



Wellness Valley Initiative




Aichi Children's Health and Medical Center
National Center for Geriatrics and Gerontology
Aichi Health Plaza

Wellness Valley Promotion Section,
 Obu City, Aichi Prefecture

(Sep. 4, 2018)




Obu City, Aichi Prefecture



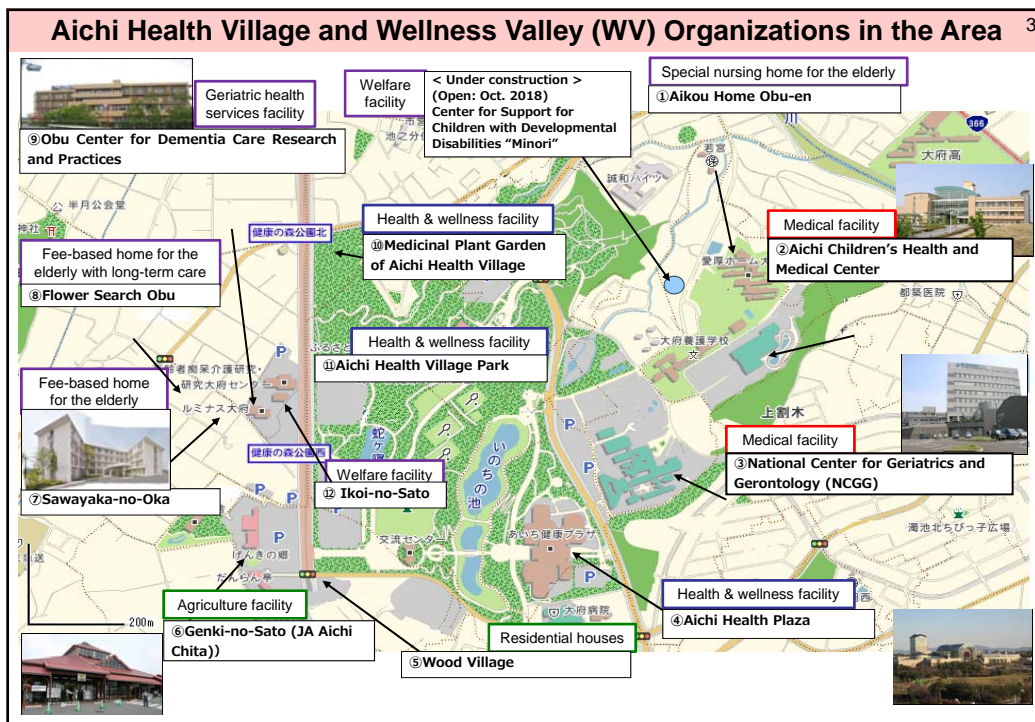
大府市
Obu City

- Obu City is Located in the north-end of Chita Peninsula of Aichi Prefecture, adjacent to the southern east part of Nagoya City.
- The city pursues to develop a well-balanced city of industry and living environment.
- Under "Healthy City," which has been the basic philosophy for city development since its establishment, the city makes efforts to develop a healthy community giving extra consideration to enhancing disaster and crime prevention and developing the child-rearing environment through building good, cooperative relationships with citizens.
- Industry:** Active in manufacturing metal parts, machineries and the like mainly for automotive industry
- Agriculture:** Very active; In Aichi, Obu is the top producer of Japanese Yam and grape and third top producer of cabbage and onion.
- Toyota's Vitz (Yaris) are all made in Obu (by Toyota Industries Corp. located in the city).

Area	33.66km ²
No. of household	38,608 (As of March 2018)
Population	91,952 (As of March 2018) * About 800 increase per year
% of senior citizens	20.9% (As of April 1, 2017)
% of working-age population (15~64)	63.09% (As of March 2018)
Major events	どぶろく祭り 大倉公園 桜まつり・つつじまつり 産業文化まつり 盆梅展 ジュニアバドミントン大府オープン City Wellness Marathon, Healthy Walking
Unique initiatives	<ul style="list-style-type: none"> Ordinance to Promote Health for Everyone under "Health City Obu" Ordinance to Create Beautiful City under "Health City Obu" 1987: Declared "Health Promotion City" 2006: Joined WHO Alliance for Health Cities School lunch prepared at each school (for the purposes of dietary education, local-production and local-consumption, and disaster preparedness) Practicing fluoride mouth-rinsing by all students of all municipal junior high and elementary schools Providing medical subsidy for all children up until junior high school graduation (including the expenses for hospital visits and hospitalization) <p style="color: blue; font-weight: bold;">Wellness Valley Initiative to make good use of Aichi Health Village area</p>



Aichi Health Village
(Wellness Valley)



ウェルネスバレーの歴史（年表） 4

ウェルネスバレー関連年表						
西暦	和暦	長寿医療関係	愛知県関係	JA関係	その他の機関	自治体関係
1938	S13	傷痍軍人愛知療養所 開設				
1939	S14	県立大府荘 開設				
1940	S15	県立大府荘 養護学校 開設				
1945	S20	国立愛知療養所に改組				
1947	S22	国立愛知療養所 改組			国立愛知療養所附属授産施設 開設	
1964	S39	国立療養所中部病院 開設			大府病院 開設	
1966	S41				国立療養所中部病院附属授産所 改組	
1971	S46				社会福祉法人仁至会 設立認可	
1975	S50				大府市第一次総合計画 「明るい、住みよい、豊かな健康都市」	
1979	S54		大府運動公園 開園		特別養護老人ホーム大府苑 開設	
1983	S58				大府市第二次総合計画「心のふれあう調和のとれた健康都市」	
1987	S62				大府市「健康づくり都市」宣言	
1989	H元		あいち健康の森整備基本計画 策定			
1991	H3				東浦町第三次総合計画「いきいき健康都市」	大府市第三次総合計画「活力みなぎる快適な健康都市」
1994	H6		あいち健康の森公園 開園			
1997	H9		あいち健康プラザ 開設			
1999	H11		アグリルネッサンス基本計画 策定		大府市第四次総合計画「躍動・ふれあい健康都市」	
2000	H12		げんきの郷 開所		介護老人保健施設ルミナス大府 開設	
					高齢者痴呆介護研究・研修大府センター開設	
					社会福祉法人憩の郷 ワーキングスペースおおぶ 開設	
2001	H13		あいち小児保健医療総合センター 開設		東浦町第四次総合計画「ひと・まち・自然・健康都市」	
2003	H15		国立長寿医療センター 開設		ウッドビレッジ健康木の住まい展示場開設	
2004	H16		産業創造計画(次世代産業・健康長寿産業)策定			
2005	H17		健康長寿あいち宣言			
2006	H18				大府市WHO健康都市連合 加盟	
2009	H21				ウェルネスバレー基本計画 策定	
2010	H22	独立行政法人国立長寿医療研究センター開設			さわやかなの丘 開設	介護保険推進全国サミットinひがしうら開催
		アグリエンジンファーム開催&もの忘れセンター開設				大府市第五次総合計画「みんな輝き幸せを感じる健康都市」
2011	H23					ウェルネスバレー推進協議会設立

Wellness Valley Basic Plan (March 2009) 5

Obu City and Higashiura Town named Aichi Health Village and its vicinity “Wellness Valley” and formulated Wellness Valley Basic Plan, aiming to develop the area into a big hub of healthy longevity.

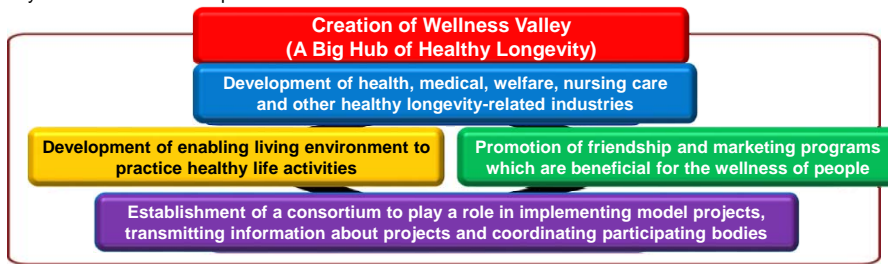
Advantage of Aichi Health Village Area

The Aichi Health Village area is Japan’s leading area where many wellness and health, medical, welfare and other healthy longevity-related organizations, including National Center for Geriatrics and Gerontology and Aichi Health Plaza, are concentrated.

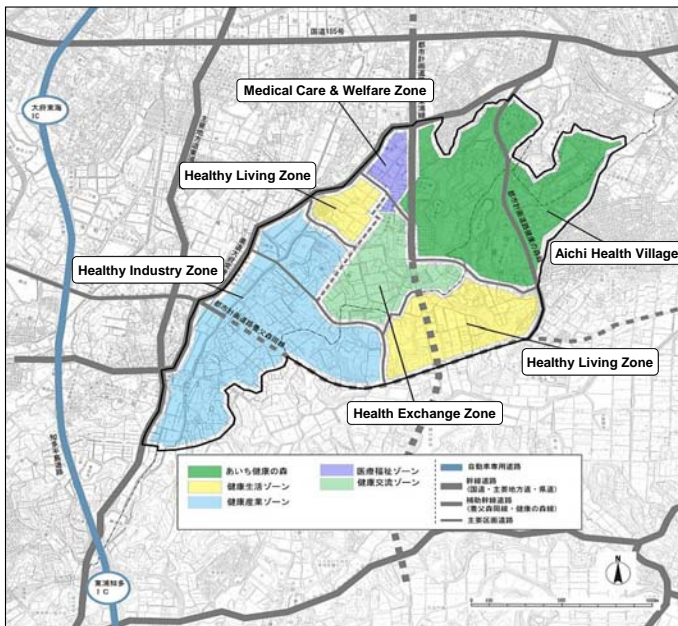
Future Vision of Wellness Valley

We aim to create a big hub of healthy longevity (Wellness Valley), where new global industries related to healthy longevity are developed; more related jobs are generated; human interaction and activities that are beneficial for the wellness of people are promoted; and an enabling living environment for residents to practice healthy life activities is developed.

Toward the creation of a big hub of healthy longevity, we establish a consortium which plays a leading role to promote various Wellness Valley programs and projects and transmit information globally, aiming to build Wellness Valley as a regional brand.



Wellness Valley Master Plan (Land Use Plan) 6



- Total area: Approx. 252 ha
- ① **Medical Care & Welfare Zone**
 Approx. 10ha
 Facilities and research institutes for medical care, welfare and health promotion
 - ② **Health Exchange Zone**
 Approx. 28ha
 Farms for agricultural experience with resort functions, welfare farms, farms for dietary education, etc.
 - ③ **Healthy Living Zone**
 Approx. 46ha
 Housing for doctors, nurses, researchers, etc. and model rental housing for people with mid-/long-term care needs
 - ④ **Healthcare Industry Zone**
 Approx. 87ha
 Research centers and factories of healthy longevity-related industries
 - **Aichi Health Village**
 Approx. 81ha
 Area where Japan’s leading medical, wellness and welfare organizations and facilities are concentrated

Wellness Valley Promotion Council (Established Nov. 18, 2011) 7

○ **Wellness Valley Promotion Council**

1. Purpose of establishment

To establish a cooperation framework to proactively overcome a super-aging society and to promote relevant pioneering activities

2. Council members

- National Center for Geriatrics and Gerontology (NCGG)
- Aichi Health Village Comprehensive Health Science Center (Aichi Health Plaza)
- Aichi Children's Health and Medical Center
- Genki-no-sato
- Social Welfare Corporation Zinshikai
- The Obu Chamber of Commerce and Industry
- Higashiura Town Chamber of Commerce
- Aichi Health Village Park Management Office
- Academic experts (Shigakkan University)
- Obu City
- Higashiura Town

< Observers (related organizations) > Chubu Bureau of Economy, Trade and Industry, METI;
Aichi Prefecture

< Secretariat > Obu City and Higashiura Town

Wellness Valley Initiative Basic Philosophy and Activity Concept 8

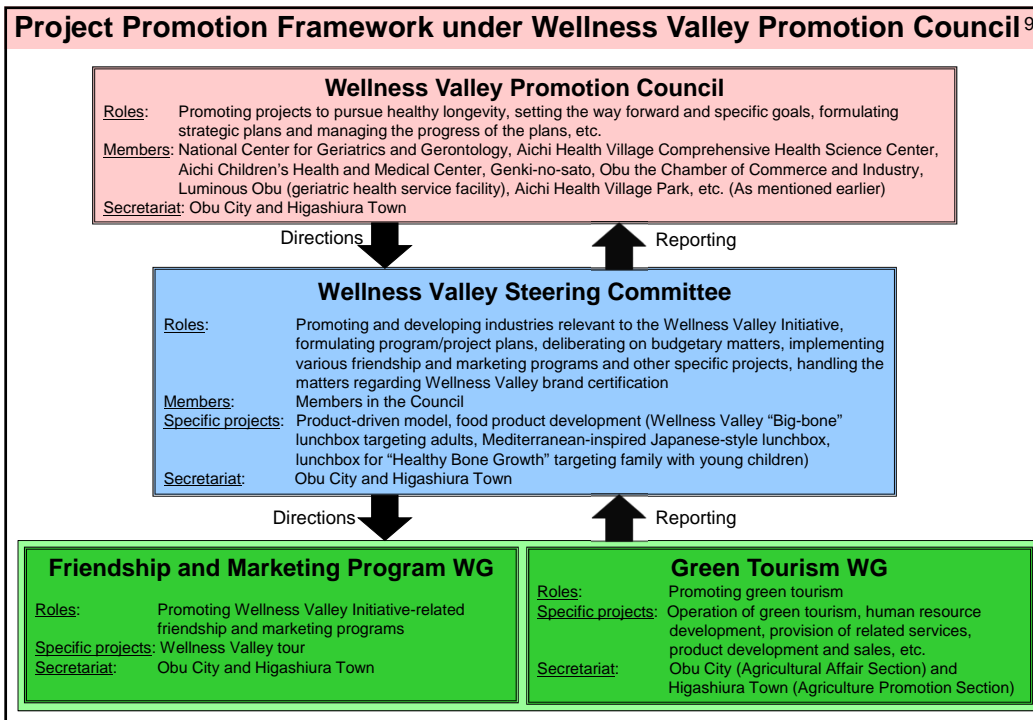
Activity Concept

- We aim to realize "the Happy Aging Society" in which people can feel "**Happy to be born here (an ideal place to raise children);**" and "**Happy to live here (the best place to live in)."**
- In Wellness Valley, we will promote pioneering activities so as to realize "**the Happy Aging Society.**"

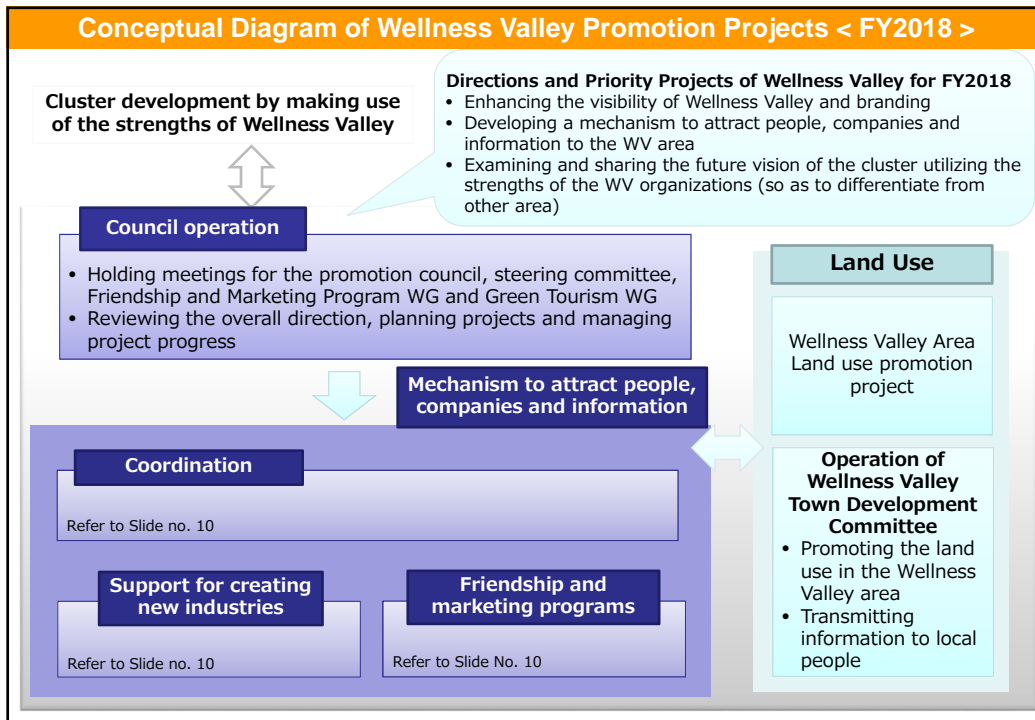
Basic Philosophy

We aim to develop...

- A town where people are **mentally and physically healthy**
- A town where people are positive and activated with **friendship and marketing programs**
- A town where people work and live **with purpose and satisfaction**
- A town where people **support each other across generations**
- **Agriculture** that is loved by **the local people of multiple generations**
- **New industries** that make use of their **special characteristics**



Wellness Valley-related Projects < FY2018 >		10
1. Coordination		
<ul style="list-style-type: none"> • <u>Sharing information among WV organizations, and between relevant sections of Obu City and Higashiura Town</u> • Efficiently providing a one-stop service for various inquiries and consultations regarding Wellness Valley • Collecting information and networking by participating in various events, seminars, etc. organized by non-WV organizations 		
2. Support for Creating New Industries		
<ul style="list-style-type: none"> • <u>Organizing "needs presentation" events and trade fairs with business matching meetings</u> so as to attract outside companies to establish a base in the area and to help manufacturing companies in Obu City and Higashiura Town develop new markets through business matching meetings • Organizing seminars targeting businesses as a way to promote Wellness Valley and facilitate the creation of new industries • Promoting the <u>Wellness Valley brand certification program</u> with a greater emphasis • <u>Providing demonstration fields and other relevant supports</u> for products and services in the development phase which require demonstration and testing • <u>Examining the potential of tourism</u> utilizing characteristics of the Wellness Valley area. 		
3. Friendship and Marketing Programs		
<ul style="list-style-type: none"> • <u>Operating "Wellness Valley Tour"</u> (Change to an annual event from a biannual event) • <u>Planning a new autumn event</u> to attract new visitors • Conducting a promotional tour, etc. under the green tourism project 		
4. Land Use (Obu City and Higashiura Town)		
<ul style="list-style-type: none"> • Formulating a concrete land use policy based on the report on the WV area land use survey conducted in the fiscal 2017 • <u>Conducting interviews</u> with companies which wish to establish a facility in the area 		



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Projects Implemented in FY2017

Wellness Valley-related Projects < FY2017 > 13
- Creation and Development of New Industries that Make Use of Special Characteristics -

NCGG & ACHMEC Presentation event on clinical needs in medical practice (May 24)

Doctors, nurses and other healthcare professionals of NCGG and ACHMEC made presentations on their needs in clinical practice. Staff members of the Obu Chamber of Commerce and Industry and Higashiura Town Chamber of Commerce coordinated inquiries from businesses and provided business-matching support after the presentation event.

< Purpose >

- To enhance the visibility of Wellness Valley in the country (through the presentation events on the clinical needs by the medical professions at NCGG and ACHMEC) under the cooperation with Tokyo Medical-Engineering Partnership HUB, a project body set up by the Tokyo Metropolitan Government to promote cooperation between SMEs in manufacturing and clinical institutions, medical device makers, etc.
- To attract medical equipment manufacturers and distributors in Tokyo and other areas to Wellness Valley and facilitate their exchange with local manufacturing companies while helping NCGG and ACHMEC to find solutions for their problems.

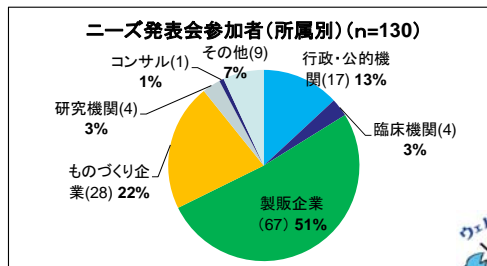


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開催期日	平成29年5月24日(水) 13:00~17:10
会場	国立長寿医療研究センター教育研修棟 大研修室
実施体制	<主催> ウェルネスバレー推進協議会 <主管> 大府市、東浦町 <特別協力> 国立研究開発法人国立長寿医療研究センター あいち小児保健医療総合センター <協力> 東京都医工連携HUB機構、大府商工会議所、東浦町商工会 一般社団法人日本医工ものづくりコモンズ
参加者数	130名 (製販企業75名、ものづくり企業29名、行政・公的機関17名、その他9名) ※事務局、発表者を除く ※製販企業とは、薬機法で定められた「医療機器製造販売業」の業許可をもつ医療機器メーカー

【参加者一覧・地域別】

愛知県	68	静岡県	2
東京都	19	神奈川県	2
三重県	9	千葉県	2
岐阜県	8	滋賀県	2
大阪府	5	奈良県	1
埼玉県	3	福井県	1
京都府	3	青森県	1
兵庫県	3	広島県	1
		合計	130



Wellness Valley-related Projects < FY2017 > 17

- Creation and Development of New Industries that Make Use of Special Characteristics -

PR Activities for Wellness Valley Brand Certification Program

< Booth Exhibition at Obu City Welfare and Health Fair >

Participated as a booth exhibitor together with Yoshimi Inc., which produces WV Brand certified product "Dream Supporter for Lower Back (a lower back support brace using shape memory alloy)." so as to jointly promote both the brand certification program and the product.




WV Exhibition Booth Jointly promoted to visitors

< Joint PR Activities by company, Obu City and Obu CCI >

Promoted the brand certification program when the members of the fruit group of Pref. Shizuoka Mentor Farmers Association (Oct. 6) and the citrus group of Mikkabi Branch of Hamamatsu City Certified Farmers Council (Oct. 11) visited the WV area as a part of their training; at the same time introduced the certified product "Dream Supporter for Lower Back" and provided opportunities for the participants to try it on




Explaining the brand program and product Participant trying on the certified product

Wellness Valley-related Projects < FY2017 > 18

- Creation and Development of New Industries that Make Use of Special Characteristics -

Survey and Designing/Planning on Wellness Valley Area Land Use

< Purpose >

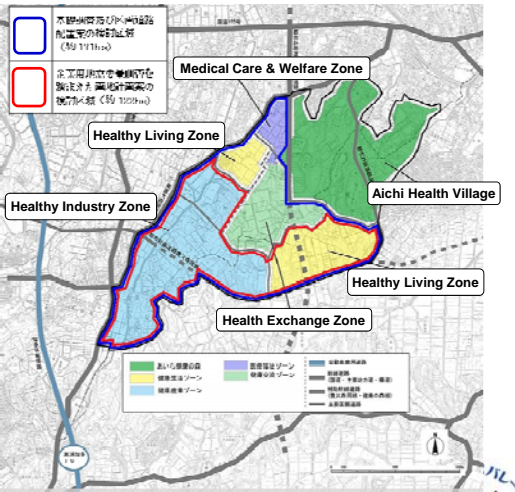
To promote urban infrastructure suitable for Wellness Valley so as to enhance the appeal of the area

< Detail >

Setting healthy longevity-related industries as the main target to attract, surveys to understand the needs and current situation in terms of business land use were conducted. Based on the results, land development approaches matching to the demand were examined; a zoning plan in line with the current situation was formulated; and the approximate cost of the relevant infrastructure development was determined.

【調査対象区域】

- ①基礎調査及び区画道路配置案の検討区域
 - ・あいち健康の森を除く約 171ha
 - （うち大府市約 120ha、東浦町約 51ha）
- ②企業用地需要量調査を踏まえた画地計画案の検討区域
 - ・健康産業ゾーンと東浦町の健康生活ゾーンを合わせた約 122ha
 - （うち大府市約 71ha、東浦町約 51ha）



Wellness Valley-related Projects < FY2017 > 19
- Creation and Development of New Industries that Make Use of Special Characteristics -

Wellness Valley Seminar 2018 Preventing Dementia and Frailty by Leveraging “Benefits of Inconvenience” on 23 February

Increased convenience in our daily life save us time and efforts and, at the same time, makes us become less cognitively and physically active, resulting in us becoming more prone to dementia and frailty (which is detriment of convenience).

In this seminar, the methodology of a new system design, which promotes the idea of benefiting from doing things with little more efforts (in other words, in a less convenient way), was introduced.

< Purpose >

- To provide clues for the research on and development of new services, equipment or other products and facilitate joint research and development activities between WV organizations and businesses
- To enhance the visibility of Wellness Valley and attract people and businesses to the area through transmitting information about the activities of WV organizations so as to promote the creation of a big hub for healthy longevity

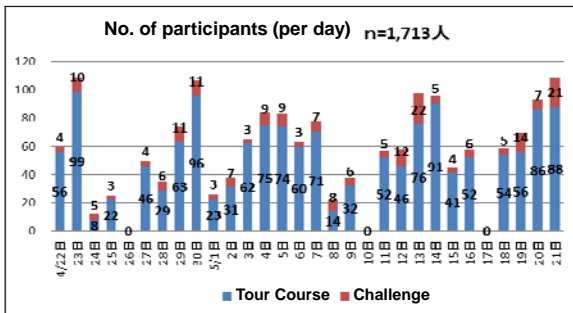
開催期日	平成30年2月23日(金) 13:00~16:00	20
会場	国立長寿医療研究センター教育研修棟 大研修室	
実施体制	<主催> ウェルネスバレー推進協議会 <主管> 大府市、東浦町	
参加者数	約90名 (市内外の企業関係者、支援機関、行政職員など)	
プログラム	<p>13:00~ 開会 あいさつ 大府市長 岡村 秀人</p> <p>13:05~13:50 基調講演 I テーマ:「不便益 (Benefits of Inconvenience) ~QOL向上に資する人間機械系の新しい設計論~」 講師:名古屋大学 未来社会創造機構 人間機械協調制御研究部門 特任准教授 平岡 敏洋 氏</p> <p>13:50~14:35 基調講演 II テーマ:「老年学・社会科学センターの認知症・フレイル予防への取り組み」 講師:国立研究開発法人 国立長寿医療研究センター 副院長 老年学・社会科学センター センター長 荒井 秀典 氏</p> <p>14:50~15:50 プレゼンテーション</p> <p>①テーマ:「実践からみた認知症・フレイル予防」 講師:国立長寿医療研究センター 老年学・社会科学センター 予防老年学研究部 健康増進研究室 室長 土井 剛彦 氏</p> <p>②テーマ:「非言語性コミュニケーションシグナルを活用した認知症ケアや リハビリプログラムのご紹介」 講師:認知症介護研究・研修大府センター 研究員 齊藤 千晶 氏</p> <p>③テーマ:「インセンティブに頼らない健康づくり事業~大府市健康プログラムのご紹介~」 講師:大府市健康都市推進局 局長 林 正実</p> <p>15:50 閉会 あいさつ 東浦町長 神谷 明彦</p> <p>16:00~ 交流・名刺交換会</p>	

Wellness Valley-related Projects < FY2017 > 21
-Town where People are Positive and Activated with Friendship and Marketing Programs-

2017 Spring Wellness Valley Tour (Apr. 22 to May 21)

Implemented from FY2012 with the purpose of increasing the visibility of Wellness Valley and the related organizations and to promote participants' health.
 A stamp rally event (in which participants visit different spots and collect stamps) to tour around WV organizations was held. At the goal of the rally, participants enjoyed drawing a lot to win a gift.

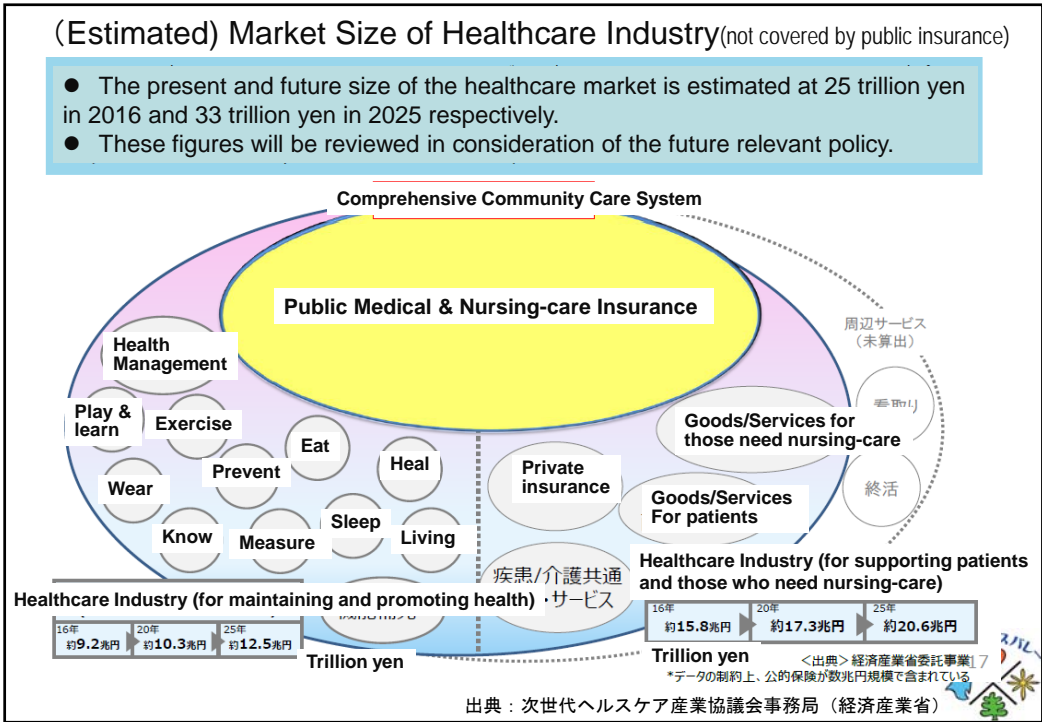
- No. of participants: Total 1,713 persons (in 1,003 groups); 63 persons per day
 Actual 430 persons
- No. of Participants using Walk Navi App (included in the above figure): 36 persons
- No. of Participants by course: Tour Course: 1,503 persons; Challenge Course: 210 persons



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Reference





Thank you for your attention



Health Promotion Mascot
Obu-chan

【For Contact】
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