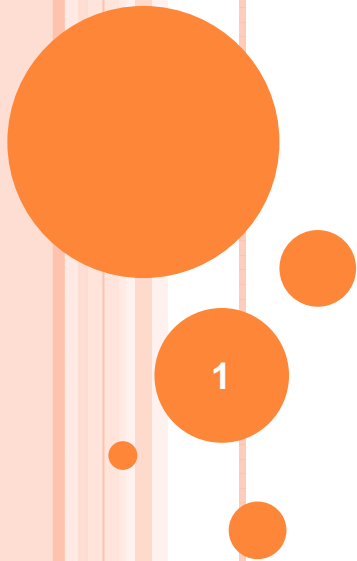


HOW JAPANESE OLDER PEOPLE GAIN INFORMATION TO “SUSTAIN HEALTHY LIFE?”



July 13, 2009

ILC-Japan

POINTS FOR “PROMOTING HEALTH” OF OLDER PEOPLE LAWS AND NATIONAL MOVEMENTS

- ▪ **Specific medical checkup started (2008)** Act for the assurance of Medical Care for the Elderly

<Checkup and guidance for metabolic syndrome (visceral fat syndrome) >

- ▪ **The New Health Frontier Strategy (2007–2016)** Cabinet Office

<Goals of older people: Increase in the consultation rate of Alzheimer’s diseases, participation in programs to prevent long-term care, etc.>

- ▪ **Health Promotion Law (2003)**

<Oblige national and municipal governments to measure health plans, prevention of secondhand smoke, etc.>

- ▪ **Healthy Japan 21 (2000–2012)** Ministry of Health, Labor and Welfare

<Goals: Maintaining optima weight, decrease in intake of salt, increase in intake of vegetables, etc.>

- ▪ **Elderly Health Law (1982)**

<Health education and checkup for people aged 40 or older>

- ▪ **Occupational Safety and Health Law (1972)**

<Oblige to conduct health checkup, Physicians’ guidance and advice for employers>

- ▪ **The Elderly Welfare Law (1963)**

<Conduct health checkup for older people>

- ▪ **Labor Standards Law (1947)**

<Oblige employers to conduct health checkup for employees>

*Prevention
of life-style
disease.*

*Prevention
of long-term
care.*

*Mandatory
health
checkup,
early
detection and
treatment.*

INFORMATION TO “SUSTAIN HEALTHY LIFE” PROVIDED FOR OLDER PEOPLE

| National and municipal governments | In Corporation | Medical institutions, long-term care institutions | Benevolent Corporation | Media TV Newspapers Magazines |
|--|---|---|----------------------------------|--|
| Health checkup and guidance by municipalities and insurers | Health checkup and guidance | Consultation services | Health classes and sports events | Programs on health |
| Counseling and advice by public health centers | Pre-retirement seminars toward lifelong fulfilling life | Long-term care workshops | | |
| Prevention of long-term care by Community-Based Comprehensive Support Center | | | | |

ABOUT HEALTH AND MEDICAL CARE

Top 5

| | How to gain medical or welfare information ILC-Japan “A Longitudinal Survey on a Daily Life of Older People” 2004 (People aged 75-79, N=300) | How to gain information to improve life-style and promote health Kanagawa Prefecture “A Study on Health and Nutrition” 2003 (People aged 70 or older, N=701) |
|---|---|---|
| 1 | Family (26.4%) | TV (25.4%) |
| 2 | Newspapers, TV, Radio (23.7%) | Newspapers (16.7%) |
| 3 | People engaged in health or long-term care (13.7%) | Medical institutions (12.4%) |
| 4 | Friends / Acquaintances (10.3%) | Family (9.8%) |
| 5 | Municipalities (6.7%) | Magazines, books (9.3%) |

NEWSPAPERS, TV

Report of a symposium on relieving metabolic syndrome

Men in trouble with long-term care

Body fat measurable in 3 minutes

Information about a course on mental health; what we can do in the communities

Information about a course on controlling phthisis

Visceral fat and life-style disease

A course on health, a course on welfare

- Circulation figures of Japan's newspapers: The Yomiuri Shimbun (9.96 million), The Asahi Shimbun (8.02 million), THE MAINICHI NEWSPAPER (3.86 million)... Total of national newspaper (45.16 million); additionally, Local newspapers (about 9 million).
- As to TV, the audience rating of popular health programs is over 10%, which means more than 10 million persons watch them.

MIDDLE-AGED AND ELDERLY PERSONS

Health Today
Monthly 240 thousand copies



Refreshing
Monthly 150 thousand copies



Ease
Monthly 100 thousand copies



Squat



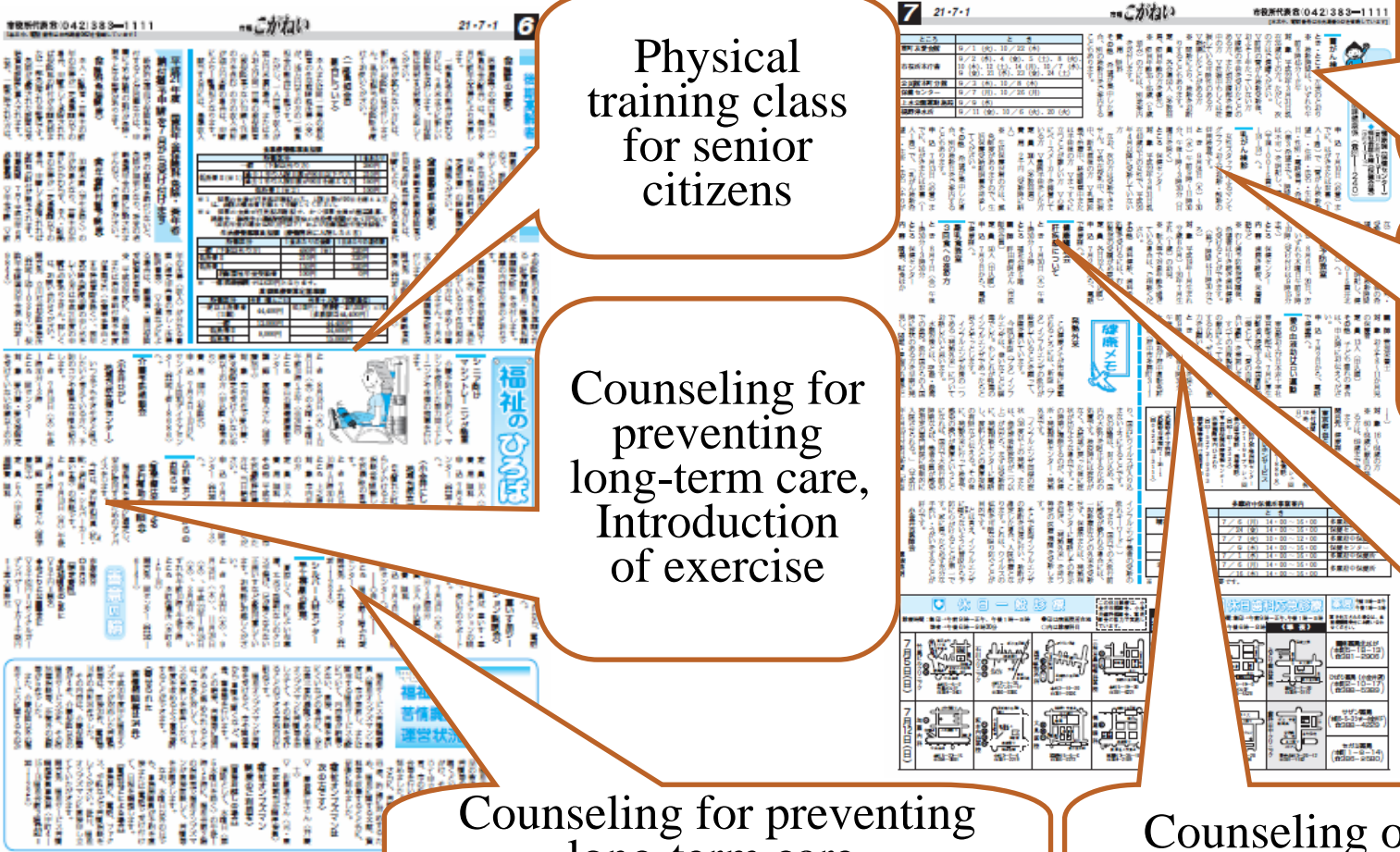
How to relieve ear buzzing

Grand research on visceral fat



MUNICIPAL NEWSLETTERS

INFORMATION ABOUT HEALTH, HEALTHCARE AND WELFARE IS
PROVIDED MONTHLY TO ALL RESIDENTS.



Physical training class for senior citizens

Counseling for preventing long-term care, Introduction of exercise

Counseling for preventing long-term care, Measurement of vital function

Information about checkup of stomach cancer

Information about checkup of breast cancer

Lecture on Health: "About Liver disease"

Counseling on mental health of older people

SERVICES IN HOSPITALS AND LONG-TERM CARE INSTITUTIONS

- A case of *YOKUFUKAI*, a social welfare foundation operating a hospital and long-term care facilities



Meetings with persons with dementia and their families

Long-term care workshop; discussion by persons with dementia and their families (Monthly event for community residents)



Telephone Hotline to Support Family Caregivers

(Counseling for family caregivers nationwide; 4,639 calls in 2007)

GUIDANCE IN WORKPLACES AND COMMUNITIES



Chest X-ray vehicle

<http://www.mgh.jp/kouhou/no39.html>

Regular health checkup in a workplace

http://www.murata-brg.co.jp/gallery/2008/09/post_114.html

Consultation rate of health checkup in 2004: Male 62.0%, Female 61.4%

Reasons not to have a checkup:

- ① Checkup is available, whenever necessary. (41.6%)
- ② Don't feel necessary to have a checkup every year (11.6%)
- ③ Bothersome (10.0%)
- ④ Can't take time for a checkup (8.3%)

EVENTS AND LECTURES BY BENEVOLENT CORPORATIONS

Tree-ring Olympic (National Welfare Festival for the Aged)

About 10,000 players participate; Held annually. By Foundation of Social Development for Senior Citizens (Benevolent corporation under the government)



“A Seminar on Dementia”

Held in the 5 cities every year; about 1,200 persons participate every time.

By SumitomoLife Insurance Health Foundation (Benevolent corporation under the insurance company)

◆ スミセイ シニアライフセミナー



栄養・運動・知的活動、そして笑うことはいのちにとってたいせつな条件です。これらは認知症のリスクを減らし豊かなシニアライフを過ごすためにも同じく欠かすことはできません。スミセイ シニアライフセミナーでは認知症の正しい知識と理解を拡げるために日本、そして海外の最先端の研究の成果をたのしく、わかりやすくお届けしています。

参加した皆さんの声

- もしアルツハイマーになってもどうしたらいいかわかっても良かった。
- 物忘れと認知症の違いがよく理解できました。

スミセイ シニアライフセミナー

認知症予防を考える

基調講演: 「認知症の正しい理解と予防」

長谷川 和夫

(認知症介護研究・研修東京センター名誉センター長)

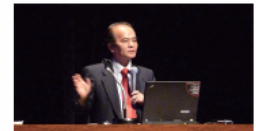
講演: 「認知症に強い脳を作る」

矢富 直美

(東京都健康長寿医療センター チーム研究員)

落語: **春風亭 正朝**

体操指導: 各地のインストラクターの皆さん



2008年6月 盛岡市、7月 下関市、9月 秋田市、11月 宮崎市
2009年1月 宇都宮市