Efforts of Akita Age-Friendly City

Longevity and Welfare Division
Health and Welfare Department
Changes in Aging Rate

Akita City

(Independent Survey)

Akita City

Akita Prefecture

Japan


11.4 14.5 17.5 21.1 24.1 28.2 31.8 34.4 36.6

31.6

2000

35.1 34.4 37.3 41.0

2005

29.1

2010

23.5 26.9 29.6 32.5 33.7 37.2

2015

24.1 28.8 33.7

2020

21.1 26.8 32.5

2025

20.2 29.1

2030

14.5 17.4 20.2
## Changes in Aging Rate

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<td><strong>Akita City (※)</strong></td>
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<td>17.4</td>
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<td>26.8</td>
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Changes in Aging Rate of Akita City (※Independent Survey), Akita Prefecture, and Japan
## Efforts of Akita City from 2009 to 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Activities</th>
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| 2009 | - Started to conceive the Akita Age-Friendly City to fulfill Mayor`s campaign promises  
     - Had a study group in a city hall to assess Akita city which in terms of WHO`s 84 checklists |
| 2010 | - Established the Akita Age-Friendly Plan Promotion Group  
     - Did a survey to understand citizen`s attitude and needs to help develop the plan of Akita Age-Friendly City  
     - Established “Realization of Age-Friendly City” as the growth strategy in a master plan of Akita city |
| 2011 | - The Akita Age-Friendly City Plan Promotion Group personally delivered the “Proposal Document for the Akita Age-Friendly City Plan” to the Mayor of Akita City  
     - Held the 1st Akita Age-Friendly City Forum(～2013)  
     - Invited International Federation on Ageing for the first time to an event on Age-Friendly Cities. Expressed desire to the WHO to participate in the WHO Global Network of Age-Friendly cities and communities（～2013）  
     - Approved by the WHO to join the WHO Global Network of Age-Friendly cities and communities |
## Efforts of Akita City from 2012 to 2016

<table>
<thead>
<tr>
<th>Year</th>
<th>Activities</th>
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</table>
| 2012 | - Akita Mayor, Hozumi, read a report of Akita City`s policies at the 11th International Federation on Ageing Global Network  
- Established “Age-Friendly Akita Citizen Association” |
| 2013 | - Established the Akita Age-Friendly City Action Plan |
| 2014 | - Established the committee for developing the Akita Age-Friendly City Action Plan  
- Held 3 seminars and 5 workshops of Akita Age-Friendly City College  
- Published brochures on Akita Age-Friendly City(2 or 3 times per year) |
| 2015 | - Created a symbol for Akita Age-Friendly City  
- Started the Akita Age-Friendly City Partner Program, which involves corporations and groups that promote an Age-Friendly spirit and take actions to help the elderly to live easier and more comfortably  
- Established the indicator for Akita Age-Friendly City  
- Held an exhibition,“Age 2240 style -Wiser people who take advantage of their time-” |
| 2016 | - Established the 2nd Akita Age-Friendly City Action Plan |
Concrete Efforts 1  The One-Coin Bus Project

1 Started:
   October, 2011

2 Project Outline:

   The Discount System that allows the elderly, more than 70 years old, to take a bus for 100 yen by showing a one-coin bus certificate issued by Akita city hall. The scope has been expanded to those aged 68 years old or older since 2015, and furthermore, it will be expanded to 65 years old or older in October 2017.

   To Promote going out by the elderly for social participation and creating purpose in life

A sample of a one-coin bus certificate
Concrete Efforts 2  The Indicator for Akita Age-Friendly City

Akita City’s Vision by using the Age-Friendly City Action Plan (Basic Principle)

8 Basic Policies

Efforts and activities by city hall, private companies, groups and citizens
Examples of the Indicator

- Designed the structure of the Indicator to help the public understand the goals of Akita Age-Friendly City, which consisted of the Fundamental Indicator assessing the Basic Principle, and Intention and Action Indicator assessing 8 Basic Policies
- Established the Indicator in 2015 and started to apply it in 2016
- Revise the Indicator while considering operating effectiveness

The Indicator for Akita Age-Friendly City

<table>
<thead>
<tr>
<th>Basic Principle</th>
<th>Fundamental Indicator (Subjective)</th>
<th>Basic Policies</th>
<th>Intention Indicator (Subjective)</th>
<th>Action Indicator (Objective)</th>
</tr>
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<tbody>
<tr>
<td>To create a society in which people can lead a lively life by continuing to be active and contributing to their local communities even in older age</td>
<td>Assessing the percentage of the elderly who feel personally fulfilled in their lives</td>
<td>1</td>
<td>Improve the convenience of transportation facilities</td>
<td>2-1 Find the percentage of the elderly participating in the One-Coin Bus Program</td>
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<td>2-2 Find the percentage of handicapped-accessible buses</td>
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<td>2-3 Find the number of wheelchair accessible and special-needs taxes</td>
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<td></td>
<td>1-1 Find the percentage of barrier-free facilities</td>
<td>1-2 Find the number of traffic incidents involving the elderly</td>
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<td>1-3 Find the number of fraud cases involving the elderly</td>
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Concrete Efforts 3   The Akita Age-Friendly Partner Program

1 Started: April, 2015

2 Project Outline:

   Established the registration and certification for companies and groups as “Age-Friendly Partner”, which continue their efforts under the Akita Age-Friendly Partner Program

3 Example of the efforts:
   ・Displaying signs in a font that is easy to read
   ・Displaying merchandise in a way that is easy to access
   ・Seminar for the general public to better support the elderly especially those with cognitive impairment
   ・A free drink service to the elderly who show the one-coin bus certificate
   ・Making benches available for public use

4 Registered companies or groups: 77 (2017/8/9)

Working with private companies to promote Akita Age-Friendly City
Examples of the efforts by companies in the Akita Age-Friendly Partners Program

■ Akita Bank  Declared Age-Friendly Bank on 2014
  • Established the Platinum-Town Society
    The purpose of this organization is forming vigorous and sustainable local communities where the elderly live healthy and happy.
  • Held a seminar to teach the keys to longevity
  • Installed shelves on all Akita Bank’s ATMs

■ Akita Castle Hotel  Declared Age-Friendly Hotel on 2014
  • Established a committee to plan Age-Friendly hotel
    The committee is composed of the hotel’s staff in each department, and the general manager acts as a chairperson.

■ Other registered companies or groups
  • Akita city General Hospital, Akita Tanita Restaurant, Tobu Gas Akita branch, and more
The Symbol for Akita Age-Friendly City

■ Description of the symbol
The symbol has the motif of the “A” of Akita and Age, and expresses Age-Friendly City in a soft curved figure written with a single stroke of the brush.

■ Creation Process
We got 142 works from applicants throughout Japan. The youngest was 13 years old and the oldest was 80 years old.

■ Examples of the use of the symbol
Pin Badges, Clear Document Folders, Age-Friendly Partner Certificates and Stickers, etc.

A Pin Badge
An Age-Friendly Partner Certificate
A Sticker
Concrete Efforts 4  The Project of creating and supporting the elderly communities’ activities

Citizens support each other in their regions

Assistance for daily life and preventive care

Social Participation as Assistants for daily life

Voluntary Activities by local residents

Civic cooperation and participation

Social Participation of the elderly

○ Activities that the elderly make use of their careers
○ New challenges they have interests in
  • Community Activities
  • Reemployment
  • Starting a business
  • Activities for their hobbies and health
  • Volunteer Activities

Creating the places where the elderly can make friends

Creating a program which helps local residents promote activities above more actively and voluntarily

Supervision of the Health and Welfare Department and Civic cooperation Department as a part of the activities of Age-Friendly City

Programing these systems by cooperative research between Akita City and Institute of Gerontology of Tokyo University and community design by Studio L
The Process of community building

The Structure of the Project for creating and supporting the elderly community's activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Activities</th>
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<tr>
<td>2015</td>
<td>Analyze and survey model districts</td>
</tr>
<tr>
<td>2016</td>
<td>Find and analyze regional issues in model districts, Understand regional resources, and Create community networks</td>
</tr>
<tr>
<td>2017</td>
<td>The project of designing the system for creating communities</td>
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*Institute of Gerontology, Tokyo Univ.

IOG*  

studio- L

Exhibition (Research, Motivate, and Recruit the elderly and their communities)

Creating the community where citizens support each other
The Process of community building

■ Community Design by Studio L
Exhibited the results of the elderly survey at an exhibition, “Age 2240 style – Wiser people who take advantage of their time”
The Process of community building

- Held a seminar at the opening of the exhibition
The Institute of Gerontology of Tokyo University assessed communities and shared issues facing those communities in some model districts.
Establish the 2nd Akita Age-Friendly City Action Plan in 2016

- Integrating Government, private companies, groups and individuals into one community, and establishing and activating a system for developing efforts of Age-Friendly City

- Building the elderly community by developing their activities