

## Overview

## Changes in National Health Promotion Measures

The 1st National Health Promotion Measures (FY 1978-1988)	The 2nd National Health Promotion Measures (FY 1988- ) (Active 80 Health Plan)	The 3rd National Health Promotion Measures (FY 2000-) (21st Century Measures for National Health Promotion (Healthy Japan 21))
<p>(Basic idea)</p> <p>1. Lifetime health promotion  <span style="font-size: 2em;">}</span>  <span style="font-size: 2em;">[</span> Promote primary prevention of geriatric diseases <span style="font-size: 2em;">]</span></p> <p>2. Encourage health promotion projects through three major elements (diet, fitness exercises, and rest) (special focus on diet)</p>	<p>(Basic idea)</p> <p>1. Lifetime health promotion</p> <p>2. Encourage health promotion projects with the focus on exercise habits as they are lagging behind the other two of the three elements (diet, fitness exercise, and rest)</p>	<p>(Basic idea)</p> <p>1. Lifetime health promotion  <span style="font-size: 2em;">}</span>  <span style="font-size: 2em;">[</span> Focusing on primary prevention, extending healthy life expectancy and enhancing people's quality of life <span style="font-size: 2em;">]</span></p> <p>2. Setting specific targets to serve as an index for national health and medical care standards and promoting health building programs based on evaluations</p> <p>3. Creating social environments that support individuals' health promotion</p>
<p>(Outline of measures)</p> <p>① Lifetime health promotion</p> <ul style="list-style-type: none"> <li>• Establishment of health checkups and a complete health guidance system from infants and small children through to the elderly</li> </ul> <p>② Establishment of health promotion bases</p> <ul style="list-style-type: none"> <li>• Establishment of health promotion centers, municipal health centers, etc.</li> <li>• Securing sufficient manpower such as public health nurses and dieticians</li> </ul> <p>③ Dissemination and enlightenment of health promotion</p> <ul style="list-style-type: none"> <li>• Establishment of municipal health promotion councils</li> <li>• Promoting the use of recommended dietary allowances</li> <li>• Nutritional content labelling for processed food</li> <li>• Conducting studies on health promotion, etc.</li> </ul> <p style="text-align: right;">etc.</p>	<p>(Outline of measures)</p> <p>① Lifetime health promotion</p> <ul style="list-style-type: none"> <li>• Enhanced health checkup and guidance system from infants and small children through to the elderly</li> </ul> <p>② Establishment of health promotion bases</p> <ul style="list-style-type: none"> <li>• Establishment of health science centers, municipal health centers, health promotion facilities, etc.</li> <li>• Securing sufficient manpower such as health fitness instructors, registered dieticians, and public health nurses</li> </ul> <p>③ Dissemination and enlightenment of health promotion</p> <ul style="list-style-type: none"> <li>• Promoting the use of and revising recommended dietary allowances</li> <li>• Promoting recommended exercise allowance</li> <li>• Promoting the system to approve health promotion facilities</li> <li>• Promoting Tobacco Action Program</li> <li>• Promoting a system of nutrition information labelling for meals eaten outside home</li> <li>• Promoting cities with health oriented cultures and health resorts</li> <li>• Conducting studies on health promotion, etc.</li> </ul> <p style="text-align: right;">etc.</p>	<p>(Outline of measures)</p> <p>① National health promotion campaign</p> <ul style="list-style-type: none"> <li>• Dissemination and enlightenment of effective programs and tools with regular revision</li> <li>• Dissemination and enlightenment of the acquisition of good exercise habits and improved dietary habits with a focus on metabolic syndrome</li> </ul> <p>② Implementation of effective medical examinations and health guidance</p> <ul style="list-style-type: none"> <li>• Steady implementation of health checkups and health guidance with a focus on metabolic syndrome for insured persons/dependents aged 40 or older by Health Care Insurers (since FY 2008)</li> </ul> <p>③ Cooperation with industry</p> <ul style="list-style-type: none"> <li>• Further cooperation in voluntary measures of industries</li> </ul> <p>④ Human resource development (improving the quality of medical professionals)</p> <ul style="list-style-type: none"> <li>• Improved training for human resource development in cooperation between the government, prefectures, related medical organizations, and medical insurance organizations</li> </ul> <p>⑤ Development of evidence-based measures</p> <ul style="list-style-type: none"> <li>• Revision of data identification methods to enable outcome evaluations</li> </ul> <p style="text-align: right;">etc.</p>
<p>(Guidelines)</p> <ul style="list-style-type: none"> <li>• Dietary guidelines for health promotion (1985)</li> <li>• Report on nutritional content labelling for processed food (1986)</li> <li>• Announcement of a weight scale diagram and table (1986)</li> <li>• Report on smoking and health-related issues (1987)</li> </ul>	<p>(Guidelines)</p> <ul style="list-style-type: none"> <li>• Dietary guidelines for health promotion (by individual characteristics: 1990)</li> <li>• Guidelines for nutrition information labelling for meals eaten outside home (1990)</li> <li>• Report on smoking and health-related issues (Revised) (1993)</li> <li>• Exercise guidelines for good health (1993)</li> <li>• Promoting guidelines on rest for health promotion (1994)</li> <li>• Report on the study group on Tobacco Action Program (1995)</li> <li>• Report by the study group on separate smoking areas in public places (1996)</li> <li>• Physical activity guidelines by age (1997)</li> </ul>	<p>(Guidelines)</p> <ul style="list-style-type: none"> <li>• Dietary guidelines (2000)</li> <li>• Report by the committee for establishing standards to determine the effect of separating smoking areas (2002)</li> <li>• Sleep guidelines for health promotion (2003)</li> <li>• Guidelines on implementation of health checkups (2004)</li> <li>• Japanese Dietary Reference Intake (2005 edition) (2004)</li> <li>• Guidelines for well-balanced diet (2005)</li> <li>• Smoking cessation support manual (2006)</li> <li>• Exercise and Physical Activity Reference for Health Promotion 2006 (2006)</li> <li>• Exercise guidelines for good health 2006 (exercise guide 2006) (2006)</li> </ul>