

March 4, 2026

Partnership between Tsuruha Holdings and NPO Anata no Ibasho Launch of a New Dedicated Chat Support Service

Tsuruha Holdings Co., Ltd. (Headquarters: Sapporo, Hokkaido; President and Representative Director: Jun Tsuruha; hereinafter "Tsuruha Holdings") and the NPO Anata no Ibasho (Headquarters: Chiyoda-ku, Tokyo; Chairperson: Tokunari Negishi; hereinafter "Anata no Ibasho") have newly established a dedicated chat consultation window for Tsuruha Holdings. This initiative aims to support individuals facing challenges such as over-the-counter (OTC) drug abuse, loneliness, and social isolation.



Based on the results of a joint analysis of a similar program conducted between May 1 and September 30, 2025, we have determined that the initiative has shown a certain level of effectiveness and have therefore decided to establish a new, dedicated consultation window. Addiction is often considered a secondary consequence of loneliness and isolation, serving as a form of "self-care" in the face of overwhelming helplessness. Through this joint initiative, we hope that our efforts will not only provide much-needed support for individuals in their daily lives but also serve as a catalyst for deeper social understanding of addiction.

Tsuruha Holdings will continue to pursue its management philosophy of "providing richness and peace of mind to our customers' lives" by collaborating with various companies and organizations through ongoing initiatives.

【Program Overview / How to Use】

Based on the results of a joint analysis of a similar program conducted between May 1 and September 30, 2025, we have determined that the initiative has shown a certain level of effectiveness and have therefore decided to establish a new, dedicated consultation window.

In addition, a link to the chat consultation window will be placed on our official website.

The chat consultation service can be accessed via smartphone or PC.

TSURUHA HOLDINGS あなたのいばしょ
IbashiChat.org

あなたのいばしょチャット相談
24時間365日
誰でも無料・匿名で
相談できます。

どこにも居場所がない、さみしい、つらいと感じている…
「こころが苦しい」と感じたら、お話ししてみませんか。
NPO法人「あなたのいばしょ」の相談員がおうかがいします。

Ibashi Chat ツルハ

- アプリダウンロード不要
- 個人情報登録 不要
- インターネット接続が必要です

ツルハホールディングスは、NPO法人あなたのいばしょと協力し、
長後・孤立対策を考えます

(Sample Display)

(References) 【Results of the Previous Initiative】

Results of the Previous Initiative

- Period: May 1, 2025 - September 30, 2025
- Total QR Code Scans (In-store POP): 1,874
- Total Number of Individual Users: 95
- Total Number of Consultations: 113
 - *Includes cases of repeat sessions by a single user; Consultation rate: 6%*
- Post-Consultation Survey Results:
 - Feelings of Loneliness: 91%
 - *(Always: 38% / Often or Sometimes: 53%)*
 - Suicidal Ideation (Passive): 92%
 - *(Strong: 37% / Slight: 45%)*
 - Suicidal Intent (Active): 59%
 - *(Strong: 18% / Slight: 41%)*

■About Tsuruha Holdings

Tsuruha Holdings Co., Ltd. is the holding company for the Tsuruha Group, which operates an extensive chain of drugstores and dispensing pharmacies. Guided by its management philosophy of "providing richness and peace of mind to our customers' lives," the Tsuruha Group operates over 5,600 stores nationwide.

■About Anata no Ibasho Chat Counseling Service

"Anata no Ibasho Chat Counseling" is a 24/7 chat support service operated by the NPO Anata no Ibasho. It is free, anonymous, and accessible to anyone regardless of age or gender. This initiative is recognized as a subsidized project under the Ministry of Health, Labour and Welfare's (MHLW) suicide prevention measures and is registered with the MHLW Support Information Search Site.

Anata no Ibasho has established an entirely online environment—from counselor training to actual crisis intervention. This digital-first approach allows volunteer counselors to contribute to the service by utilizing their spare time, regardless of their location. This model has effectively resolved the shortage of counselors—a critical challenge for many support services. Furthermore, by engaging Japanese volunteers living abroad during peak hours—typically from 10:00 PM to early morning JST—the organization leverages time zone differences to ensure seamless support. As a result, Anata no Ibasho operates as the first and only nationwide counseling service in Japan to provide a truly 24/7 response system.

■About Anata no Ibasho

Established in 2020 and headquartered in Chiyoda-ku, Tokyo, Anata no Ibasho is a non-profit organization that operates "Anata no Ibasho Chat Counseling." Supported by the Ministry of Health, Labour and Welfare (MHLW) as a key suicide prevention measure, this service provides free and anonymous support to anyone, 24/7, regardless of age or gender.

With a global network of approximately 1,000 counselors across 32 countries, it is Japan's largest chat-based support platform, handling up to 3,000 consultations daily.

The organization was the first to advocate for loneliness countermeasures in Japan, playing a pivotal role in the appointment of a Minister for Loneliness and the enactment of the Act on

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Promotion of Loneliness and Isolation Countermeasures.

The organization serves as a steering member of the Public-Private Partnership Platform for Loneliness and Isolation Countermeasures. In 2022, it was recognized as one of the "30 Excellent Non-profits" by Forbes JAPAN. URL : <https://talkme.jp/>

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Media Contact

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