



**Fujiieda,  
This is it!**

**—Our projects & Outcomes—**

# Making Fujieda "The best city to live"

No.1 in Shizuoka Pref. for 3 years in a row

The 60<sup>th</sup> anniversary year! "For the future, for the children, our brilliant city!!"

## Growth in Population

Effectively providing information

Promotion Strategies (City-Promotion)

	Population transition		
	Shizuoka Pref.	FujiedaCity	
2011	3,846,184	144,929	
2012	3,832,135	145,459	530more
2013	3,809,470	146,214	755more
2014	3,792,792	146,459	245more
2011-2014	-53,392	+1,530	

especially families with children

## Number 1 in Japan for basic policies to make "The best place to live"

### ① Health and Prevention

- High Medical Examination rate  
⇒ Low Mortality
- 1,000 Health Commissioned Events
- Health Mileage Promotion

### ② Education

- Fujieda Teachers' School
- School Support Staff
- ALTs for English
- Special Support Classes in all schools

### ③ Environment

- Separating Trash and Recycling
- Spread Reusable Energy

### ④ Risk Management

- Taking countermeasures of earthquakes, nuclear disaster, damage by wind and flood
- 676 Disaster Prevention Instructors

### Fujieda's Treasures

- Soccer
- Tea, Sake, Sweets
- History of Tokaido

### Support for raising children

- Children's Medical Fees
- Children's after school clubs
- Certified Children's Care Center
- Childcare Mama System

### Social Infrastructure Policy

- Urban City Vitalizing Project
- Building a Clean Center at Fujieda City General Hospital
- Building an Emergency Center



# Healthy Life Expectancy *Award*

The prize for the excellent activities of municipality, awarded by Director General of Health Service Bureau, Ministry of Health, Labour and Welfare of Japan in 2013

**“Fujieda, the place to be chosen to live”**

**Initiatives of Health and Welfare Department of Fujieda City**



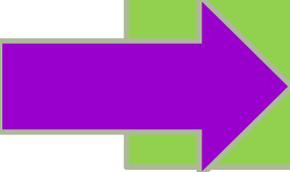
First prize for 2013 Food Education “Delicious Face” Photo Contest

# Outline of Fujieda City

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# Outline of Fujieda City

As of April 1, 2014

Population	146,459
Households	55,419
Population over the age of 65	37,940
Ratio of elderly people	25.9%
 In 2020	 30.4%

# No.1 City for Health and Disease Prevention in Japan

Cooperate with Citizens, Companies and NPO's organizations



## Protect Health

## Create Health

### Protect Lives

- Prevent disease
- Prevent getting severe
- Disaster countermeasure

**Self support**  
**Community Support**  
**Public Support**

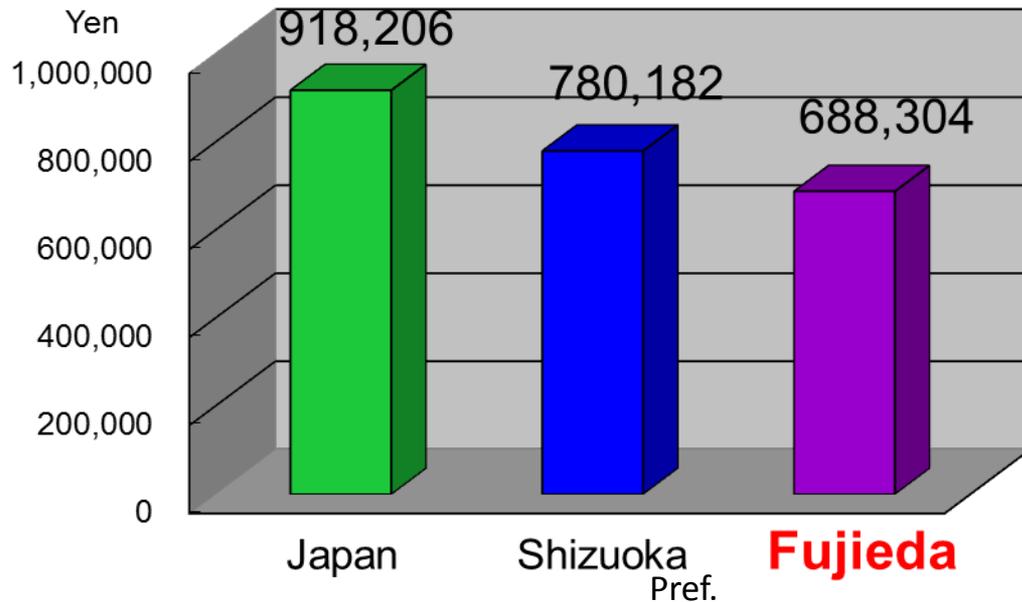
### Brighten Lives

- Create Productive life plan
- Encourage Health-awareness
- Population approach



**For Lively City “Fujieda”**

### Late-stage elderly medical care cost (2012)



The late-stage elderly medical care cost in Fujieda city is **25% lower** than national average



# Very High rate in Cancer Screening

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## Very High Cancer Screening rate

(Among 288 cities with a population of over 100,000)

Stomach	11th	Lung	5th
Colon/Large Intestine			2nd
Uterine	11th	Breast	6th

(Source: Fujieda City)



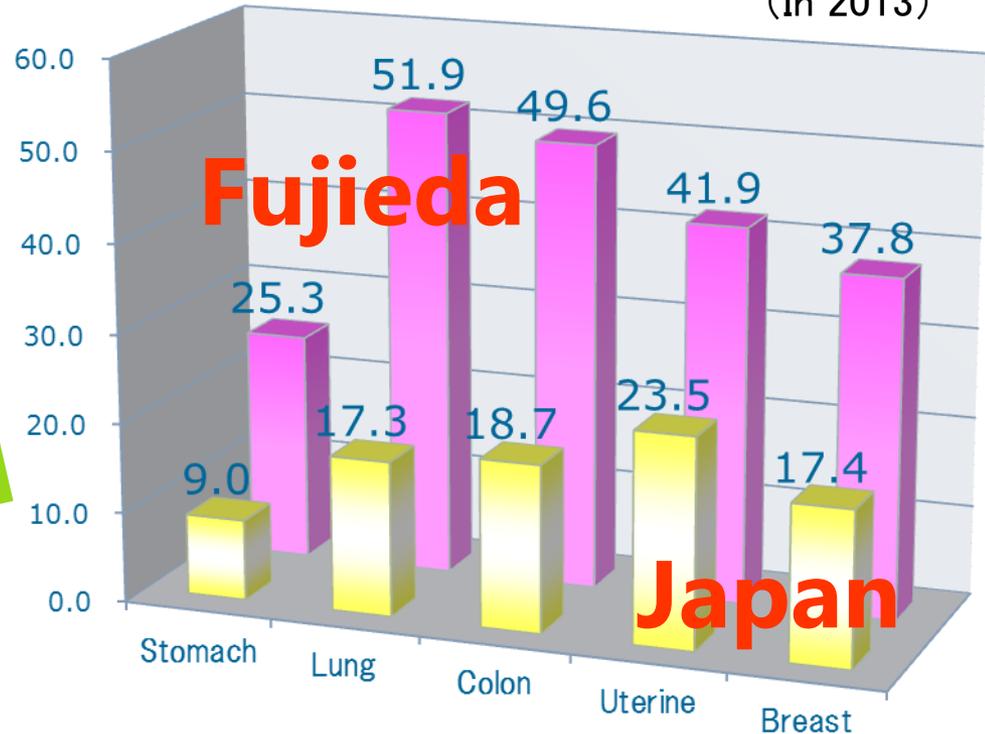
## Very Low Cancer Death Rate

(Among cities with a population of over 100,000)

Male	Lowest	No.3 in Japan
Female	Lowest	No.2 in Japan

(Statistical data : 2003-2007)

## Cancer Screening rate (In 2013)



Source: Ministry of Health, Labour and Welfare Report

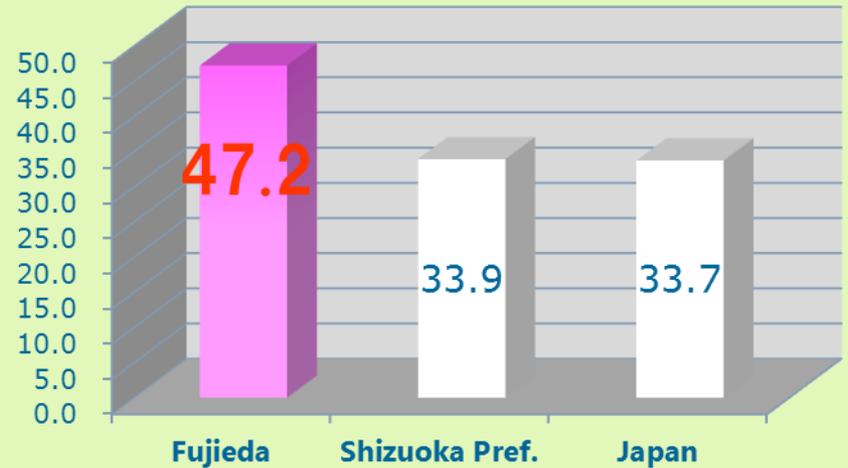
## High rate in the Special medical Check-up

### Special Medical Check-up Rate

(Among 288 cities with a population of over 100,000)

**High**

**Check-up Rate**



(National Date in 2013)

**Less**

**Result**

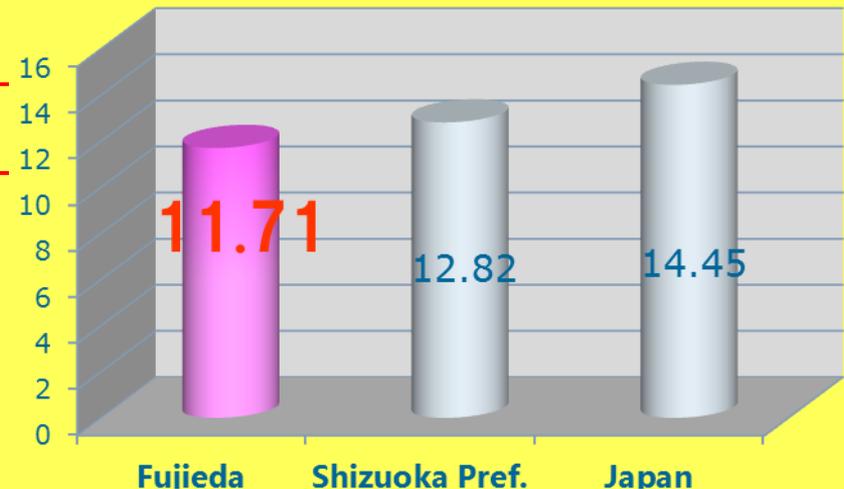
### Internal Organs

### Offal Fat Syndrome Patients

Internal Organs Offal Fat Syndrome Patients

**Shizuoka Pref. No. 1 in Japan**  
(3<sup>rd</sup> straight year)

**Fujieda No. 1 in Shizuoka Pref.**  
(3<sup>rd</sup> straight year)



(National Date in 2012)

# Various human resources are acting

## 28 public health nurses are deployed in the city



## 1,000 Health Commissioners are active now

# Health Promotion

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# Motivating Healthy Habits through various means

Fun!?

Discount!?

Let's try!



Motivated

30% are the indifferent group who don't have any medical check up or don't take any actions to have a healthy lifestyle

Indifferent to health

Having regular medical check-up

Diagnosed with lifestyle related diseases and undergoing treatment

# Fujieda Project towards “No.1 City for Health and Disease Prevention in Japan”

## ★Project 1 Walk for health “Virtual Tokaido Journey”

To stimulate continuous walking

## ★Project 2 The 20 Healthy Spots of Fujieda

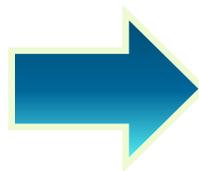
To utilize Fujieda’s scenic treasures for health promotion

## ★Project 3 Fujieda Health Mileage System

To increase the number of people  
who practice daily health activities regularly

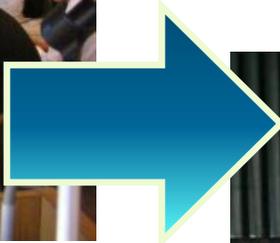


**Protecting  
health**



**Creating  
health**

# Food Education Network by Enterprise, Organization and Government



Cooperate to hold the  
Food Education Fair

Network Meeting  
by companies,  
Organization and  
Government





# Organizing event collaborating sports and health

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★ “Mini-trampo”walk

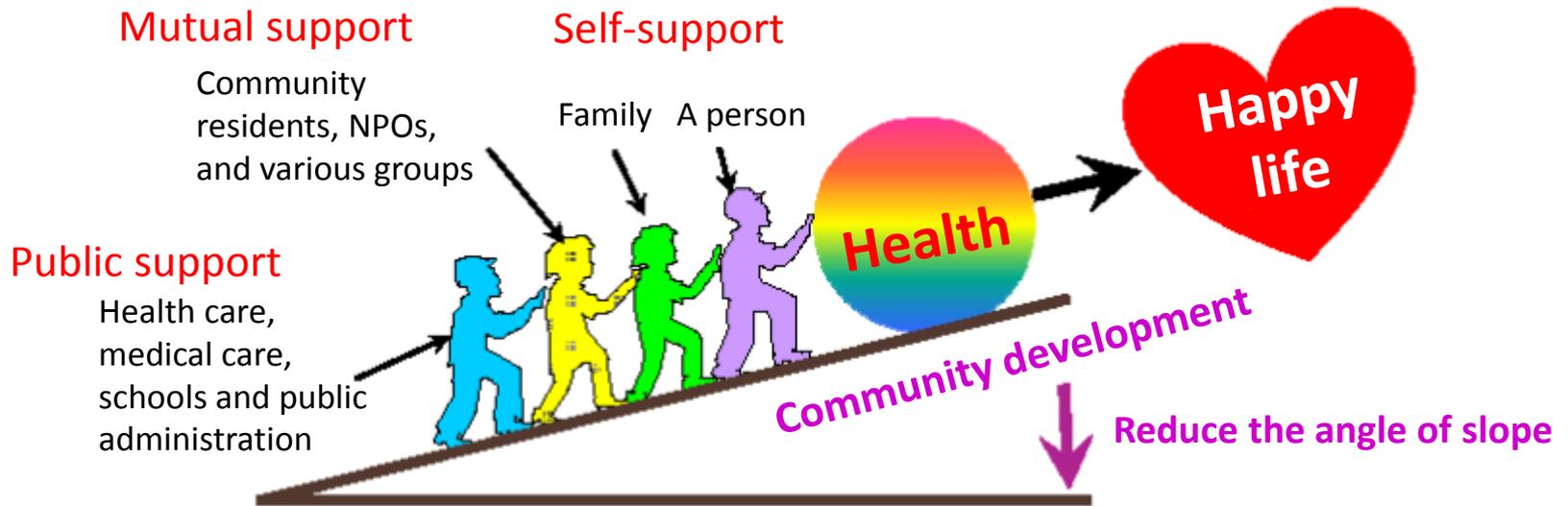
Walking on trampoline with the rhythm of music

## ■ Sport & Health Festival

Health promotion by sports simulation, health check, and food education corner

# Summary & the point

## Concept of health promotion [A slope of health]



# Welfare for the Handicapped

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# Support based on the Law

## Comprehensive support Law for the Handicapped

### ① In-home Services

Ex: Dispatch Home-helpers



### ② Out-patient Services

Ex: Care for daily lives , Support for employment

### ③ In-facility Care Services outside the User's Home

Ex: Residential Facilities, Group Home



- ★ Social welfare corporations and NPO's provide the services
- ★ The city makes decisions on services & benefits, and bears 25% of the expense



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# Day Service/Facility Care Service

## Day Service Center for Handicapped people “Wakafuji”



## Support Center for Handicapped People “Tenryu Koseikai Akucia Fujieda”

# Preferential Purchase from Working Institution for Handicapped people



## Selling handmade items

<Shops at the lobby of City Hall>



## Trimming weeds at the public spaces

<Offered from the Company "Central Nippon Expressway">

# All the City Public Facilities are free of charge for the Handicapped

Hot spring Facilities



Cultural Facilities

Tourist Facilities

## For the Handicapped and their care-givers

## Promotion of the Handicapped people's participation in community activities

# Elderly Welfare

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## Public Long-term Care



### Legal Project



- 1 Nursing Care Prevention**  
Early diagnosis and Prevention Program
- 2 Dementia Prevention**  
To block the Increase of Dementia with 4 strategies
- 3 Regional comprehensive care**  
Continuing , multifunctional support by local community
- 4 Support for Care-givers**  
Support programs for care-givers

# “Let’s become fresh and lively seniors” strategy



**After taking a care-prevention course,  
80% of the participants have improved or  
maintained their health!**

# 4 strategies for Preventing Dementia

## Know

Promoting the understanding of Dementia



## Support

Support for Dementia Patients and their family

## Prevent

Preventing Dementia

## Find

Early detection,  
Early treatment

## Approve the shops which are gentle to Dementia patients



① Having a training of  
Dementia supporter's course

② To be kind to  
Dementia patients

- Speak Kindly & slowly
- Barrier-Free
- Selling in small packages
- Delivery to homes

The City recognizes shops officially



### Effect

Enlighten the awareness of Dementia  
Build the elderly support system



# Strategies to improve safety and security with the helping-hand of companies or corporations

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## Notice the unusual state of children and the elderly during delivery and visiting



Newspaper man

Postal workers



Deliverer

15 companies are trying to talk to children and elderly people during their delivery or collecting fees

⇒ Emergency reports if they notice something

# Spread all across Japan, From Fujieda City! “Nursing Care Mark”

## Create the ideal environment for Care-giver



The mark to avoid misunderstanding.  
Ex: Men buying the lady's underwear,  
Care-taking in the toilet

**This Mark was invented in Fujieda,  
now spreading all over Japan!**

# Child Welfare

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# Support for Children Raising



Age 0~

Age 3~

Age 6~

Age 12



Continuous care

**Nursery Schools**

3 public  
9 private  
schools



**Kindergartens**

20 private  
schools



**Approval Kids schools**

2 private  
schools



**Day-care Mom**

10 spots



**Club activities after school**

19 Public clubs



**Regional Children Raising Support Center**

12 center



**Changing baby nappies Station**

26 spot



**Family Playground Facility**

1 facility



**Kids spaces in the library**

3 libraries



Spending time with family

# Resolve childcare waiting list with “Day-care Mom”

## Overflowing the capacity of Nursing schools

⇒ Providing the nursing care  
with Day-care Mom

### ★Day-care Mom

Providing daycare for under age 3 at the Domesticated nursing persons house (with nursing qualifications)

1 person can take care for 3 kids  
Within 8 hours, with lunch

### ★Actual Result

10 times, 20 Day-care Mom  
52 kids (in 2014)



**Please visit Fujieda City**

**Thank you  
very much**