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
- 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
- Shokuiku display booths

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.
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

<table>
<thead>
<tr>
<th></th>
<th>Eat every day</th>
<th>Do not always eat</th>
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<tbody>
<tr>
<td>6th grade</td>
<td>87.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>elementary</td>
<td>school students</td>
<td></td>
</tr>
<tr>
<td>3rd grade</td>
<td>83.8%</td>
<td>16.2%</td>
</tr>
<tr>
<td>junior high</td>
<td>school students</td>
<td></td>
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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.
Case Study

Promoting Environmentally Friendly Mealtime Independence among Children and Nurturing All Five Senses through Hands-on Cooking Workshops

In 1992, concerned about a decline in children’s dietary knowledge and the onset of lifestyle-related diseases at an increasingly early age, Tokyo Gas launched its Kids in the Kitchen cooking classes for elementary school students and children accompanied by their parents. In addition, since 1995, when growing public awareness of the environment began to emerge, Tokyo Gas launched its Eco-Cooking initiative, which used dietary habits as the jumping-off point for thinking about environmentally friendly lifestyles. Elements of this program have been incorporated into Kids in the Kitchen, offering an opportunity to think about energy and environmental problems.

In the Kids in the Kitchen workshops, experienced instructors teach children about well-balanced menus using seasonal ingredients, with the objective of giving them “the ability to live” through good diet, with a particular focus on environmentally friendly mealtime independence and nurturing all five senses. The recipes for each workshop effectively incorporate Eco-Cooking ideas, such as adjusting the heat of the stove to an appropriate level and putting lids on saucepans, as well as teaching children how to demonstrate consideration for the environment throughout the process of shopping for food, cooking it, eating it, and cleaning up afterwards.

Case Study

Shokuiku by sports dietitians for Parents/Guardians and Coaches of Junior Athletes

~ Hands-on Sports Nutrition Seminars for the Top Athletes of the Future ~

The Japan Dietetic Association

The Japan Dietetic Association organized Hands-on Sports Nutrition Seminars at which accredited JASA sports dietitians, who are experts in the field of sports nutrition, joined forces to provide advice to the parents/guardians and coaches of junior athletes with the potential to compete in the Olympic and Paralympic Games Tokyo 2020. After kicking off in Tokyo in FY2015, the seminars began to be held at various locations around the country in FY2016, with the goal of attracting the participation of 5,000 people over the next four years.

As junior athletes are still in a period of physical growth and development, maintaining a good balance of nutrition, exercise, and rest is vital, so it is necessary to gain appropriate knowledge to achieve this and incorporate that knowledge into daily life. Accordingly, the program for these seminars has been put together with the objective of providing basic knowledge about sports nutrition to promote the healthy physical growth and development of junior athletes and improve their competitive performance, as well as offering hands-on education that enables seminar participants to leverage that knowledge and put it into practice at home or in the training environment.

The Olympic and Paralympic Games Tokyo 2020 offer the ideal opportunity for children to gain first-hand experience of the joy and fun of sport, and to foster an interest in improving their competitive performance. The Japan Dietetic Association plans to continue holding these seminars, taking advantage of this opportunity to raise awareness of the importance of Shokuiku for children from the perspective of sports nutrition.
Chapter 3: Shokuiku Promotion in Schools, Nursery Schools, etc.

1) Improvement of Shokuiku system in schools
   ○ 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.
   ○ Since FY2005, diet and nutrition teachers have been employed in public elementary schools and junior high schools, with a total of 5,356 such teachers nationwide (as of April 1, 2015).

2) Improvement of Shokuiku curriculum in schools
   ○ Shokuiku in schools is carried out not only through school lunch programs, but also through each subject and the Period for Integrated Studies.
   ○ Diet and nutrition teachers serve as the cornerstone of the promotion of Shokuiku in schools, achieving a highly synergistic effect from an educational perspective by ensuring that guidance concerning diet is integrated consistently with the management of school lunches.
   ○ In March 2008, “promoting Shokuiku in schools” was clearly positioned in the Curriculum Guideline for both elementary and junior high schools.
   ○ MEXT analyzed the impact of Shokuiku on a variety of aspects, including the improvement of academic ability and health of the children, promotion of the consumption of local produce and understanding of the dietary culture, in cooperation with universities, private companies, producers and organizations involved in Shokuiku. 35 schools were selected for the implementation of 30 “Super Shokuiku School” projects as model schools to implement pilot Shokuiku activities for the dissemination and utilization of the result of the analysis.

3) Improvement of school lunches
   1) Provision for school lunches
      ○ As of May 2014, school lunch was provided for around 9.6 million students at a total of 31,021 schools: 20,380 elementary schools (99.2% of all elementary schools) and 9,210 junior high schools (87.9% of all junior high schools).
      ○ To improve measures by schools to address allergies to school lunches, MEXT prepared reference materials such as “The Guidelines on Measures against Allergy to School Lunch” and distributed them to boards of education and schools across the country in March 2015, as well as promoting initiatives targeting children with food allergies.
   2) Use of local produces
      ○ The average usage rate of local produces nationwide in FY2014 was 26.9% (by number of ingredients used). The usage rate of domestically produced ingredients was 77% (by number of ingredients used).
      ○ MAFF sought to promote the development of a new system for the stable production of local produce and its supply for use in school lunches. Accordingly, it undertook surveys and deliberations, and supported initiatives focused on the development of new menus and processed foods and their inclusion in school lunches.
3 Spread of school lunch with rice

○ The inclusion of rice in school lunches has an educational significance, as it enables children to learn desirable eating habits in relation to rice, which forms the basis of traditional dietary life in Japan, as well as inspiring a deeper interest in their native area through its local food culture.
○ In FY2014, about 9.33 million students received rice for lunch, which is almost 100% of students who receive a full school lunch. Rice was provided in school lunches 3.4 times/week on average.

4 Shokuiku promotion in nursery schools

1 Shokuiku to support children’s development by integrating protective care with education

○ Nursery schools provide both protective care (survival and emotional stability) and education (health, human relations, environment, language, and expression) to support children’s development. Shokuiku must also seek to strengthen children’s minds and bodies from an early age as part of nursery care and education.

2 Support for parents through diet

○ Children’s diets should be determined not only at nursery schools but in cooperation with their parents. Nursery schools offer knowledge, experience and skills relating to children’s diet during infancy as part of “childcare support.”

3 Provision of meals to support children’s growth and development

○ Due to changes in the working patterns of parents and guardians in recent years, more and more children are spending longer periods of time at nursery schools, so the meals provided in nursery school play an important role in the physical and mental development of infants.
○ Initiatives are being implemented that incorporate strategies for encouraging children to develop an interest in diet and in the ingredients used in meals, aiming to provide meals that ensure that children can see the faces of the people who prepare their meals and the people who produce the ingredients for those meals.
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 ~

Higashiori Elementary School, Higashiori-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.

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<th>Average Obesity Level</th>
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<tbody>
<tr>
<td></td>
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<tr>
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<td>25.5</td>
<td>20.8</td>
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<td>5th grade students</td>
<td>31.7</td>
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<tr>
<td>6th grade students</td>
<td>28.6</td>
<td>22.4</td>
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</table>

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