



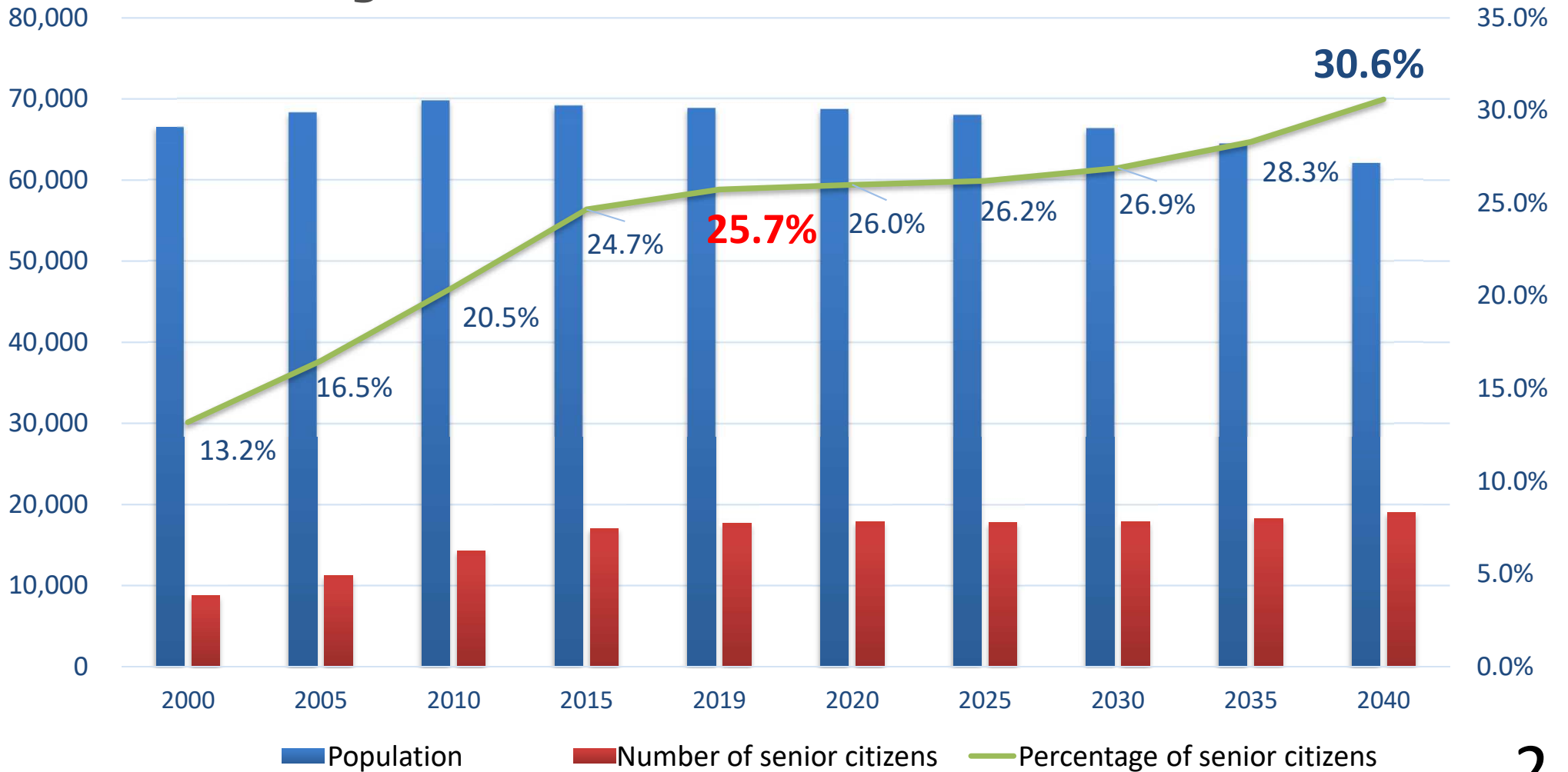
The 17th ASEAN and Japan High Level Officials Meeting on Caring Societies
Dec. 4, 2019

Regional Development to Address the Needs of Aging Populations ~Keyaki Lively Project~

Masafumi Koki, Mayor of Toyoake, Aichi Prefecture

Overview of Toyoake

- Population: 68,817
- Number of senior citizens (65 years old or older): 17,715
- Percentage of senior citizens: **25.7%**



Hospitals and housing complexes in Toyoake



Fujita Health University Hospital

Number of beds allowed : 1,435 beds

Average number of outpatients: Approx. 2,100/day

Number of medical staff: Approx. 2,600

Toyoake Housing complexes

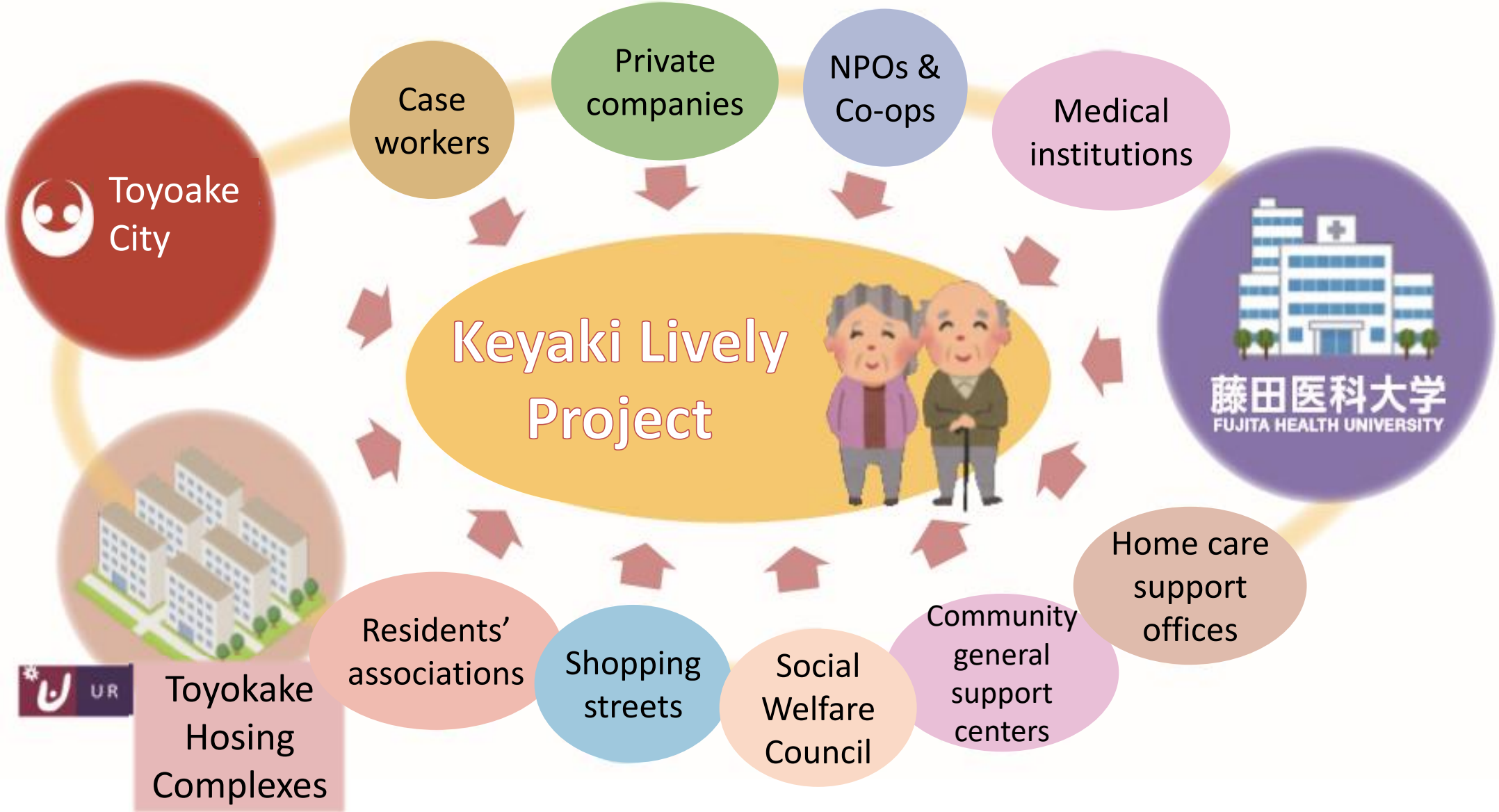
2,127 dwellings, 55 buildings

Population: 4,228 Number of households: 2,320

Population aging rate: 28.8% (or 35.1% when excluding foreigners)



Lively project for Keyaki Housing Complexes in Toyoake through cooperation of government, industry, academia and citizens to promote comprehensive regional care

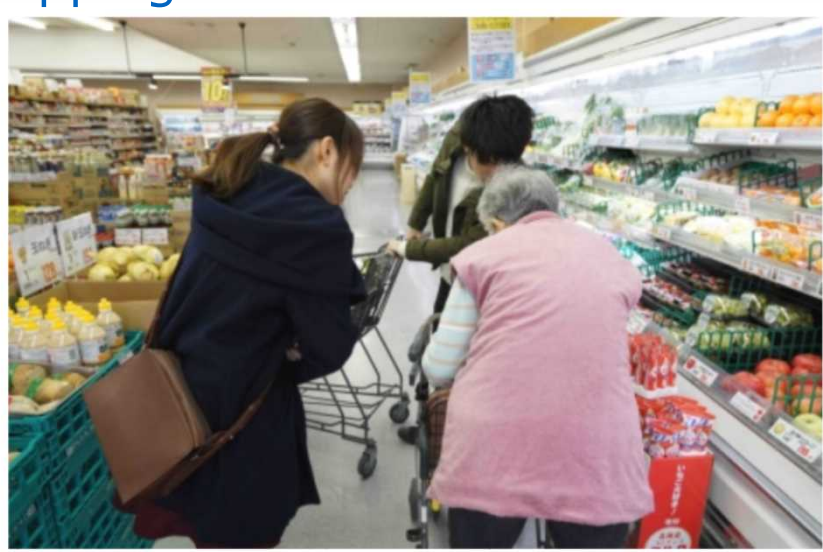


Students living in Toyoake participate in local activities

Disaster drills



Students supporting senior citizens in shopping



Having lunch with single-living senior citizens



Summer festival in Toyoake Housing Complexes



Promising resources identified by knowing senior citizens' daily lives

This may be useful



Life support coordinator

Resources identified through support cases

I used to enjoy Karaoke

I can't take my purchases home

Destinations where pickup services are available

Places within walking distance of my house

Agreement with private businesses to promote service creation



Government: Hosting liaison meetings and disseminating information to residents
 Businesses: Recognizing senior citizens' needs and creating services

Free delivery of purchased goods
Care prevention classes
Livelihood assistance and homemaking support
Health and fitness courses
Health and care prevention classes
Outing and bathing support with pickup bus service
Support for keeping the house tidy and livelihood assistance
Hiring senior citizens for easy cleaning jobs
OYZ, an exercise program for senior citizens
Seishun (adolescence) pops for health promotion through songs
On-demand pickup services
Measures against fragility

Promoting “Commutable places” by making the most of private resources in the community



Commuting to natural hot spring facilities using free pickup bus services



Attending physical exercise classes held in Karaoke facilities



Taking health instruction lessons by instructors



Attending health promotion events at drugstores

Producing commutable places and commuting means through collaboration between local private businesses
On-demand share-ride buses offering pickup services to and from commutable places for senior citizens

Gyms



Public facilities



Hospitals and clinics

“Choi-soko”: Share-ride pickup bus service allowing senior citizens to ride at convenient time to go where they want to go



Karaoke bars



Culture lessons



Supermarkets



Hot-spring facilities



Resident-based Mutual Support Mechanism

Toyoake Otagaisama (mutual cooperation) Center “Chatto”

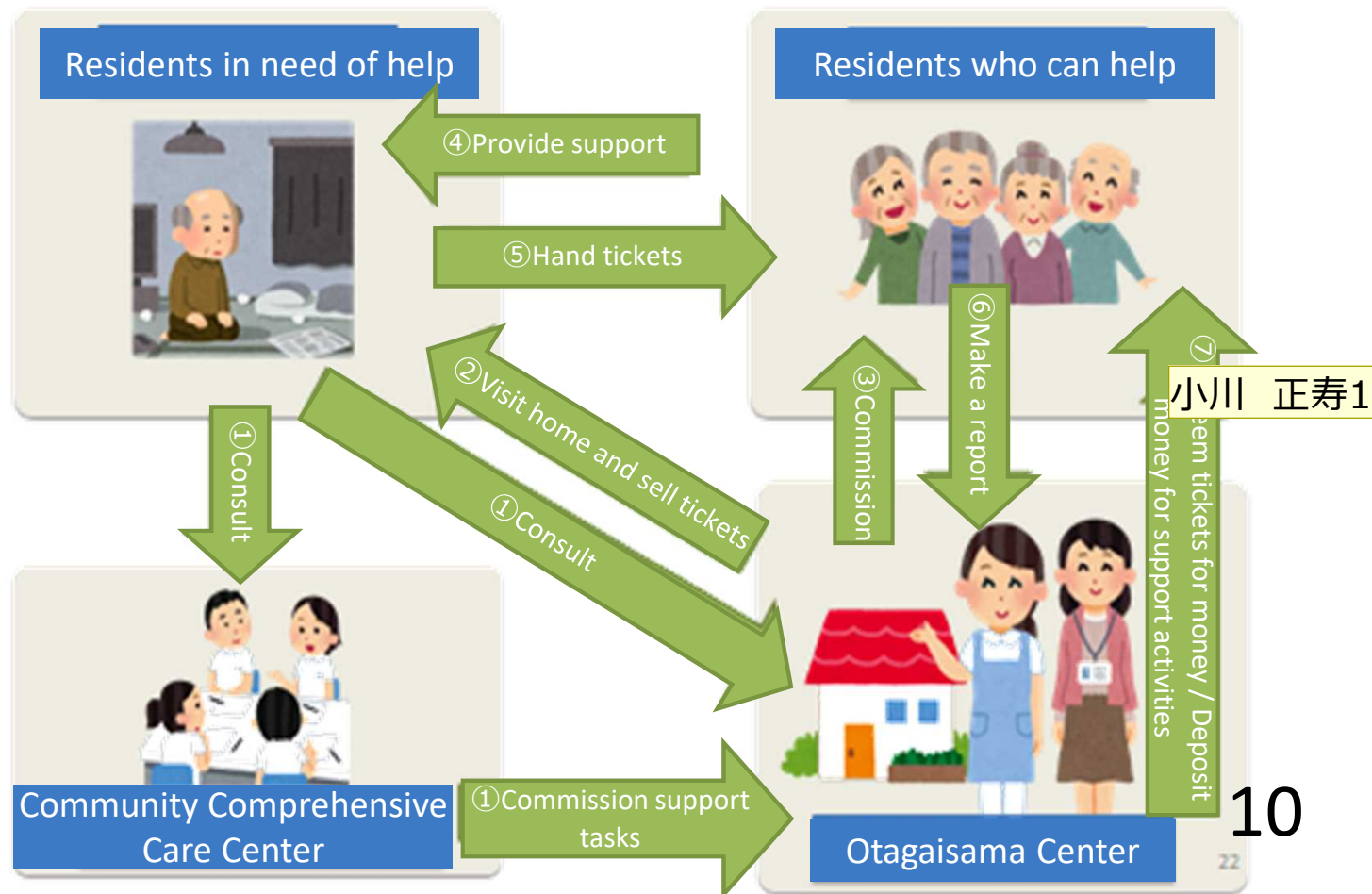
Detail of the project

Promoting the project not as an administrative service but mutual support activities by residents

Otagaisama Center “Chatto” coordinate “mutual support” activities by residents, in which residents help other residents who have some trouble (¥250/30 min.)

Number of supporter residents (as of April 2019): 211

Mechanism of Toyoake Otagaisama Center “Chatto”



スライド 10

小川 正寿1 Turu tickets into money ⇒Redeem tickets for money
小川 正寿, 2019/11/27

Toyoake's Goal: Comprehensive Community Care System



Seek, find and create a system which supports
“happiness in ordinary life”

