinomaki’s reconstruction launched. The radio program called “Sukidatsucha ♡ Ishinomaki” is hosted by the public relations staff at JEN Ishinomaki office. The aim of the program is to focus on what the people of Ishinomaki are working on and what reconstruction is taking place. We hope that highlighting the good aspects of Ishinomaki will make it livelier and make others love the place too.

The program features guests of Ishinomaki, such as Ms. Emi Suda a certified fishery worker and owner of restaurant “Hamayu” and Mr. Masanari Ishinomori the director and restaurant owner in Oshika Noren Restaurant District, as well as the owner of a mobile fish-and-home-cooked-meal-shop. The radio show aired on Fridays at 12:30PM for half an hour on 76.4 MHz FM.



Above: Ishinomaki public relations staff and first guest, Ms. Emi Suda.

COUNTRY: Ishinomaki City, JAPAN

Volunteer Dispatch

Ajishirahama Beach Clean Up Brings Islanders and Volunteers Together

Ajishirahama beach will open on July 19th, which will make three open beaches in Tohoku. The other two, which opened in 2012, are Tsukihama in Higashimatsushima City and Oshima in Kesennuma City.

Volunteers cleaned up the beach and weeded mountain trails with locals on July 6th and 7th. Before the disaster, local children would fish at Ajishirahama, but the debris left behind from the tsunami now prevents them from doing so. On the first day, volunteers weeded the trails and cleaned debris on the beach. The volunteers had a get-to-know-you party with the locals at Gatsuoku of Ajishima Island, a reused facility of a closed junior high school. On the second day about 70 volunteers and islanders cleaned the beach together.

Volunteer activities in Ajishirahama are just beginning, and JEN believes that these activities will lead to a better future on the island.



Above: Many islanders and volunteers came out on the second day to clean up the beach.

Community Development

Oshika Peninsula's School-Grounds Come Back to Life



Above: It took seven volunteers to finish painting the jungle gym.

Seventeen employees from UNIQLO came to the Oshika peninsula on June 12th to work at two elementary schools. JEN has been working with UNIQLO and continues to support their “UNIQLO Reconstruction Backup Program.”

One group of volunteers traveled to Oohara Elementary School, where they painted outdoor play equipment. They painted over the rusty fencing around the schoolyard, monkey bars, soccer goalposts, benches, slides, swings, etc. After seeing their newly painted schoolyard, the children were very excited and happy. During their lunch break, the volunteers played with the students and ate with them.

At Ogihama Elementary School, volunteers cleaned the school pool. With only four students attending this school, Ogihama Elementary School is the smallest in Miyagi. The students were very excited to see so many volunteers working to improve their school.



The 7 EN's of JEN

- Engage
- Entrust
- Encourage
- Endeavor
- Enjoy
- Encounter
- Enable

DONATE NOW AND HELP THE CAUSE!

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