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# The Report of 8<sup>th</sup> World Health Capital Conference

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美しく生きる  
MATSUMOTO CITY

Professor Helle Rasmussen  
Deputy Chief Medical Officer

Professor Robert Woodhouse  
Deputy Director of Research

The 8th Findings and studies that will change the future

**World Health  
Capital  
Conference**

2018  
**Nov. 8 (Thu) 13:20~ / Nov. 9 (Fri) 10:00~**

Free admission  
No registration  
necessary  
Simultaneous  
interpreting

**PRESENT FOR ATTENDEES** Either Day **The first 500 people will receive free local produce or other presents!!**

Host: World Health Capital Conference Committee  
President: Akira Suganoya (Mayor of Matsumoto City)  
Vice President: Atsushi Sugiyama (President of Matsumoto City Medical Association)  
Supported By: British Embassy Tokyo; the Royal Danish Embassy; the Ministry of Health, Labour and Welfare; the Ministry of Economy, Trade and Industry; and Nagano Prefecture  
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Photos & Maps  
Chuo Gymnasium/M Wing North Building & FL Chuo Gymnasium

**Matsumoto Chuo Community Center (M Wing)**  
1-18-1 Chuo, Matsumoto, Nagano 380-0811  
Event code: 0101 (Please use the Chuo Parking lounge parking lot) and 0102.



Health Industry and Industrial Location Division;  
Health Care Services Division,  
Matsumoto City Office

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## Summary

Period : 8th to 9th (Thursday to Friday) November 2018.

Venue : Matsumoto Chuo Community Center and Chuo Gymnasium (M Wing)

Participants : approximately 1,700

Thursday, November 8, 2018

13:20 ~ 14:00 【Hall】

### Opening Ceremony

Akira Sugeno

Executive Committee Chairman, (Mayor of Matsumoto city, and Chairman of Matsumoto Regional Health Industry Promotion Council)

Kunihiro Hamada (President of Shinshu University)

Vice Chairman, Matsumoto Regional Health Industry Promotion Council

Masaaki Uchida (guest)

Department Manager, Nagano Prefecture Industrial Policy Direction and Industrial Labor Department

Masakazu Aihara (guest)

Section Sub-Manager, Ministry of Health, Labor and Welfare Department of Health Section



Greeting from conductor



Greeting from guest, Masakazu Aihara



14:00 ~ 14:20 【Hall】

Introduction of Denmark by the Royal Danish Embassy

Mr. Kensuke Nakajima

Investment Manager, Royal Danish Embassy Tokyo



14:20 ~ 15:20 【Hall】

Keynote Address 1 "Bringing Happiness to Life with Playful Technology "

Professor Henrik Hautop Lund

Center for Playware, Technical University of Denmark



Summary of conference

- By using self-developed Moto tiles to train 60 seniors, the mean age of 83 for 4 hours per week (13 minutes per day, twice per week) and the results of seniors progressed for 148% for balancing, 22% for leg muscle strength, and evidenced for rapid improvement for short training time.
- By improving ability of Moto tiles of seniors, the cost of fracture by falling risk will be decreased, then 2,200 euro (about 280,00yen) will be also decreased, which has good effect to the society.
- By playing 4 types of games (each 2 minutes) are able to measure both physical and cognitive skills. Then the scores are analyzed with the standards, and able to find the program in the early stage. Therefore the individual auto-programmed trainings are available.
- The main purpose for design is "play." The most important point is self-motivation for playing the games to find the happiness and enjoyment. I would like bring the happiness to many people. This purpose is the same to the Matsumoto city s agenda and theme.

15:40 ~ 16:00 【Hall】

### Introduction of England by the British Embassy Tokyo

Mr. Griff Jones, First Secretary for Science and Innovation, British Embassy Tokyo



16:00 ~ 17:00 【Hall】

### Keynote Address 2 "Healthy Lifestyles– how can we help change attitudes and behaviour? Some examples from England "

Professor Gina Radford, Deputy Chief Medical Officer for England



#### Summary of conference

- Everyone wants to live long. Not only having long life but with healthy living can sustain the economy. (People can work in long term even with aging society.)
- When you want people's behavior and the way of living to change, you need to provide the appropriate environment to make good decision.

#### 【Three examples in Britain】

- Salt-reduction: the government and the private sectors cooperated to reduce the salt-consumption to their potential goal. The content of food in salt gradually reduced without consumers knowing. Finally, 11% of salt reduced in whole.
- Non-smoking: the British government established the environment for non-smoking policy by making laws from 2003.
- Obesity: 28% of British children are over-weight. The government taxed for high sugar contained beverages. Then the budget from this tax was brought to subsidy for healthy school lunch. We need all the government, regions and individuals involved for obesity education to the regulation.
- My message is "to be patient and continue."

17:10 ~ 18:00 【Hall】

Manufacturers and Talks

Support for People, Cities, and Generations: A society where robots are the norm

Mr. Yoichi Takamoto, Chairman and CEO, tmsuk Co., Ltd.



tmsuk introduced multi-tasked robots, which developed with many clients. In these robots, tmsuk demonstrated RODEM for use, developmental purpose and its process.

14:00 ~ 15:30 【3-2 Conference Room】 100 participants

Health Care Services Division, Matsumoto City Office

Gut Bacteria in Health and Disease

Dr. Shigeru Kamiya, Department Chair, Faculty of Health Sciences, Kyorin University



Lectured the history of cells and infections, differences in viruses, bacteria, and cells, dialogue on the role of intestinal flora, analysis method, relation between intestinal flora and exercise/obesity and disease, etc.

14:30 ~ 15:30, 16:50 ~ 17:50【Recreation Room】53 attended in 2 days in cumulative total.

Two sessions took place 11:30-12:30 and 13:30-14:30 on Friday 9th November.

Matsumoto City Health Promotion Federation

Let s make ribbon wreaths and tiny crafts! : Animate your brain and rejuvenate your spirit by using your fingertips



The provided corner was ribbon lease and thumb-work crafts. The visitors were able to make one of each in an hour. Moreover, the corner provides the walking point and stride checking.

15:30 ~ 17:00【4-3 Conference Room】36 participants

Healthcom-lab Co., Ltd.

Shinshu University Venture

Dementia Prevention and Stimulation of the Local Economy

Mr. Keisuke Kaneko, CEO, Healthcom-lab Co., Ltd.



With explaining the recent status of dementia, studies at Shinshu University and its development, the demonstration of experiment, and practical verification subsidy project in Matsumoto Community Health Industry Promotion Council. thee conduction of cognitive function check and dementia prevention campaign were done by all participants



15:45 ~ 16:45 【3-1 Conference Room】 43 participants

Matsumoto Dental Association

Good Teeth for Proper Chewing Make for a Sound Body

Dr. Takashi Sugiyama, President, Matsumoto Dental Association



The speaker lectured the causes and characteristics of tooth decay and periorbital disease. These are possible causes of systematic disease. The speaker also mentioned about the importance of oral care and life-long contact with the dentists.

16:00 ~ 18:00 【4-4 Conference Room】 19 participants

Shinshu Medical Industry Association & Shinshu Living Lab

A happy, healthy, and long-lived society established through residents ideas and power to create: Matsumoto is launching medical-industrial partnerships in manufacturing that will include resident participation.

Ms. Yasuko Akutsu

Representative Director, Advanced Gerontology In Next Generation Japan

Head of Laboratory, MT Health Care Design Research Inc.



The first half of the seminar was about the importance of design for making products, and the cases of product development based on the needs of the site. Later half was the workshop which was about how to provide the opportunity to seniors to go out and communicate.

16:00 ~ 17:30 【3-2 Conference Room】 57 participants

Nagano Prefecture Next-generation Health Care Industry Council ×  
Shinshu University

4th Healthy Living Experts Classroom: Healthy and happy living with  
Nagano's mouth-watering local ingredients Part II

Mr. Koji Yamada, Chef of Weissshorn, Maruko Central Hospital

Ms. Takako Yokoyama, Food Critic

Mr. Hideki Tabuchi, Head Researcher, Nagano Prefecture Agricultural Test Center

Prof. Nobuko Aida, Health Science Division, Department of Medical Sciences, Shinshu  
University



Four topics provided, such as “devising bean curd with everyday food and local cuisine,” “the cuisine with bean curd,” “development of bean curd, its history and productivity,” and “intestinal environment and bean curd by excreta.”

Later panel discussion was the topic of “healthy food life with bean curd.”

Friday, November 9, 2018

9:00 ~ 10:00 【Gymnasium】

Tmsuk special seminar to the students of Matsumoto Industrial High School



10:00 ~ 10:40 【Hall】

Healthy Cities Seminar

The Project Geared Towards Making Matsumoto the Health Capital of the World

Mr. Satoru Kurasawa, Urban Planner



Presented results of this year's projects involved the ideas from last year's workshop. The result of JAGES (Japan Gerontological Evaluation Study) by Matsumoto-city in 2018 was introduced. Talked about the finding of causes and improving tips, and that advantages could take into account.

10:50 ~ 11:30 【Hall】

### Matsumoto Health Lab

Creating a Healthy Mouth for the Working World: Verified Research on Milk Based Products

Dr. Akihiro Yoshida, Department of Oral Microbiology, Matsumoto Dental University  
Mr. Manabu Nakano, Functional Food Ingredients Department Food Ingredients & Technology Institute, MORINAGA MILK INDUSTRY CO.,LTD.



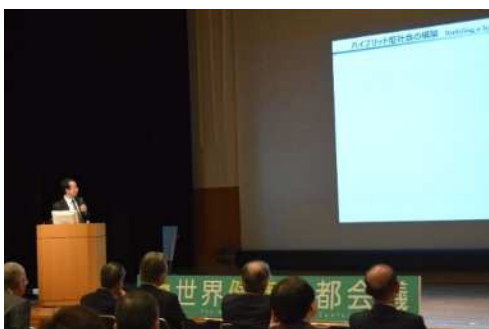
The speaker told the audience about the importance of oral health from youth age. Also the experiment to the members of Matsumoto health Lab that conducted in last fiscal year reported the improvement of tooth health by taking tablets –Lactoferrin and Lactoperoxidase included –made better conditions to Gingivitis and QOL.

11:40 ~ 12:00 【Hall】

### Policy Explanation

Outlook on Super Aged Society: Creating a Lifelong Active Society

Mr. Yoshihide Esaki, Deputy Director-General, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; Deputy Director-General, Health Policy Bureau, Ministry of Health, Labour and Welfare; Assistant Director, Health and Medical Strategy, Cabinet Office



The lecturer analyzed Japanese population structure transition by different dimensions. The content of lecture involved the second life agendas of the age of after 60 in super-aged society. The seniors need to find self-consciousness with their happiness in their lives that lead to the independent lives until the last moment.

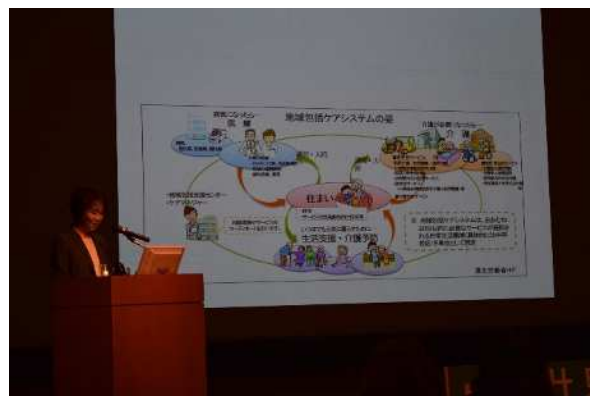
13:00 ~ 13:30 【Hall】

Matsumoto City Medical Association Talk

Living the Way You Want to Until the End of Your Life

Health care and your way of life in a hyper-aged society: Thoughts on living will

Ms. Ritsuko Okamura, Health Care and Elderly Care Coordinator, Matsumoto City Medical Association



During the seminar, the importance of preparing “living will” was discussed. It includes the how the individual persons are willing to be treated in medical and caregiving ways, and how they end the life in the future, before declining the ability of decision making on their own.

10:00 ~ 11:00 【4-3 Conference Room】 50 participants

Matsumoto Health Lab

Reversing the aging of bones and muscles at any age

Dr. Yukio Nakamura, Orthopaedics Department, Shinshu University Hospital



To extend health life, people need to strengthen not only muscles but also bones. Explained how to strengthen bones by food and exercise with demonstration.

10:00 ~ 11:30 【4-4 Conference Room】 49 participants

Health Care Services Division, Matsumoto City Office

Serious Reflection on Smoking: From recent ways to quit smoking and company initiatives to what you can do on your own

Mr. Masakazu Aihara, Section Sub-Manager, Ministry of Health, Labor and Welfare  
Department of Health Section

Dr. Yukinori Matsuzawa, Occupational Health Physician, SHOWA DENKO K.K.

Ms. Yoshiko Nagata, CEO, Kumamoto Driving School Group



The CEO explained about the current environment of smoking in the country, updated information of non-smoking treatment, and heated cigarette. In addition, the CEO explained the non-smoking project which started by the small company in Kumamoto.

10:00 ~ 13:00 【Cooking Room】 28 participants

Matsumoto Food Life Improvement Promotion Association

Cooking Class: Learn new ways to use freeze-dried tofu (Part III)

Ms. Junko Hayashi, Cook/Dietitian, Asahimatsu Foods Co., LTD.

Ms. Mie Miyoshi, President, Matsumoto Food Life Improvement Promotion Association



All cooked and tried 3 frozen tofu cuisine from Asahimatsu Foods, and 2 cuisines from recommended by Food Life Improvement Promotion Association.

10:00 ~ 12:00 【3-2 Conference Room】 84 participants

Welfare Planning Division, Matsumoto City Office

Exchange activities concerning health and wellness between Kaohsiung, Taiwan and Matsumoto

Second half: Trends and Practical Examples of Matsumoto's Integrated Community Care System

‘Café for dementia people made by townspeople ’

Mr. Yukiyasu Kubota, Chairman, District of Kotobuki, the Welfare Public Works Promotion Council

‘Links between regional development activities and medical institutions by comprehensive support center. ’

Ms. Kumiko Uruga, Manager, Seibu Regional Comprehensive Support Center

‘Promoting home medical care, and activities of medical association in Matsumoto-city. ’

Dr. Atsushi Sugiyama, President, Matsumoto City Medical Association



Introduced the outline of Matsumoto-city's direction of regional comprehensive care system, and the case examples of local based, the roles of Comprehensive Support Center to network locals with medical institutes, the case study of medical practice at home, and the roles of Matsumoto-city medical association. Also discussed the participants from Kaohsiung city, Taiwan.

First half: Comprehensive Health Care and Elderly Care System in Siaogang District, Kaohsiung

Wednesday, November 7, 2018 14:30 ~ 17:00 【Matsumoto University Building 5】

60 participants

‘Roles of care-giving at community hospital ’

Dr. Ming-Feng Hou, Director, Kaohsiung Medical University Chung-Ho Memorial Hospital

‘How the community hospital carried out for care-giving policy. ’

Dr. Chih-Hsing Hung, Vice-President of the hospital, Kaohsiung Municipal Siaogang Hospital

Facilitator: Prof. Hiroyuki Shirinashihama, Department of Management, Matsumoto University



Long-term care-giving services by three municipal hospitals which related to Kaohsiung Medical University was introduced. Especially in SiaoGang hospital was introduced as the systematic services.

13 : 00 ~ 14 : 00 【4-3 Conference Room】 34 participants

Matsumoto Health Lab

Effects of improved bowel movement from rinse-free rice left by AKOFUNSO  
 Mr. Naoki Nishimura, Manager, Health Care Division, Food Sales Department,  
 Toyo Rice Corporation



Explained the bowel movements improvement of eating AKOFUNSO.

14:10 ~ 15:10 【4-3 Conference Room】 35 participants

Matsumoto Health Lab

How to improve gut health in light of inadequate nutrition from gut activity  
 Ms. Yoko Kamiya, Representative Director, Gut Environment Development Association



The speaker lectured about the important roles of intestine, the necessities of how to keep the good condition of intestine, and the points of everyday practices.



13:40 ~ 15:40 【Hall】

Panel Discussion

“Findings and studies that will change the future “

Moderator

Mr. Hiroshi Komiyama

Chairman, Mitsubishi Research Institute

Panelists

Mr. Yoshihide Esaki

Deputy Director-General, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; Deputy Director-General, Health Policy Bureau, Ministry of Health, Labour and Welfare; Assistant Director, Health and Medical Strategy, Cabinet Office

Prof. Atsushi Makino

Tokyo University Graduate School of Education

Ms. Chika Sekine

Visiting Professor, Doshisha University Graduate School of Policy and Management  
Chairperson and Senior Fellow, Udit Inc.

Mr. Hiroyuki Tsutsumi

President, Philips Japan



## Summary of Panel Discussion

### Way of living in "100-year-life."

- Discussing about aged society, "one workforce looks after one senior in 2060," is highlighted topic. However the aged society is the good society since all seniors are healthy. In this sense, it is the good society. The main problem is that the society changes without the policies and subjective view of the people.
- The current occurring welfare issues are from the policy of idealistic population structure of high economic growth period. The government should standardize the real age structure to consider and adjust the definition of senior and workforce age, meanwhile the old policy defined the senior was the age of 65, and the workforce was 15 to 64.
- In biologically, human being's life is 120 years. So second Kanreki (age of 60) is the matured way of Dai-Kanreki.
- Not only the "the first cycle generation" who are raising children, are supporting the "the second cycle." Also "the second cycle generation" who can spend their whole time into themselves and the society can support the society and the new structure makes the society with better atmosphere of raising children, and also secure living for children. That would be great aging society.

### "Social health and self-assertiveness"

- The health of human belongs of the health of the society. Therefore, the human relation makes the people in the society to be meaningful of their lives. When the person gets meaningful life, she or he will care more about the health. The isolated individual has no health needs. The needs are born with relations.
- The importance of health is aware by everyone but the laziness is more preferred. So it is very difficult to practice. The enjoyment is demanded for structuring for health to win over the laziness.
- "Enjoyment" is the feeling on own change with the society. This makes people to be more motivated. The foundation of this is self-affirmation, such as being thanked, and being as themselves.
- To be independent, we need to make the environment which makes children with high self-affirmative. The self-affirmative environment is made by being patient and endurance.

### "Universal Design"

- Aging makes people vulnerable with sickness. The aging society is the era of living

with disability and illness. Japan needs to be restructured with universal design for everyone with or without disability.

- The innovation makes the diversity of the society, which makes the change in it.
- When the lives change, even the seniors start using ICT to support people. Not only being supported, but also playing role of supporting others to become active by own.

“Common ICT platform ”

- When we think about health with industry, there are many elements considered. “preventing ” sickness for sustaining health, “diagnosing and curing ” sickness, and “hospital and home ” medical system are important. These are individually treated in the current system. In the future, all needs to be integrated in order to make value with synergy. From selling to experiencing, then solution to creating values.
- To solve the problem of the society, many integrated supports are in need. For instance structuring the system of leading whole community is ideal. Then we need to locate social elements such as medical systems, hospitals and institutions. Making platform with residents health basement.

“What is the obstacle? ”

- Why social vision cannot be actualized? How do we carry out to be real?
- People think “health ” as the individual problem. Rather caring health, they focus on their work and hobbies. Many think sustaining health is “boring. ” We need to show people how the individual health affects to their society. This makes people to get motivated with own health care.
- Isolation and addiction are big issues. In those days, everything was done to the individual. But after bubble economy bursted, the society asked individuals to be independent. The individual got isolated from the idea of self-responsibility. In Matsumoto-city, there are 400 community centers, thus the city is highly self-governed.
- People need to be healthy with fun and without patience. Not “doing ” the health program, but “creating ” it is important. Self-autonomy is only carried on with own will.

“Message to the youths ”

- Result of the health is only in the future. Therefore you need to thin now and move on. Do not be afraid of failure, and be creative.
- “Walk around the town with your tablet. ” Find yourself with socialized life.

- Now is the time for change in 1000 years. Nobody knows the answers. You can talk to the seniors to get ideas how you live in 120 years.

“Message to Matsumoto-city ”

- I want all of you to act as a leader of the health city in the world, with good direction and common platform.
- I want you to make inclusive society without bureaucratic way. I want Matsumoto-city to achieve the best universal city.
- Think as “learning ” for everything, is includes health, welfare and education. Learning is not just getting knowledge but for something to do with people. This makes you change with enjoyment. You are the ones to propose and implement the welfare centers and regional development centers.
- People with “second life ” can show the model of happy life to the ones in their “first life. ” This makes new ideal of family, and spread it from Masumoto-city.

**【Keyword】**

- “100-year-life ”
- Second life
- Self assertiveness and self achievement
- Social diversity is the origin of the innovation
- Common platform
- Behavior changes with changing environment
- Isolation and addiction
- Tide up with self-responsibility
- Trustiness to the society

15:40 ~ 15:50 【Hall】

**Closing Ceremony**

Atsushi Sugiyama, President, World Health Capital Conference Committee;

President, Matsumoto City Medical Association

Hiroyuki Sumiyoshi, (President of Shinshu University)

Vice Chairman, Matsumoto Community Health Industry Promotion Council

