

“Health Japan 21”

-National Health Promotion in the 21st Century-

*Dr. M. Watanabe
Deputy Director
General Affairs Division
Health Service Bureau
Ministry of Health, Labour, and Welfare*

Four principles

- (1) Emphasis on Primary Prevention
- (2) Supportive Environment
- (3) Objective Setting and Evaluation
- (4) Collaboration among Various Stakeholders

Focus Areas

- (1) **Nutrition and Diet**
- (2) **PA and Exercise**
- (3) **Relaxation and Mental Health**
- (4) **Tobacco**
- (5) **Alcohol**
- (6) **Dental Health**
- (7) **DM**
- (8) **CVD**
- (9) **Cancer**

Concrete goals in “Nutrition and Diet” (Cont.)

- (1) Decrease average salt intake from 13.5g/day to 10g/day
- (2) Increase vegetable intake from 292g/day to 350g/day
- (3) Increase the number of people who are aware of keeping their ideal body weight
males 23.3%, females 80.0% to >=90%
- (4) Decrease the number of people who skip their breakfast:
in teenagers 6.0% to 0%.
- (5) Increase the number of restaurants, delis, and canteens that provide “healthy menus”.
- (6) Increase health promotion activity groups in communities and working places.

How are these goals attained?

- (1) National Campaigns
(<http://www.kenkounippon21.gr.jp>)
- (2) Supportive Environment & Support for Regional Planning
- (3) Collaboration among Various Public Health Programs
- (4) Evidence Based Health Policies

The Status of Regional Planning

47 Prefectures

Already planned 39
By the fiscal year of 2001 + 8

3,247 Municipalities

Already planned 140
By the fiscal year of 2001 + 277