

Vision of the City in an Aging Era: Challenges and Opportunities

YOKOHAMA.

Where Sophisticated Men and Women Excel



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The Elderly: Supporting Yokohama

- ◆ The elderly, who are the bedrock of the retro chic city for grownups
 - Revitalizing Motomachi, Bashamichi, the Noge Shopping Mall and other neighborhoods
- ◆ The elderly, sustaining the Yokohama culture with its broad appeal
 - Some of Japan's oldest Jazz cafes, origin of the gyunabe beef dish
- ◆ The elderly, sustaining traditional skills and technology
 - Yokohama Meisters: artisans who maintain skills and make them available to the public
- ◆ The elderly, supporting local activities
 - Activities in resident and neighborhood associations, and many NPOs

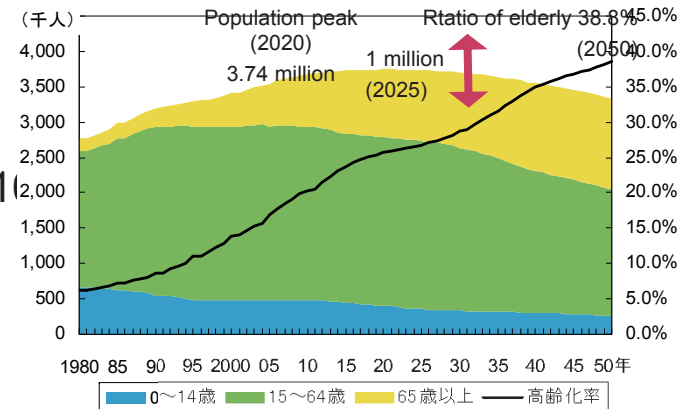


State of Aging in Yokohama

◆ Surge in the number of the elderly

- 2010: 736,216 (20.1%)
←2000: 452,941 (13.3%)
- ※Average national ratio of the elderly 23.1% in 2010

<<Estimates of Yokohama's Future Population>>



◆ Rise in the number of elderly single-member households

- Elderly single-member households on the rise
- 2010 132,000 households (27.1%)
←74,000 (22.2%) in 2000 nationwide
 - ※19.5% nationwide (2010 National Census)

◆ Daytime population of the elderly trending upward

- Homecoming of the Baby-boomer Generation
The aging of the baby-boomer generation is expected to result in a rise in daytime population.
- ※ Daytime population outflow
740,000 20.86%
(2005 National Census)



The Yokohama Proposal

◆ The elderly draw the roadmap for the future

- Arrangement where the elderly can maintain health, display their purchasing power, and participate in local activities—and enjoy it all
- Helping partner businesses grow through joint development and technology transfer of assisted-care equipment
- Revitalizing the economy through the 110 trillion yen senior market and the battle for the boomer market,

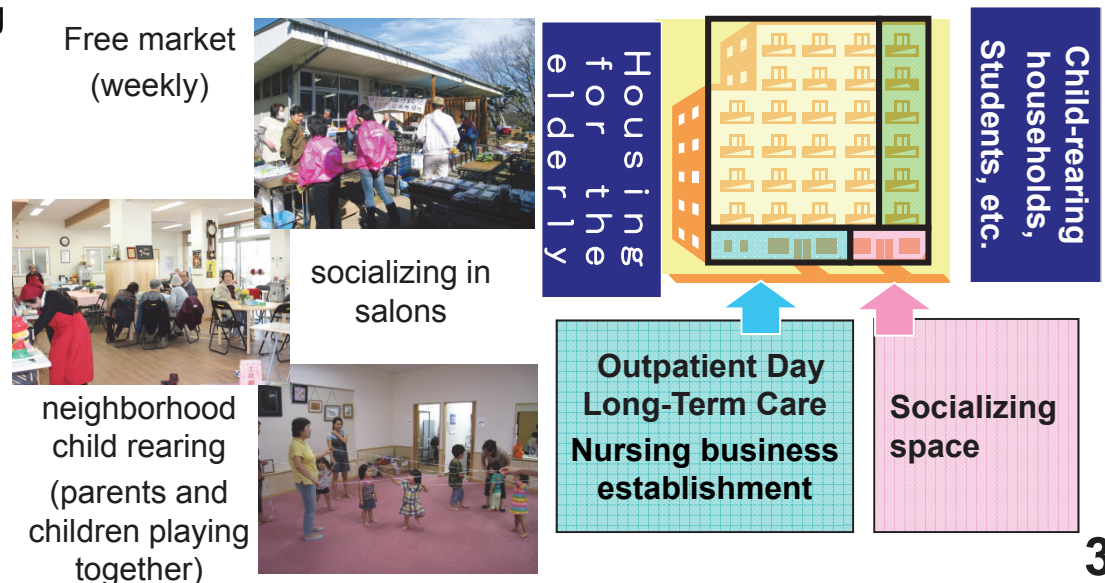
◆ Building close-knit communities, compact neighborhoods

~Revitalization of large housing developments and railway-serviced residential areas~

- Housing where the elderly, child-rearing households and the young live together
- Collaborative framework for residents,, NPOs, and welfare organizations to watch out for the elderly and the handicapped and support them
- Seamless medical and welfare support through “personalized collaboration”

Watching out for each other, supporting each other in the community
<Kuden-cho, Sakae-ku>

Image of “Elderly Housing Yokohama-style”



Million Citizen Health Promotion Initiative

Health promotion through individual choice



[Exercise , Sports]

Cultivate daily sports and exercise habits such as walking and athletic classes

[Active Life]

A fulfilling life through art, music and other artistic activities and marriage searches and love affairs



[Nutritionally Balanced Gustatory Pleasure]

nutritionally balanced gustatory pleasures in cooking classes and dinner parties



[Participating in Social Contribution Activities]

enjoy life, making social contributions as nursing volunteers and through child-rearing support

Advantages

● Citizens and the local community ●

Nursing prevention
Healthy elderly as active players
Local ties

● Yokohama ●

Promoting citizens health
Containing nursing and other costs
Energizing local communities

No.1 Japanese city for health and longevity

● Private sector firms ●

Energizing the health industry
Increasing employment for the elderly

“Million Citizens Health Promotion Campaign”



We create opportunities for all our citizens to familiarize themselves with Yokohama’s “Million Citizens Health Promotion Campaign” and promote health while enjoying themselves.

<from the November - December 2011 campaign>

Nordic walking with Santa Claus from Finland!!!



***Oldest participant 84 years old!!
More than half 60 or older!!***



Health promotion + city sales + economic effect

"Yokohama Citizens' Health Point" System Outline



1 Earn points at member shops and municipal facilities

cell phone card membership logo

exercise

diet

health check

2 Awarding health promotion goods for points earned

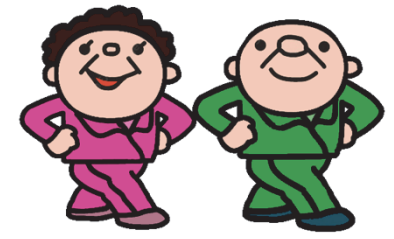
3 Making state of health visible (through data) by PCs, etc.

Month	Weight (kg)
6月	58.5
7月	57.5
8月	56.5
9月	56.5
10月	57.5

4 Collaborating with medical & pharmaceutical firms, etc. on research and development

※authorized as Life Innovation Special Zone through 2015

Increase number of healthy, **active citizens**, and



...revitalize the local economy!



Nursing Support Volunteer Point System (Yokohama “Life” Points)

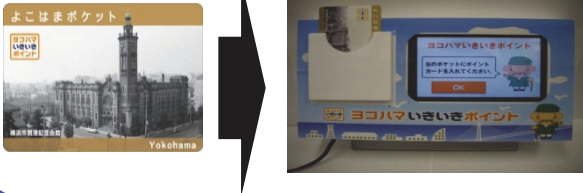
1 The 65 and older elderly volunteer at facilities and nursing establishments.

Food serving volunteers in the kitchen



Snapshot of a nursing prevention class

2 Volunteering earns points.



3 Points can be exchanged for money.



4 The money can be used for shopping.



◆ Volunteers
 Approx. 5,70 registered (as of Jan. 31 2012)
 Health maintenance and enhancement, nursing prevention, giving meaning to life through social participation and local contribution
 Oldest volunteer 93

◆ Nursing facilities, etc.
 Approx. 280 facilities accept volunteers (as Feb. 2, 2012)
 Strengthens ties with local communities, and enriches the lives of the people who use the facilities

- The elderly make social contributions by volunteering
- Health maintained and enhanced

Art and Culture as the Source of Action

World class art
in Yokohama

We will make you appreciate
Yokohama's allure again and make
Yokohama thrum with activity.



Prompting the
elderly to action

Revitalizing the
economy

2012Dnce Dnce Dance`YOKOHAMA 2012



2012 is the year of dance

Dance Dance Dance
@ YOKOHAMA 2012
when all of Yokohama is dancing!

◆ Three enchanting months,
radiating from a giant stage with
Yokohama Port as the backdrop



[giant outdoor stage (projected)]

Technology Transfer Partner Business

Fostering Project

Equipment developed through joint R&D by the Yokohama Rehabilitation Center and private firms



Rehabilitation support suit

Sensors detect movement on unaffected side and move artificial muscles on the affected side.

(joint development with private firm)

※*excerpts*



Lever-controlled wheelchair drive system

Start developing wheelchair that can be moved back and forth and turned around merely by moving a lever back and forth.
(joint development with private firm)

Robot arm

Develop robot arm that can be operated from an electric wheelchair or similar device.

(joint development with private firm)



Airbag system for body protection

Develop an “airbag for the elderly,” which inflates the instant it detects an incipient fall.

(joint development with private firm)



Communication Partner Robot “PALRO”

Background: I. More and more people require nursing (nursing prevention needed)
II. Watch over the elderly living alone.

Challenge: I. Sustaining nursing prevention measures.
II. 24-hour watch nearby.

Private sector solution:
“Develop PALRO”

PALRO can: provide information by voice.

Effect: Operated by voice, PALRO provides news, weather and other information than is of interest to the elderly. This leads to a more active life, broadening interests and creating opportunities for active community participation.

PALRO can: give quizzes and tell fortunes.

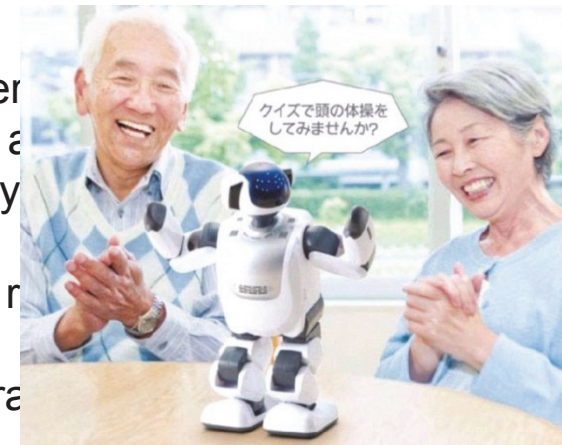
Effect: Recreation provided through PALRO activates the brain and improves cognitive function.

PALRO can: play dancing games.

Effect: Enjoyable and sustainable nursing prevention activity encourages vocal exercise.

PALRO can: inform schedules.

Effect: Systematic and orderly daily life is maintained by awareness of one's schedule.



Expanding Seniors Market: Expected Economic Effect



100 trillion yen senior market nationwide; battle for baby-boomer market revitalizing the economy

◆ PR opportunities for Yokohama brands!!

- Hopes for attracting visitors to Yokohama's alluring cultural and art facilities
- Hopes for Hamatra (Yokohama Traditional) and other Yokohama fashion brand revival



<Yokohama Noh Theater>



<Yokohama Minato Mirai Hall>



<Motomachi: the origins of the "Hamatra" fashion>

◆ Supporting the active "silver life" of senior citizens in their search for partners.

- Setting the stage for rediscovering Yokohama's allure and leading a lively "silver life" by holding partner searching tours for senior citizens.



We support your love life in your 50s and 60s!

*The seascape in your memories and the hotel that beckons:
Tour of Encounters*

POINT 1
Showa Nostalgia
"From Up on Poppy Hill" cruise
Showa harbors,
Yokohama scenery

POINT 2
Historic first class hotel
Be your own celebrity
at Hotel New Grand,
A classic hotel

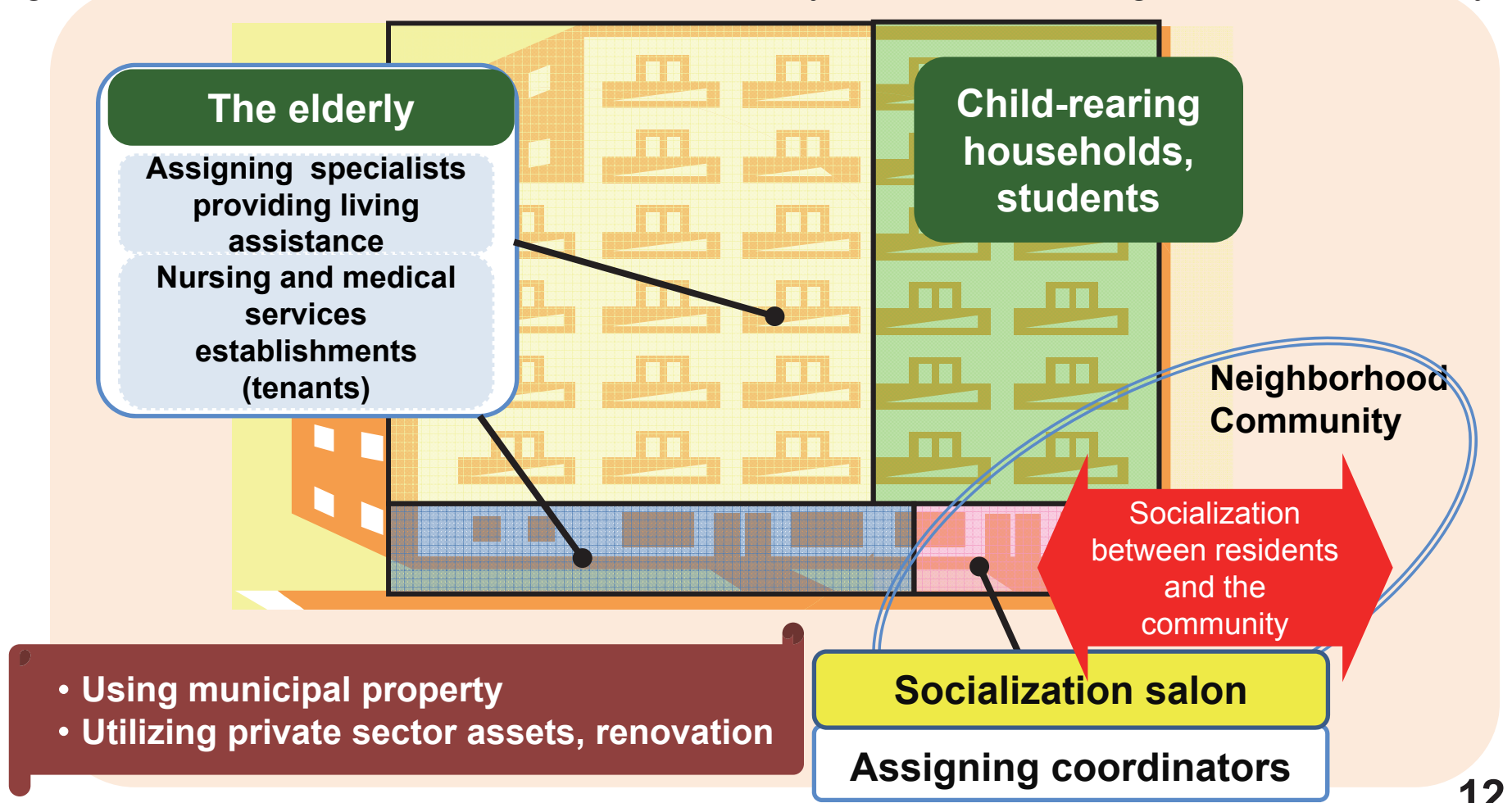
POINT 3
Let's fall in love
"A new love between singles,"
"Falling in love again

*Held on
August
+ 20.
2011!!!*



Preparing Housing for the Elderly Yokohama-style

Yokohama will develop rental housing with daily-life support and other essential functions using municipal property and private sector construction and management so that the elderly can continue to live securely in the community with child-rearing generations and other active members of society even when nursing becomes necessary.



Yokohama's Efforts in a Housing Project with Superannuated Population



Many problems...

- Shopping has become difficult!
- Social connections, human relationships are fading...
- Who is going to give me advice on the little things in life?



- **Incorporation as NPO**
- **Secure base for operations**
- **Reinforce advisory and watch-out services**

- The entire housing project is located on a hill and is full of ups and downs.
- Ratio of elderly: approx. 40%



Center of activities <<Mutual Assistance Network "Ikoi">>

Use former supermarket and convenience store space as multipurpose bases.



- free market (daily goods, sweets, etc.)
- salon (light meals, drinks)
- seasonal events
- Mutual Life Support Project
- providing information for daily life

Support that can be relied on when residents are in trouble



- shopping
- chaperoning on medical and other excursions
- conversation partners
- friendly advisory services (all and sundry)
- confirmation of safety, etc.

Various Activities at the Local Level



<free market>



<people at a salon>



<brain training>

Achievements and Challenges of the Activities

<Achievements>

- Voluntary undertaking to meet local challenges by working with local citizens' movements.
- Gained public understanding of mutual support through activities with the local bases at their core.
- Establishment of support from and cooperation with ward administrative offices, community care plazas, Urban Renaissance Agency (UR), and other institutions.

<Challenges>

- Securing new actors
- Securing operating funds

Yokohama's Future in a Super-aging Society



➤ Neighborhoods where the elderly are active players



➤ Neighborhoods where the Yokohama culture passed on through the elderly thrives



➤ Neighborhoods where mutual support and exchanges thrive, transcending generations

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