

# Evaluation Practice of Healthy City OBU

- Toward a Sustainable Healthy City OBU -



Healthy City and Sports Promotion Division  
Obu City, JAPAN

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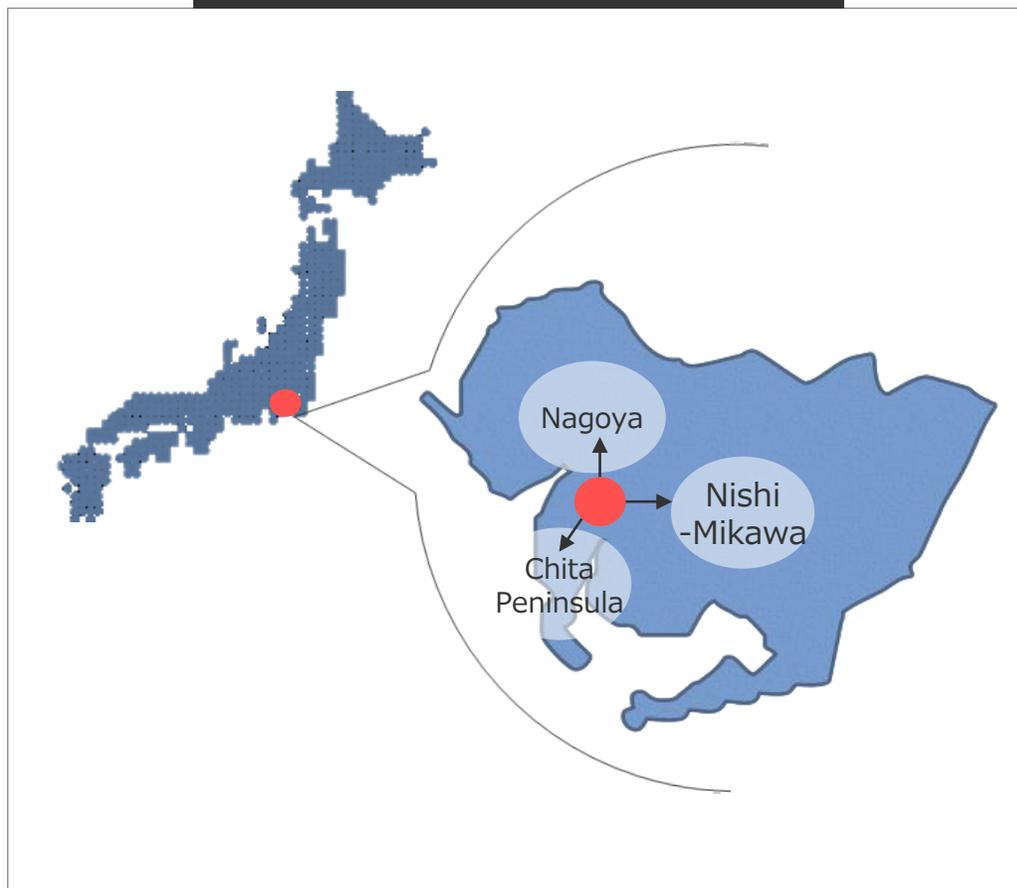


Official Mascot of Obu City  
"Obu-chan"

# 1. Overview of Obu City

# 1 Overview of Obu City

## Location



## Population etc.

Area	33.66km <sup>2</sup>
Total Population	92,892 (2023/4/1)
Aged over 65	20,035 (21.6%)
Aged over 75	11,078 (11.9%)
Total Budget (FY2023)	51.8 billion yen
Population Increase (2010⇒2020)	+9.2%
Facilities located in the city	<ul style="list-style-type: none"><li>• National Center for Geriatrics and Gerontology</li><li>• Shigakkan University etc.</li></ul>

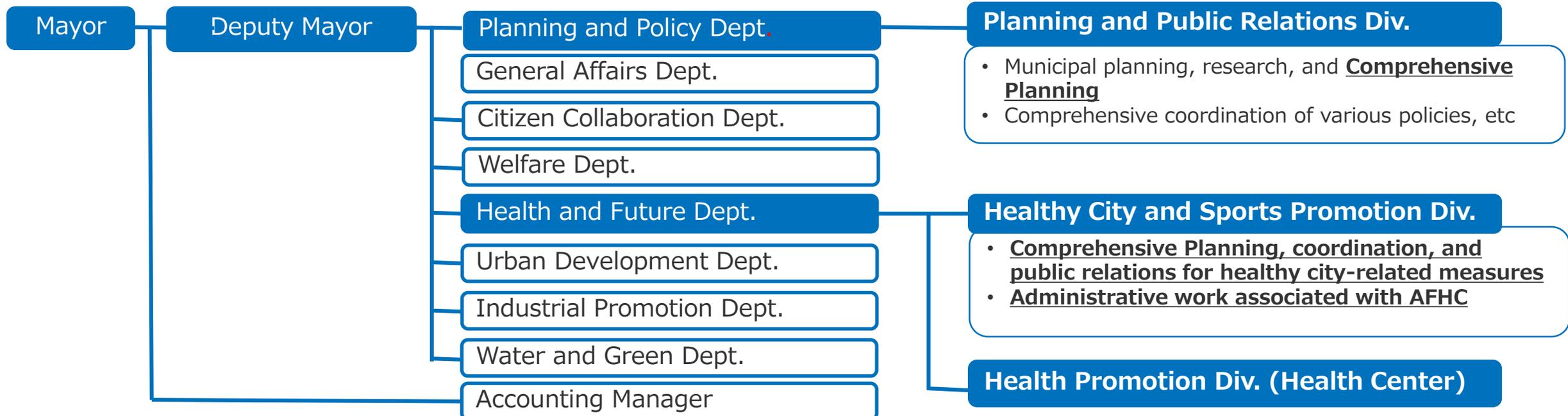
## 2 History of “Healthy City Obu”

### A “Pioneer Healthy City” with a history of over 50 years

- 1970 Obu City was established as a municipality.  
Since then, “Healthy City” has consistently been our goal
- 1987 Declaration as a “Health Promotion City”
- 2006 Joined the Alliance for Healthy Cities,  
and Japan Chapter of the Alliance for Healthy Cities
- 2017 The “Healthy City Obu” Health Promotion for All ordinance enacted



# 3 Organizational Structure of "Healthy City Obu"



- Planning and Public Relations Div.**
- Municipal planning, research, and **Comprehensive Planning**
  - Comprehensive coordination of various policies, etc

- Healthy City and Sports Promotion Div.**
- **Comprehensive Planning, coordination, and public relations for healthy city-related measures**
  - **Administrative work associated with AFHC**

**Health Promotion Div. (Health Center)**

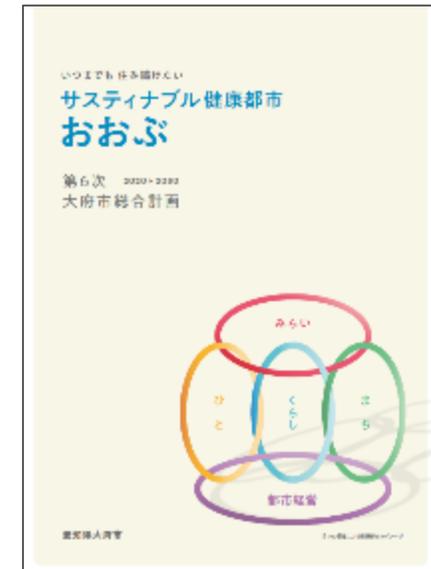
- Board of Education
- Agricultural Committee
- Election Board
- Audit Commissioner
- Equity Commission
- City Council
- Fire Dept.
- Asset Evaluation Committee



# 4 Healthy City Program

## ■ The 6<sup>th</sup> Obu Comprehensive Plan (2020-2030)

- Vision of the future: Sustainable Healthy City Obu - A city where people wish to continue to live -
- “Health of People”, “Health of Living Environment”, “Health of City”, “Health in the Future”, and “Management of Healthy City”



## ■ The “Healthy City Obu” Health Promotion Plan For All (2020-2030)

- Objective: Increase healthy life expectancy and subjective sense of health by promoting citizen’s proactive health promotion.
- “Nutrition and Diet”, Physical activity and Exercise, “Rest and Mental Health”, “Disease Prevention and Control”, “Dental and Oral Health”, “Tobacco and Alcohol”



## 2. Indicators and Evaluation Practice

# The structure of the “Healthy City Obu” Health Promotion Plan For All

## Basic Objectives

- Increase in healthy life expectancy beyond the increase in average life expectancy
- Increase the number of citizens engaged in health
- Increase the number of citizens who consider themselves healthy



## Infants-Children

- Establishing a healthy lifestyle



## Adolescents-Adults

- NCD Prevention



## Elderly people

- Frailty Prevention



Nutrition and Diet

Disease Prevention and Control

Physical Activity and Exercise

Dental and Oral Health

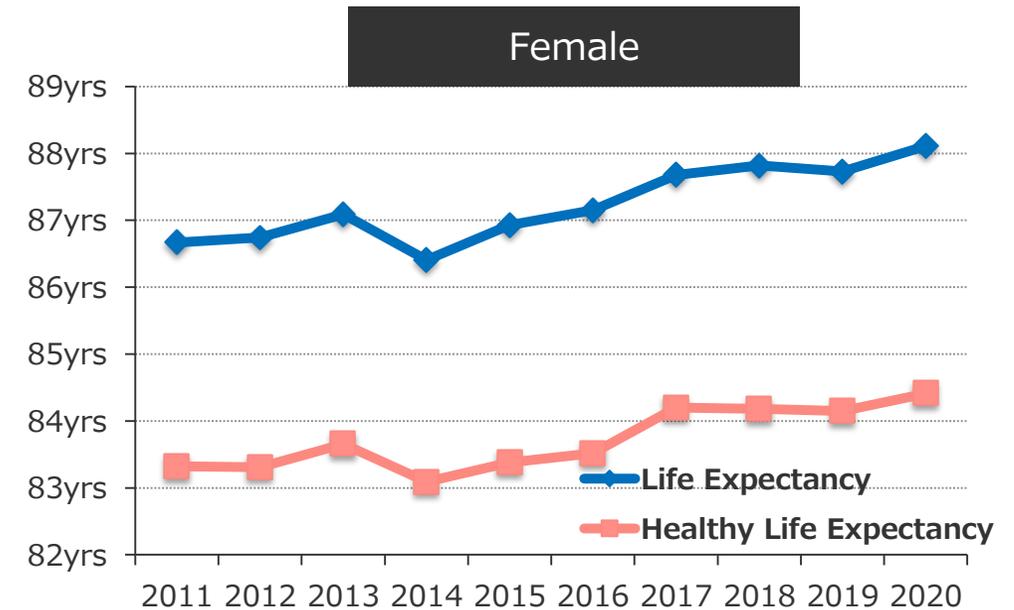
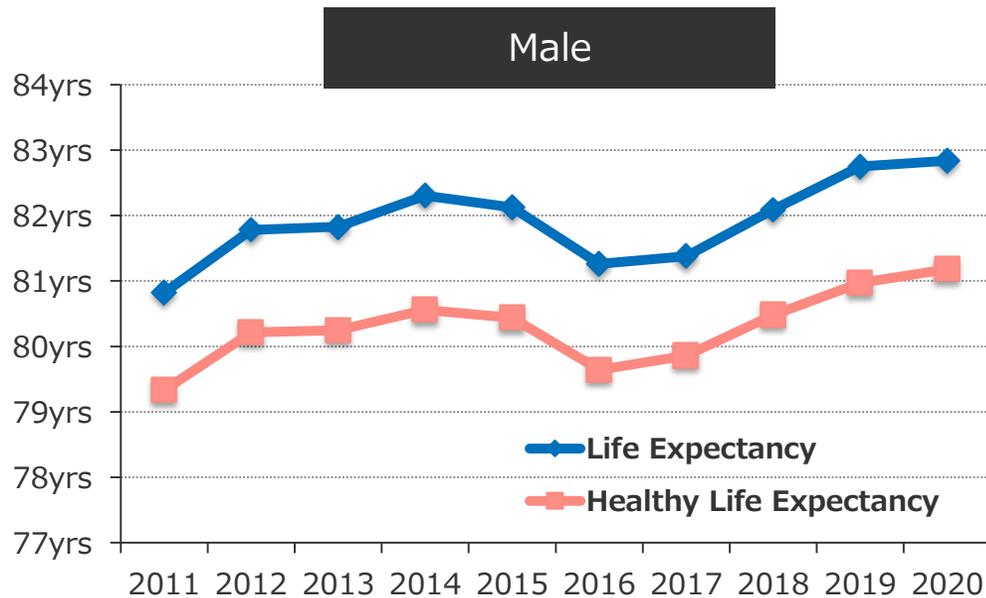
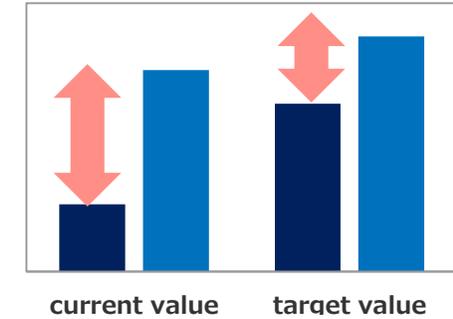
Rest and Mental Health

Tobacco and Alcohol

# 1 Increase in healthy life expectancy beyond the increase in average life expectancy

## Healthy life expectancy

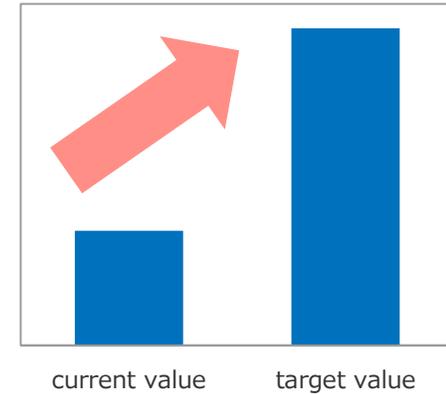
- We calculate healthy life expectancy each year by using long-term care insurance data each year.
- Although the average life expectancy and healthy life expectancy of residents are both increasing, difference between them is increasing as well.



## 2 Increase the number of citizens engaged in daily health-building activities

### ■ Proportion of citizens engaged in daily health-building activities

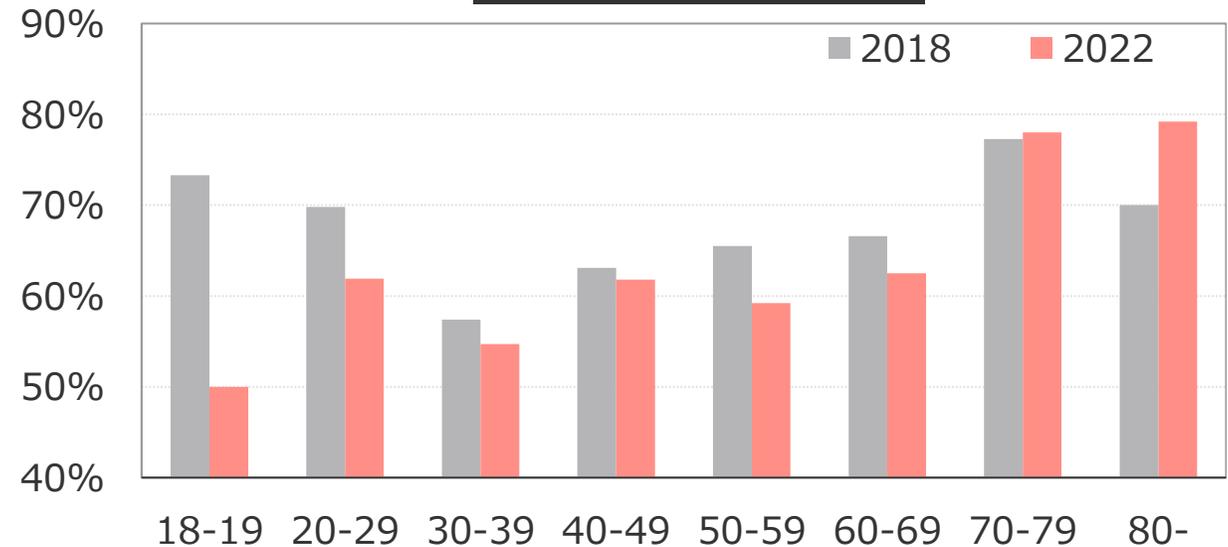
- We conduct biennial survey of 3000 citizens.
- The proportion of citizens engaged in daily health-building activities is around 60%, residents in their 30s to 50s are on the lower end of this trend. Target value is 75%.



Health promotion class



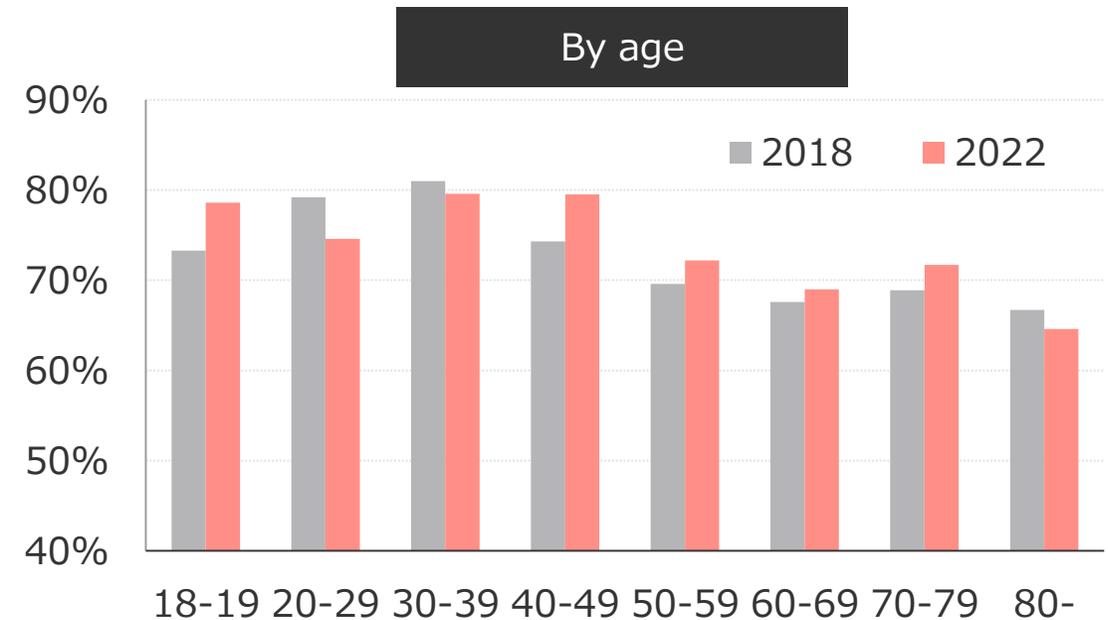
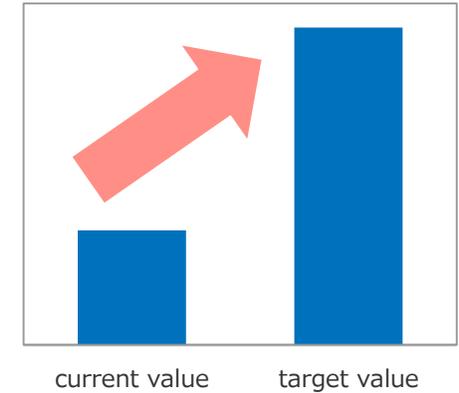
By age



# 3 Increase the number of citizens **who consider themselves healthy**

## ■ Proportion of citizens who consider themselves healthy

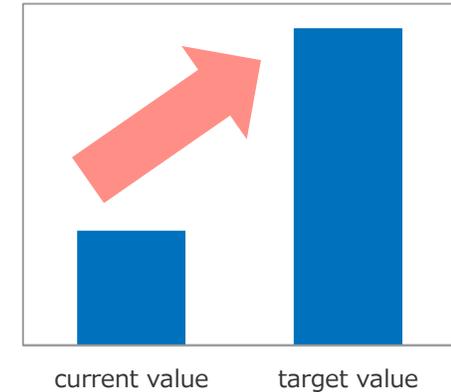
- Even those with declining mental or physical functions, or chronic disease, can live positively and as themselves with appropriate management at medical institutions, taking into account the characteristics of their condition.
- We conduct a biennial survey of 3000 citizens.
- The proportion of citizens who consider themselves healthy is around 70%, decreasing as age increases. Target value is 80%.



## 4 **I**nfants - **C**hildren : Establishing a healthy lifestyle

### ■ Increase the percentage of **children who think that “diet”, “exercise”, “sleep” are all important for staying healthy**

- To help children understand about health promotion and take the right actions by the time they have more opportunities to make their own choices
- We conduct an annual survey of all students in eighth grade in our city
- Current value is around 90%, target value is 100%



Diet



Exercise



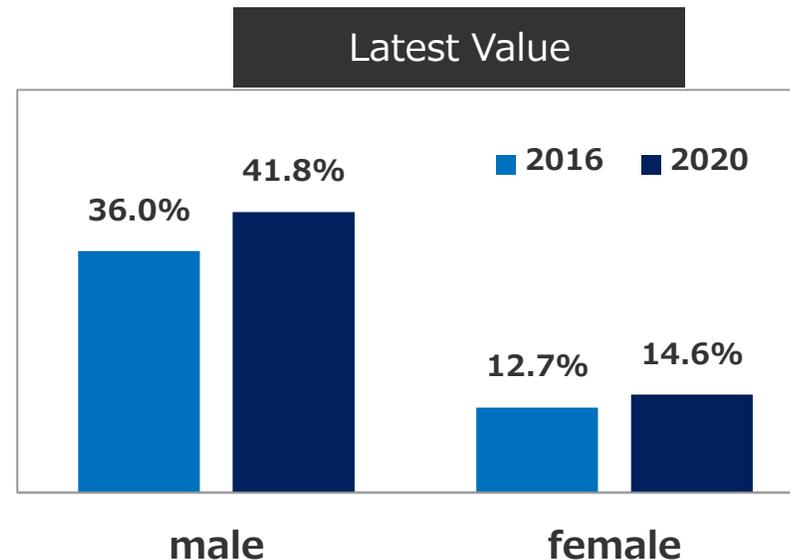
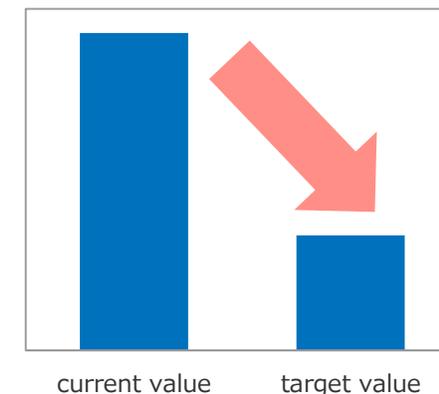
Sleep



# 5 Adolescents - Adults : NCD Prevention

## Decrease the percentage of people **with metabolic syndrome**

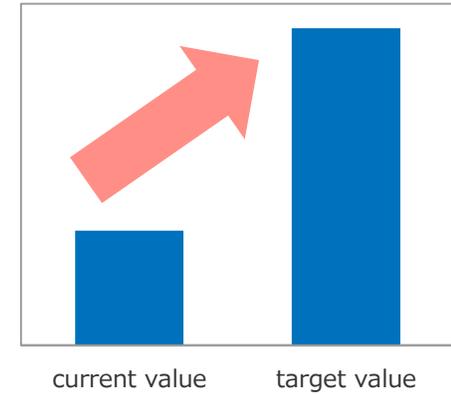
- Metabolic syndrome is a situation in which risk factors for atherosclerosis overlap, increasing the risk of heart disease and stroke.
- We analyze the aggregate results of specific health checkups conducted once a year by law.
- Baseline 2016FY is 36.0% for males and 12.7% for females. Targets are 30% or less for males and 10% or less for females.
- Latest values are 41.8% for males and 14.6% for females, both worse.



# 6 Elderly People : Frailty Prevention

## ■ Increase the **average age of newly certified persons requiring long-term care**

- We analyze long-term care insurance data to calculate annual figures.
- Baseline was 79.1 years old, with a target age of 80 or older.
- Elderly people actively engaged in health promotion, achieving the target in 2021.



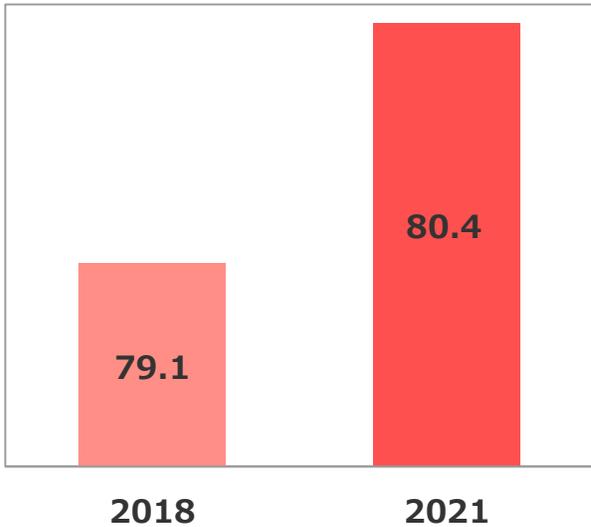
Frail Prevention Class



Dementia Prevention Checkup



Latest Value



## 3 . Progress Management

# Toward a Sustainable Healthy City

P

## PLAN

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- ① Formulate the Plan
- ⑨ Consideration of next year's projects

D

## DO

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- ② Each section conducts its own projects.
- ★ Involving private sectors and non-health sector
- ★ community partnership

C

## CHECK

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- ③ Contact each section to understand the status of initiatives and issues  
Bird's-eye view of all projects to identify duplications and shortfalls
- ④ Analyze citizens' health status and health promotion efforts with statistical data
- ⑤ Advice from the "Healthy City Obu Promotion Council"

A

## ACTION

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- ⑥ Coordination of each section's projects
- ⑦ Convene a "WHO Healthy Cities Promotion Council"
- ⑧ Consideration of new projects and coordination with partners to address new issues

**Global Conference  
of the AFHC!**

**Thank you for your attention**

