

Social Marketing for Demographic Onus Era

Takeo Ogawa, Ph.D.

Professor

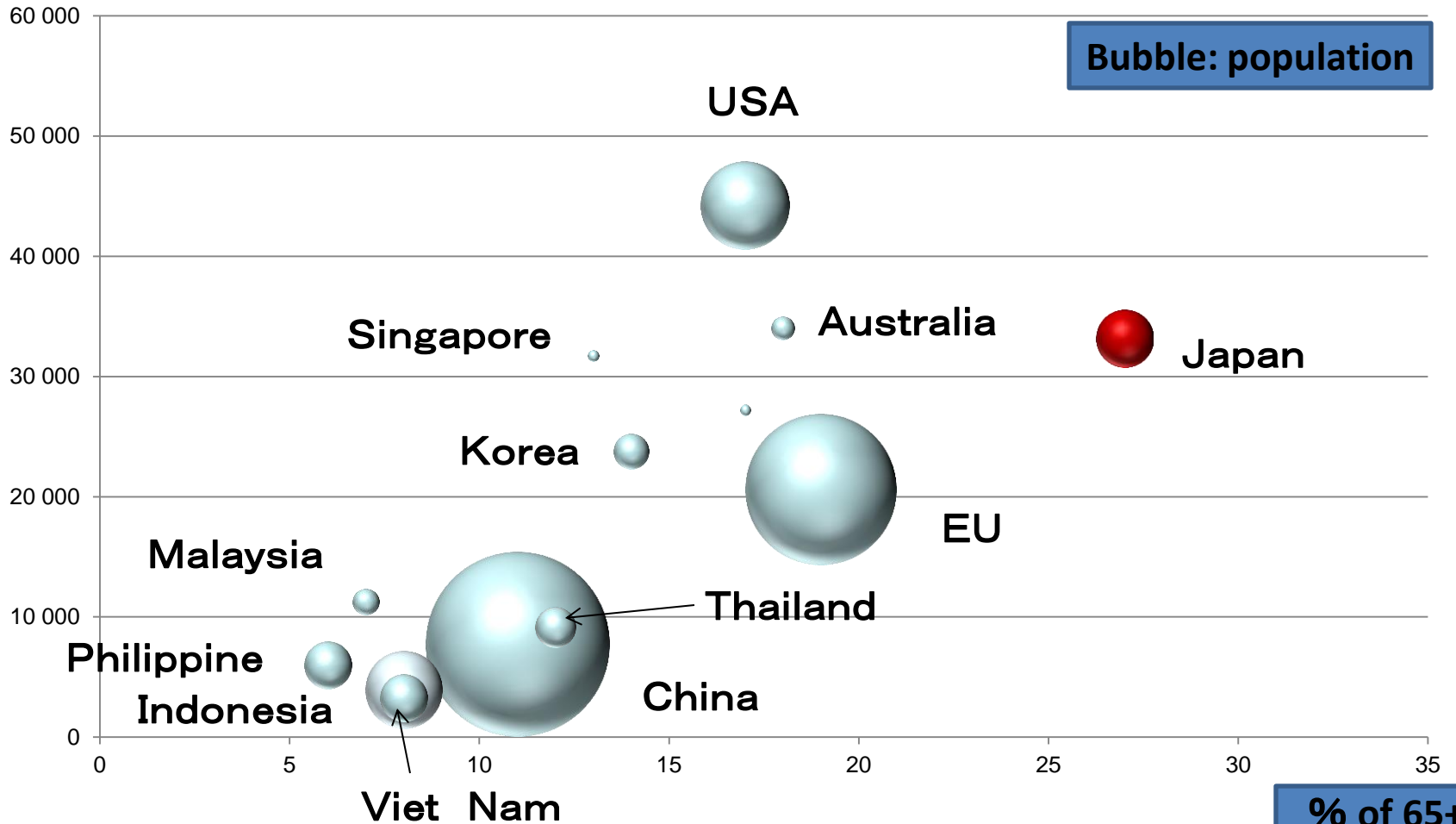
Kumamoto Gakuen University

A New Phase of Demographic Transition

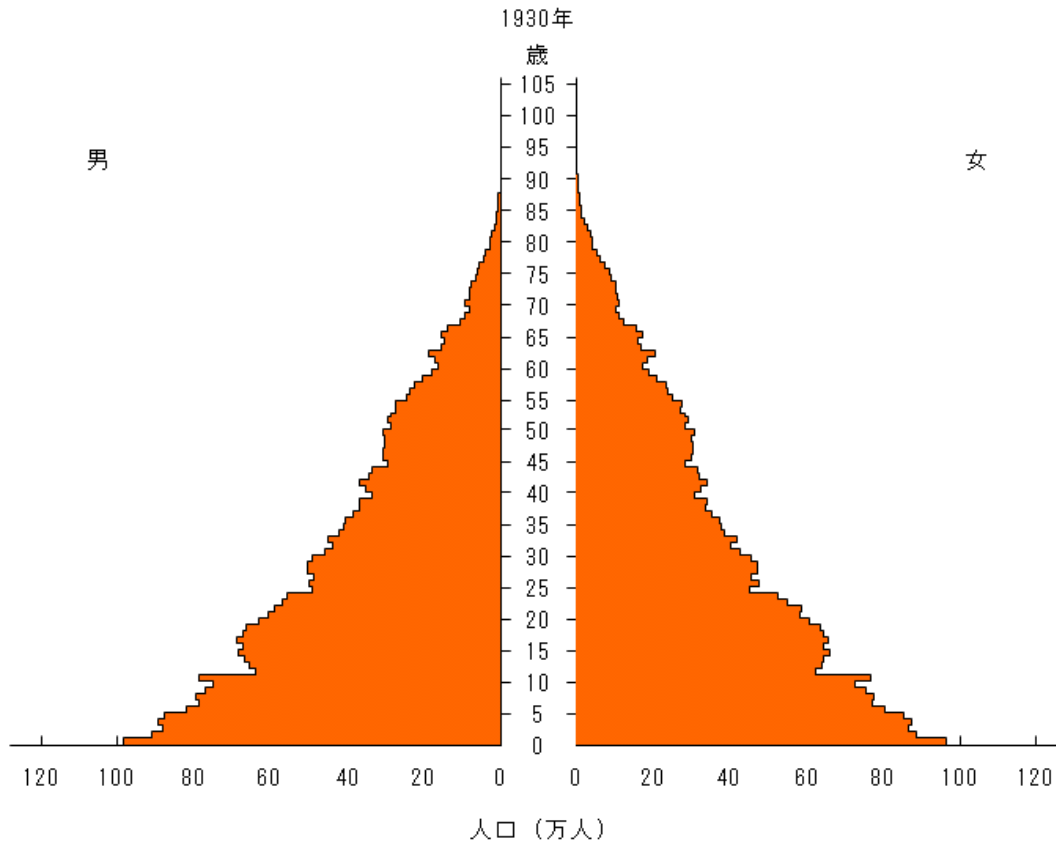
- Japanese society has developed economically by using demographic bonus after World War II.
- However, Japanese society has exhausted its demographic bonus after 1995.
- From now on, Japanese society will lost its advantage of demographic transition until mid of 21 century.

Population, Ageing and Economy

GDP/CAPITA



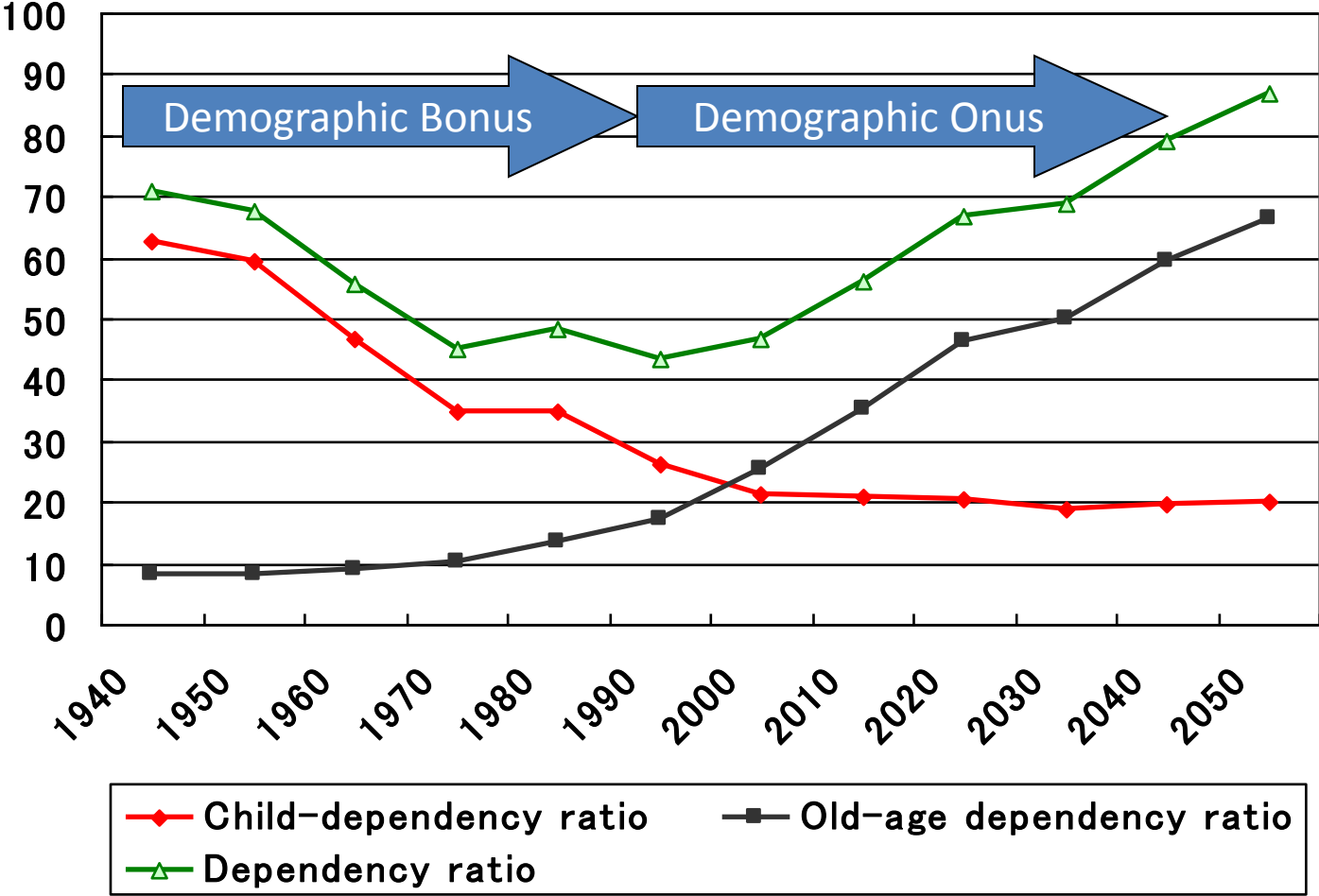
Japanese Population Change 1930-2055



国立社会保障・人口問題研究所

National Institute of Population and Social Security Research

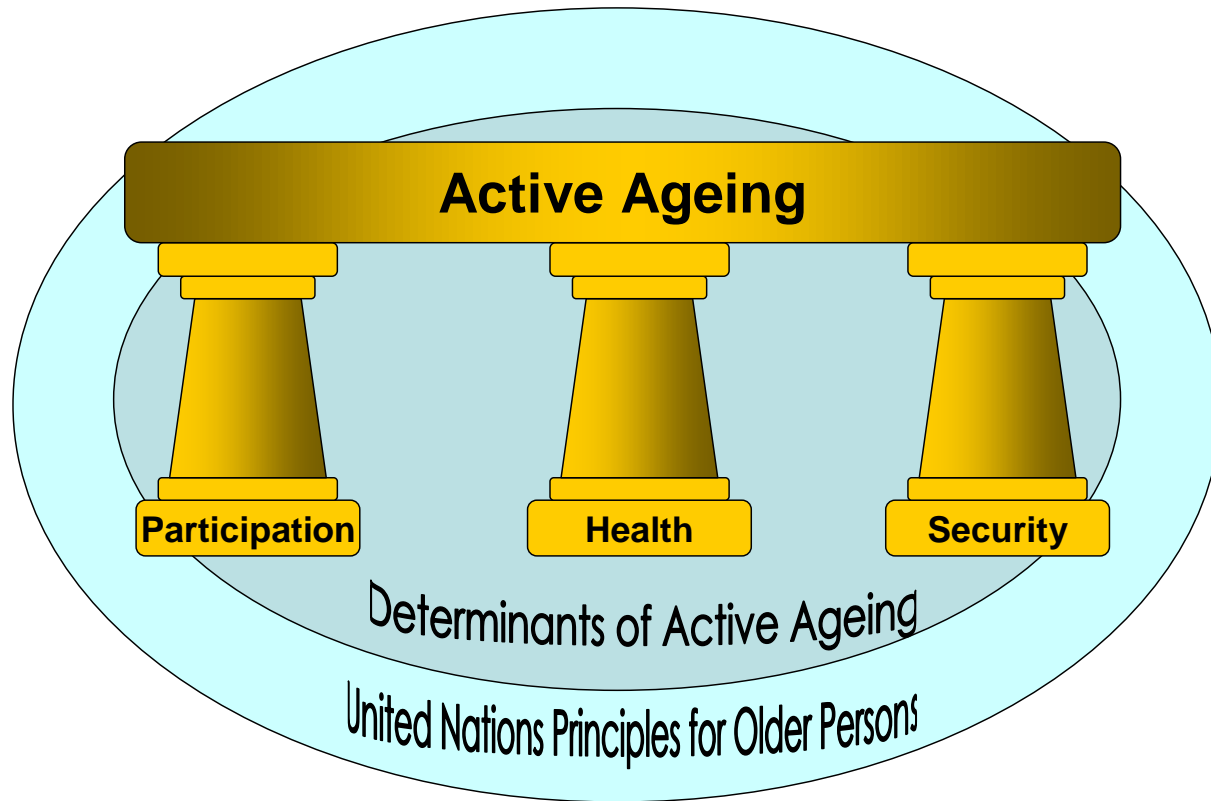
Changes of Dependency Ratio in Japan



Active Ageing as a Challenge

- WHO proposed “Active Ageing: A Political Framework” in 2002.
- Japanese national government has legislated the Basic Law on Measures for Ageing Society already at 1995.
- Japanese national government has implemented comprehensive measures under the general Principles Concerning Measures for the Aging Society at 1996, and amended it at 2001, which emphasized “Active Ageing.”

Three Pillars for Active Ageing



The three pillars of a policy framework for Active Ageing

National Budget

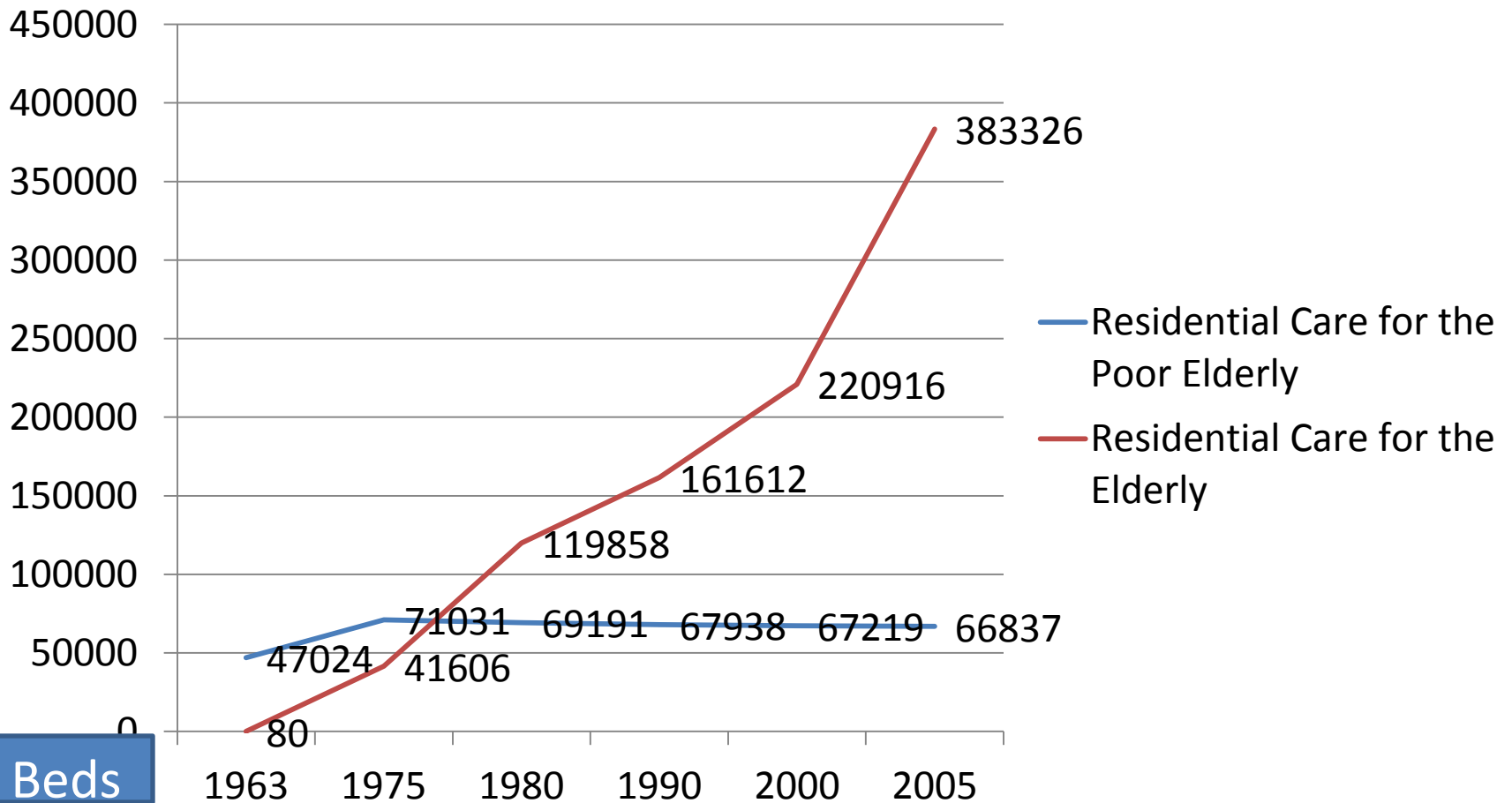
(hundred million)

	Working/ Income	Health/ Welfare	Learning/ Participation	Life Environment	Researches	Total
1996	43269	39516	766	449	340	84340
1997	43176	41698	686	452	385	86396
1998	44078	45476	593	404	380	90932
1999	52095	49694	583	399	445	103215
2000	53386	52297	516	418	851	107467
2001	54884	55862	356	329	968	112398
2002	56387	59264	358	292	1187	117488
2003	57705	61298	346	267	1114	120730
2004	59943	63098	277	130	453	123901
2005	64355	61960	266	128	274	126982
2006	68260	61400	216	125	246	130246
2007	72294	63541	195	125	217	136372

Institutionalizing or Privatization

- Japanese national government has tried the universal distribution of health and social services after 1970 to 2000.
- However, Japanese society has been encountered with the “Bubble” economy burst after 1995.
- Then, Japanese national government is challenging to shift to privatization.

From for-Limited to for-All Frail Elderly

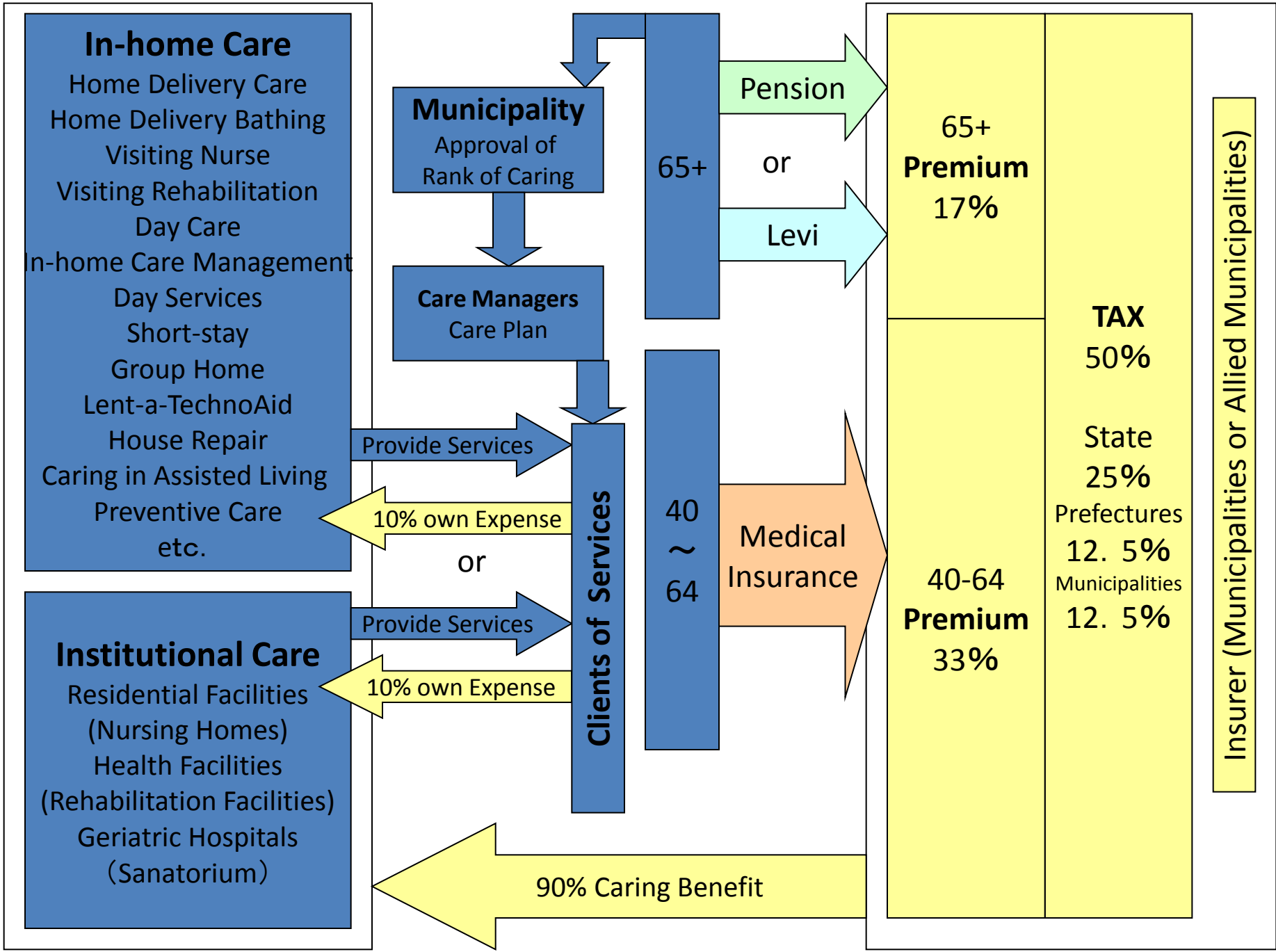


Beds

Japanese Ministry of Health, Labor and Welfare

Pseudo-market of Long-term Care

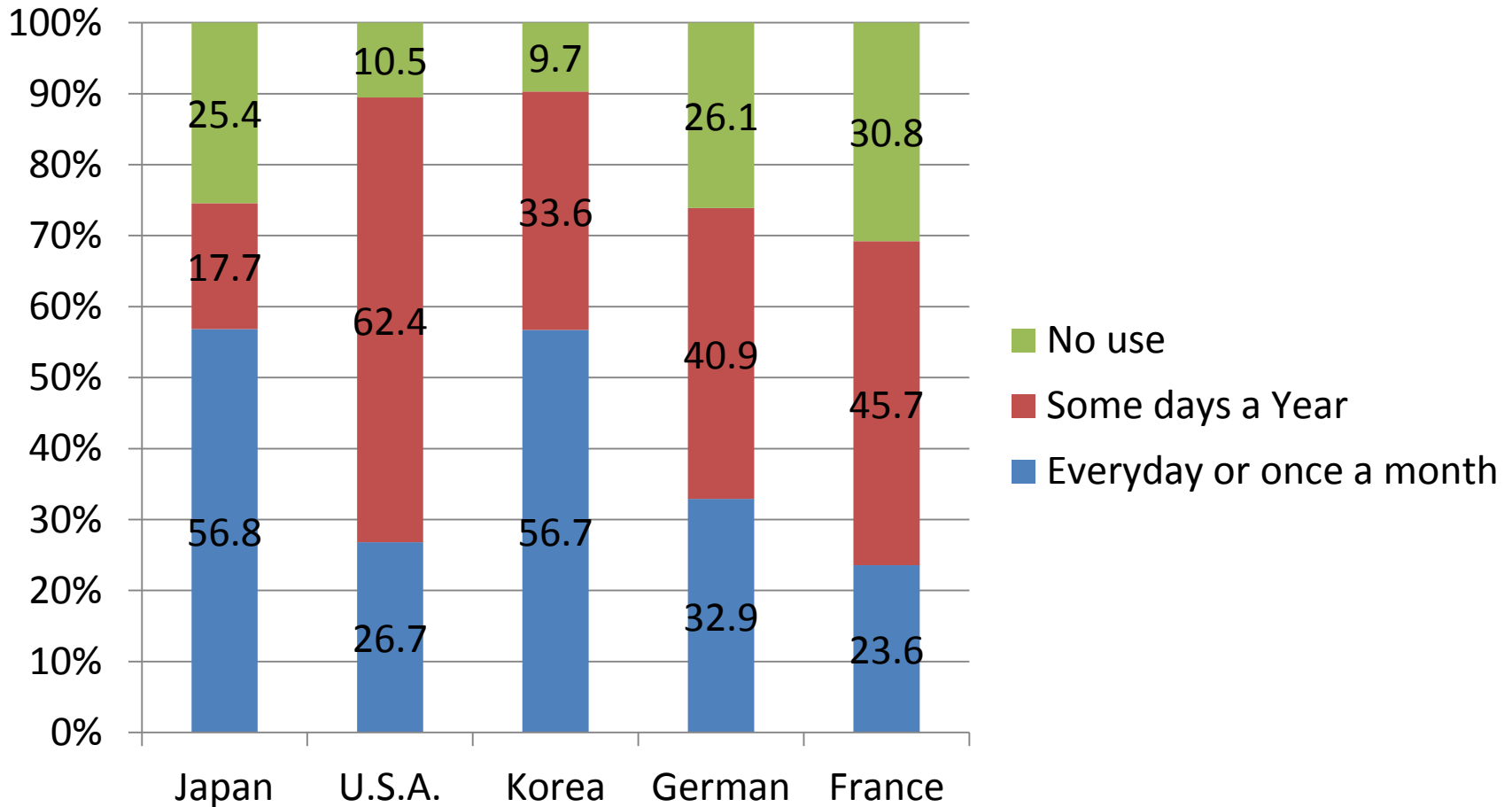
- Japanese Government established Public Long-term Care Insurance System for covering for all care-need elderly.
- It deregulates prerequisites for care-service providers. Then, plural providers are admitted to make business chances in care services for the older persons.
- Insurers also are decentralized to municipalities and their alliance.



Preventive Care Enhancement

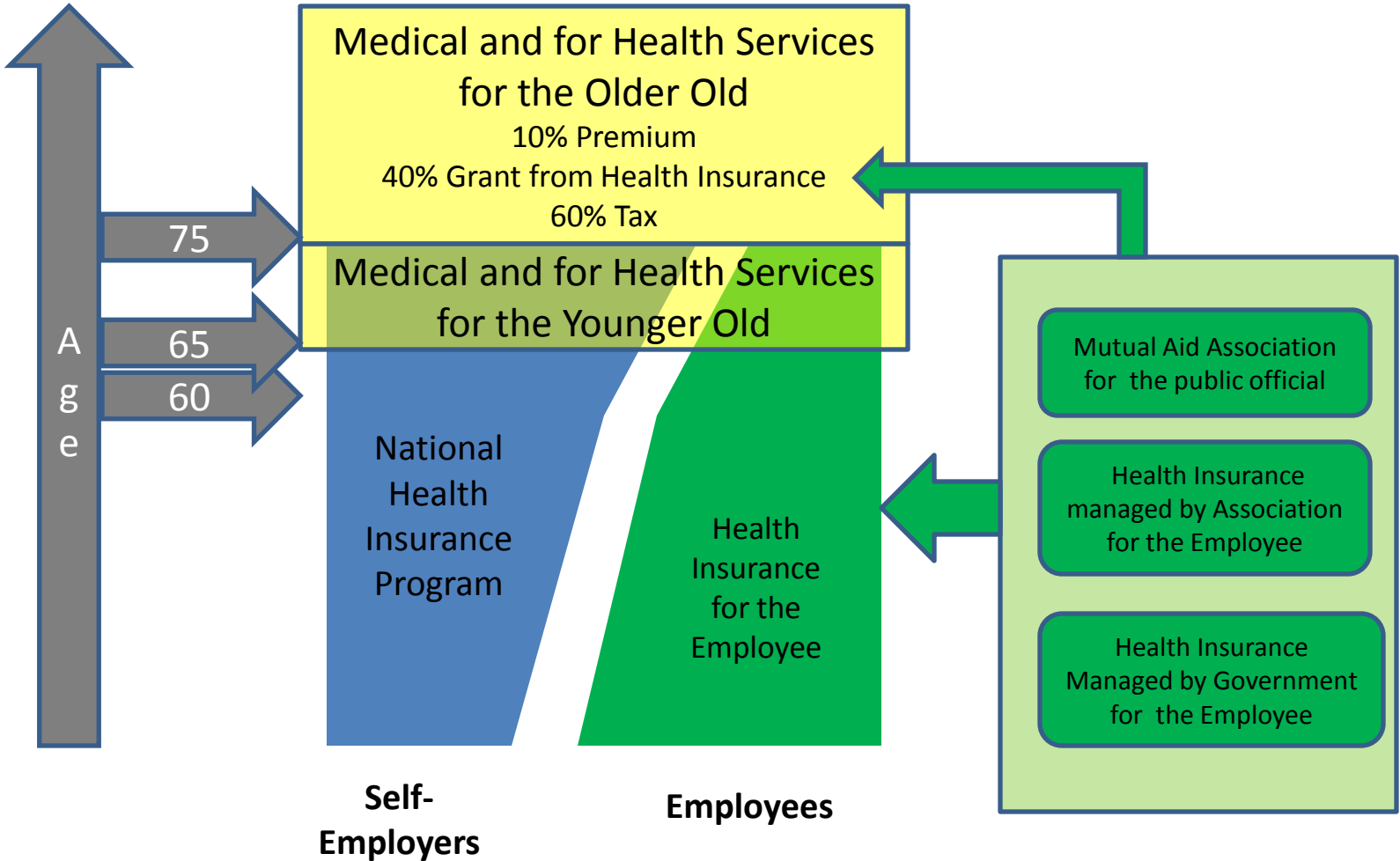
- Still, many older Japanese depend on the medical system and the long-term care system.
- Then, Japanese national government has established the new Health Care System for the Elderly aged over 75.
- Also, Japanese national government started preventive programs against being cared.

Using Hospital



Japanese Cabinet Office, 2005, International Comparison of Attitudes of Older Persons.

Particular Program
for the Older Old
(2008-)

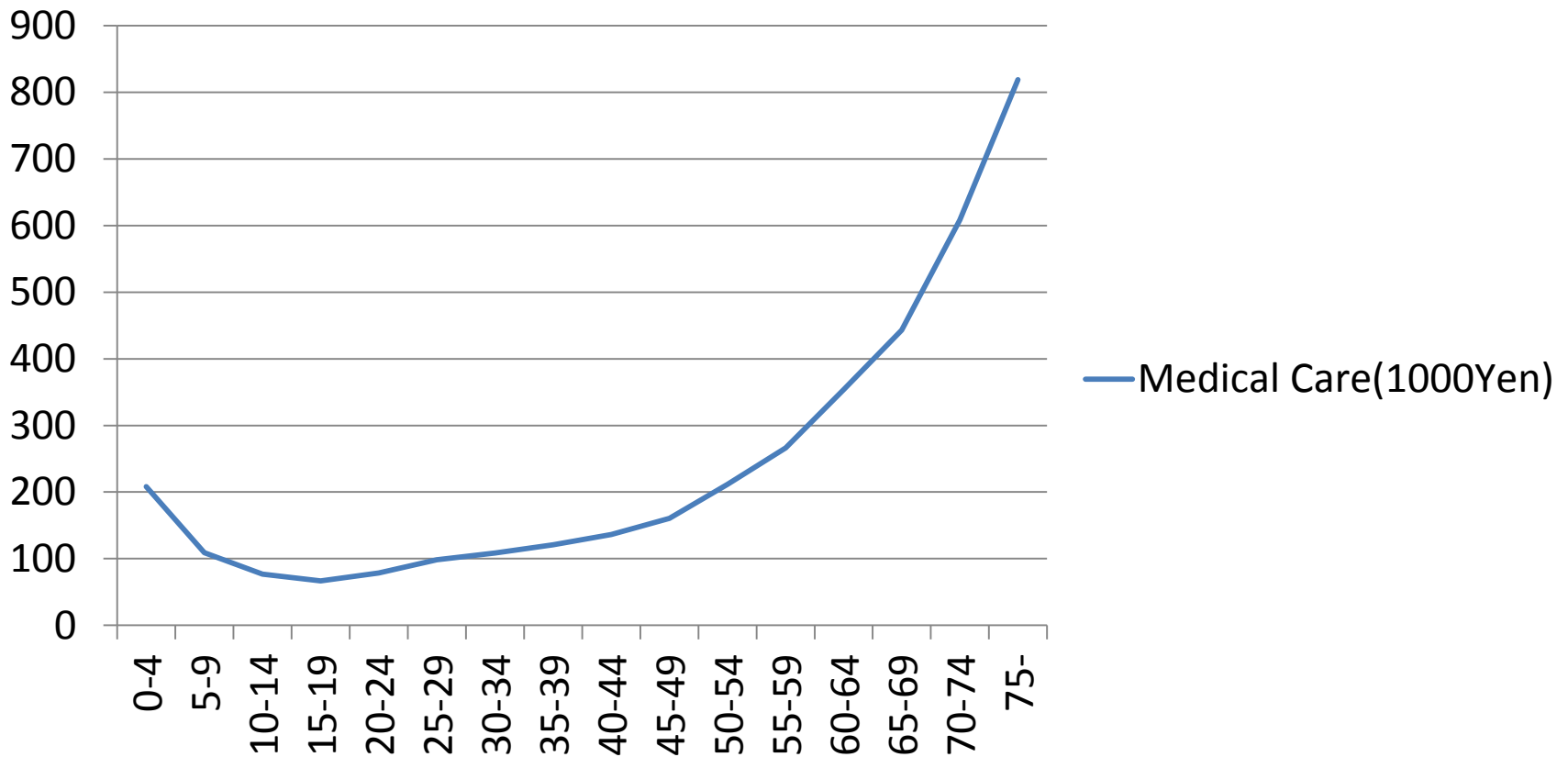


Social Marketing of Health Service Industries

- We, non-profit organization Asian Ageing Business Center, are challenging social marketing for promoting Health Service Industries.
- Our programs are aiming to change social attitudes of people to be able to survive healthy in super-aged society.
- Saving our healthy life for active ageing.

Medical Cost per Capita

Medical Care(1000Yen)

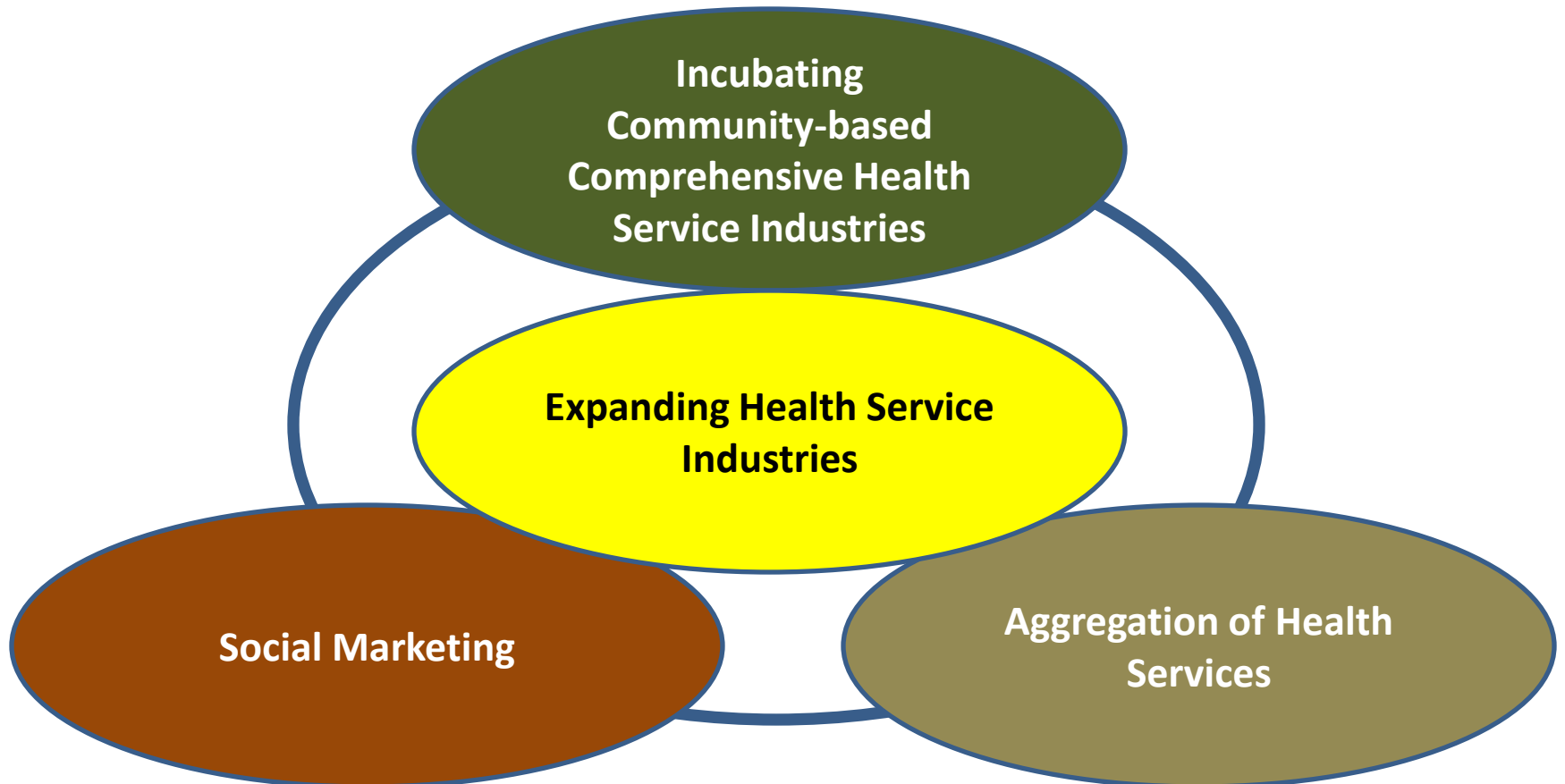


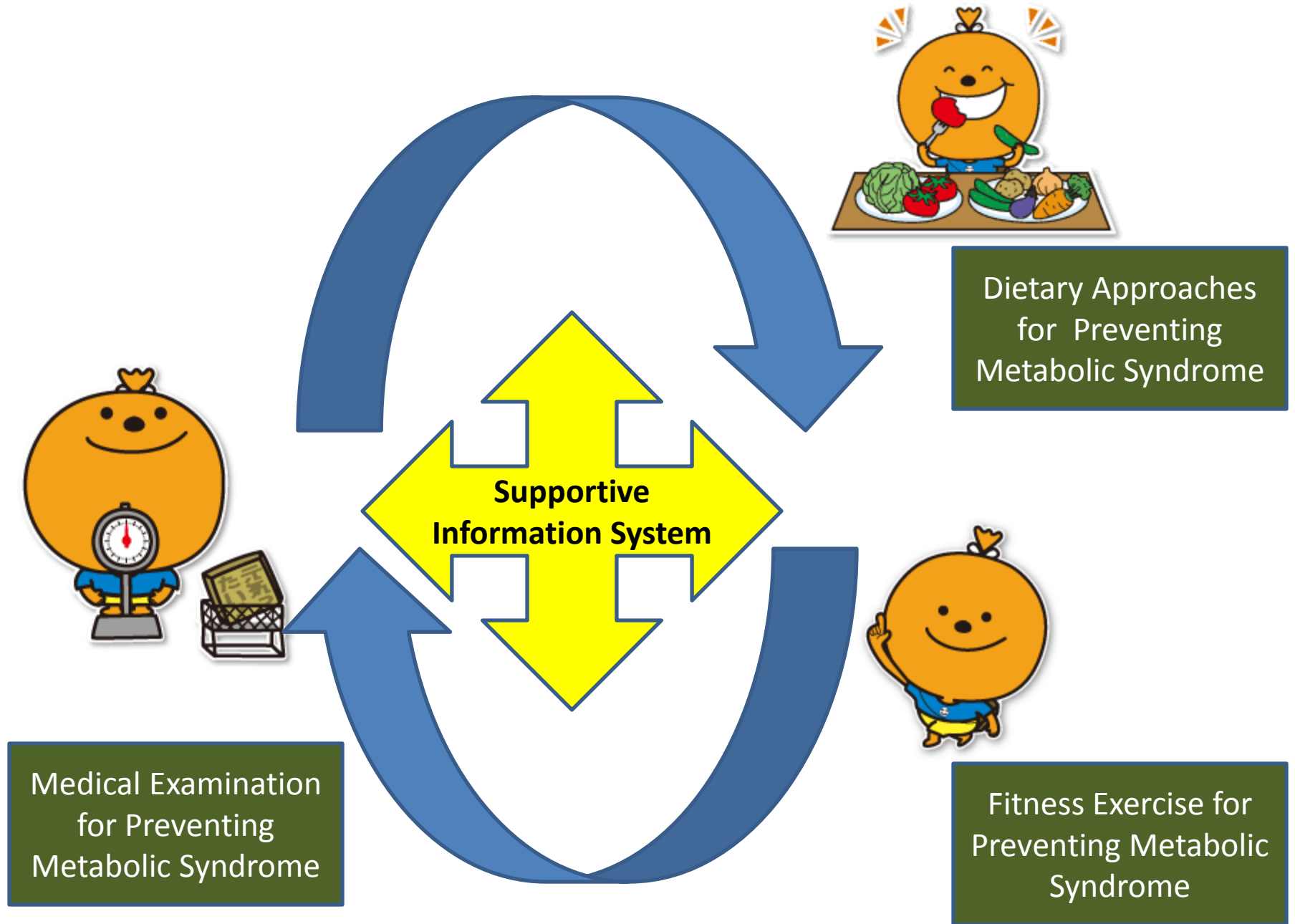
Japanese Ministry of Health, Labor and Welfare, 2005

Older Persons as Decision Makers

- Longevity in Pre-demographic Transition Era:
Life Expectancy, Medical Care, Peace, Safety Net
- Healthy Life in Demographic Transition Era
Healthy Life Expectancy, Prevention, Health
Promotion, Fitness, Nutrition, Long-term Care
- Active Aging in the Second Demographic
Transition Era
Prevention, Productivity, Positive Aging, Social
Inclusion, Social Participation, Activation

Social Marketing for Saving Medical Expenditures





Saving Medical Expenditures

Local
Government
Fukuoka City

NPO Asian
Ageing
Business
Center

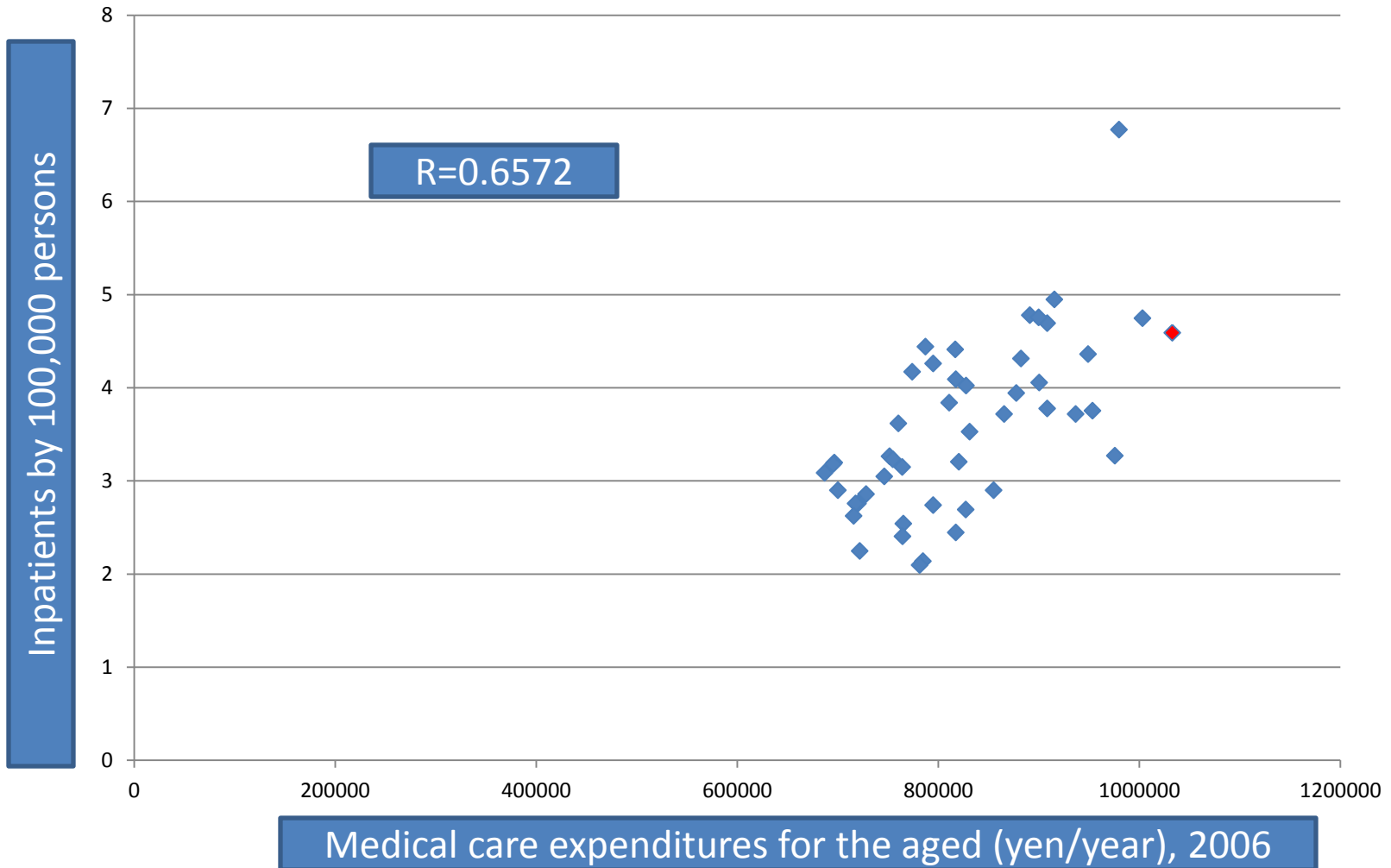
Companies and
Corporations
Newspaper, IT, Bank, Spa,
Drug Store, Hospital,
Long-term Care Facility,
Polytechnic, Tourist
agency, University etc.

Promoting Active Ageing

New Business Chances



Medical Expenditures and Inpatients by Prefectures



Fukuoka Active Ageing Conference in Asia Pacific 2010

- 29-31 October, 2010
- Fukuoka-city, Japan
- Towards Age-friendly Communities
- NPO Asian Ageing Business Center
Fukuoka-city, Nishinippon Shinbun Co.,Ltd.
Nishi-nippon Railroad Co., Ltd.
- http://aabc.jp/en/acap/acap_2010_fukuoka.html

