

## Case Study

**Super Shokuiku School Project: *Get Healthy with Exercise and Food That's Good for You!*****~ Initiatives to Reduce the Prevalence of Children with a Tendency Toward Obesity ~**

Higashidori Elementary School, Higashidoori-mura, Aomori Prefecture

Improving lifestyle habits from childhood onwards is a pressing issue that must be tackled in order to create a prefecture with a healthy life expectancy, so initiatives are being implemented to reduce the prevalence of children with a tendency toward obesity.

**[Main initiatives]****1 Guidance during school lunch**

- A nutrition management system has been used to set the target for the calorific value provided in school lunches at one-third of the estimated energy required by children (653kcal for 3rd and 4th grade students)
- Taking into account sodium levels (salt equivalent) and vegetable intake, menus emphasize Japanese cuisine and the meals provided use local ingredients

**2 Diet and health classes**

- Two hours of class activity are devoted to these classes, which are delivered in the form of systematic team teaching by a diet and nutrition teacher
- Awareness among families is also raised via an hour-long class on class observation days for parents, in collaboration with external instructors (public health nurses and other local personnel)

**3 Promotion of exercise and measurement of weight**

- In the 4th through 6th grades, children are weighed twice a month
- Daily physical activity (long-distance runs at school, suggesting that students help with various tasks), etc.



School lunch with an emphasis on Japanese cuisine

	Prevalence of Children with a Tendency Toward Obesity		Average Obesity Level	
	April	January	April	January
4th grade students	25.5	20.8	32.7	26.8
5th grade students	31.7	19.5	34.3	29.4
6th grade students	28.6	22.4	49.8	40.0

\*As a result of this initiative, the prevalence of children with a tendency toward obesity and average obesity levels fell.

## Chapter 4: Shokuiku Promotion in the Community

### 1 Practice of the well-balanced “Japanese dietary pattern”

- The “Japanese dietary pattern,” which consists of rice-based meals including dishes prepared from various types of foodstuffs such as fish, meat, milk and dairy products, vegetables, seaweeds, pulses, fruits and tea, is a healthy diet with an excellent nutritional balance.
- MAFF provides support for model Shokuiku activities in partnership with relevant stakeholders, which are aimed at promoting the practice of the “Japanese dietary pattern” and offer a menu of Shokuiku options tailored to the various attributes and needs of consumers.



Typical rice-based Japanese dietary pattern utilizing ready-made meals

### 2 Utilization of “A Guide to Shokuiku”, etc.

- The publication “A Guide to Shokuiku” encourages people to take the first step in making concrete efforts to undertake Shokuiku; MAFF has published this guide on its website and promotes awareness of it.
- The “Japanese Food Guide Spinning Top,” which uses easily understood illustrations to show desirable combinations of food groups and their approximate quantities, was formulated in 2005 by the MHLW and MAFF. It is used as a teaching material in health promotion projects undertaken by public health centers, to promote awareness and use of the guide. Information is also provided at Shokuiku-related events organized by Regional Agricultural Administration Offices and the like.



A Guide to Shokuiku (excerpt)



Japanese Food Guide Spinning Top

### 3 Development and utilization of human resources with high expertise

- A training course for dietitians and nutritionists was established, and 19,090 people were certified as nutritionists in FY2014 (cumulative issues, 1,023,005), and 10,822 people were certified as dietitians in December 2015 (cumulative issues, 205,267).
- The Japan Dietetic Association has approximately 50,000 dietitians, who are engaged in Shokuiku activities for everyone, from infants to the elderly. As well as preparing health promotion pamphlets, the Association’s activities include nutrition and diet counseling programs in partnership with prefectural dietetic associations, courses for the staff of child welfare facilities, and further increasing the number of Nutrition Care Stations (which have been established in all prefectures) and enhancing their functions.



Health promotion pamphlets

- The Cooking Technology and Skill Center holds “a Shokuiku promoter certification course for expert chefs and licensed cooks” to train chefs, who can become Shokuiku leaders in the community.
- The Japan Association of Training Colleges for Cooks holds “a Shokuiku class” and “a parents’ and children’s cooking class” for neighboring people, lectures about the importance of a healthy dietary life, and teaches people the pleasure of eating together.
- The Japan Association of Chinese Cuisine offers a delivery program by specialized chefs for elementary and other schools, and cooperates in hands-on activities and events given by municipalities to promote local Shokuiku efforts.



Shokuiku class

## 4 Activities for promoting healthy lifestyles and for the prevention and treatment of lifestyle-related diseases

○ Comprehensive support has been provided for activities aimed at promoting measures to improve people’s health, thereby contributing to the effective implementation of “Health Japan 21 (the second term),” which was launched in FY2013. These include publishing measures proven to be effective in preventing the development and aggravation of lifestyle diseases in local communities and places of work on the Smart Life Project website.

○ In the area of vegetable intake, average adult consumption of vegetables per day is 292.3g, below the 350g daily target for all ages, with intake lowest among those in their 20s, so the FY2015 diet improvement campaign focused on increasing vegetable intake, which is one of the targets in Health Japan 21 (the second term).

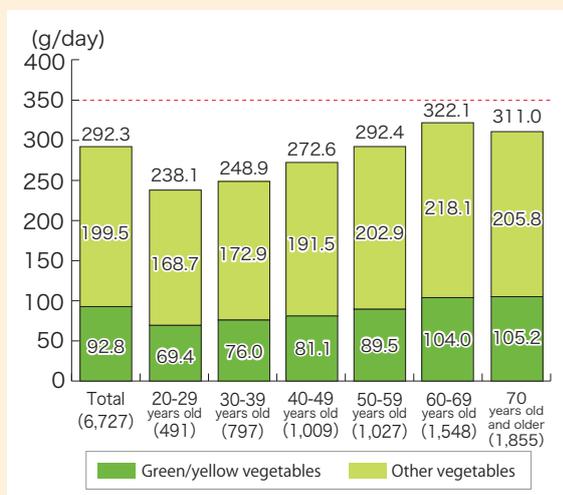


“Plus One Vegetable Dish Everyday” promotion tool

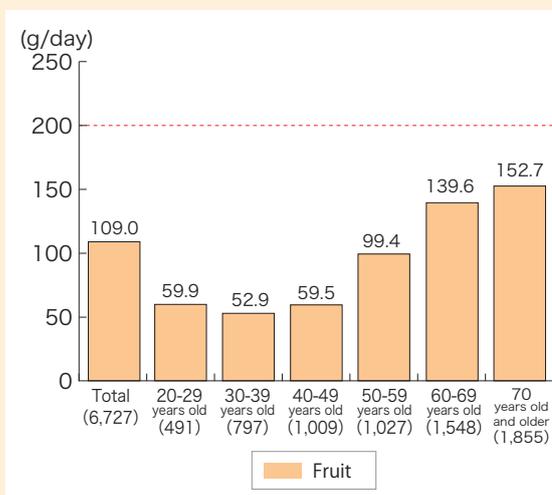
As part of the campaign, a tool has been put together for encouraging people to add an extra serving of vegetables each day (“Plus One Vegetable Dish Every Day!”) and information is provided about vegetable consumption among Japanese people.

○ Regarding fruit intake, average adult consumption of fruit per day is 109.0g, below the 200g recommended daily target, with intake lowest among the 20s to 40s age group. Accordingly, a multifaceted array of initiatives is being implemented to promote understanding from a scientific viewpoint that people should incorporate an adequate amount of fruit into their diet every day. Specifically, in partnership with producer groups, the “200 Grams of Fruit Every Day” campaign is promoting consumption of fruit at home and in school lunches, increasing awareness of the health benefits and functions of fruit, undertaking outreach among working members of society (companies), and offering on-demand classes for elementary school students, to promote fruit consumption in an effort to establish it as a lifelong dietary habit.

**Average Vegetable Intake**  
(age 20 and above, by age group)



**Average Fruit Intake**  
(age 20 and above, by age group)



Source: MHLW, National Health and Nutrition Survey (2014)

## 5 Shokuiku promotion in the dental health field

- As part of the “8020 Campaign / Oral Health Promotion Project,” prefectures have been implementing “8020 Campaign” initiatives tailored to local circumstances. As part of this, they have been using hard foods to teach the importance of chewing and offering courses for dentists, dietitians, and other health professionals concerning dental and oral health promotion to support good diet.

## 6 Shokuiku promotion by food-related businesses

- Food-related businesses such as the food manufacturing, retailing and catering industry have been working on various 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.
- MAFF has been providing support for systematic model Shokuiku initiatives undertaken by 18 organizations nationwide in partnership with relevant stakeholders, offering a menu of Shokuiku options tailored to the attributes and needs of consumers’ diverse lifestyles.

## 7 Shokuiku promotion by volunteers

- Volunteers have been helping with the dissemination and enlightenment of Shokuiku and have been supporting dietary life improvement promoters’ activities by showing practical ways for Shokuiku improvement, and by hosting a Shokuiku leaders’ training course, and workshops for people in the community.
- Dietary Life Improvement Promoters play the main role in Shokuiku promotion activities in each region of Japan, undertaking health promotion activities around 3.08 million times and reaching 17.04 million people over the course of FY2014.