



**Fujieda,  
This is it !**

**—Our projects & Outcomes—**



# Making Fujieda "The best city to live"

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     |
| 2013      | 3,809,470             | 146,214     |
| 2014      | 3,792,792             | 146,459     |
| 2011-2014 | -53,392               | +1,530      |

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

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

### Protect Lives

- Prevent disease
- Prevent getting severe
- Disaster countermeasure

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

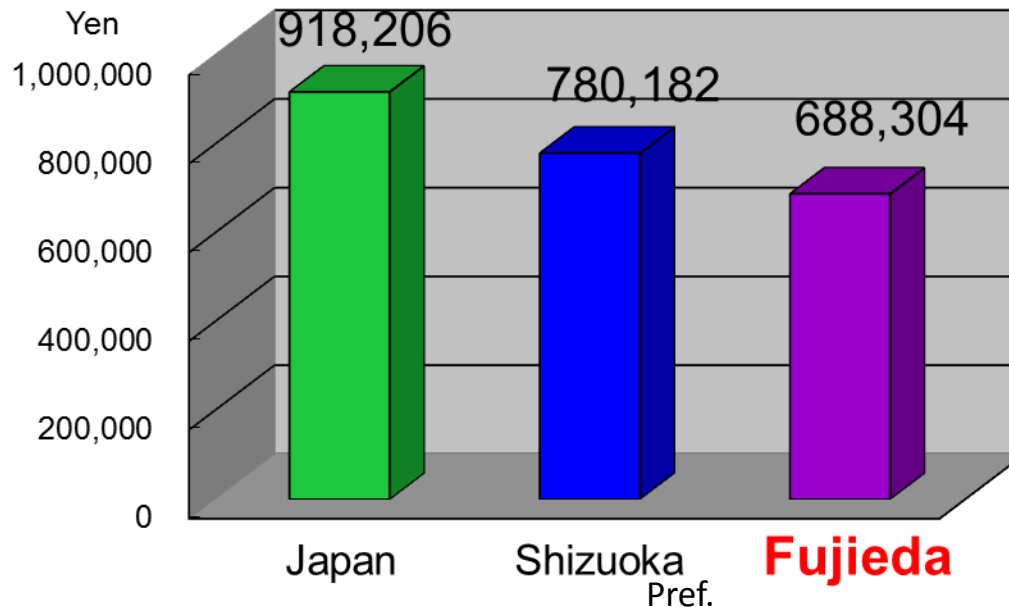
## Create Health

### 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



Fujieda Speciality

# 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)

**Result**

## Very Low Cancer Death Rate

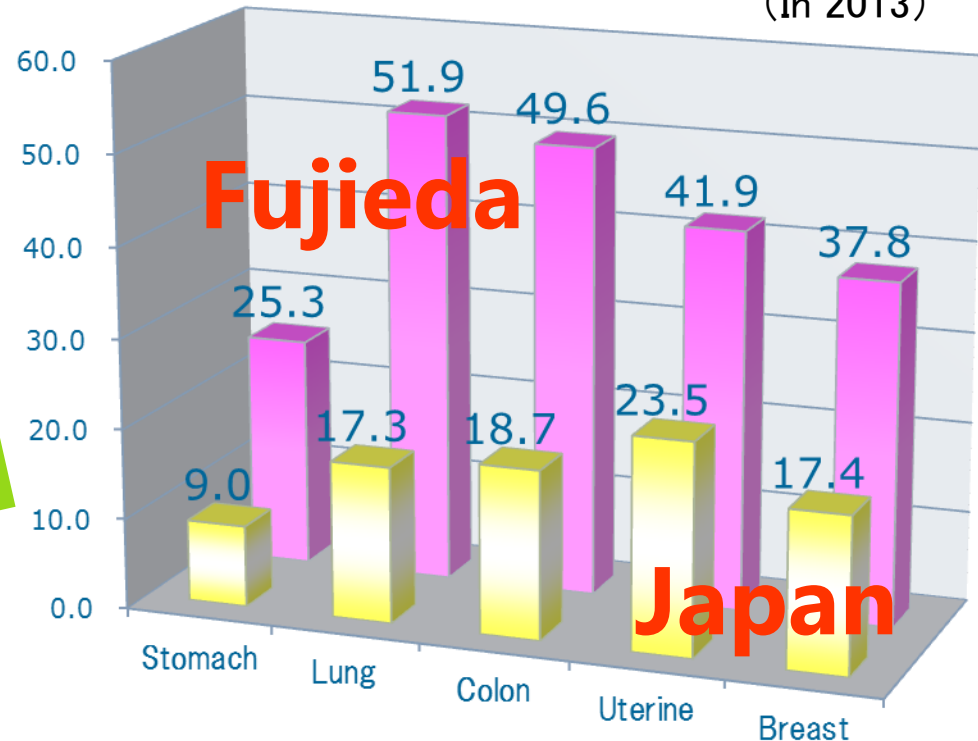
(Among cities with a population of over 100,000)

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



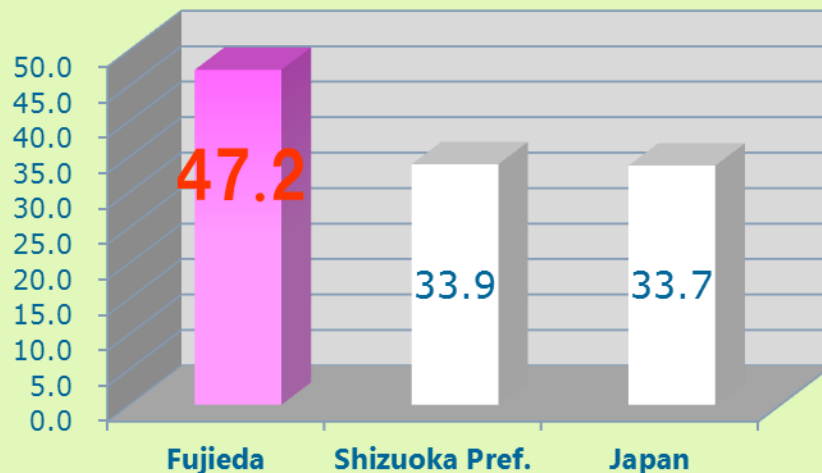
## High rate in the Special medical Check-up

### 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

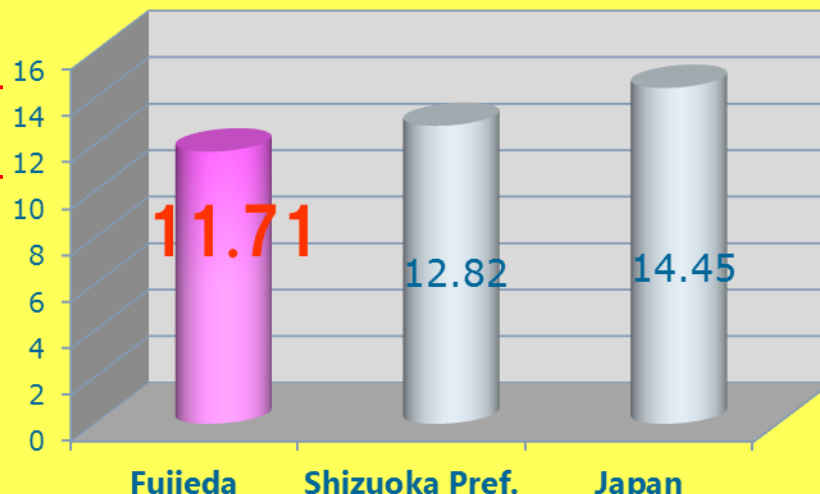
Shizuoka Pref. **No.1 in Japan**

(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”

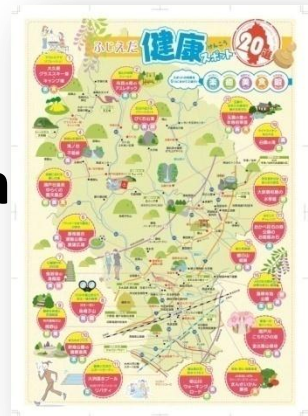
To stimulate continuous walking

## ★Project 2 The 20 Healthy Spots of Fujieda

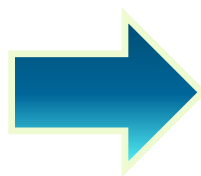
To utilize Fujieda’s scenic treasures for health promotion

## ★Project 3 Fujieda Health Mileage System

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

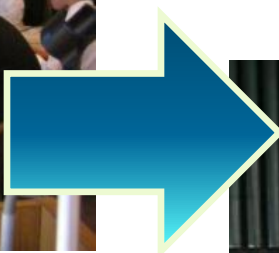


Protecting  
health



Creating  
health

# Food Education Network by Enterprise, Organization and Government



Network Meeting  
by companies,  
Organization and  
Government

Cooperate to hold the  
Food Education Fair



# Organizing event collaborating sports and health



★ “Mini-trampo”walk

Walking on  
trampoline  
with the rhythm of  
music

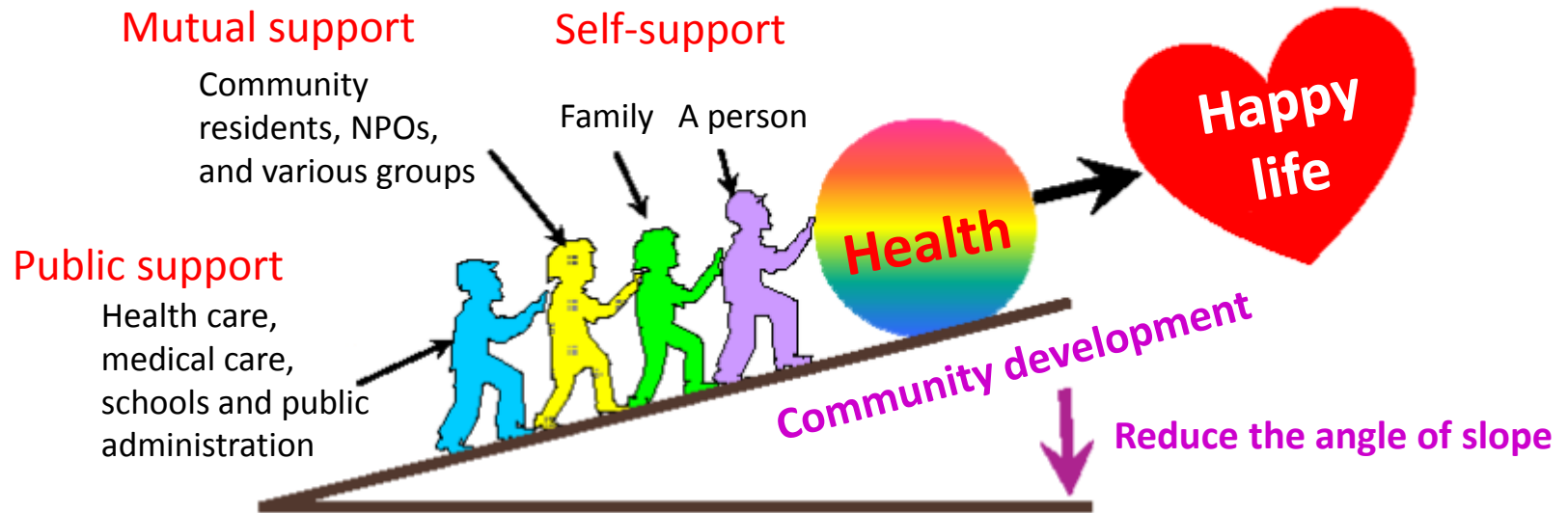
## ■ Sport & Health Festival

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

# 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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# Healthy, and Long-life Live with a big smile ♥Fujieda ♥

## Public Long-term Care

- Certification of Public Long –Term Care
- Insurance Benefits

### Legal Project



### Fujieda's own Projects



#### 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



## Prevent

Preventing Dementia

## Find

Early detection,  
Early treatment

# Preventing Dementia by cooperating with companies, shops and stores

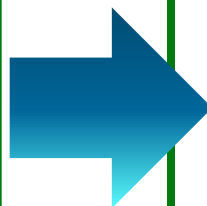
## Approve the shops which are gentle to Dementia patients



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

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



Newspaper man

Postal workers



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