1. Project Plan Background

**Basic Philosophy, Principle, and Goals**

- **[Basic Philosophy]**
  Creation of a cooperative society where everyone can live their lives securely
- **[Basic Principle]**
  - Respecting the feelings and independence of the elderly and their families
  - Society is supported by the elderly.
  - Establishing trusting relationships throughout the city
- **[Basic Goals]**
  - The elderly can live healthily and happily
  - Supporting the elderly through interaction and mutual assistance
  - Society in which the elderly with disabilities can live securely

**The 5th Shinagawa City Long-term Nursing Care Insurance Project Plan**

**Plan for Healthy Shinagawa Residents**

- Plan for Creating a People-Friendly Shinagawa

**Fitness Plan 21**

**Health & Welfare Plan for the Elderly**

**Local government**

**Residents**

**A wide range of social resources**

**Realizing a safe and secure city environment**
2. Shinagawa City Long-term Elderly Care Goals

“Live at home as long as possible”

7 Principles of Long-term Nursing Care for the Elderly

(1) Support for the independence of the elderly and their families
(2) User-oriented
(3) Emphasis on preventive care
(4) Comprehensive and efficient services
(5) Emphasis on home-based care
(6) Sound management of the system
(7) Mutual cooperation in the community (community support)
3. Three Systems that Support the Elderly

65 and over 70,800 (2013)

Healthy
55,500

Able to be independent

Slightly weak
3,500
Support level 1, 2
3,700

Need some support

Care level 1 to 5
4,000
Institutionalized
4,100

Need care service at home

Active elderly

Supported elderly

Elderly requiring care services

Social participation program

Working
Volunteer
Health promotion
Learning

Supporting network

Neighborhood support
Meal
Safety check
Care Prevention

Long-term home care system

Care management
Visiting Care
Short stay
Day service

Mutual support in the community

Various private and public care providers
Various private and public service providers

5th Shinagawa LTC Plan (2010)
4. Priority Issues and Projects Promoted in the 5th Term

Priority Issues

- Establishment of a Integrated Community Care System that Supports Home-based Care for the Elderly
- Facility Improvement as a Safety Net

7 Projects

1. Health promotion for the elderly and promotion of social participation programs
2. Improvement of a wide range of networks in cooperation with the community
3. Enhancement of the home-based nursing care support system
4. Improvement of services that support home-based care welfare
5. Improvement of care for the elderly with dementia
6. Promotion of cooperation between medical care and welfare
7. Improvement of long-term care facilities for the elderly
Preventive Long-term Care Projects

**Fitness**
- *Ikiiki* Fun Exercise Seminar
- *Ikiiki* Fun Muscle Strength Training
- Healthy *Yawara* Exercise

**Food**
- Home-made Cooking Class for Seniors (for men)
- *Wakuwaku* Fun Cooking

**Brain Function Training**
- *Ikiiki* Fun Exercise for Brain Function
- *Ikiiki* Fun Healthy Mah-jong
Ikiiki Fun Exercise Seminar

● Content:
Making a habit of exercising in the park utilizing the installed equipment
Operated by fitness and community instructors

● Location:
Suzugamori Park, Keiyo Park, Royal Sunny (elderly care facility),
Kitahama Park

● Achievements:
FY2012/ 4 locations/ 1,483 elderly
Ikiiki Fun Healthy Mah-jong
[No betting, drinking, or smoking]

Subject
Shinagawa City residents aged 60 or older
Fully implemented in April 2002

Starting Date

Project Contents
General: 7 programs
Slow: 17 programs
Beginners: 2 programs

FY2012 Achievements
Registered: 778 individuals
Total participants: 19,767 individuals

Registered: 778 individuals
Total participants: 19,767 individuals
Home-made Cooking Class for Seniors (for men)

Subject
• Shinagawa City residents aged 65 or older who have few opportunities to cook

Contents
• Shopping and Cooking (preparation and clean-up included)
• 1 venue, 10 sessions/ program, 2 times/ year
• Held at 2 venues
• Outsourced the operation to a public interest incorporated association, Senior volunteers involved

Achievements
• 740 individuals (FY2012)
Outline of the Lifestyle-related Disease Prevention Project

1. Health Checkups

Lifestyle-related diseases such as cancer, cardiac heart disease, and cerebrovascular disease account for 56.6% of mortality in Shinagawa Ward. (2012)

To prevent lifestyle-related diseases, Shinagawa City promotes health checkups for early detection and treatment.

- **Health Checkups**
  - In addition to the Specific Health guidance given by medical insurers to subscribers, Shinagawa provides health checkups.
  - Shinagawa Health checkups
    - Residents aged 40 or older who are not covered by medical insurance
  - Women’s Health checkups
    - Female residents aged between 16 and 34
  - Health checkups for individuals aged 35 or older
    - Residents aged between 35 and 39 (male/female)

- **Cancer Screening**
  - As a part of the measures for preventing cancer, which is the top cause of mortality, Shinagawa carries out 7 cancer screenings to promote early detection and treatment.
  - Females aged 20 or older
    - Uterine cancer screening
  - Females aged 34 or older
    - Breast cancer screening
  - Males/Females aged 40 or older
    - Screening for gastric, lung, colon, and pharyngeal cancer screening
  - Males aged 55 or older
    - Prostatic cancer screening
2. Fitness Exercise

Through the provision of Healthy Exercise Seminars for the elderly and Interactive Healthy Exercise Seminars for elderly requiring support for independence, Shinagawa promotes exercise as a lifelong habit for health maintenance, and to prevent lifestyle-related diseases, falls, and bone fractures.

- Healthy Exercise Seminars
  • Targeting residents aged 60 or older, we hold Trim Exercise Seminars once a week at 43 locations in Shinagawa City.
  One session is for approximately 20 individuals. A total of 34,938 participants in 2012.

- Interactive Healthy Exercise Seminars
  • Targeting the elderly aged 65 or older who with weak body and tend to stay home, we hold healthy exercise seminars that individuals can participate in while seated. The seminars are held once a month at 13 locations in Shinagawa City.
  A total of 2,287 individuals participated in 2012.
3. Health Promotion Committee Members (Volunteers)

Shinagawa City commissions individuals recommended by concerned parties to act as Health Promotion Committee Members to promote healthy resident lives. Furthermore, we also ask individuals recommended by residents’ associations to become health promotion volunteers for the promotion of healthy lives in each area.

<table>
<thead>
<tr>
<th>Shinagawa Health Promotion Council</th>
<th>Health Promotion Committees</th>
</tr>
</thead>
<tbody>
<tr>
<td>(30 members)</td>
<td>The Committees consist of 215 members recommended by 13 residents’ associations in Shinagawa City.</td>
</tr>
<tr>
<td>- The Council consists of 13 members recommended by medical institutions, dental associations, pharmacists associations and health promotion organizations (Trim Exercise Association, Shinagawa Dieteric Association, Radio Exercise Association, Sports Promotion Committee, etc.), 13 Health Promotion Committee Directors, and 4 concerned workers.</td>
<td>- Activities in the community</td>
</tr>
<tr>
<td>- The Council carries out enlightenment activities for health promotion.</td>
<td>- Interactive Health Promotion Seminars</td>
</tr>
<tr>
<td></td>
<td>- Lectures for health promotion (lifestyle, exercise, etc.)</td>
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<td></td>
<td>- Healthy Food Cooking Lessons</td>
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<td></td>
<td>- Walking</td>
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</table>

- Interactive Health Promotion Seminars
- Lectures for health promotion (lifestyle, exercise, etc.)
- Healthy Food Cooking Lessons
- Walking
Shinagawa Silver Human Resources Center

The Center provides work opportunities for healthy elderly around 60 years of age or older who desire extra income or something to keep occupied. It is a public interest incorporated association.

**Purpose**
The elderly who do not wish to be employed fulltime, but wish to have something to do become Center members. Using their long experience and capabilities, we provide support to ensure the motivation to live a healthy life.

**Content**
The Center receives work requests appropriate for the elderly from companies and individuals, and selects appropriate members in accordance with capabilities and interest.

**Major Work**

**Office Work**
- General office work
- Computer data entry (accounting)

**Copyist**
- Writing addresses and names
- Writing service orders, letters of appreciation

**General**
- Building cleaning
- Weed removal
- Letter delivery
- Park cleaning

**Services**
- House cleaning
- Laundry
- Cooking meals
- Picking up children

**Technical**
- Replacement of paper sliding screens (fusuma & shoji)
- Cutting trees
- Japanese dressmaking

**Achievements (FY2012)**

- **Members**
  - 2,626 individuals
- **Total workforce**
  - 329,378 persons
- **Commissioned work**
  - 16,708 cases
- **Income**
  - ¥1,304,808,000
# Lifelong Work Project

**Sapo Shinagawa** (Free Job Placement Office)

This is a job search service jointly operated by Shinagawa City Council on social welfare and Shinagawa City Silver Human Resource Center provided free of charge to individuals around 55 years of age or older.

### Purpose
Considering the conditions and purpose work for the elderly, which are different from younger generation, we strive to meet the diversified needs of older job seekers, such as the desire to keep occupied or work for a shorter number of hours.

### Content
Targeting elderly individuals around 55 years of age, we introduce jobs free of charge. We also organize job matching workshops for both companies and job seekers, and seminars for the elderly who are seeking jobs to promote matching.

### Participants (FY2012)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Frequency</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Job Matching Workshops</td>
<td>2 times</td>
<td>522 individuals</td>
</tr>
<tr>
<td>Employment Support Seminars</td>
<td>12 times</td>
<td>32 individuals</td>
</tr>
<tr>
<td>On-site Employment Consultations</td>
<td>4 times</td>
<td>32 individuals</td>
</tr>
<tr>
<td>Mini Job Matching Workshops</td>
<td>5 times</td>
<td>214 individuals</td>
</tr>
<tr>
<td>On-site Information Session</td>
<td>6 times</td>
<td>42 individuals</td>
</tr>
<tr>
<td>Job Seeker Seminars</td>
<td>1 time</td>
<td>45 individuals</td>
</tr>
</tbody>
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### Achievements (FY2012)

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**Total users**: 5,961 individuals  
**Employed**: 357 individuals  
**Job offers**: 1,090 jobs
Outline of the Shinagawa Ward Small to Medium Sized Enterprises’ Ctr.

[Purpose]
The Small to Medium Sized Enterprises’ Ctr. is operated for the purpose of promoting small business and supporting welfare benefits for small and medium business employment.

Basic Information (Job Description)
- Conference room rental service
- Seminars
- Loan facilitation for business
- Aid for shops and manufacturers
- Welfare benefits for small and medium business employees
  (Small to medium Sized Enterprises ‘ Ctr.)

Building Information

<table>
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<th>Description</th>
</tr>
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<tbody>
<tr>
<td>5th &amp; 6th Floor</td>
<td>Shinagawa Sch. of Community Care Worker</td>
</tr>
<tr>
<td>4th Floor</td>
<td>Employee Welfare Association/ Tenants</td>
</tr>
<tr>
<td>3rd Floor</td>
<td>Rental Rooms (Conference Room, Japanese Room, Recreation Hall, Salon, Group Room, Kids’ Room)</td>
</tr>
<tr>
<td>2nd Floor</td>
<td>Front/ Rental Rooms (Seminar Rooms)/ Igo &amp; Shogi Corner/ Commercial &amp; Tourism Dept./ Manufacture &amp; Management Support Dept.</td>
</tr>
<tr>
<td>1st Floor</td>
<td>Lobby/ Restaurant/ Coffee Shop/ Employment Center/ Sapo Shinagawa/ Traditional Art Craft Corner</td>
</tr>
<tr>
<td>Basement</td>
<td>Music Room/ Photo Lab</td>
</tr>
</tbody>
</table>

(Gymnasium Building)

<table>
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<tr>
<th>Floor</th>
<th>Description</th>
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<tbody>
<tr>
<td>1st &amp; 2nd Floor</td>
<td>Sports Room/ Health Training Room</td>
</tr>
<tr>
<td>Basement</td>
<td>Parking Lot/ Pottery Room/ Fureai Workshop</td>
</tr>
</tbody>
</table>

Photos from the Festival