

PART II

Efforts for Shokuiku Promotion Policies

Chapter 1: Trends in Shokuiku Promotion Policies

Development of Shokuiku promotion policies

- The Basic Program for Shokuiku Promotion designates June each year as “Shokuiku Month.”
- The 10th National Convention on Shokuiku Promotion – the core national event in Shokuiku Month – was held in Sumida City, Tokyo in FY2015. The 11th National Convention is due to take place in Fukushima Prefecture (Koriyama City) on June 11 and 12, 2016.

Spotlight

Raising Awareness via the 10th National Convention on Shokuiku Promotion in Sumida 2015

The theme of the 10th Convention was “Bringing Dreams to Life! Enriched Shokuiku for the Future: Taking the Time to Nurture People and Communities through Diet.” It featured a variety of events throughout Sumida City that offered visitors the chance to experience the joy and fun of food for themselves and promoted foods associated with the Sumida area, making the convention a lively festival of food that boosted interest in Shokuiku.

<Main events>

- Opening session *Taking the Time to Nurture People and Communities through Diet*
 - Workshops, exchange sessions
 - Closing session *Setting My Table for the Future*
- Following the opening session’s panel discussion, in which panelists shared their awareness of the issues, group discussions took place in six workshops, on themes including “Developing People” and “Developing Communities.” In addition, six sessions were held in which participants exchanged views on themes such as “Approaches to Broadening Circles of Acquaintance through Eating Together” and “Approaches to Shokuiku and the Environment.” Finally, the content of the various discussions was summarized in presentations during the closing session.
- Special lecture *Leaders Opening up a Path to the Future: Nurturing Innovation through Diet*
- During this lecture, the speaker provided a user-friendly explanation of how Shokuiku works, based on knowledge from the field of neuroscience.
- Symposium *Ensuring an Enriching Array of Dishes and Washoku for the Future: Considering Meals from the Perspective of Protecting Washoku and Passing it on to Future Generations*
- Marking the inscription of *Washoku* on UNESCO’s Intangible Cultural Heritage list, this symposium featured a discussion about protecting and passing on *Washoku* to future generations through contemporary dishes and the approach to them.
- Stage events and interactive experiences
- University students and Shokuiku promotion volunteers were among those who created a festive atmosphere with fun dances and quizzes on the theme of Shokuiku, as well as interactive experiences such as calisthenics and experiments.
- Shokuiku display booths
- A total of 126 booths were set up by 138 groups involved in Shokuiku in a variety of fields, featuring panel displays about their initiatives and offering interactive experiences, which helped to provide visitors with a deeper understanding of Shokuiku.



Poster for the 10th National Convention on Shokuiku Promotion



Opening ceremony



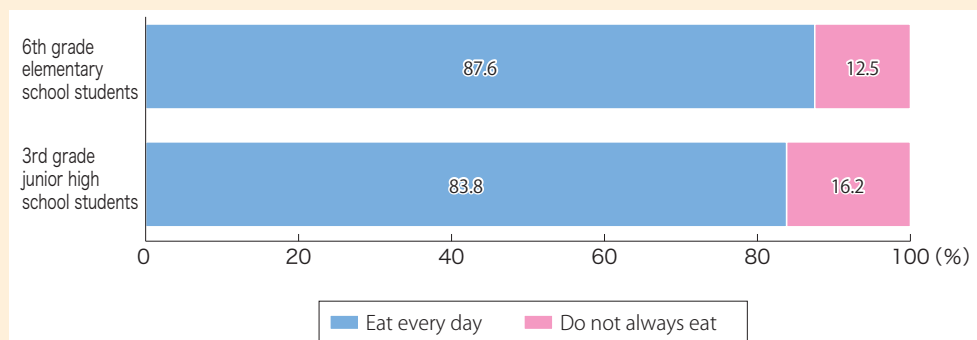
Shokuiku display booths
(Sumida City Gymnasium)

Chapter 2: Shokuiku Promotion at Home

1 Formation of children's basic lifestyle habits

- The percentage of students who skip breakfast was 12.5% for 6th grade elementary school students and 16.2% for 3rd grade junior high school students.
- Throughout society, MEXT is promoting initiatives aimed at developing lifestyle habits among everyone from children to adults. In FY2015, MEXT conducted an empirical study in seven local government areas across the country in partnership with families, schools, and communities, to promote efforts to develop self-reliant lifestyle habits among children, with a particular focus on junior and senior high school students.
- From FY2006, the “Early to Bed, Early to Rise, and Don’t Forget Your Breakfast” National Council has been making efforts to establish children’s basic lifestyle habits and to improve daily rhythms with the cooperation of various companies and a wide range of affiliate parties (286 organizations as of February 2016).

Percentage of elementary and junior high school students who do not always eat breakfast



Source: MEXT, National Assessment of Academic Ability (FY2015)

2 Nutrition education for expectant and nursing mothers and infants

- To encourage expectant and nursing mothers to maintain an appropriate dietary life during the gestation and lactation periods, MHLW has prepared “Japanese Food Guide Spinning Top for Pregnant and Lactating Women,” showing a desirable combination of foods and appropriate serving sizes, along with various other guidelines, which can be utilized at health checkups or in various other classes.
- “The Guidelines for Assistance in Lactation and Weaning” (March 2007) are being used to promote awareness, so that appropriate assistance can be given on lactating and weaning.
- “Healthy Parents and Children 21 (Second Phase)” was launched in April 2015 as a national campaign to solve 21st century problems in maternal and child health. Aiming to create “a society where every child grows up healthy,” the campaign will promote awareness through initiatives in collaboration with relevant organizations, including not only schools, but also private companies in the food and childcare support sectors.

3 Shokuiku promotion for children and youth and their parents

- The General Principles of Policy on Poverty among Children (approved by the Cabinet on August 29, 2014) prescribe “support for Shokuiku promotion” as one of the areas of support focused on the daily lives of children living in poverty.
- As well as providing children from single-parent households with a place where they can receive learning support and meals, the government will use a fund established with private sector contributions as part of the National Movement to Support Children’s Future – a collaborative project launched in 2015 that brings together national and local governments with private sector organizations – to support groups providing meals to children living in poverty. In the course of these endeavors, the government will further encourage private sector activities that take into account the perspective of Shokuiku.

Case Study

Making Together, Eating Together – A Model for Accessible Support Targeting Children

Tiida Children’s Cafeteria Management Committee

Based on an awareness of the need for accessible support that does not damage users’ sense of worth, Tiida Children’s Cafeteria (Urasoe City, Okinawa Prefecture) was launched as a cafeteria for children who either lack the opportunity to have meals other than school lunches or who tend to eat alone.

The key feature of this initiative is that local adults and children make the meals together. The menu is based on rice, miso soup, and pre-cooked dishes, offering children who visit the cafeteria the opportunity to learn about the ingredients, nutrition, and preparations for cooking a meal. It has become popular, as the children sometimes make Okinawa soba noodles – a local specialty – or naan bread or pizza from scratch and enjoy kneading the dough by hand. The aim of offering children the chance to try cooking is not only to give them dietary knowledge and experience, but also to increase their communication skills through teamwork and cooperation with others. In addition, the cafeteria organizes monthly events with a seasonal theme, helping to create lasting memories for the children.

The ingredients are gifted or funded by donations from local citizens and three food companies also provide support, so the cafeteria even has a stockpile of food at the moment.



Children and adults eat the dishes that they prepared together using vegetables kindly provided by local citizens.



Making the local specialty Okinawa soba noodles by hand. The children say that kneading the dough is fun.