The City of Kitakyushu's Aging Society Policies

Healthy • Safe • Support one another
Once a polluted industrial zone, Kitakyushu is now a modern industrial city pursuing green growth.

: from Green Growth in Kitakyushu, Japan, OECD Green Growth Studies, 2013, OECD
Predictions of Changes and Future Numbers of Elderly People.

There will be an increase of people over the age of 75 and by 2030 one in three people will be elderly.

- Elderly people between the ages of 65 and 74
- Elderly people over the age of 75

Percentage of elderly by the end of March 2014: (Basic Resident Register)

- Kitakyushu: 27.2%
- Moji Ward: 32.8%
- Kokurakita Ward: 26.3%
- Kokuraminami Ward: 24.3%
- Wakamatsu Ward: 28.5%
- Yahatahigashi Ward: 32.6%
- Yahatanishi Ward: 25.7%
- Tobata Ward: 28.8%

- Elderly people between the ages of 65 and 74
- Elderly people over the age of 75

% of people between the ages of 65 and 74:

- 1970: 5.9%
- 1980: 9.1%
- 1990: 12.7%
- 2000: 19.2%
- 2010: 25.1%
- 2020: 32.3%
- 2030: 34.4%

% of people over the age of 75:

- 1970: 16%
- 1980: 25%
- 1990: 33%
- 2000: 46%
- 2010: 59%
- 2020: 71%
- 2030: 84%

There will be an increase of people over the age of 75 and by 2030 one in three people will be elderly.
Average life expectancy and healthy life expectancy

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
<th>Men</th>
<th>Women</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avg. Life Expectancy</strong></td>
<td>78.93</td>
<td>86.22</td>
<td>79.36</td>
<td>86.49</td>
<td>79.64</td>
<td>86.39</td>
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<tr>
<td><strong>Period of Poor Health</strong></td>
<td>10.47</td>
<td>14.02</td>
<td>9.69</td>
<td>13.77</td>
<td>9.22</td>
<td>12.77</td>
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<tr>
<td><strong>Healthy Life Expectancy</strong></td>
<td>68.46</td>
<td>72.20</td>
<td>69.67</td>
<td>72.72</td>
<td>70.42</td>
<td>73.62</td>
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</table>

Source: Healthy life expectancy is calculated by the Ministry of Health, Labour and Welfare based on the National Livelihood Survey.
Promoting Healthy Lifestyles in Neighborhoods

Planned and implemented by local residents

Regional "Go! Go! Health Promotion" Public Recognition of Health Promotion Activities

Group Walks

Neighborhood organizations:
- Mayor award: 3 groups
- Award for excellence: 5 groups

Health themed lectures

Businesses:
- Mayor award: 2 companies
- Award for excellence: 4 companies

NHK Summer Radio Calisthenics
Examples of efforts to prevent "locomotive syndrome" (weakening of bones, joints and muscles).

- **Preventive care projects for 1 million people**
  - Kitakyu Calisthenics (Calisthenics as preventive care)
  - Himawari Tai Chi (Tai Chi as preventive care)

- **Project at park to promote health**

Period of Distribution for Point Stickers
June 1st 2014 to March 5th 2015

Application period for prizes
Oct. 1st 2014 to March 5th 2015

Receive a physical examination
Take part in a "healthy mileage" event
Put point stickers on your point card
Apply
And receive a prize!
Neighborhood Comprehensive Support Centers:

- Approximately one location for every 10,000 elderly people.
- Public places like community centers and branch offices.


General Support Centers: 7 locations

- Located in every ward office

City of Kitakyushu (direct management)

Home visit doctrine

Support is not limited to citizens who visit the office in person. By visiting people’s homes for consultation, support can be expedited.

April 1st 2006

"One Stop Consultation" for health preservation, medical care and welfare for elderly people.

About Neighborhood Comprehensive Support Centers

Number of consultations in fiscal year 2013

179,974
Welfare Commissioner
Children’s Social Worker
Neighborhood councils / assoc.
Welfare Cooperation Member
Local residents
Elderly clubs
Volunteers
NPO

Friends, acquaintances, people with common interests
Police
Fire dept.

Care Manager
Nursing-care service
Meals brought to homes
Home visit tours
Attorneys etc.

Coordination
People who need support and their families (elderly, people with disabilities, children)

Lifeline Network Promotion Manager as Coordinator
Various sections in Ward offices and City Hall

Started JFY 2008, unique to Kitakyushu!

Medical Care
Care Manager
Emergency Call System
Welfare
Health promotion, preventive care projects
Other livelihood support services

Lifeline Network
Started JFY 2008, unique to Kitakyushu!

Private practitioners’ awareness
Family doctor
Family dentist
Family pharmacist

Local residents and organizations providing support and keeping an eye on things.

Coordination with services for elderly people and keeping an eye on things
Residence

Fast and appropriate support

Various sections in Ward offices and City Hall

Neighborhood Comprehensive Support Centers General Consultation Desk for the elderly “home visit doctrine”
Cognitive impairment support Email distribution system Personnel training project

Developing "Cognitive impairment support" to further understanding of cognitive impairment and train people to watch over and support those in need.

A system that distributes information through email about people who are missing, to quickly find and care for people that go missing due to wandering and getting lost.

Number of people with cognitive impairment who received support: 43,698 (as of the end of March 2014)

Registered people: 1,140 (As of March 2014)
Number of emails sent in 2013: 14

Symbol for the project “Donkey Commander”

Orange wristband

Register today!
Promotion of Shopping Support through Regional Cooperation

Main points of the project

Aug. 2013: Public announcement of survey results:
Public announcement of result of analysis of the map of shopping conditions and other shopping conditions in Kitakyushu.

Study of 7 model districts:
Implemented workshops and surveys for citizens to participate in, analyzed regional activity plan.

Nov. 2013: Held a meeting for exchanging ideas:
People involved in the shopping support initiative, over 100 participants including neighborhood representatives.

Feb. 2014: Shopping support: Established a network meeting
Creating health and caregiving services
(Health/livelihood industry promotion conference)

Developing medical equipment etc.
(Kitakyushu Dental Cooperation Research Seminar)

Supporting the creation of new health and livelihood support services.
(Promoting research and development projects.)

Promoting service industries and creating new jobs.

Development and distribution of business models both domestically and abroad.
Number of jobs created in the medical, caregiving, welfare and child raising fields as part of the Kitakyushu New Growth Strategy

Job creation through service promotion based on the health and welfare master plan.

Maintaining and training personnel through job support such as administration of a Welfare personnel bank etc.

Expanding employment in the child raising field through the implementation of high quality nursing schools.

Facility / residence services
- 1,099
  - At home service: 760
  - Admission-paid senior citizen's home: 182
  - Welfare service for people with disabilities: 112

1,165
92

At home service: 760
Welfare service for people with disabilities: 112
In Conclusion: Assessment of Aging Society Policies and Challenges Moving Forward

Nikkei Glocal Survey about aging population policies (Nov. 2013, Nihon Keizai Shinbun)

- Overall assessment: Fifth in the nation / among 702 municipalities
  #1 among 20 of Japan’s largest cities
- The assessment of preventive care, arrangement of watching over people, at home services etc.

- Things that will be considered even more moving forward.
  - Supporting elderly people at home through the coordination of medical and nursing care
  - Early detection and early support for cognitive impairment
  - Promoting livelihood support from volunteers and fellow residents.
  - Providing consultation to citizens near to where they are