

Healthy Citizens Healthy Economy Healthy City

In the City of Abashiri's 5th 10-year Comprehensive Plan we established five goals for our city.

To achieve these goals and to overcome the various challenges before us, the actions and knowledge of each citizen will play a role. Indeed, active citizens engaged in lifelong learning will be instrumental in the development of our community. They will be the driving force behind our future vision of "Abashiri, a thriving community in the bountiful Okhotsk region."

When I became mayor of Abashiri I defined "Cooperative Community Development" to be the cornerstone of our city policies. For the wellbeing of our citizens, the economy and the community these policies will be based on a spirit of autonomy and self-reliance but will not neglect the necessity of helping one another. We will work toward our goals by engaging in dialog through various channels and promoting projects that foster the cooperative building of our community. Since the ideas we have obtained in this process have led to the formation of new policies, I feel that with this dialog we have already taken the first step toward cooperative community building.

While everyone acknowledges that good health is of utmost importance, it can be extremely difficult for individuals to maintain that health without support. To extend good health throughout the later years of life it is essential for us to engage in the promotion of health on the regional level. Family, friends and community members can share in the process of clearly defining health goals and maintaining the motivation necessary to reach those goals as they work toward achieving and/or sustaining a healthy lifestyle. The City's active support of such efforts helps to improve the quality of life for each individual citizen, enabling them to live life to the fullest.

The City of Abashiri aims for even the healthiest of citizens to live a more meaningful, fulfilling life, not only for themselves but for everyone around them as well.

Yoichi Mizutani,
Mayor of Abashiri City

1. Abashiri's Future Vision

We live in Abashiri, a city embraced and nurtured by the Sea of Okhotsk and surrounded by beautiful mountains and lakes.

Each of us has inherited the wisdom and strength of our forebears who have endured and overcome many hardships. Today we must make wise use of the resources that Abashiri is blessed with as we open paths toward the building of a new community.

Upon a foundation of human respect we shall build for ourselves a unique community of which we can be proud, a community in which each individual can realize happiness.

"Abashiri, a thriving community in the bountiful Okhotsk region"

To realize that goal, we identified 3 visions that we can all share for our future in Abashiri:

Harmony among people, healthy in both body and spirit, enjoying life

We aim to become a city where people can lead satisfying lives, enjoy both physical and emotional health in safety and security, support each other as a community and engage in meaningful interaction with visitors and fellow residents alike.

Living in harmony with Nature, fully appreciating all it has to offer

Upon a foundation of profound respect for the natural world around us, we aim to live in harmony with our environment. We would like to become a city where people appreciate the various special features of Abashiri such as its lakes, rivers, sea, fields, sky, food, and culture.

Prosperous industries rooted in the land and waters

We aim to become a city with a wide variety of industries that thrive on the diverse resources provided by the five surrounding lakes, the Sea of Okhotsk and the land.



2. Abashiri's Citizen Health-promotion Plan

This is an individual plan concerning health and medical care that is based on the principles of the Healthy & Sporty City Declaration and Abashiri's 5th Comprehensive Plan.

Based on the principle that individuals must take some responsibility for their own health while supporting other members of the community, this long-term, multi-faceted plan responds appropriately to trends in social conditions and emerging issues in its aim to improve the quality of life of Abashiri's citizens.

Future Vision

For the health of all and an Abashiri full of life

Basic Philosophies

One of Abashiri's health promotion mottos "Learn, See, Connect" encourages residents to be proactive in **learning** about health, to receive necessary medical examination in order to **see** and be aware of one's own and one another's health and in so doing to **connect** as a community and to feel **connected** to health care.

Another health promotion motto "Living support to promote living" states the philosophy that providing platforms which enable citizens to access support will promote overall quality of life.

Basic Goals

Education-based regional health promotion

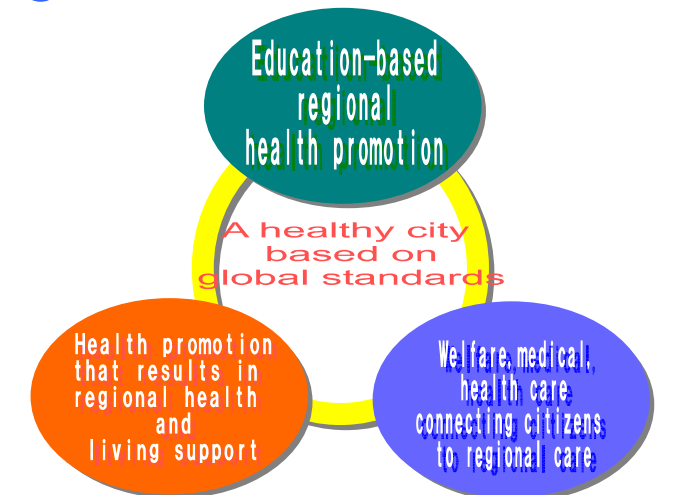
Health promotion that results in regional health and living support

Welfare, medical, health care connecting citizens to regional care



3. The necessity of a Healthy City program

Creating a social system that supports health



While the promotion and preservation of good health is fundamentally dependent on the efforts of each citizen, due to complex relationships among numerous elements, it is not always possible to rely solely on the efforts of individuals. The health of citizens is also supported by families and community members so public organizations must establish systems and social conditions that facilitate the promotion of public health.

Our aim in establishing a Healthy City program has therefore been to achieve uniformity in policies for health and medical care based on Health Building Plan III and policies for fields that directly and indirectly support the promotion of health.

Toward the launch of Abashiri's Healthy City program

Comprehensive Collaboration Agreement with Hokkaido University Public Policy School (Concluded July 2011)

By conducting empirical and multidimensional analyses based on scientific evidence into the relationships between the cost of medical care and health-promotion policies governing health preservation, medical care, and welfare, we are able to confirm the successes of health-promotion policies thus far and set directions for future policies.

Abashiri Citizens Health-Promotion Project (2012-2013)

We are therefore implementing the following projects as leading initiatives in our Healthy City Program:

- * Establishing and enhancing preventive vaccination systems to prevent diseases common among infants and children and reduce the burden of pediatric care.
- VPD-zero Movement Project
- * Developing regimens for physical exercise and improving diets, to instill healthier lifestyle habits and control future healthcare costs
- Health-promotion Instructor Licensing System project
- Lifestyle Habits Improvement PR Project
- Walking & Running Promotion Project