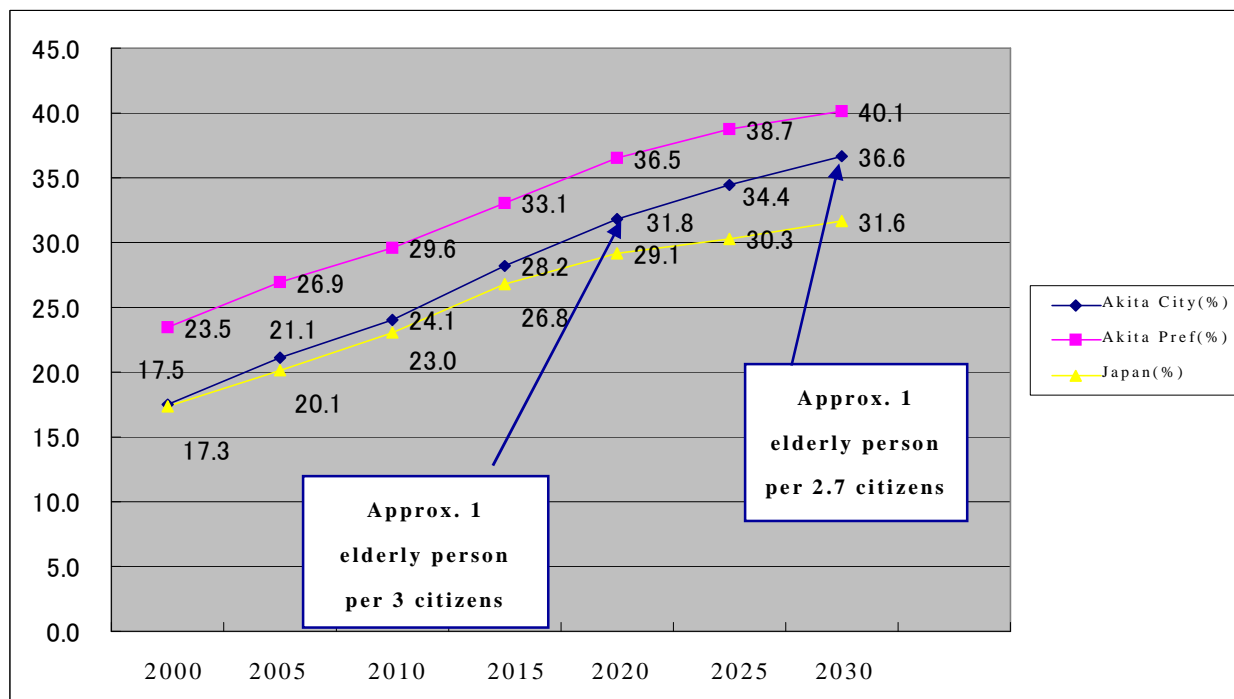


Toward An Age-friendly Akita City

- Akita City Age-Friendly City Action Plan (Summary)

1. Current Status and Expected Future Status for Aging in Akita City [Movement of Population Aging Rate]



It is expected that the population of the city will continue to decrease while the population aging rate* will increase to 36.6% by 2030, which is above the national average.

* Population aging rate: Percentage of persons 65 and older in the total population

2. Akita City Age-Friendly City Plan

In the past, we had only viewed the elderly as "People who need to be helped". However, many older people desire to use their abundant experience, knowledge, and skills to be active citizens. Therefore, it is important to establish a system for providing opportunities and situations for such people to contribute as "supporters" of society, and to establish a society where such people can lead active lives even after they become in need of help.

Akita City is making efforts to be an "Age-Friendly City" where each individual citizen can lead active lives, even after they become older, as "supporters (or contributors)" of society and not as "people who need to be helped". In this way, we want to take our society of world-renowned longevity, established by our ancestors, and enrich it even more as we pass it on to future generations.

3. Akita City Age-Friendly City Action Plan Formulation

In the 12th Akita City Comprehensive Plan "Prefectural Capital 'Akita' Development Plan" that began in the 2011 fiscal year, Akita City positioned "Age-Friendly City Realization" as a development strategy, and began to respond to a super-aged society based on a new perspective. As a part of this, we are participating in the "WHO Age-Friendly City Global Network" (as of the end of July 2013, we are the only city in Japan to participate).

Akita City, as a city participating in this network, has developed an "Akita City Age-Friendly City Action Plan" which describes the city's basic concept for an age-friendly city and outlines the action items to be carried out collaboratively between the city government and its citizens as well as those to be actively planned and conducted by the citizens themselves. This plan aims to facilitate implementation of these actions and to promote awareness of the commitment and activities of Akita City.

4. Efforts by Akita City

- | | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| - May 2010 | Established the Akita City Age-Friendly City Plan Promotion Group |
| - March 2011 | Formulated 12th Akita City Comprehensive Plan
-> Positioned the "Age-Friendly City Realization" as one of the development strategies. |
| June | The Akita City Age-Friendly City Plan Promotion Group personally delivered the "Proposal Document for the Akita City Age-Friendly City Plan" to the Akita Mayor |
| September | Held the 1st Akita City Age-Friendly City Forum
The Age-Friendly City Manifest was submitted to the First International Conference on Age Friendly Cities, and we signed onto the "Dublin Declaration". |
| November | Invited the International Federation on Ageing (First time) for an event on Age-friendly Cities. Expressed desire to the WHO to participate in the WHO Global Network of Age-friendly Cities and Communities. |
| December | Approved by the WHO to join the WHO Global Network of Age-friendly Cities and Communities |
| - May 2012 | The mayor attended the 11th International Federation on Ageing Global Conference on Ageing (Prague, Czech Republic) |
| November | Invited the International Federation on Ageing (Second time) for an Age-friendly City event. |
| February | Held the 2 nd Akita City Age-Friendly City Forum |

(New project implemented by Akita City)

- Fiscal 2011 Began the elderly coin bus project
Began support system development project for people requiring assistance
- Fiscal 2012 Began nursing care support volunteer system
Began active listening volunteer development project

(Citizen movement)

- March 2013 Established "Age-Friendly Akita Citizen Association"*

* Age-Friendly Akita Citizen Association: Citizen organization that promotes an age-friendly spirit, and takes action for establishing a city where everyone leads an active life. It was established in March 2013, and consists mainly of public participants from external work groups established for reflecting citizen opinions and formulating a citizen-oriented action plan when formulating the Akita City Age-Friendly City Action Plan.

5. Characteristics of the Akita City Age-Friendly City Action Plan

The Akita City Age-Friendly City Action Plan has two pillars; a "Government-Oriented Action Plan" that consists of city government basic measures, and a "Citizen-Oriented Action Plan" that was created from the beginning by citizens. The city government and citizens share the city's "Age-Friendly City Image" aspiration, and will work in close collaboration while actively promoting their own approach.

[Basic Principle]

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

[Basic Policies]

For realizing the basic principle, efforts will be made in collaboration between the city government and local citizens according to the following eight basic policies.

[Basic Policy 1]

Organize outdoor spaces, buildings, and facilities where people can gather safely

[Basic Policy 2]

Improve the convenience of transportation facilities

[Basic Policy 3]

Organize a living environment for the elderly

[Basic Policy 4]

Encourage social participation by the elderly

(Basic Policy 5)

Create a region and society where all generations appreciate each other

(Basic Policy 6)

Increase opportunities for the elderly to work and for citizen participation

(Basic Policy 7)

Organize an information environment for the elderly

(Basic Policy 8)

Improve health, welfare, and medical services for organizing community support systems

[Government-Oriented Action Plan]

These eight basic policies are sorted into 26 basic measures to clarify development of measures, and to promote the main efforts and projects for each basic policy.

[City Basic Measures]

1-1 Organization of facilities and provision of services that can be easily used by

1-2 Formulation of comfortable living environments

1-3 Establishment of safe and secure local communities

1-4 Maintenance of road environments

1-5 Measures for removing snow

1-6 Ensuring of traffic safety

2-1 Promotion of public transportation utilization

2-2 Ensuring of daily transportation methods for the elderly

3-1 Improvement of housing environment convenience for the elderly

3-2 Isolation prevention for the elderly

4-1 Creation of opportunities for social participation corresponding to various

4-2 Support for local activities

5-1 Raising of awareness of how to view the elderly and an aging society

5-2 Establishment of a system where it is easy for voices of the elderly to be

6-1 Organization of volunteer work opportunities

6-2 Ensuring of employment opportunities for the elderly

6-3 Improvement of work environments for the elderly

6-4 Support for the elderly to start businesses

7-1 Provision of information that is easy for the elderly to understand

7-2 Establishment of an environment where it is easy for the elderly to acquire

7-3 Support for the elderly to issue information

8-1 Provision of health / welfare / medical information

8-2 Organization of consultation windows

8-3 Improvement of health / welfare / medical services

8-4 Improvement of local welfare activities

8-5 Support for community watch activities

[Citizen-Oriented Action Plan]

The main characteristic of the Akita City Age-Friendly City Action Plan is the "Citizen-Oriented Action Plan" that is an index for citizens to promote independent efforts formulated by citizens themselves.

The "Citizen-Oriented Action Plan" consists of two action themes and four action plans that are implemented mainly by citizens, which were determined during the 12 workshop-type meetings held by work groups open to the public.

<Two Action Themes & 4 Action Plans>

<Theme 1> Considering Age-Friendliness at Nearby Locations "Businesses / People / Towns"

Ideas such as countermeasures for isolation of the elderly, stores that are easy for the elderly to use, and measures for vulnerable shoppers are formed and implemented for activating communities in the setting of local markets. In addition, actions that need to be taken by the city government for this, things that need to be done by local markets, things that need to be done by local residents, and things that can be done through collaboration of communities and NPOs are considered.

(Action Plan 1)

(Action Plan 2)

[Shop Manager for a Day - Behind the Scene at a Shop]

A citizen becomes a shop manager for a day in collaboration with the stores at local markets. This creates opportunities for the elderly to feel, "Why don't I go out to the store where a friend or family member is the shop manager for a day?"

[Town Concierge]

A town courtesy counter (concierge) is developed. Citizens from different generations act as concierges according to themes such as Food and History so that citizen exchange and attachment to the community can be created.

<Theme 2> Age-Friendly Public Awareness Information Dissemination

Information dissemination for dispelling the negative image of aging and creating a positive image, and public awareness of an age-friendly city using media are considered.

(Action Plan 3)

(Action Plan 4)

[Establishment of an Event Planning Committee]

Various events for dissemination age-friendly city information and for creating situations where the elderly can actively contribute are planned and implemented. Elderly people's participation can promote their physical health and also promote intergenerational interaction.

[Establishment of an Age-Friendly Discovery Committee]

Discovering things in the city that are "Age-Friendly", and disseminating that information. This can help raise public awareness about what it means to be an Age-friendly City.

7. A Friendly City for Everyone

An "Age-Friendly City" is a town where local residents can be active throughout their life. In other words, it is a town that is easy for all people to live including people with disabilities and families with small children in addition to the elderly. Akita City will create an age-friendly city in order to create a city that is "friendly" for everyone.



Akita City Hall Health and Welfare Department, Longevity Welfare Section
In Charge of Age-Friendly City Promotion
TEL: 018-866-2095 / FAX: 018-866-8962
e-mail: ro-wflg@city.akita.akita.jp