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%

Graph showing the population, number of senior citizens, and percentage of senior citizens from 2000 to 2040.
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

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<th>Services</th>
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<td>Free delivery of purchased goods</td>
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<td>Care prevention classes</td>
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<td>Livelihood assistance and homemaking support</td>
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<td>Health and fitness courses</td>
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<td>Health and care prevention classes</td>
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<td>Outing and bathing support with pickup bus service</td>
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<td>Support for keeping the house tidy and livelihood assistance</td>
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<td>Hiring senior citizens for easy cleaning jobs</td>
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<td>OYZ, an exercise program for senior citizens</td>
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<td>Seishun (adolescence) pops for health promotion through songs</td>
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<td>On-demand pickup services</td>
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Government: Hosting liaison meetings and disseminating information to residents
Businesses: Recognizing senior citizens’ needs and creating services
Promoting “Commutable places” by making the most of private resources in the community

- Attending health promotion events at drugstores
- Attending physical exercise classes held in Karaoke facilities
- Commuting to natural hot spring facilities using free pickup bus services
- Taking health instruction lessons by instructors

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

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.
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”

Residents in need of help

Residents who can help

① Consult
② Visit home and sell tickets
③ Commission
④ Provide support
⑤ Hand tickets
⑥ Make a report
⑦ Redeem tickets for money / Deposit money for support activities

Community Comprehensive Care Center

Otagaisama Center

小川 正寿
Turu tickets into money ⇒ Redeem tickets for money
Toyoake’s Goal: Comprehensive Community Care System

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