

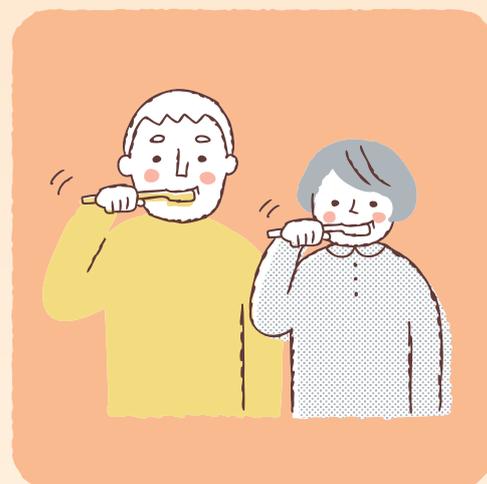
Matsudo City Health Promotion Plan

HEALTH MATSUDO 21IV



Citizen-Centered Initiatives

Matsudo: A city where residents take initiative and support one another with the community where anyone can thrive in health and well-being

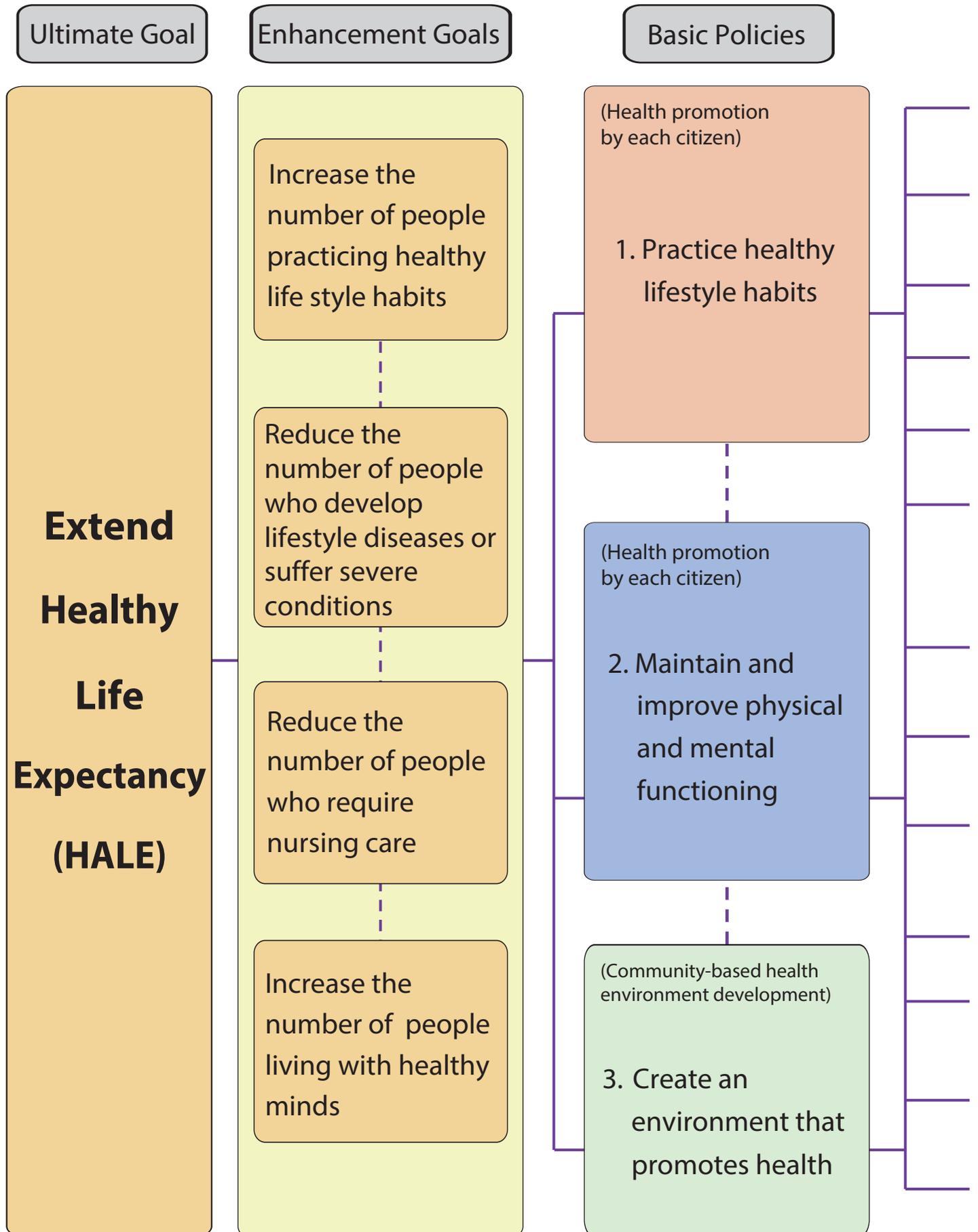


Matsudo City

March, 2025



Structural Chart of the Health Matsudo 21 IV



Target Initiatives

Initiative Goals

1-(1) Promoting healthy eating

- Increase number of people eating balanced diet

1-(2) Promoting exercise habits that suit each of us

- Increase physical activity levels
- Increase number of people with regular exercise habit
- Increase number of people taking action to prevent locomotive syndrome

1-(3) Promoting rest through adequate sleep

- Increase number of people who feel rested after sleep
- Increase number of people getting adequate hours of sleep

1-(4) Preventing alcohol-related health problems

- Reduce number of people who drink excessively

1-(5) Promoting measures to avoid risk of smoking

- Reduce the number of smokers
- Reduce opportunities for secondhand smoke exposure

1-(6) Promoting dental and oral health

- Increase number of people maintaining and improving oral function

Preventing onset and progression of lifestyle diseases

Key Initiatives

2-(1) Promoting specific health checkup and specific health guidance

- Higher participation rates for specific health checkups
- Higher implementation rates for specific health guidance
- Higher participation rates for health checkups for those aged 75 and over

Key Initiatives

2-(2) Promoting cancer screening

- Higher participation rates for cancer screenings

Key Initiatives

2-(3) Preventing diabetes onset and progression

- Decrease number of people with untreated diabetes and those who have discontinued treatment

Key Initiatives

2-(4) Promoting frailty prevention

- Increase number of people taking action to prevent frailty

2-(5) Promoting mental well-being

- Increase number of people who have their own stress relief method
- Increase number of people who have someone to consult about their worries and stress

3-(1) Strengthening the health promotion network

- Promote health initiatives by companies and various organizations
- Strengthen internal coordination for health promotion

3-(2) Creating opportunities to engage in health initiatives

- Improve access to health information
- Expand initiatives and events that encourage better health

Ultimate Goal Extend Healthy Life Expectancy (HALE)

* We define healthy life expectancy as the "average period of independent living without requiring daily care", and aim to extend it.

Indicators	Current Data	Target
Healthy / independent life a 65 y/o is expected to live to	Male: 82.83 y/o, Female: 85.91 y/o [General life expectancy at 65] Male: 84.56 y/o, Female: 89.60 y/o	To extend healthy / independent life expectancy more than how much general life expectancy increases

Enhancement Goals Increase the number of people practicing the healthy life style habits

Indicators	Current Data	Target
Achievement rate of evaluation indicators across six key areas for practicing healthy lifestyle habits (nutrition/diet, physical activity/exercise, rest/sleep, alcohol consumption, dental/oral health)	—	To achieve the target for more than half of the 18 indicators listed on the left
Ideal body weight: Obese males (BMI 25.0 and more) in their 20s to 60s	32.8%	30.0%
Ideal body weight: Obese females (BMI 25.0 and more) in their 40s to 60s	16.4%	15.0%
Ideal body weight: Underweight females (BMI less than 18.5) in their 20s	15.8%	15.0%
Ideal body weight: Elderly people with malnutrition (BMI 20.0 and below)	17.9%	13.0%

Enhancement Goals Reduce the number of people who develop lifestyle diseases or suffer severe conditions

Indicators	Current Data	Target
Blood glucose level: Individuals with HbA1c 5.6% and more (NHI enrollee)	80.5%	72.0%
Blood glucose level: Individuals with HbA1c 8.0% and more (NHI enrollee)	1.8%	1.4%
Individuals with the upper blood pressure 130mmHg and more (NHI enrollee)	48.5%	44.0%
Number of patients newly introduced to dialysis (NHI enrollee)	21 people	15 people
Age-adjusted mortality rate of cancer (per 100,000)	273.7	To reduce below the current rate

*NHI = National Health Insurance

Enhancement Goals Reduce the number of people who require nursing care

Indicators	Current Data	Target
Individuals newly certified as long-term care recipient due to joint diseases and fall-related fractures	23.7%	21.0%
Individuals at high risk of malnutrition (Among those who participated in the health checkups for those aged 75 and over)	0.96%	0.85%
Individuals at high risk for oral health issues (Among those who participated in the health checkups for those aged 75 and over)	3.5%	2.4%
Individuals at high risk for physical frailty (Among those who participated in the health checkups for those aged 75 and over)	5.6%	4.6%

Enhancement Goals Increase the number of people living with healthy minds

Indicators	Current Data	Target
Individuals suffering from mental problems	16.0%	14.0%

Basic Policy 1 Practice the health lifestyle habits

We will implement initiatives to help citizens gain accurate knowledge about healthy lifestyle habits (diet, exercise, rest, alcohol, smoking, and dental and oral health) and, by reflecting on their own lives, maintain ideal lifestyle habits throughout their lives.

Basic Policy 2 Maintain and improve physical and mental function

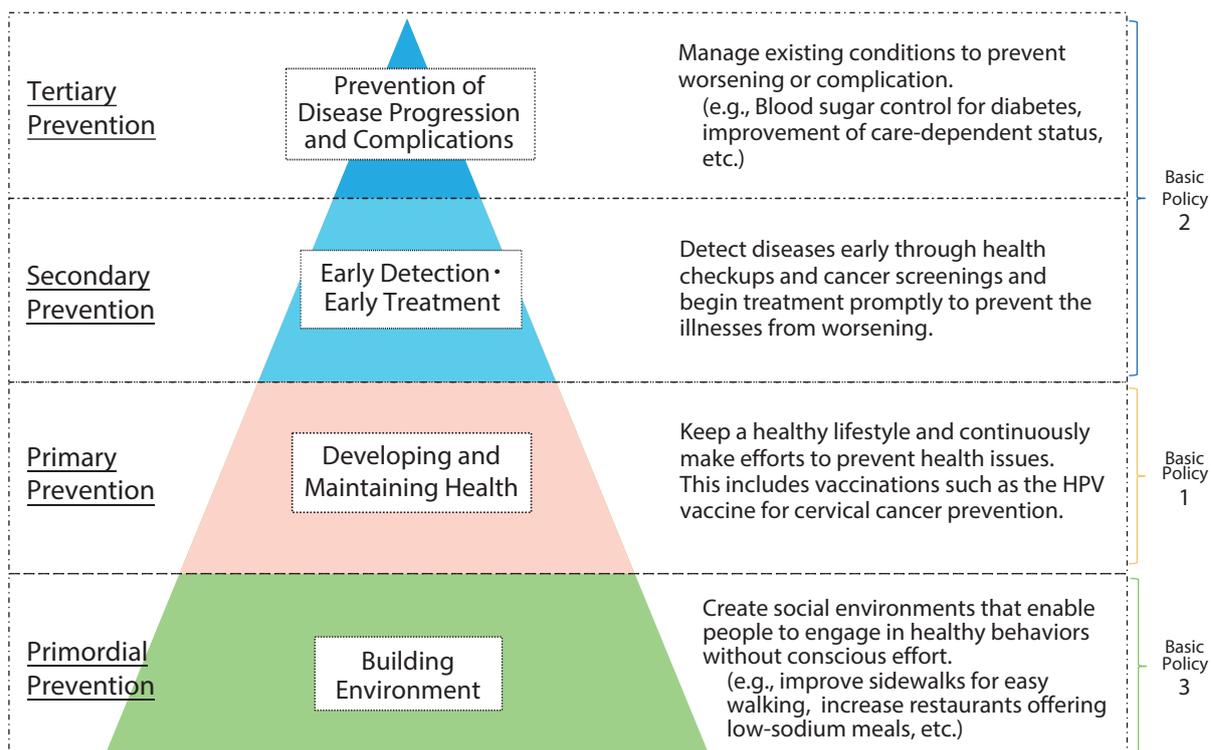
To prevent the onset and progression of lifestyle-related diseases such as cancer, cardiovascular disease, and chronic obstructive pulmonary disease (COPD), we will promote early detection and treatment through health checkups and cancer screenings. Additionally, we will work to prevent frailty and dementia, and promote mental health, enabling citizens to maintain independent living throughout their lives.

This plan identifies "Health Checkups", "Diabetes Prevention", and "Frailty Prevention" as key initiatives. Building on the foundation of diabetes and frailty prevention, we will also promote the prevention of other lifestyle-related diseases.

Basic Policy 3 Create an environment that promotes health

In addition to improving individual behavior and health status, we will strive to enhance the quality of the social environment surrounding individuals. Our intention is to strengthen collaboration among the various parties involved while creating an environment in which citizens can easily access information and opportunities that motivate them to work toward better health. This will lead to the establishment of a system in which the entire community supports citizens' effort to improve their health.

Basic policies addressing the four processes from primordial to tertiary prevention



1 – (1) Promoting Healthy Eating

Citizens' Action Goals **Eat a balanced diet!**

Growth Phase	Young Adult Stage	Elderly Stage
Eat three proper meals every day	Eat the right amount of food for your body	
Eat breakfast every day	Eat a side dish (vegetable) with every meal	Eat a main dish (protein) with every meal

- Matsudo City Initiatives**
- Promote awareness to encourage the practice of balanced diets
 - Collaborate with relevant organizations and groups to establish environments that support healthy eating habits



Initiative Indicators

- Percentage of people eating meals combining staple food, main dish, and side dish at least twice daily: 36.0% → 50.0%
- Average vegetable intake: 308g → 350g
- Percentage of people who eat breakfast almost every day:
 - ① Men in their 20s to 40s: 61.5% → 80.0%
 - ② Women in their 20s to 40s: 70.9% → 80.0%

1 – (2) Promoting exercise habits that suit each of us

Citizens' Action Goals **Find the right exercise that works for you!**

Growth Phase	Young Adult Stage	Elderly Stage
Enjoy games involving physical activity	Avoid sitting for extended periods of time and increase opportunities to move your body	Exercise according to your health condition
Find an enjoyable exercise routine and form a habit of regular physical activity	Be conscious of your daily step count and incorporate it into your daily life	Have opportunities to go out and interact with people
Make exercise a part of your daily routine		

- Matsudo City Initiatives**
- Promote the benefits of physical activity and ways to incorporate exercise into daily life
 - Create an environment that supports establishing exercise habits
 - Further raise awareness about locomotive syndrome



Initiative Indicators

- Percentage of people engaging in conscious physical activity: 60.5% → 72.0%
- Percentage of people familiar with locomotive syndrome: 40.9% → 80.0%
- Percentage of people with exercise habits: No current data → 46.0%
- Average daily step count: No current data → 7,100 steps
- Osteoporosis screening rate: 5.6% → 13.5%

1 – (3) Promoting rest through adequate sleep

Citizens' Action Goals
Get a proper amount of quality sleep!

Growth Phase	Young Adult Stage	Elderly Stage
Ensure sufficient age-appropriate sleep hours	Ensure adequate sleep based on individual sleep needs	Avoid excessive time spent lying in bed
Establish regular, healthy life habits	Review your daily habits and sleep environment to enhance sleep quality and restfulness	Stay active during the day to enhance the feeling of being rested after sleep

- Matsudo City Initiatives**
- Raise awareness about the importance of getting adequate sleep in both quality and duration of sleep.
 - Collaborate with relevant organizations and internal departments to achieve work-life balance



- Initiative Indicators**
- Percentage of people who feel well-rested after sleep: 67.9% ➔ 80.0%
 - Percentage of people sleeping 6-9 hours (6-8 hours for those aged 60 +):
No current data ➔ 60.0%

1 – (4) Preventing alcohol-related health problems

Citizens' Action Goals
Drink wisely and responsibly!

Growth Phase	Young Adult Stage	Elderly Stage
Does not drink alcohol	Avoid excessive alcohol intake, which increases the risk of lifestyle-related diseases	
	Do not drink alcohol during pregnancy or while breastfeeding	

- Matsudo City Initiatives**
- Raise awareness about the health impact of alcohol consumption
 - Develop mechanisms to reduce the number of heavy drinkers

Approximate volume of beverages containing 20 grams of pure alcohol

① Beer One medium bottle (500ml) [Alc. 5%]	② Sake One 'gou' (180ml) [Alc. 15%]	③ Chuhai One can (350ml) [Alc. 7%]
④ Wine Two wine glasses (200ml) [Alc. 12%]	⑤ Shochu Half the glass (100ml) [Alc. 25%]	⑥ Whiskey Two shot glasses (60ml) [Alc. 40%]

- Initiative Indicators**
- Percentage of people consuming 40g (men)/ 20g (female) or more of pure alcohol per day
13.0% ➔ 10.0% (Male : 16.7% ➔ 12.0% • Female : 10.8% ➔ 8.0%)

1 – (5) Promoting measures to avoid risks of smoking

Citizens' Action Goals **Avoid tobacco risks! Eliminate secondhand smoke!**

Growth Phase	Young Adult Stage	Elderly Stage
Education on the health impacts of tobacco use	Smokers should quit smoking	
Does not smoke	Be mindful of secondhand smoke, choose to use non-smoking facility	
	Quit smoking during pregnancy	

- Matsudo City Initiatives**
- Support people who want to quit smoking
 - Increase the number of people who do choose not to smoke
 - Promote initiatives to prevent secondhand smoke exposure



Initiative Indicators

- Smoking rates: 12.0% ➔ 8.0% (Male : 20.7% ➔ 13.0%, Female : 5.3% ➔ 4.0%)
- Smoking rates for pregnant women: 0.8% ➔ 0%
- Percentage of people exposed to secondhand smoke: 36.9% ➔ 15.0%

1 – (6) Promoting dental and oral health

Citizens' Action Goals **Keep your mouth healthy!**

Growth Phase	Young Adult Stage	Elderly Stage
Apply fluoride varnish and use fluoride mouth rinse	Use fluoride toothpaste	
Parents finish brushing children's teeth	Learn how to properly brush own teeth	Brush your teeth properly using interdental brushes, and floss picks, etc.
		Brush your teeth according to your oral condition
Receive regular dental checkups		
Make a habit of chewing food well	Learn about oral frailty	Be aware of oral frailty and practice oral exercises

- Matsudo City Initiatives**
- Prevent tooth cavities and periodontal diseases
 - Encourage regular dental checkups
 - Increase the number of people who can chew and eat anything



Initiative Indicators

- Percentage of 12-year-olds with no cavities: 78.1% ➔ 93.0%
- Percentage of people aged 40 and over with periodontitis: 62.2% ➔ 40.0%
- Percentage of people who received a dental checkup in the past year: 50.8% ➔ 65.0%
- Percentage of people aged 50 and over with the ability to chew well: 88.6% ➔ 90.0%



2-(1) Promoting specific health checkups and specific health guidance

Key Initiatives

Citizens' Action Goals

Get a health checkup to see the state of your health!

Growth Phase	Young Adult Stage	Elderly Stage
Participate in infant / toddler health checkups and school health checkups	Get a health examination once a year	
	If any problems are found in the examination results, deal with them promptly	

Matsudo City Initiatives

- Raise awareness about the importance of getting health checkups
- Create an environment that makes it easier to get health checkups

Initiative Indicators

- Specific Health Checkup participation rate (NHI enrollee): 34.8% → 56.0%
- Specific Health Guidance implementation rate (NHI enrollee): 21.7% → 34.0%
- Health Checkup for Those Aged 75 and Over participation rate: 32.2% → 40.0%



2-(2) Promoting cancer screenings

Key Initiatives

Citizens' Action Goals

Get screened for cancer!

Growth Phase	Young Adult Stage	Elderly Stage
Learn about the importance of cancer screenings	Have cancer screenings once a year or every other year depending on your age group	
	Based on the screening results, get a detailed examination as soon as possible	

Matsudo City Initiatives

- ① Organize awareness campaign to increase interest in cancer screenings
- ② Encourage eligible individuals to get screened
- ③ Improve systems to make screenings more accessible for citizens



Initiative Indicators

Participation rates for each cancer screenings

- Lung cancer: 7.0% → 21.0%
- Stomach cancer: 3.9% → 11.0%
- Breast cancer: 13.9% → 28.0%
- Colorectal cancer: 6.2% → 19.0%
- Cervical cancer: 13.0% → 26.0%

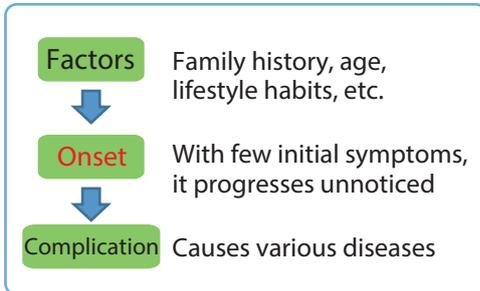
2 – (3) Prevention of diabetes onset and progression

Key Initiatives

Citizens' Action Goals

Know the diabetes risks to prevent onset and progression!

Diabetes is a disease in which blood glucose level become too high, damaging blood vessels.



Three major complications of diabetes



Matsudo City Initiatives

- Raise awareness to help healthy individuals prevent the development of diabetes
- Support people with diabetes in receiving appropriate treatment
- Promote collaboration with relevant organizations and departments

Initiative Indicators

- Percentage of untreated diabetes patients (Among NHI enrollees): 63.2% ➔ 50.0%
- Percentage of patients who discontinued diabetes treatment (Among NHI enrollees): 157人 ➔ 110人

2 – (4) Promoting frailty prevention

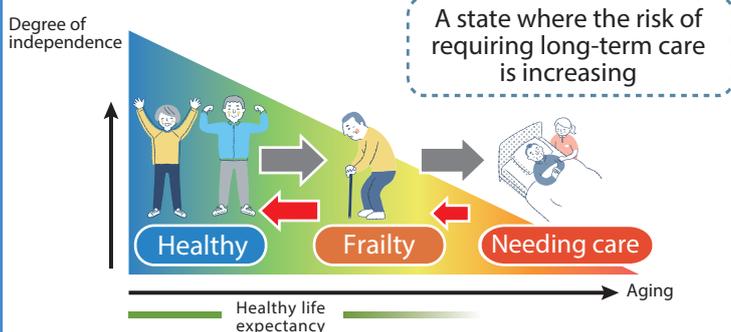
Key Initiatives

Citizens' Action Goals

Practice healthy lifestyle habits appropriate for your age!

Frailty is a state of declining physical and mental function associated with aging

Healthy lifestyle habits from a young age + health management in later life for frailty prevention



Matsudo City Initiatives

- Raise awareness about frailty
- Provide individualized support for frailty prevention

Initiative Indicators

- Percentage of people aware of frailty (aged 60 and over) 53.3% ➔ 80.0%

2 – (5) Promoting mental well-being

Citizens' Action Goals **Manage stress and keep your mind healthy!**

Growth Phase	Young Adult Stage	Elderly Stage
Recognize your own stress	Learn stress-relief methods that work for you	
Know that you can talk about your worries	Know where to turn for advice and seek help when needed	

Matsudo City Initiatives

- Promote awareness about methods for maintaining mental health
- Create an environment where people can consult about their worries and stress



Initiative Indicators

- Percentage of people who have their own stress-relief methods: 73.9% ➔ 81.0%
- Percentage of people who have resources to consult their worries and stress: 73.7% ➔ 81.0%



3 – (1) Strengthening the health promotion network

Health Matsudo 21 Supporters

Composed of the city, private companies, and citizen groups, they support health initiatives for citizens by leveraging each organization's unique strength.

They also provide sponsorship items and reward miles for the Matsudo Health Mileage Program.

Health Promotion Officers

They conduct community health promotion activities to deliver health-related information locally and enhance citizens' health.

Dietary Improvement Promoters

They conduct activities to provide citizens with information about food and health in order to improve their dietary habits.



Health Matsudo Mascot "KEARA"

Matsudo City Initiatives

- Strengthen collaborations with organizations active in businesses and communities
- Promote health initiatives by coordinating with relevant departments within the city government

Initiative Indicators

- Number of member organizations in the Health Matsudo 21 supporters: 226 groups ➔ 300 groups
- Awareness level of the Health Matsudo 21 supporters: 5.1% ➔ 15.0%
- Awareness level of Health Promotion Officers and Dietary Improvement Promoters: 12.3% ➔ 25.0%
- Number of health promotion-related initiatives within the city government: 84 projects ➔ 100 projects

3 – (2) Creating opportunities to engage in health initiatives

Matsudo Health Mileage Program

Citizens who get various health checkups, use health-conscious establishments, or participate in health-related programs and events will be awarded miles. Those who accumulate a certain number of miles and apply will be entered into a lottery for special benefits.



Matsudo Health Happy Festival

With the support of the Health Matsudo 21 Supporters, this event offers health examinations and hands-on experience for everyday wellness. The event aims to create a community where people can improve their health without special effort.



Matsudo City Initiatives

- Provide citizens with health promotion information through diverse media platforms
- Establish systems that enable citizens to easily utilize their own health information
- Implement initiatives and events that encourage citizens to become more health conscious

Initiative Indicators

- Followers for Health Matsudo 21 Supporters official SNS account: 321 ➔ 2,500
- Participants in the Matsudo Health Mileage Program: 3,359 ➔ 10,000
- Participants in health promotion events: 4,980 ➔ 10,000

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74-3 Takegahana, Matsudo City, 271-0072

T E L : 047-366-7486 F A X : 047-363-9766