PART II  Efforts for Shokuiku Promotion Policies

Chapter 1: Shokuiku Promotion at Home

- The percentage of students who skip breakfast was 13.1% for 6th grade elementary school students and 17.3% for 3rd grade junior high school students.

- Academic ability assessments have shown that children who eat breakfast every day tend to answer correctly to questions more often on average than those who do not.

Relationship between the frequency at which students reported eating breakfast and their average correct answer rates in academic ability assessments

Schools involved in the FY2017 “Early to Bed, Early to Rise, Don’t forget your breakfast” National Campaign Partner Schools Project

<table>
<thead>
<tr>
<th>No.</th>
<th>Prefecture</th>
<th>Commissioned Body</th>
<th>Project Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chiba</td>
<td>Futtsu Municipal Sanuki Junior High School</td>
<td>Healthy Habits Start With a Good Breakfast</td>
</tr>
<tr>
<td>2</td>
<td>Chiba</td>
<td>Choshi Municipal Third Junior High School</td>
<td>“Early to Bed, Early to Rise, Don’t Forget Your Breakfast” National Campaign Partner Schools Project</td>
</tr>
<tr>
<td>3</td>
<td>Shiga</td>
<td>Konan City</td>
<td>“Early to Bed” is the First Step Toward Better Basic Living Habits</td>
</tr>
<tr>
<td>4</td>
<td>Osaka</td>
<td>Osaka Prefectural Board of Education</td>
<td>“Early to Bed, Early to Rise, Don’t Forget Your Breakfast” National Campaign Partner Schools Project</td>
</tr>
<tr>
<td>5</td>
<td>Osaka</td>
<td>Sakai City Board of Education</td>
<td>Project to Promote the “Seven Family Promises” Centered on Sleep Education</td>
</tr>
<tr>
<td>6</td>
<td>Wakayama</td>
<td>Katsuragi Town</td>
<td>Myoji Junior High School Plan to Encourage Learning in the Home</td>
</tr>
<tr>
<td>7</td>
<td>Wakayama</td>
<td>Wakayama Prefectural Toin Junior High School</td>
<td>Better Living With “Team Toin”</td>
</tr>
<tr>
<td>8</td>
<td>Wakayama</td>
<td>Yuasa Town</td>
<td>“Early to Bed, Early to Rise, Don’t forget your breakfast” National Campaign Partner Schools Project</td>
</tr>
<tr>
<td>9</td>
<td>Nagasaki</td>
<td>Hirado Municipal Chubu Junior High School</td>
<td>“Early to Bed, Early to Rise, Don’t forget your breakfast” National Campaign Partner Schools Project</td>
</tr>
</tbody>
</table>
“Japanese Food Guide Spinning Top for Pregnant and Lactating Women” and “Dietary Guidelines for Pregnant and Lactating Women” have been used in health checkups and various classes for expectant and nursing mothers. The nutritional guidance for infants was enhanced to take their developmental stages into account.

The government is promoting the “Healthy Parents and Children 21 (Second Phase),” which is a national campaign plan focused on maternal and child health. The campaign promotes awareness among a wide-ranging audience through initiatives in collaboration with relevant organizations, including not only schools, but also private companies in the food and childcare support sectors.

During the “Children and Young People’s Development Support Month” in November 2017, a provision was added to the implementation guidelines to improve the lifestyle habits of children by promoting Shokuiku and improving how they use their time.

The “Intensive Policy to Accelerate the Empowerment of Women 2017”, which was approved on June 6, 2017, specified that nationwide momentum should be built to establish a society where men take more active roles in housework and childcare, among other activities. In light of this, the Cabinet Office launched “The Get Dads Cooking campaign” in FY2017 to encourage men of parenting age to get involved in housework and childcare by cooking meals.

**Case Study**  **Special Father’s Day pizza-making workshop for dads and kids**

Since FY2014, Hiratsuka City in Kanagawa Prefecture has held an annual cooking class on Father’s Day, to encourage fathers to spend time with their children and create enjoyable memories while making a special Father’s Day pizza.

In the first year, the workshop focused on making a simple dish of curry on rice and salad with locally grown vegetables, followed by a dessert. The program has been enhanced each year with the involvement of an increasing number of city office departments. The number of applicants is also rising, with applications outnumbering places by more than five to one in FY2017.

The workshop also features a talk on Shokuiku aimed at elementary school students while everyone is tasting the meal that they made. In addition, while the children are making Father’s Day cards in another room, their fathers attend a Shokuiku talk on topics such as nutritionally balanced diet patterns.

This rare opportunity to see each other preparing meals engenders communication between fathers and children while they cook, as well as fostering feelings of gratitude toward the mothers who do the lion’s share of day-to-day meal preparation.
In conducting Shokuiku in schools, it is vital that diet and nutrition teachers should play the central role in providing instruction, while working in partnership with all members of the teaching staff, who should share a common understanding of the topic. As such, it is necessary to promote the deployment of additional diet and nutrition teachers. Diet and nutrition teachers have been employed in public elementary schools and junior high schools, with a total of 6,092 such teachers nationwide (as of May 1, 2017).

The National Curriculum Standard for Upper Secondary Schools was revised in 2018. The National Curriculum Standard for High School Divisions of Special-Needs Schools is to be revised in 2018. As with the National Curriculum Standard for Elementary Schools, Lower Secondary Schools, and the Elementary and Junior High Divisions of Special-Needs Schools, which were revised in 2017, these revised guidelines stipulate that Shokuiku should continue to be promoted throughout all educational activities at school.

Initiatives based on the Integrated Shokuiku Promotion Project, which aims to foster children’s ability to manage their diet for themselves, were implemented, with schools at the heart of efforts to involve homes. In doing so, staff such as diet and nutrition teachers and school nurses will assist in approaches to homes. In FY2017, a total of 15 project initiatives (at 17 model schools) were implemented nationwide.

In FY2016, the national average for the use of domestically produced ingredients was 75.2% (by number of ingredients used). The average usage rate of local produce nationwide was 25.8% (by number of ingredients used).

School lunches are provided at 99.2% of all elementary schools and 89.0% of all junior high schools (as of May 2016). The Third Basic Program’s target for the percentage of public junior high schools providing school lunches (90% or more by FY2020) has been met, having reached 90.2% in FY2016.

Initiative based on the Integrated Shokuiku Promotion Project

As a model school in MEXT’s FY2017 Integrated Shokuiku Promotion Project, Miyoshi Municipal Tsuji Elementary School in Tokushima Prefecture practices Shokuiku that fosters children’s zest for living through initiatives that cultivate two-way links between schools, homes, and the community.

Using school lunches as a model, homeroom teachers, diet and nutrition teachers, and school nurses work together to provide lessons on the need to think about nutritional balance when choosing meals. Newsletters about Shokuiku produced with the involvement of parents and guardians are distributed to each child’s home and various experiential education programs for parents and children are organized, including local cuisine cooking classes. Partnerships with the local community are fostered by seeking the assistance of school support volunteers when holding parent and child cooking classes and producing teaching materials focused on Shokuiku.

The behavioral changes observed as a result of these initiatives include better table manners and the provision of more nutritionally balanced meals in the homes of the children involved.
In March 2017, MEXT published a document entitled “Putting Diet and Nutrition Teachers at the Heart of Future Shokuiku in Schools.”

As teachers in charge of nutritional guidance and management relating to schoolchildren, diet and nutrition teachers make full use of their expertise as they play a central role in drawing up and implementing comprehensive plans for guidance concerning diet and nutrition. As well as being responsible for the nutrition and hygiene management of school lunches, they play a key role in liaison and coordination not only among teachers and administrative staff within the school, but also with families and the community.

This document defined the whole set of initiatives involved in promoting Shokuiku centered on diet and nutrition teachers in each school in the context of the PDCA cycle. In FY2017, MEXT distributed the document to boards of education and elementary and junior high schools across the country and also publicized the document’s perspective and ways of using it.

To further promote health through children’s diet, an annual Block Workshop for Meal Coordinators at Child Welfare Facilities is held in each of four regional blocks nationwide, aimed at staff involved in the provision of meals at nursery schools and other child welfare facilities. In FY2017, the workshop featured a lecture about the new Nursery School Childcare Guidelines issued in March 2017.

National Curriculum Standards for Kindergartens and the Certified Preschool and Nursery Collaborative Education and Childcare Guidelines were also revised in 2017 to enhance content relating to Shokuiku.

**Case Study**  
**Community-based Ikinari-dago project**

Santo Kodomoen, a certified center for early childhood education and care in Kumamoto Prefecture, has located its kitchen and lunch room in the very middle of the center, so that children become accustomed to the sounds and smells of cooking as part of daily life. In the lunch room, meals are served in a buffet format, allowing children to decide how much they will eat and to serve themselves. The children also make their own decisions when choosing dining tables and the menu includes options that allow the children to choose from food of different colors, shapes, and flavors.

At Santo, the children cultivate wheat, sweet potatoes, and adzuki beans in the center’s garden and harvest them to make Ikinari-dago (easy-make dumplings), one of Kumamoto’s local cuisine. They also make brown sugar by squeezing sugarcane that they have grown and boiling down the juice, and go to the seaside with a big pan to boil down salt water, which is then brought back to the center to crystallize naturally. In addition, they mash adzuki beans into a sweet paste and, once the Ikinari-dago are complete, invite their parents and guardians to a tea party at which the dumplings are served as sweets.
Chapter 3: Shokuiku Promotion in the Community

- The Japanese Guide Food Spinning Top uses easily understood illustrations to show desirable combinations of food groups and their approximate quantities. The guide was formulated in 2005 by MHLW and MAFF to help people take specific actions in line with the “Dietary Guidelines for Japanese.” The guide has been popularized and utilized through initiatives such as health promotion projects and Shokuiku-related events for the communities.

- In the “Health Japan 21 (the second term)” program, 53 specific categories were selected as goals in an effort to extend healthy life expectancy and reduce health disparities. To meet these goals, changes in measurements related to each major category will be studied and analyzed continuously.

- Issues relating to knowledge, awareness, and practices concerning food and nutrition are more prevalent among young people, so it is necessary to promote Shokuiku among the younger generation.

Special Feature

Exchanging views on the support needed to promote Shokuiku among the younger generation

Making use of a Cabinet Office project which provides children and young people between junior high school age and the age of 29 with the opportunity to voice their views and exchange opinions, MAFF sought the views of young people and held a discussion session (“Youth Round Table”) on the subject of Shokuiku among the younger generation.

Participants in the Youth Round Table split up into topic-based groups: “Eating Breakfast,” “Nutritionally Balanced Meals,” and “Passing on Food Culture.” In these groups, they engaged in a lively exchange of views concerning the support required to put these actions into practice.

Many of the participants stated that the Youth Round Table gave them a greater interest in Shokuiku.

Nutritionally balanced meals

Schools provide 3 meals a day. What tests are underway? Companies also do (free of charge)...

Managed via an app

Provides automatic notification of areas where nutrients are lacking

Stove eating club by a student organization. This is an idea opposite to fast food, so it focuses on cooking and taking time to eat. Connecting to the Three Meals project, this app helps university students to spend their break slowly and enjoy their lifestyle. Those who eat everything on their plate get a 5% discount.

Mensa with a good nutritional balance. Meals at cafes and restaurants endorsed by the government include “Mensa and the Healthy User, etc.

Having health classes taught by a teacher in the school who is knowledgeable about nutrition. Property teaching the advantages of nutritionally balanced meals

School lunch system

- Going to elementary and junior high schools to teach students about balanced meals
- Extending the school lunch system
- Reading the elementary school lunch menu and explaining it. When reading the menu, the headings “staple food,” “main dish,” and “side dish” should be read out as well, so that the children naturally memorize them
- Traffic light system
- Stickering a sticker on the shirt of each student in the class who ate three meals a day and then making a chart of the result. The results of all students make up a percentage and back for seconds of those lunch boxes they had accumulated 1,000 stickers. On the reward could be given from the teacher (elementary school)

Public-private Joint Initiative

- Promoting Shokuiku via YouTube ads
- Putting out a joint initiative by the government
- Media
- More inclined to buy something if you know it was cooked
- Media
- Try composing a song
- Introduce recipes that even those who dislike cooking can make easily

For people on a diet

- Should introduce recipes for healthy, well-balanced meals
- Social media communication
- Reviews that will encourage a variety of people to read on by providing a brief summary at the start to attract interest

Opinions given in the Nutritionally Balanced Meals group

- “It would be great if I had a girlfriend who could make it for me…”
- “I wish the university would start the first class of the day later…”

Special Feature

Opinions given in the Nutritionally Balanced Meals group

- It would be great to have something like the Food for Health Uses, etc.
- Let’s share the nutritional content of each semi-prepared side dish in a way that is easy to understand
- Want to let people know about how enjoyable it is to cook and eat your own meals
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MHLW works with relevant organizations to implement human-resource development and Shokuiku promotion initiatives, thereby cultivating national registered dietitians and dietitians as professionals with expert knowledge of dietary patterns and health promotion, who have an important role to play in promoting Shokuiku.

Led by the Cabinet Office, the National Movement to Support Children’s Future is a collaborative project that brings national and local governments together with private sector organizations. The project helps to provide Children's Cafeterias and other NPOs involved in efforts to break the cycle of poverty with financial support from the Fund to Support Children’s Future and match them with companies wishing to provide support.

MAFF provides relevant information on its website, to facilitate the promotion of Shokuiku in the community in partnership with Children’s Cafeterias and has put together an anthology of examples for supporters and community stakeholders.

Regarding seniors, it is necessary to promote Shokuiku that enhances quality of life (QOL) and is tailored to the specific attributes of individual elderly people, with a view to extending healthy life expectancy.

The “8020 Campaign” has been implemented with the goal that elderly people will retain at least 20 of their own teeth when they turn 80 years old. MHLW is supporting prefectures’ efforts under the framework of the “8020 Campaign / Oral Health Promotion Project.”

### Special Feature

**Meal delivery guidelines to support the health of elderly people**

Amid the rapid aging of the population, meal delivery services have a significant role to play as a means of supporting the diet of elderly people who still live in their own homes. Accordingly, in FY2016, MHLW held meetings to discuss approaches to the nutritional management of meal delivery services that promote support for the health of the elderly in regional areas, etc. In March 2017, MHLW published the report on the findings from these meetings, along with a set of guidelines for meal delivery service operators.

#### Main topics summarized

1. Approaches to product management in meal delivery services
   - Regarding menu development, response systems, basic procedures, and the management of variations in nutritional values were summarized.
   - In terms of types of meals for home-care patients, approaches to meals nutriciously adjusted for one or more type of nutrient — e.g. amount of energy, protein content, or salt equivalent — and meals adjusted with consideration for properties such as hardness, adhesiveness, and cohesiveness were summarized.

2. Approaches to understanding the physical state of meal delivery service users
   - The guidelines recommended that meal delivery service providers conduct an assessment when meal deliveries are first ordered and then carry out a follow-up if the user continues with the service, to assist users in selecting the appropriate meal type. It also summarized response systems, items to be checked, and points to be borne in mind.
   - Basic items to be confirmed to provide meal delivery service users with an understanding of their own physical state were summarized.

Although meal delivery services that promote support for the health of the elderly in regional areas have not yet become widespread, MHLW put together pamphlets to raise awareness among both operators and users of meal delivery services and published them on its website in January 2018, with a view to promoting the widespread provision and use of meal delivery services based on these guidelines.
MAFF provides support for Shokuiku activities tailored to local circumstances, to promote the practice of the “Japanese dietary pattern.”

Operators in the food industry, among others, engage in Shokuiku as part of their corporate social responsibility (CSR) activities. They undertake a wide range of Shokuiku initiatives, including hosting visits to factories/shops; manufacturing, cooking, and agricultural, forestry, and fishery experiences; in-store Shokuiku classes; on-demand classes; and providing information about diet.

**Case Study**

**Initiative focused on promoting the practice of the “Japanese dietary pattern”**

In Toyama Prefecture, efforts have been made to promote the “Toyama-style dietary pattern,” eating well-balanced meals using Toyama-grown rice with fresh seafood, vegetables, and meat. Other activities have focused on encouraging the use of locally produced seasonal foods and passing on outstanding food culture practices and local cuisine to future generations. However, issues still remain among those in their 20s and 30s.

Accordingly, municipalities in Toyama Prefecture hold cooking classes for young people and families bringing up children, to pass on such time-honored Toyama dishes as shredded kelp on rice and Itokoni (a stew of root vegetables and adzuki beans), as well as dishes likely to appeal to young people, including cola-stewed chicken and the French savory cake called cake salé. Municipalities also hold Shokuiku classes based on a practical guide to Shokuiku for young generations.

Members of the public were invited to submit recipes for easy, healthy rice bowl dishes for young people, featuring locally produced ingredients and designed to be nutritionally balanced. The best submissions were compiled into a recipe book, which is distributed at events and workshops. In addition, a booklet featuring examples of practical Shokuiku activities by young generations has been put together and is distributed to groups promoting Shokuiku and other organizations.

Fruit and vegetable intake was down year on year in 2016, with vegetable intake at 276.5 g and fruit intake at 102.2 g.

In line with the “Health Japan 21 (the second term)” program, MHLW is promoting the Smart Life Project to extend healthy-life expectancy in partnership with businesses, groups and local governments. With “Tasty, well-balanced meals” as its basic theme, the diet improvement campaign held in September each year features nationwide activities in partnership with local governments and companies, focusing on the slogans “Plus 1 Vegetable Dish Every Day,” which is aimed at meeting the target of a vegetable intake of at least 350 g, and “Tasty Meals with Minus 2 Grams of Salt per Day,” as well as “with milk, for daily life.”

In partnership with producer groups, MAFF is encouraging people to eat more fruits at home and in school lunches through the “200 Grams of Fruit Every Day” campaign. MAFF and producers are also increasing awareness of the health benefits and functions of fruit, undertaking outreach among working members of society (companies) (through the “Eat Mandarin Oranges at Work” campaign, for example), and offering on-demand classes for elementary school students, in an effort to establish fruit consumption as a lifelong dietary habit.
Case Study

Diet improvement campaign initiatives in partnership with companies

As part of the FY2017 diet improvement campaign, the city of Hakodate in Hokkaido conducted a “Plus One Vegetable Dish Every Day” campaign. Restaurants and café’s in the city registered dishes on their menu that include at least 70 g of vegetables, and the city featured the dishes and cafés, etc. on its website. The city also has point-of-purchase materials featuring its Shokuiku promotion mascot put up in convenience stores and supermarkets to raise awareness and encourage shoppers to eat more vegetables.

On September 30 and October 1, 2017, the city held a health promotion event at a local bookstore. To promote an interest in health while also ensuring that visitors had fun, the event included health quizzes and chances to measure various indicators of health. At the Shokuiku booth, the Hakodate branch of the Hokkaido Dietetic Association and the Hakodate City Diet Improvement Council held tastings and demonstrations of how to make dashi stock from locally produced kelp, in an effort to raise awareness of the need to reduce salt intake. Visitors also had the chance to weigh 350 g of vegetables, to recognize the recommended daily intake.

The city plans to continue working with the Diet Improvement Council and other relevant groups to promote Shokuiku.

Case Study

Creative Shokuiku activities that promote health and pass on food culture to future generations

(Winner of the Minister of Agriculture, Forestry and Fisheries Prize in the FY2017 Shokuiku Activity Awards)

Teruko Yokokawa, a Dietary Life Improvement Promoter in Takaoka City, Toyama Prefecture, has promoted Shokuiku through various creative initiatives over the last 32 years.

Her “Chanchiki-za” shokuiku theatrical company goes to various locations to perform Shokuiku-themed comedy sketches focused on making lifestyle improvements and preventing cancer. In addition, she has developed a range of activities that involve the public, including the 2012 “Dine-at-Home Grand Prix” and the 2015 “Home Cooking Contest for Male Dietary Life Improvement Promoters”. In 2015, she organized a practical Shokuiku seminar for young people on the Manyo Line tram, which runs between the cities of Takaoka and Imizu. As well as classes on Shokuiku, this initiative offered bento(boxed lunches) featuring local dishes.

Based on the results of an annual questionnaire about dietary habits, she also distributes information about food and nutrition to people of all ages at supermarkets, schools, and companies, featuring messages about reducing salt intake and ensuring a vegetable intake of 350 g per day.

Case Study

Shokuiku program designed to appeal to local children: Rice Rangers Shokuiku Squad

(Winner of the Minister of Agriculture, Forestry and Fisheries Prize in the FY2017 Shokuiku Activity Awards)

Since FY2006, Yamaguchi Prefectural University has carried out Shokuiku activities in locations familiar to children, such as schools and supermarkets.

It has attracted children’s interest with unique teaching materials designed to be experienced with all five senses, as well as the Rice Rangers Shokuiku Squad, which are superhero-inspired characters of its own devising, who are modeled on the three-color system for food groups.

At supermarkets, university members organize programs that give children hands-on experience of not only shopping and cooking, but also the whole range of supermarket processes before food reaches the customer, including packaging ingredients and using cash registers. They analyze and share the results of questionnaire responses from parents and guardians and records of comments made by the children, and then feed these back into the next program or ongoing Shokuiku initiatives.

The teaching materials used in these activities are tailored to the ages of participants and the purpose of the activity. Distributed free of charge, the picture books and workbooks are also designed to be understood by those who did not take part in the program.
Chapter 4: Expansion of Shokuiku Promotion Movement

- The Basic Program for Shokuiku Promotion designates June every year as “Shokuiku Month.” The 12th National Convention on Shokuiku Promotion in Okayama—the core national event in Shokuiku Month—was held in Okayama City, Okayama Prefecture on June 30 and July 1, 2017. The 13th National Convention on Shokuiku Promotion will take place in Oita Prefecture on June 23 and 24, 2018.

- MAFF has been providing comprehensive information related to Shokuiku promotion policies, including basic information concerning the Basic Law on Shokuiku and the Third Basic Program for Shokuiku Promotion, and progress made by prefectures and municipalities in formulating their Shokuiku Promotion Programs.

- The Shokuiku Activity Awards were launched with the aim of rolling out Shokuiku initiatives nationwide. Various other awards are also conferred.

### Recognition of Shokuiku promotion efforts

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<thead>
<tr>
<th>Ministry</th>
<th>Types of recognition</th>
<th>Summary</th>
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<tbody>
<tr>
<td>MAFF</td>
<td>Shokuiku Activity Awards</td>
<td>Recognize outstanding initiatives to promote Shokuiku through volunteer activities, educational activities, or business activities such as those involving the agriculture, forestry and fishery industries or food manufacture and sale.</td>
</tr>
<tr>
<td></td>
<td>Local production for local consumption, etc.</td>
<td>Recognize those who contribute to the community through ongoing initiatives such as promoting the use of local produce, expanding consumption of domestic agricultural, forestry, and fisheries produce or other foods, popularizing or passing on to the next generation production or processing techniques, or encouraging interaction with consumers.</td>
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<td></td>
<td>Best Practice Awards</td>
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<tr>
<td>MEXT</td>
<td>Recognition of School Lunch-Related Activities</td>
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<tr>
<td>MHLW</td>
<td>MHLW Minister Prize for People Who Have Rendered Meritorious Nutrition-Related Services</td>
<td>Recognize individuals, district organizations, and others, who have made significant contribution in nutritional improvement as well as popularization of dietary habit improvement programs.</td>
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<tr>
<td></td>
<td>Healthy Lifespan Extension Award</td>
<td>Recognize businesses, organizations and local governments making outstanding efforts in promoting maternal and child health through Shokuiku or other means (category of maternal and child health).</td>
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**Special Feature Raising Awareness via the 12th National Convention on Shokuiku Promotion in Okayama**

The theme of the 12th National Convention on Shokuiku Promotion in Okayama was “Shokuiku Shapes People! Working Together to Pass on Good Food to the Next Generation: Promoting Food and Health for the Future From Okayama, the Home of the Legendary Momotaro the Peach Boy.” As well as film screenings and 17 lectures and symposia, the convention featured 10 demonstration kitchens and a model elementary-school Shokuiku class. A total of 166 organizations set up 149 booths, including outdoor food stalls. Along with lectures, workshops, and a diverse array of booth displays, various events were held to ensure that the convention provided opportunities for visitors to gain an understanding of Shokuiku and put it into practice while enjoying themselves. Approximately 21,000 people visited the convention over its two-day duration.
Regarding the preparation of Shokuiku promotion plans by prefectoral governments, the target of 100% was achieved in FY2008.

The Basic Act obliges municipalities to make efforts to prepare Shokuiku promotion plans. The number that have actually done so is growing steadily, as a result of awareness campaigns. The proportion of municipalities that have prepared a plan is approaching 80%, against a target of 100% in the Basic Plan.

The government continues to request that prefectures provide those municipalities that have not yet formulated a plan with support in doing so. The government provides prefectures with various forms of support, such as providing the information required to increase the percentage of municipalities that have put together a plan and dispatching lecturers to lead workshops.

### Number of prefectures by proportion of municipalities that have prepared a Shokuiku promotion plan

<table>
<thead>
<tr>
<th>Preparation rate</th>
<th>Number of prefectures</th>
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<tbody>
<tr>
<td>100%</td>
<td>16</td>
</tr>
<tr>
<td>75%-below 100%</td>
<td>17</td>
</tr>
<tr>
<td>50%-below 75%</td>
<td>11</td>
</tr>
<tr>
<td>Below 50%</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Survey by the Consumer Affairs and Shokuiku (Food and Nutrition Education) Division, Food Safety and Consumer Affairs Bureau, MAFF

Note: The preparation rate indicates the municipalities that have prepared a plan as a percentage of the total number of municipalities within the prefecture concerned

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**Special Feature**

**Exchanging opinions with Shokuiku practitioners through “Kuruma-za furusato talk”(Round-table talk with locals) ~Promoting Shokuiku through community partnerships~**

In December 2017, MAFF held a “Kuruma-za furusato talk” in the Okinawa Prefecture city of Itoman, on the subject of promoting Shokuiku through community partnerships. State Minister of Agriculture, Forestry and Fisheries Yosuke Isozaki and Special Advisor to the Prime Minister Mitsuhiro Miyakoshi represented the government at the meeting, which was attended by educators involved in Shokuiku at universities and nursery schools, students who study Shokuiku and health at university and engage in community Shokuiku activities, producers who offer hands-on experience of agriculture, and business representatives including national-registered dietitians and media organizations involved in a wide range of Shokuiku activities promoted through partnerships with stakeholders.

Diverse views were exchanged as participants engaged in a lively discussion about their Shokuiku activities and the issues that they face.

**Comments by participants (excerpt)**

- One challenge is how to pitch Shokuiku to workers and to families with a low awareness of food and nutrition.
- Another challenge is undertaking Shokuiku among workers. It would be helpful if time could be set aside for Shokuiku at companies on weekdays.
- Awareness of food and nutrition among adults is low. As it is difficult to change attitudes among adults, it is important to instill such awareness while children are still young.
- It is vital to start Shokuiku at a young age. The home environment seems to have a major impact on Shokuiku.
- Many parents are unused to handling kitchen knives, so a growing number of such families rely on semi-prepared side dishes and eating out, which leads to an increasing number of meals with inadequate nutrition, because of the consumption of junk food due to the cost involved. Cooking classes for parents are needed.
- Few schools in Okinawa Prefecture have introduced diet and nutrition teachers. It would be helpful if the number of diet and nutrition teachers could be increased to promote Shokuiku in schools, thereby ensuring that Okinawa becomes a prefecture a long average life expectancy once those children reach adulthood.
- While methods differ, everyone is undertaking Shokuiku initiatives in response to the same issues and with the same objective in mind, so joining up these initiatives would turn them into something much bigger.