

# Kawasaki City's Health and Welfare Initiatives: Circulating the Power of Citizens and Businesses

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# Presentation Topics

- Overview of Kawasaki City
- Health and Welfare Issues in Kawasaki City
- Strategic Vision for Health and Welfare Issues
- Kawasaki City's Integrated Community Care System
- Kawasaki City's Health Promotion Plan and Grassroots Activities
- Summary



# Diversity in Kawasaki City

Traditional aspect



Kawasaki developed as a post town during the Edo period.

Industrial city aspect

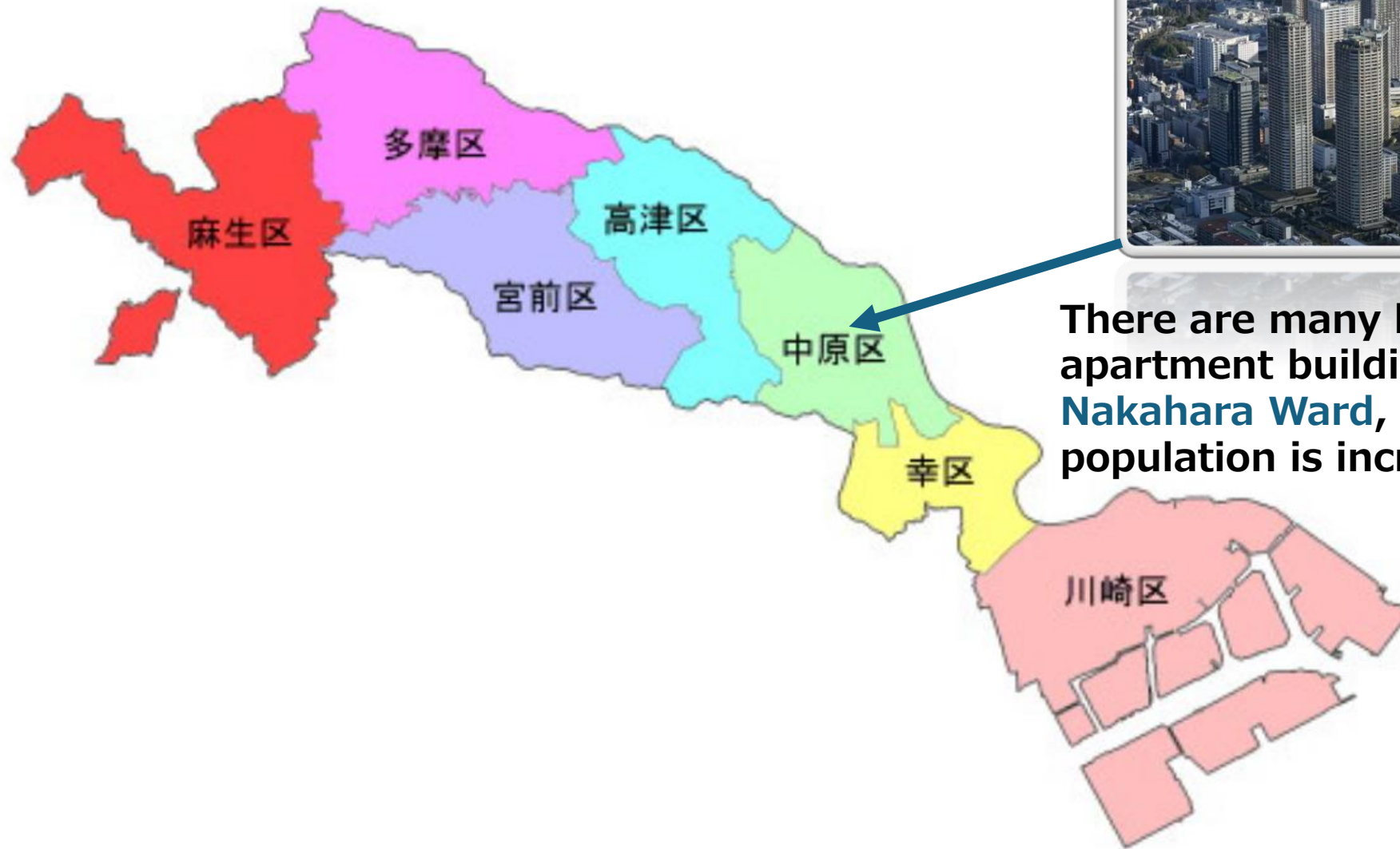


Kawasaki developed as a heavy industrial city in the Keihin industrial area from the 1950s.

New technology industry and residential areas



# Diversity in Kawasaki City



There are many high-rise apartment buildings in **Nakahara Ward**, and the population is increasing.





# Diversity in Kawasaki City

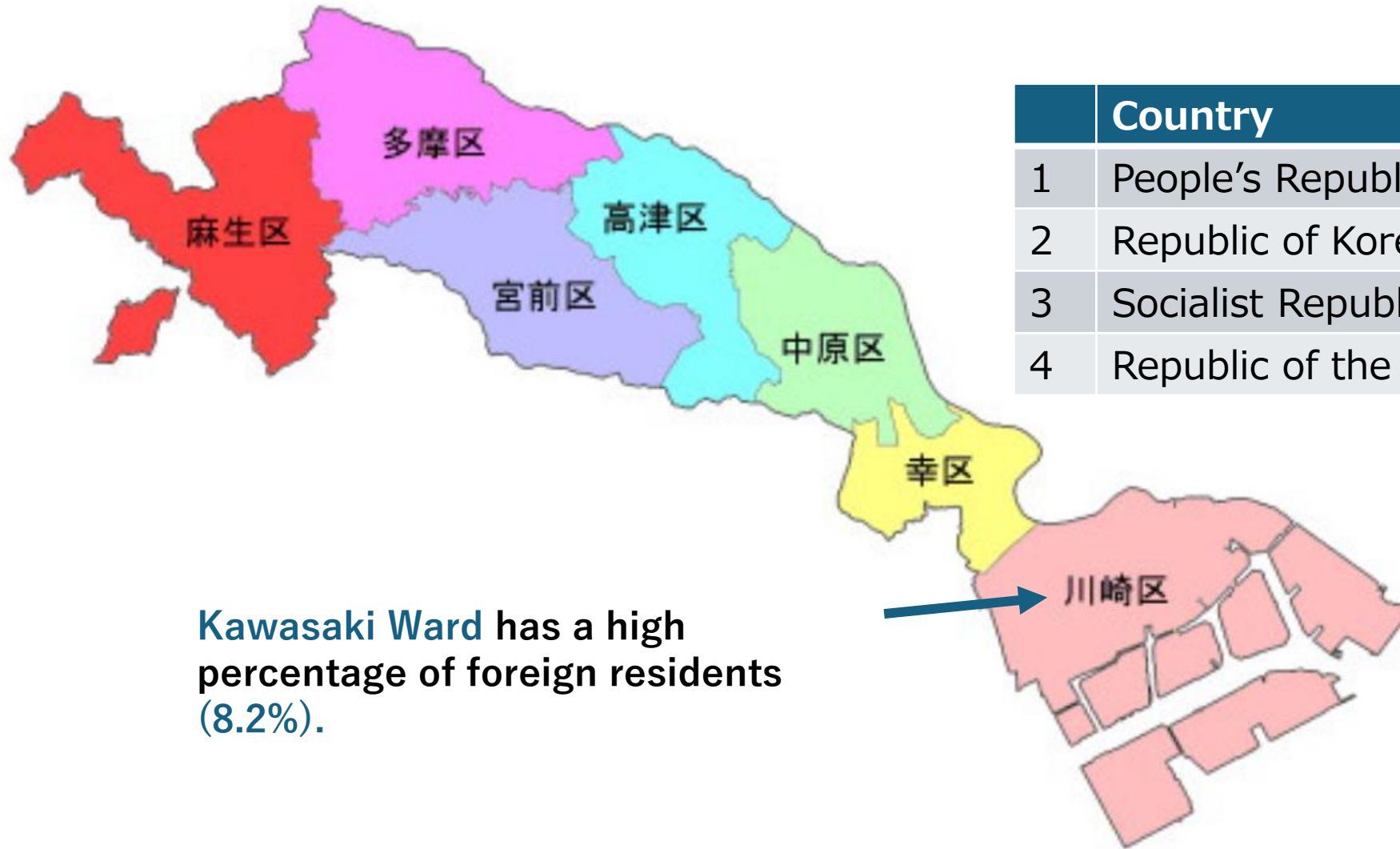


**Asao Ward** has the **highest average life expectancy** in Japan for both men and women (2020), making it a town of longevity.

Healthy walking tour



# Diversity in Kawasaki City

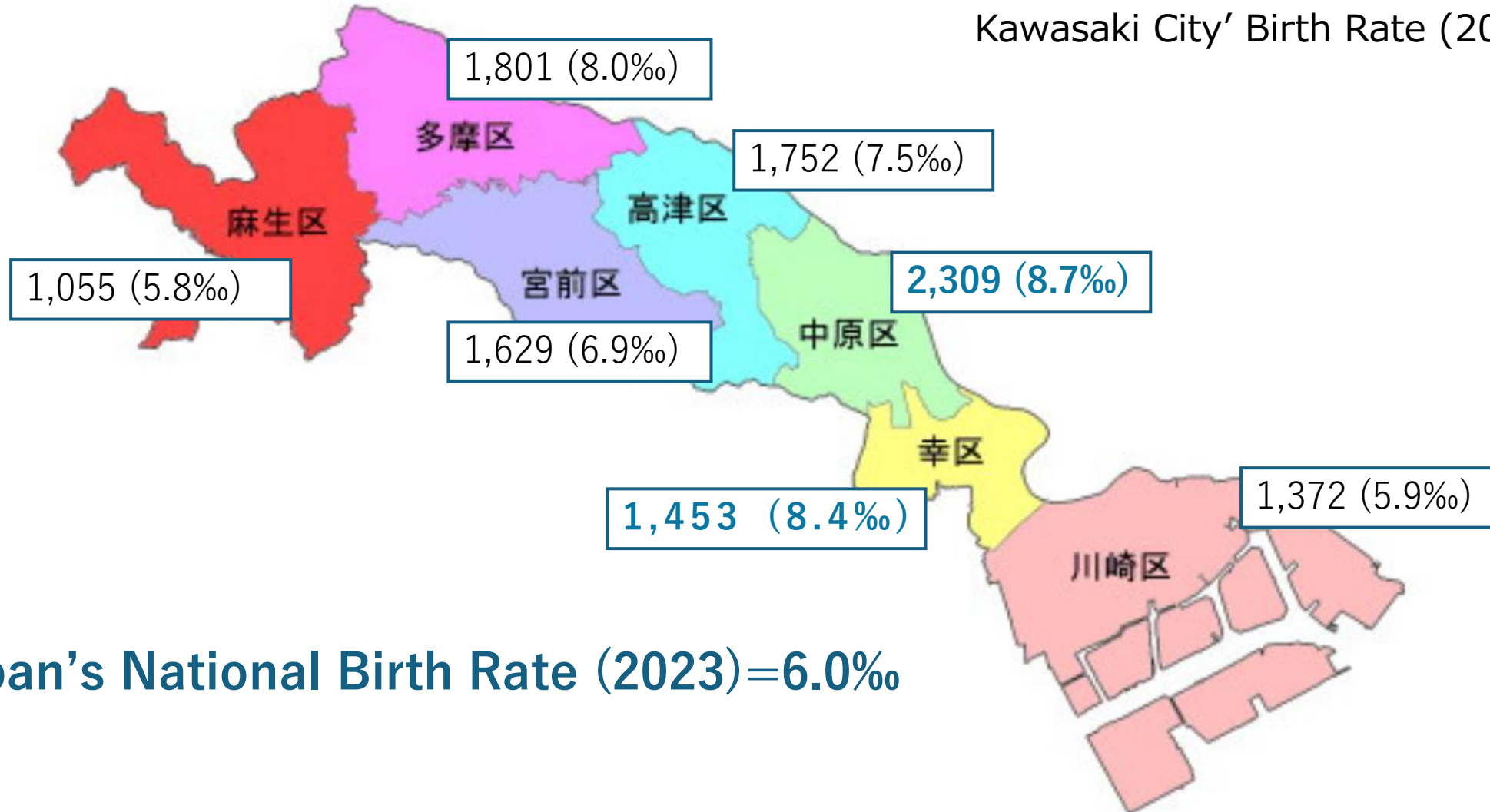


**Kawasaki Ward** has a high percentage of foreign residents (8.2%).



# Diversity in Kawasaki City: Birth Rates

Kawasaki City' Birth Rate (2023)=7.4

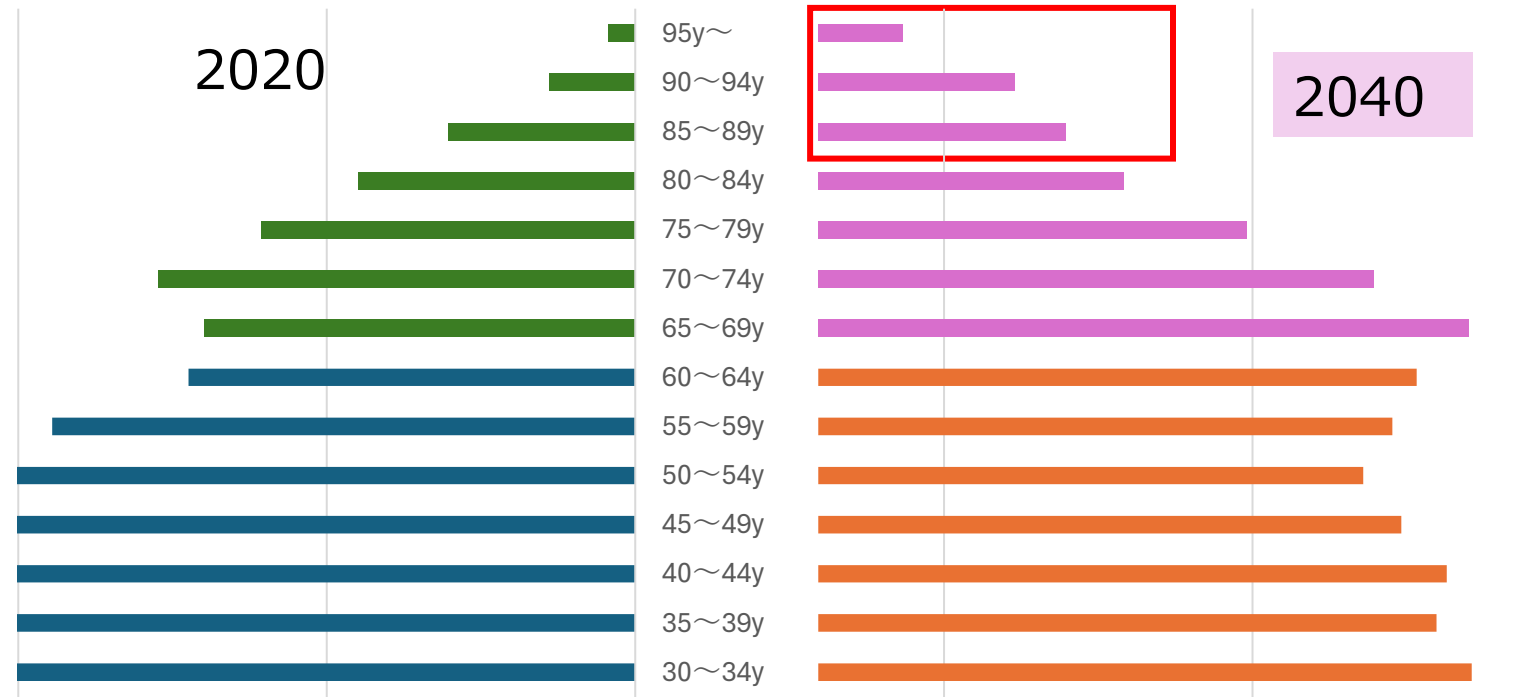


Japan's National Birth Rate (2023)=6.0‰



# Health and Welfare Issues in Kawasaki City

Age pyramid of Kawasaki City's population

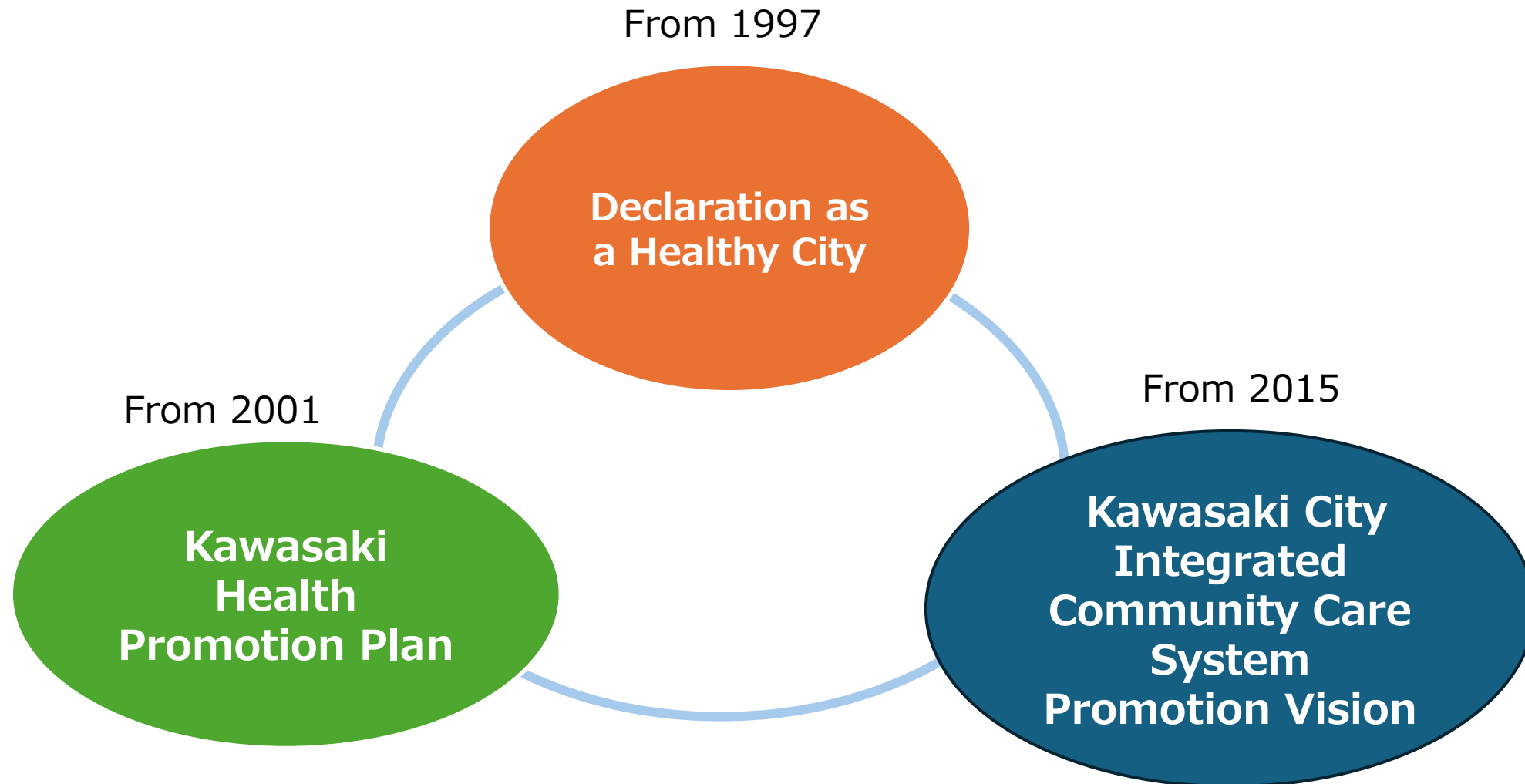


- Rapid population aging
- Increasing number of people with disabilities
- Large population mobility

Population Census by the  
Ministry of Internal Affairs  
and Communications and  
Future Population  
Projections by the  
National Institute of  
Population and Social  
Security Research



# Strategic Vision for Health and Welfare Issues



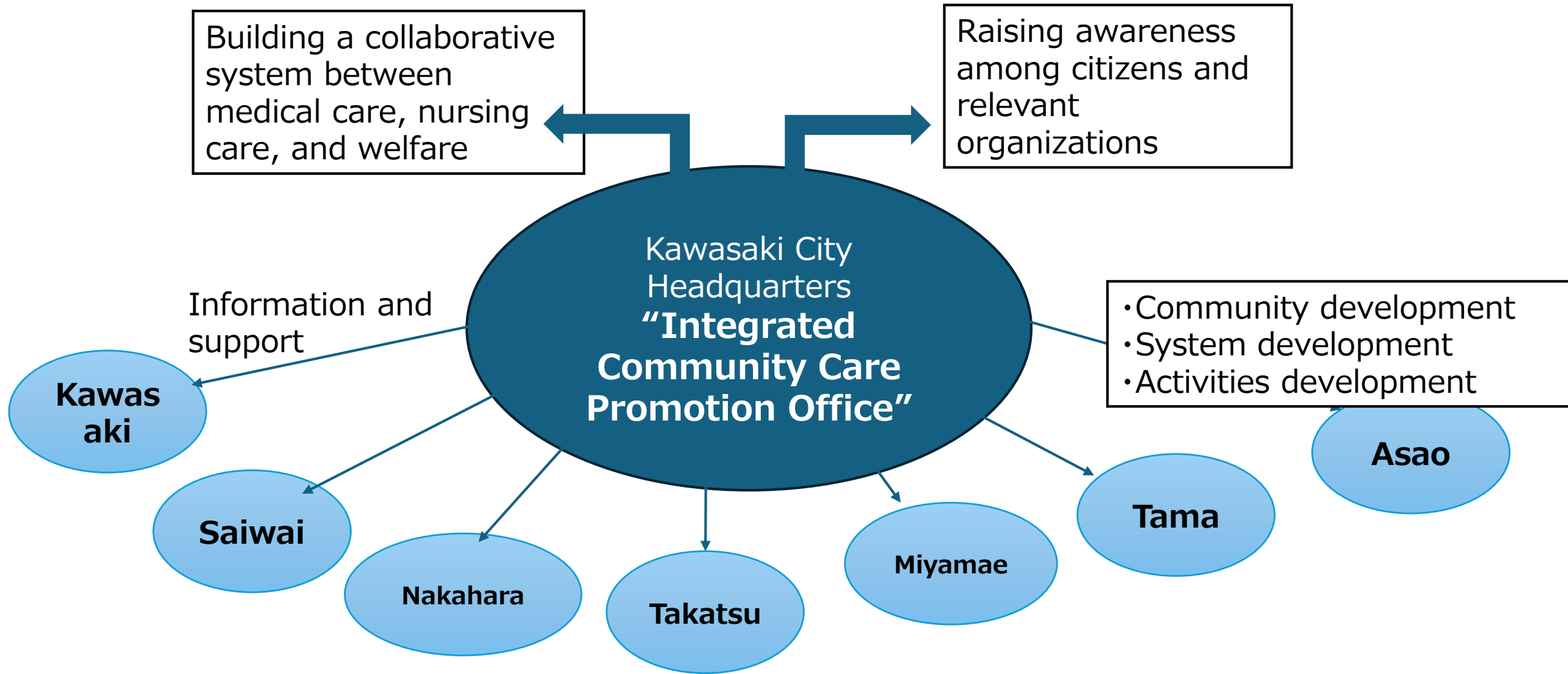
# Kawasaki City's Integrated Community Care System Concept

- The Kawasaki City Integrated Community Care System Promotion **Vision** was established in 2015.
- **Goal Setting:** To build a care system **for all citizens**, including older people, people with disabilities and parents with children.
- **Organizational Reform:**  
Establishment of an “**Integrated Community Care Promotion Office**”

Kawasaki City  
Headquarters  
“**Integrated  
Community Care  
Promotion  
Office**”



# Kawasaki City's Integrated Community Care System Concept



# Kawasaki City's Integrated Community Care System Concept

Building a collaborative system among medical care, nursing care, and welfare

Raising awareness among citizens and relevant organizations



Kawasaki City  
Headquarters  
**"Community Care  
Promotion Office"**



Medical and Nursing Care  
Cooperation Working Group



Citizens' networking meeting





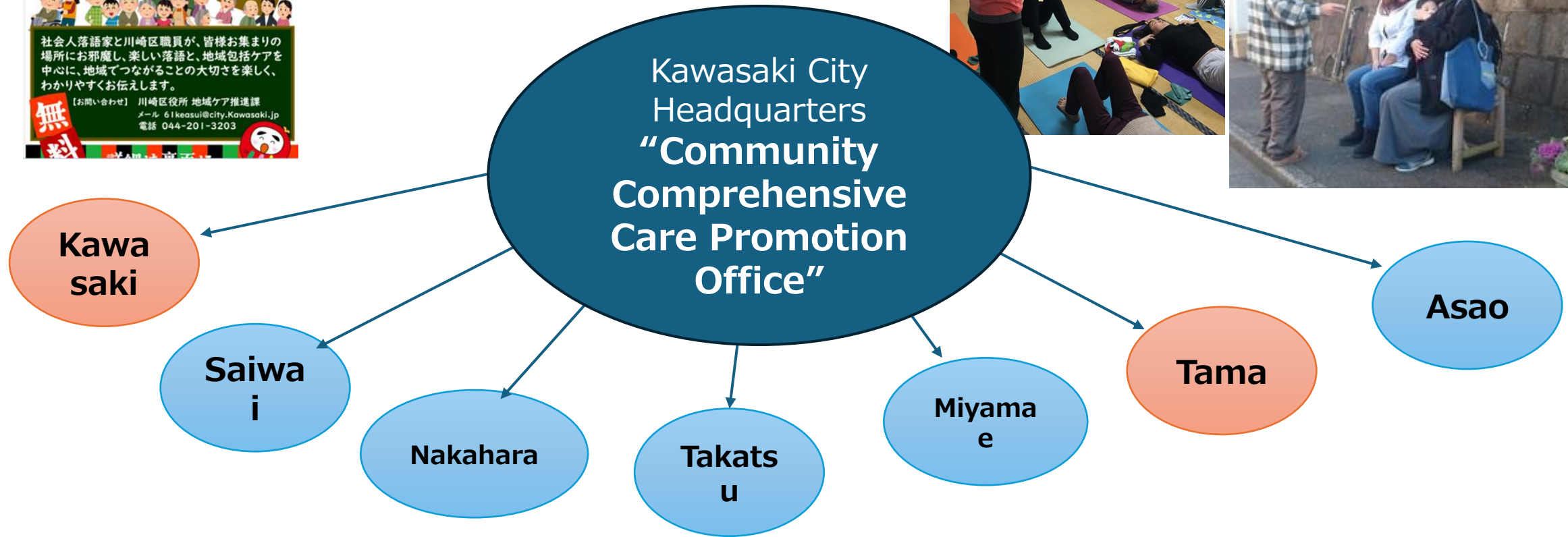
# Kawasaki City's Integrated Community Care System Concept



Raising awareness of community-based comprehensive care using "RAKUGO"

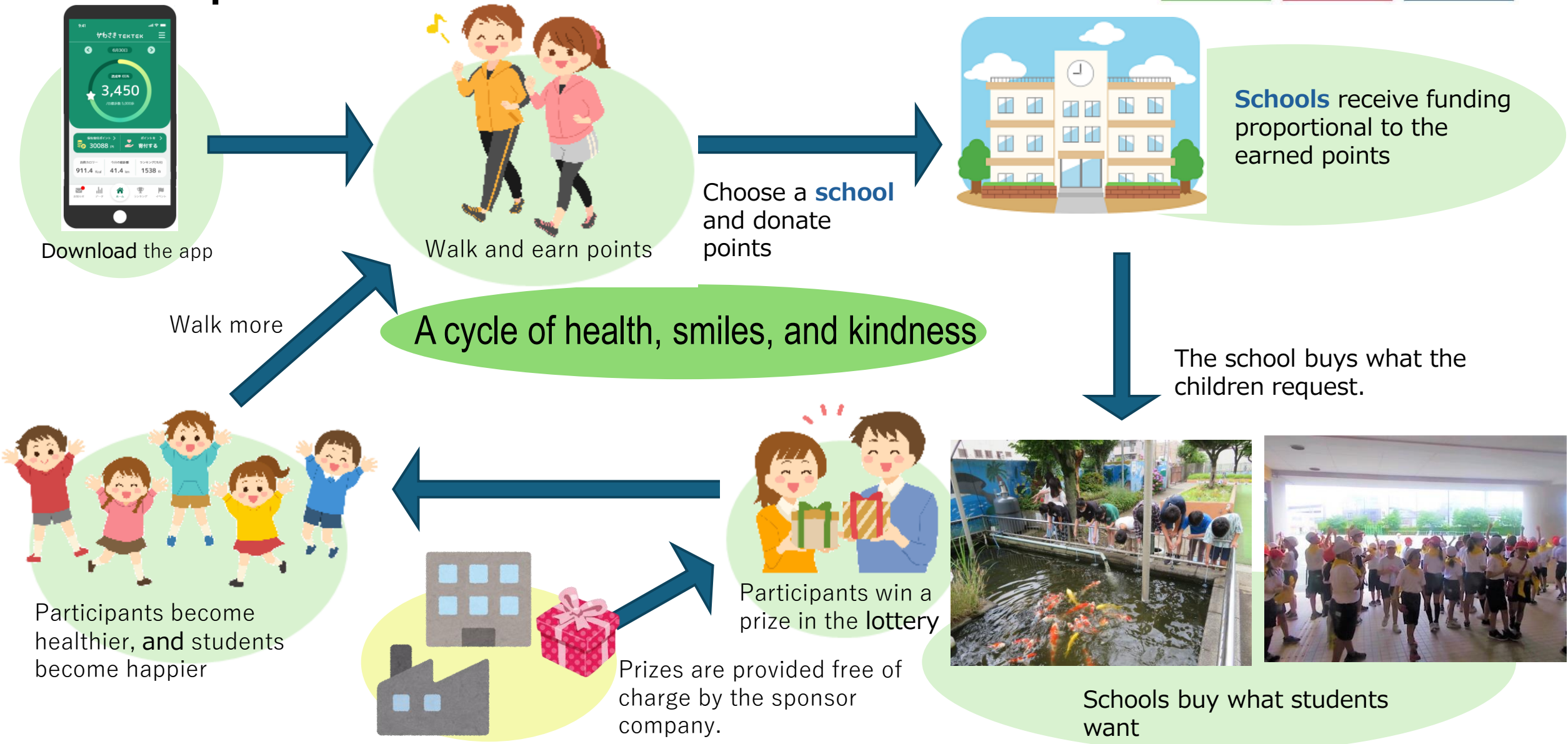


A town with chairs and communication



# Health Promotion Activities

## Example 1. Kawasaki TEKTEK



# Health Promotion Activities

## Example 1. Kawasaki TEKTEK



- Walking Points System for Citizens
- Number of participants

Citizen: 51,094 (3.3% of citizen)  
Non-citizen: 5,083

- **Budget**

App development: 10 million yen

App operation: 10 million yen

- **Success of this project:** Survey results

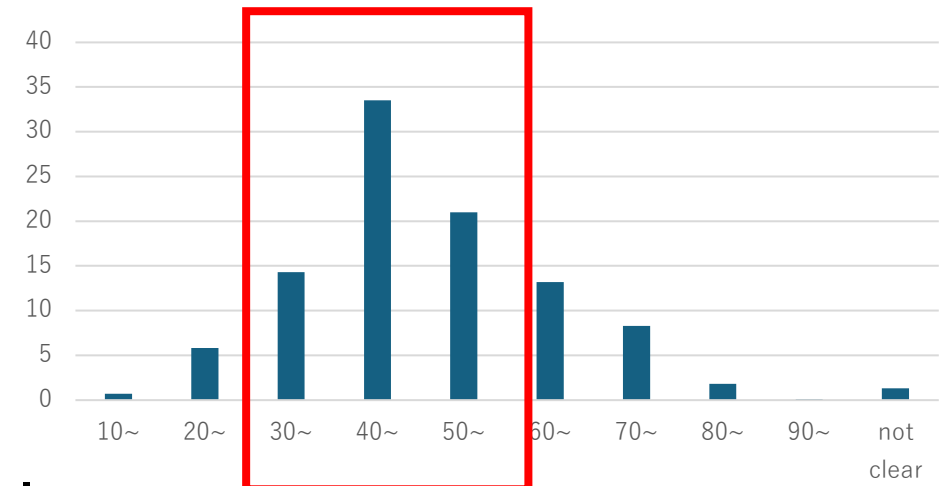
“Why did you join Kawasaki TEKTEK?” (multiple answers possible)

① **Because, I can support children : 88.2%**

② For my own health: 48.5%

③ Because I want a prize: 16.2%

Percentage of Participants by Age Group





# Grassroots Health Promotion Activities by Citizens Example 2



- The annual “Baby Step and Crawling Gathering ” has continued for 30 years.
- It is based on the parenting consultation meetings held in each area of Saiwai Ward.
- In 2024, 80 parent-child pairs participated.
- It fosters intergenerational interaction, involving **junior high students** and **seniors**.





# Grassroots Health Promotion Activities by Citizens Example 3



- The housing complex in Saiwai Ward was **built in 1972** and has approximately **3,600 units**.
- Currently, **about 60% of the residents** are over 65 years old.
- Residents, related organizations, and the municipality work together to develop health promotion activities.



Kawaramachi area



Community-led health events

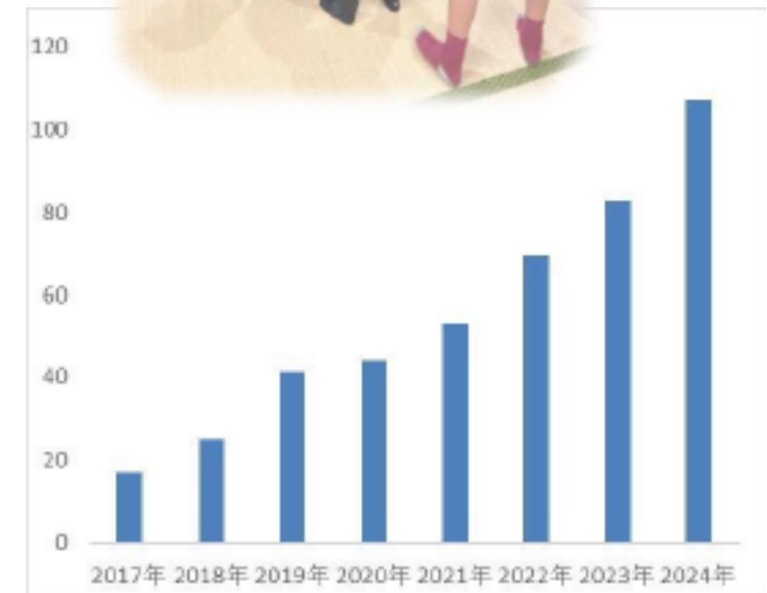


# Grassroots Health Promotion Activities by Citizens Example 4



**Children's cafeterias:** Places where children can safely go by themselves and eat for free or at a low cost.

- They are of great significance as part of a citizen-based child-rearing support program.
- There are currently **107 locations** in Kawasaki City, and the number is increasing every year.
- The main reason for the increase is the growth in the number of people wanting to work as volunteers.
- Food donations from companies are also a major source of support.





# Promoting Health through Food Circulation using Agriculture



"Kawasaki Sodachi"



The women's agricultural group has promoted vegetable consumption since 1995.

Local consumption and health education at school lunches



Agriculture Promotion Division of Kawasaki City



More than 70% of the farmers in Kawasaki City sell their produce directly to the markets.



# City Administration Involvement Creates a Cycle of Power between Citizens and Businesses

- The urgent issue is to build a system to deal with the rapid increase in **the population of older people**.

## <Strategies for solving issues in Kawasaki City>

- Kawasaki City has been a hub for manufacturing and workers.
- The **power of citizens** and **businesses** is being skillfully incorporated into the Integrated Community Care System and the Health Promotion **Plan**.
- The “local health and welfare centers” in each ward continuously support grassroots health promotion activities.
- Kawasaki City regularly holds meetings that bring **together relevant departments**, which is one of the factors leading to policy formulation that **brings together various fields**.
- **A cordial relationship is being promoted among powerful citizens, businesses, and the municipal organization.**

