

# [City of Yokohama] Coordination between Initiatives for Japan's Top Healthy Life Expectancy and Community Building Policies

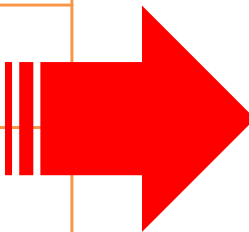


“Yokohama Healthy Family”

Sixth International Forum on the “FutureCity” Initiative, Break-out Session 2  
August 30, 2016

## ◇ Yokohama's Population and Aging

	(End of March 2016)	(2025)
<b>Total Population</b>	Approx. 3.73 million	
<b>Number of elderly</b>	Approx. 870,000	<b>Approx. 1 million</b>
<b>Elderly percentage</b>	Approx. 23%	<b>Approx. 26%</b>



## ◇ Yokohama's Healthy Life Expectancy (2010)

Source: Healthy Life Expectancy of Japan's Top 20 Cities, Research Team, Ministry of Health, Labor and Welfare

	Healthy Life Expectancy		Average Life Expectancy	
	Male	Female	Male	Female
<b>Yokohama City</b>	<b>70.93 years</b>	<b>74.14 years</b>	<b>80.29 years</b>	<b>86.79 years</b>
All Japan	70.42 years	73.62 years	79.55 years	86.30 years

# ◇ Initiatives for Japan's Top Healthy Life Expectancy

**Japan's Top Healthy  
Life Expectancy**

**2nd Healthy Yokohama 21  
10 YOKOHAMA HEALTH ACTION Leading Programs**

## Healthy, Active Life

### Improvement of Individual Lifestyles

**<<Action 1>> Promotion of Yokohama Healthy Style  
(Yokohama Walking Points Program, etc.)**

**<<Action 2>> Supporting the health of welfare recipients**

**<<Action 3>> Preventing aggravation of illness**

**<<Action 4>> Education about locomotive syndrome**

## Environment for Easy Health Promotion

### Improvement of Social Environment

**<<Action 5>> Harnessing the region's senior power**

**<<Action 6>> Support for healthy business management**

**<<Action 7>> Businesses working with residents  
to promote health**

**<<Action 8>> Health caravan**

**<<Action 9>> Yokohama Wellness Promotion**

**<<Action 10>> Effective use of health data**

# ◇ Yokohama Walking Point Program

(Launched November 2014)



Collect points at various locations and have fun while getting fit!



## Target

Yokohama residents aged 18 years and over

## Objective

To help Yokohama residents to have fun as part of their daily lives, while **getting fit by walking** regularly

As of August 2016

Individual applications received

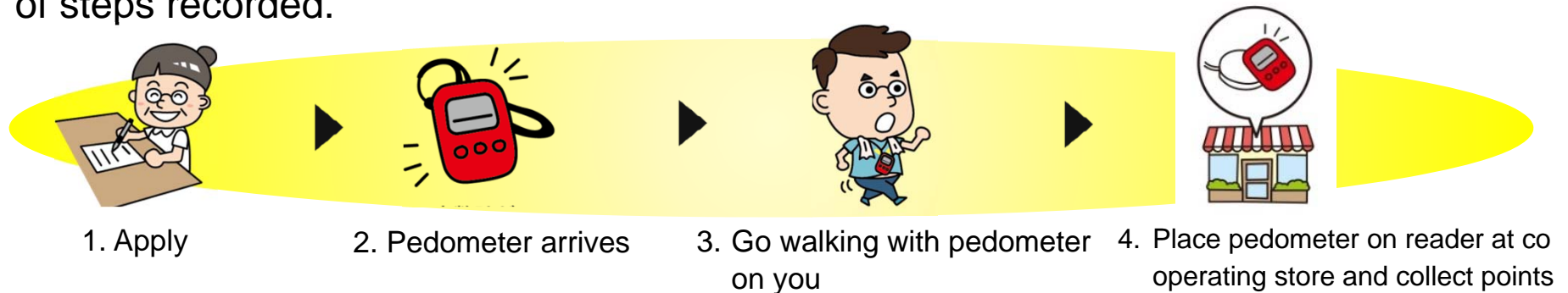
Approx. 200,000

Participating businesses

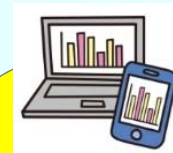
Approx. 400

# Details of Program (Yokohama Walking Point Program)

- Applicants received a **data-transmitting pedometer** for free (participant pays for postage).
- Participants carry their pedometer with them when they walk, stopping along the way to place it on one of the **special data readers** installed in around 1,000 cooperating stores and other places around the city. They then receive points corresponding to the number of steps recorded.



- (1) **Win prizes in lottery** corresponding to saved points!
- (2) In months when all participants reach a target number of steps (average 100,000 steps/month), the city will **donate to the UN World Food Program** as part of its social contribution activities!
- (3) Check step data, etc. on the exclusive website. Regular reports are sent.



## Yokohama Walking Point Usage Survey Report (released Dec 2015)

– From Participants Questionnaire Survey Results –

### Improvement in healthy behavior

- **Approx. 90%** responded that the program **“was good motivation to walk more.”**
- **Approx. 60% of participants who previously did not exercise** said that they **“now exercise.”**

### Improvement in social capital

- **Approx. 20%** said that their **“friendship networks have expanded.”**

### Improvement in health awareness

- **Just over 40%** felt that they are **“healthier than before.”**



(“Sense of healthiness” is one indicator used to calculate healthy life expectancy.)

**Results have given rise to hope that, with the improvement in participants’ sense of healthiness, healthy life expectancy can be increased.**

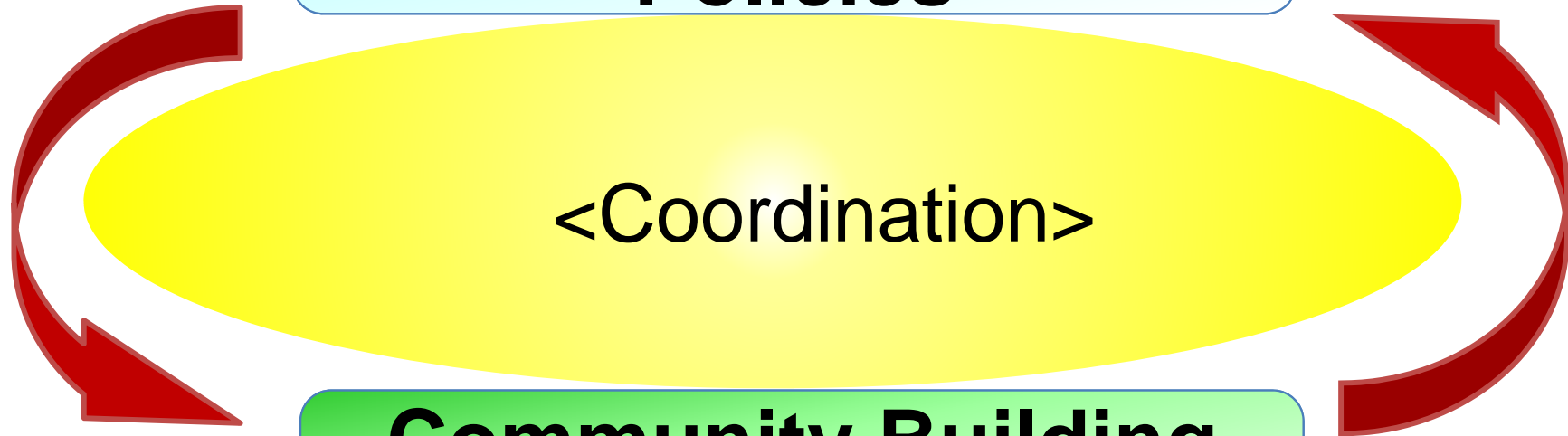
# ◇ Promotion of Community Building that Engages in Health Promotion



**Health Promotion  
Policies**

<Coordination>

**Community Building  
Policies**





## Healthy Roads Promotion Program

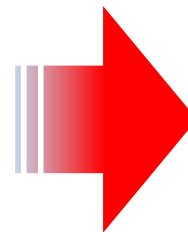
- To create walking spaces that will lead to health promotion and increased motivation to go out
- The Healthy Roads Promotion Program Action Plan was developed in FY2015
- Improvements are being made progressively, such as signage, benches and other rest areas, paving of sidewalks, roadside trees, landscaping, etc.

### Establishment of Utsukushigaoka Health Promotion Pedestrian Network in Aoba Ward

Before improvements



- Sidewalk is narrow and difficult to walk on
- Nowhere to rest



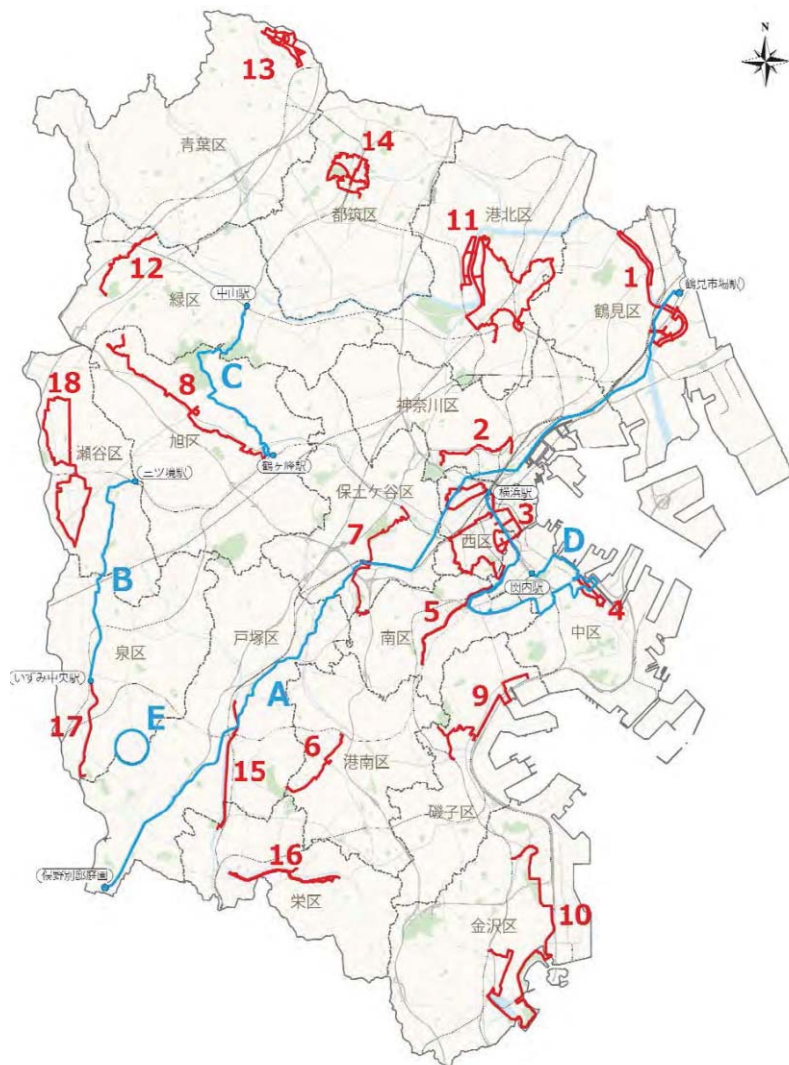
After improvements



- Spacious pedestrian space secured
- Benches installed



## Routes scheduled for improvement



### — Wide-area “Healthy Road Routes” (5 routes)

⇒ Making the most of Yokohama’s historical and scenic features, etc.

Wide-area routes

### — Ward-specific “Healthy Road Routes” (18 routes)

⇒ Routes established in each ward as places for getting fit close to home

### <Perspectives used when setting routes>

(1) Effective use of existing local resources

(2) Networking of routes

(3) Coordination with health promotion

policies

\* Upon consultation and coordination with regional and related organizations, routes will be established in stages (routes subject to change)

### Fitness Park Program

- To promote the further use of *parks*, which are spaces for residents to get fit close to home
- *Fitness signage* and *fitness equipment* are installed, and
- A pamphlet, “Get Fit at the Park,” published in FY2015, is used to promote the program in the region

<Installation of fitness equipment>

<Pamphlet, “Get Fit at the Park”>

<Installation of fitness signage>



# ◇ Joint Research of Pedometer Data with Tokyo University (Yokohama Walking Point Program)




## Details of Joint Research

- Analysis of **pedometer data** and relationship to **changes according to season and day of week**, and **geographical trends**,
- population density, elevation, distance to park, distance to station, and other **urban environment** factors

## Interim Report (released March 2016)

- Most steps recorded on **Fridays**, and the least steps are recorded on **Sundays**.
- **People living on high ground** and **locations far from railway stations** walk fewer steps, people living in **densely populated areas** and **areas with many shops** tend to walk more steps
- In particular, in the wards with the highest average number of recorded steps, there is a tendency for
  - **population density, traffic intersection density** and, **percentage of commercial areas** to be high and
  - **distances to closest station, distances to closest park**, and **average elevation** to be low (short)



**The City of Yokohama will consider use of this data in (1) health promotion policies and (2) related community building policies.**

**Thank you.**