

# MATSUDA Town

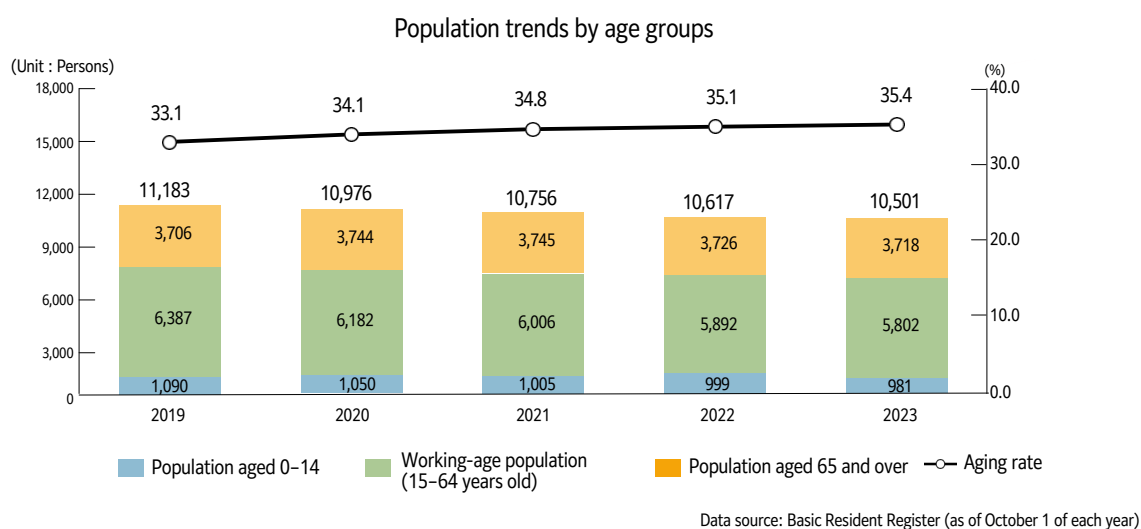
## Age-friendly City Action Plan



# 1. Current Status of Matsuda Town

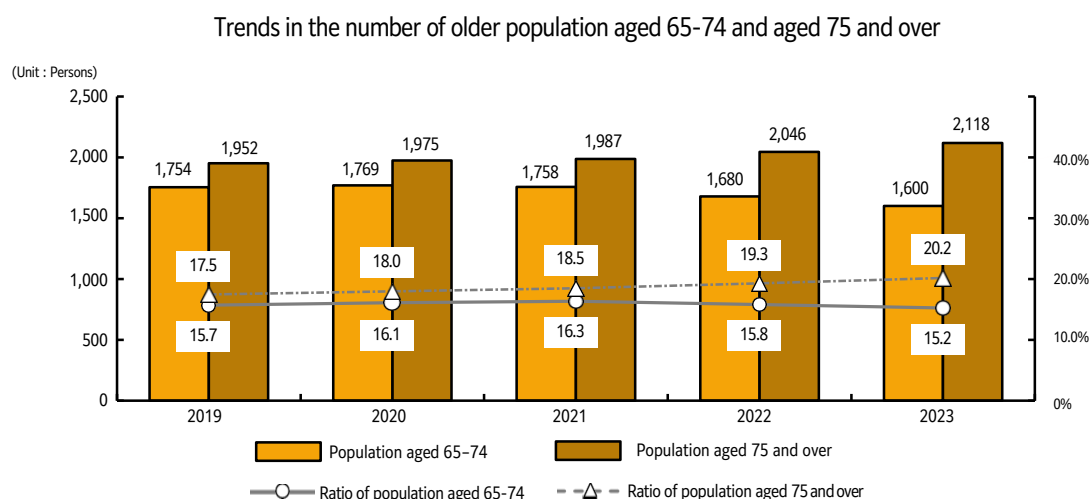
## (1) Population Trends by Age Groups

The total population of this town has been declining year by year, reaching 10,501 in 2023. At the same time, the aging rate has continued to rise with the number of older residents reaching 3,718 in 2023, representing an aging rate of 35.4%.



## (2) Trends in the Number of the Population Aged 65 to 74 and 75 and Over

Within older population, the number of people aged 65-74 has generally been decreasing over time—with some fluctuations—and stood at 1,600 in 2023. In contrast, the number of people aged 75 and over has continued to grow, reaching 2,118 in 2023, surpassing the 2,100 mark.



Data source: Basic Resident Register (as of October 1 of each year)

## (3) Trends in the Number of Older Households (Single-Person, Couples only, and Households including Older Members)

The total number of households in 2020 was 4,567, 145 more than in 2010 when the number was 4,422. However, this growth is mainly due to the increase in older households. Between 2010 and 2020, the number of older single-person households increased by 190, and the number of older couples-only households increased by 134.

Trends in the number of older households (single-person, couples only, and households including older members)

Unit: people, %

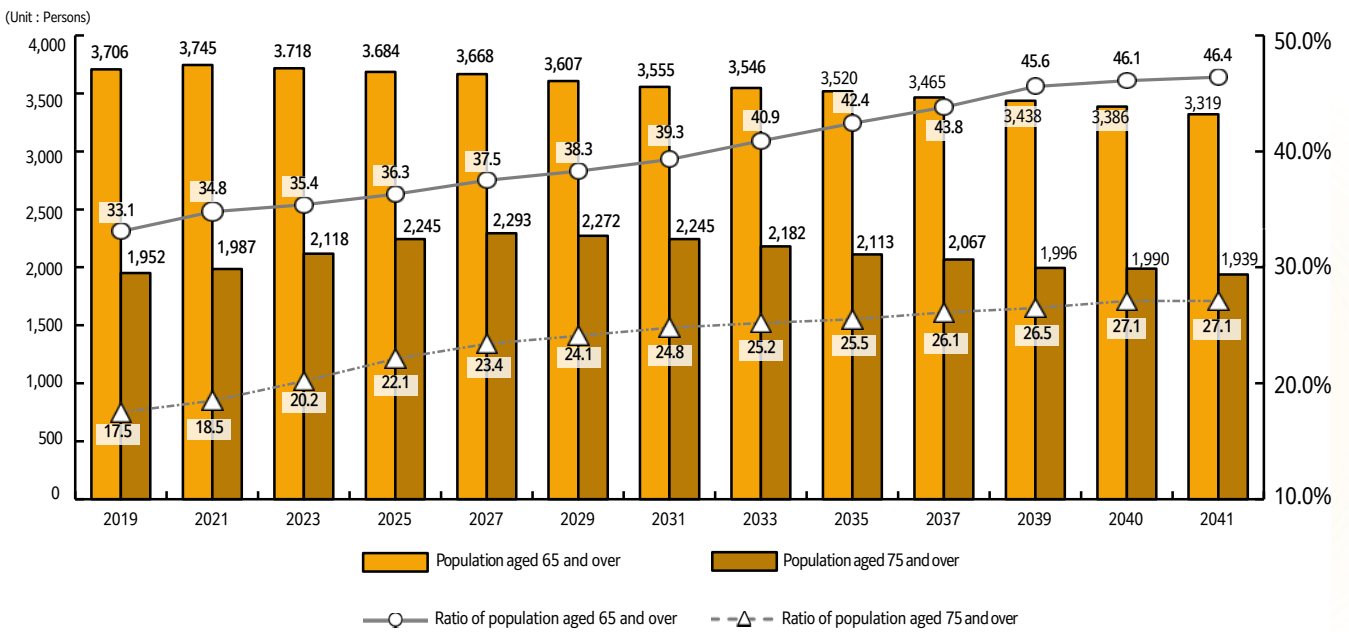
Item	2010	2015	2020
General households	4,422	4,402	4,567
Older single-person households	460	557	650
Households consisting only of older couples	487	585	621
Percentage of older single-person households	10.4	12.7	14.2
Percentage of households consisting only of older couples	11.0	13.3	13.6

Source: Census

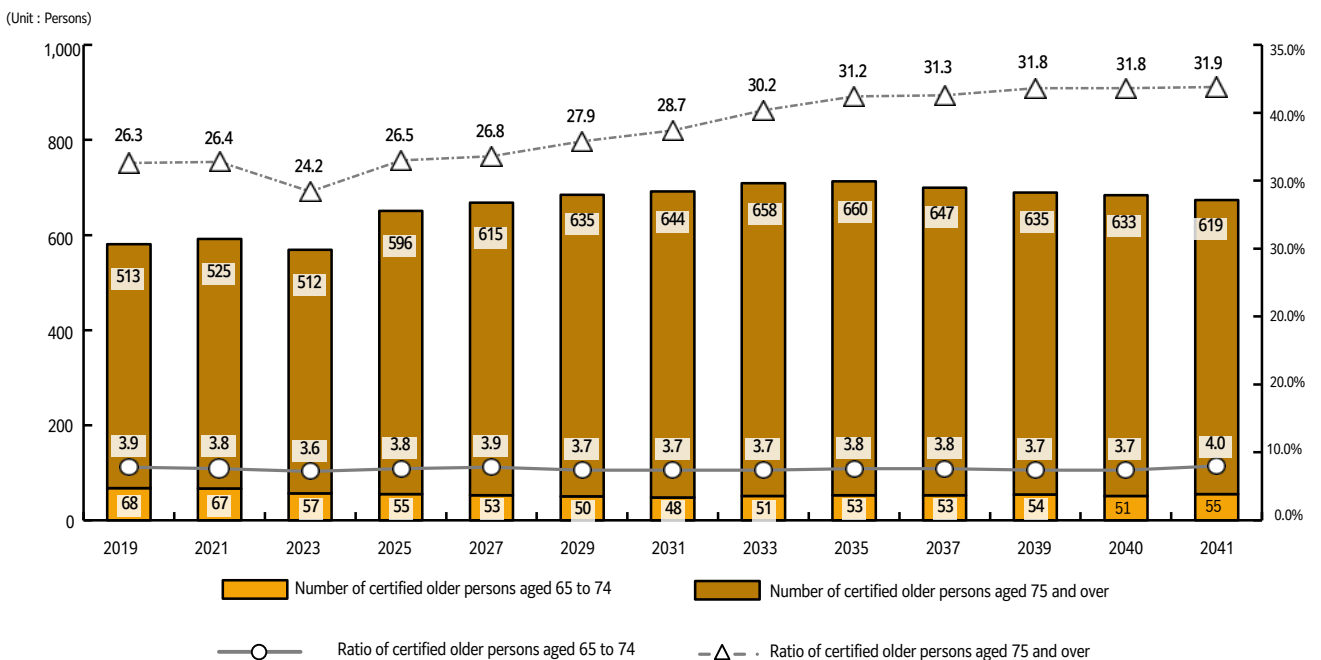
## 2. Future of Matsuda Town

The number of older residents is decreasing, but the aging rate is expected to continue rising. Looking ahead at the trends in people certified as requiring long-term care or support (primary insured persons), the total number of certified recipients is projected to increase until 2035 and then decline. At the same time, the certification rate for those aged 75 and older is expected to continue increasing.

Actual and projected figures for the older population and aging rate



Number of individuals requiring long-term care or support (primary insured persons) and recognition rate (actual figures and projections)



### 3. Basic Principles and Goals for Promoting Age-friendly City

Matsuda Town has set forth its long-term vision as Nurturing Life, Connecting the Future, and Continuing to Evolve as a Hometown. Under this vision, the town aims to become Matsuda, a Town Full of Smiles and Happiness. To achieve this, Matsuda is promoting the development of a community-based integrated care system.

Our commitment is to ensure that all residents can continue to live with peace of mind, even when they eventually require long-term care. At the same time, we aim to create a society where each older resident can live independently, make their own choices about their lifestyle, and age with dignity. Policies will be systematically advanced to achieve this vision.

This plan is grounded on the fundamental philosophy of Matsuda as a Town Where Vitality Flows, Hearts Connect, and Longevity is Celebrated. Based on this philosophy, the town will comprehensively and systematically promote policies that support the town's older residents.

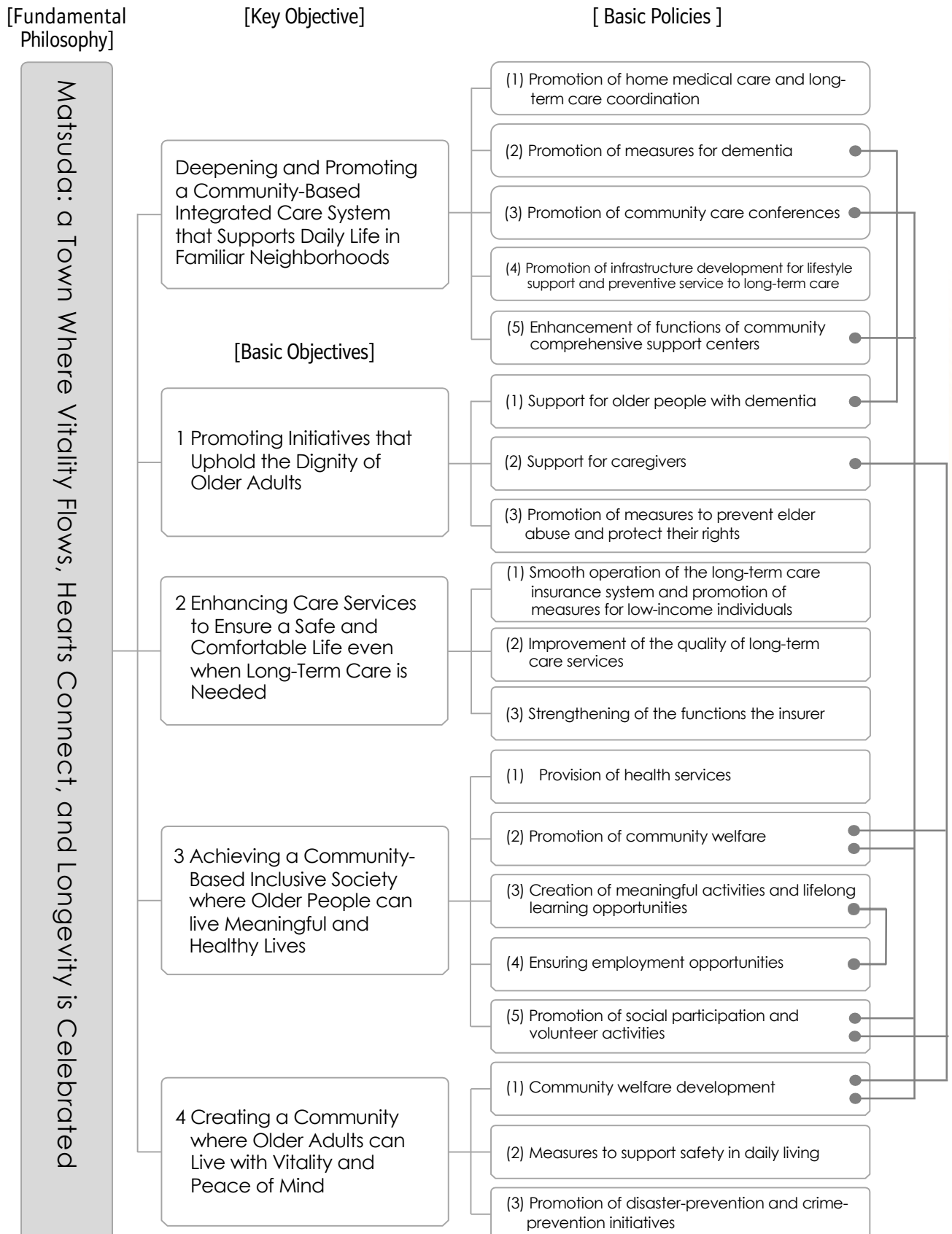
Matsuda: A Town Where Vitality Flows, Hearts  
Connect, and Longevity is Celebrated

By 2025, the baby boom generation will reach age of 75 and over. As a result, the number of older residents living alone, households that include older people, people requiring long-term care, and people with dementia is expected to increase.

Under these conditions, in order for all older residents to continue leading fulfilling lives, it is essential to extend their healthy life expectancy, and to ensure access to appropriate services when needed.

However, given current social changes, supporting older adults solely through public welfare services has become increasingly difficult. Addressing the issues facing older residents requires strong support within their local communities.

## 4. Policy Framework



## 5. Initiatives Based on the Eight Interconnected Domains

Based on Matsuda Town's basic principles for promoting the welfare of older residents, the following initiatives will be advanced in alignment with the eight interconnected domains of an Age-friendly City.

### (1) Outdoor Spaces and Buildings

- Develop and maintain park equipment and children's play areas that support community interaction and promote health among all age groups—from infants, elementary and school age to the older generations.
- Advance redevelopment around the north exit of Shin-Matsuda Station.
- Improve sidewalks and resting areas in accordance with the station area development plan.
- Establish and operate a ME-BYO Visualization Corner to increase public awareness of health and prevention. (Note: ME-BYO is a concept that refers to the transitional state between health and sickness. )

### (2) Transportation

- Promote measures to maintain existing bus routes.
- Continue subsidies for senior citizen bus passes.
- Utilize the Tsumu GO rest area in the station square.
- Provide event-day bus and taxi service for senior citizens.
- Support transportation services operated by the social welfare council and related organizations.

### (3) Housing

- Enhance the provision of information and consultation activities related to housing for older residents.
- Encourage private-sector development of housing for older adults.
- Support the use of welfare equipment and improvements through the long-term care insurance system.

### (4) Social Participation

#### ○ Promotion of Volunteer Activities

- In partnership with relevant organizations, encourage the creation of meaningful activities and establish systems that help older adults lead healthy and active lives.
- Support the active participation of older adults whose knowledge and experience can benefit local community networks.

### (5) Respect and Social Inclusion

#### ① Support for Older People with Dementia

- Promote dementia awareness through dementia supporter training courses.
- Utilize dementia care pathways to strengthen support.

#### ② Prevention of Elder Abuse

- Raise awareness of the importance of community-based monitoring.

- Collaborate with relevant organizations, conduct training, and strengthen networks to enable early detection.
- Use community newsletters and human rights education programs to prevent incidents and encourage early response.

#### **(6) Civic Participation and Employment**

- Provide ongoing support for the Silver Human Resources Center.
- Foster and support volunteer activities across the community.

#### **(7) Communication and Information**

- Promote local gathering activities that strengthen community ties.
- Enhance support systems that reduce the burden on families providing care.
- Organize workshops and exchange meetings to help family caregivers gain essential knowledge and caregiving skills.

#### **(8) Community Support and Health Services**

- ① Establish a Regional Support Network for Older People with Dementia.
- ② Ensure the Smooth Operation of the Long-Term Care Insurance System and Strengthen Support for Low-Income Individuals.
  - Secure sufficient long-term care services that match user needs and maintain a stable supply.
  - Providing clearer information about the long-term care insurance system.
  - Set premium tiers based on the ability to pay and expand the premium-reduction measures for low-income individuals.
- ③ Improve the Quality of Long-Term Care Insurance Services.
  - Strengthen the functions of community comprehensive support centers.
  - Enhance collaboration among specialized professionals.
- ④ Strengthen the Functions of Insurer.
  - Ensure the efficient and appropriate use of long-term care benefit expenditures.
- ⑤ Provision of Health Services
  - Establish systems that encourage regular health checkups, enabling early detection and prevention of diseases.
- ⑥ ME-BYO Initiatives to Extend Healthy Life Expectancy.
  - Promote health knowledge through publicity and pamphlets to help older adults take the initiative in maintaining their health.
  - Advance frailty-prevention initiatives.
- ⑦ Strengthen Collaboration between Medical Care and Long-Term Care.
  - Enhance the functions of the Ashigara-kami Region Home Medical Care and Long-Term Care Collaboration Support Center.
  - In response to growing demand for home medical care, work with medical associations and partner organizations to gather information on home-visit medical facilities and establish the systems needed to support them.