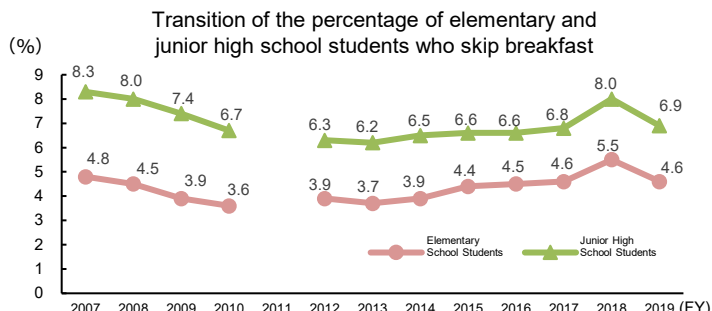


Chapter 1 Promotion of *Shokuiku* in Households

(Formation of Basic Lifestyle Habits in Children)

- Eating breakfast does not only supplement nutrients, it also creates a daily early to bed, early to rise rhythm. In recent years, the ratio of elementary and junior high school students who skip breakfast has remained about the same.
- In fiscal 2020, MEXT and the National Institution for Youth Education collaborated to implement the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” partner schools program in 10 areas nationwide.
- It has been pointed out that the habit of skipping breakfast in the children’s parents’ generation may have made an impact on the household environment, and MEXT has been promoting efforts to support for education at home.



Data Source: MEXT, National Assessment of Academic Ability.

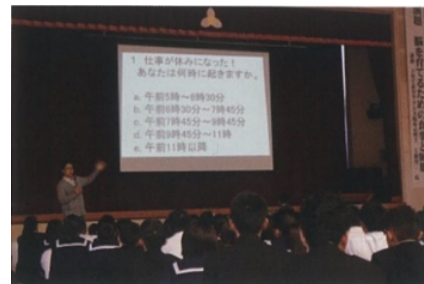
- Note: 1) The survey was not conducted in fiscal 2011, due to the impact of the Great East Japan Earthquake.
 2) The survey was not conducted in fiscal 2020, due to the impact of the spread of COVID-19.
 3) For the question “Do you eat breakfast every day”, the total percentage of answers “Rarely”, “Never”, within answer options of “Always”, “Usually”, “Rarely”, and “Never”
 4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

Case Study

Nishigoshi Junior High School “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” program (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” partner school program)

- The “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” partner school program was implemented to improve academic and athletic activities of students and to prevent school absenteeism, which is partly caused by an unbalanced daily lifestyle rhythm.
- The program raised awareness between students and their parents, by holding PTA-sponsored lectures on lifestyle habits, and publishing “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” newsletters with articles such as quizzes regarding going to bed and rising earlier, and eating breakfast.

Kumamoto Prefecture Koshi Municipal Nishigoshi Junior High School



A PTA-sponsored lecture

(Encouraging *Shokuiku* for Expectant and Nursing Mothers and Citizens in Child-Rearing Age Groups)

- MHLW has created an accessible leaflet for the contents of the “Guidelines for Nursing/Bottle Feeding, and for Baby Food” revised in 2019, to promote and educate the general public.
- Efforts were made to promote and educate a wide range of target groups with “Healthy Parents and Children 21 (phase 2)”, with the aim of creating a “society in which all children can grow up in health”, through coordination and cooperation with schools and other related parties, and private enterprises related to the food industry and child-rearing support, to create an inviting environment for parents and children along with offering support for parents.
- In 2020, the “Intensive Policy to Accelerate the Empowerment of Women 2020” was decided at the “Headquarters for Creating a Society in which All Women Shine”, to provide further momentum for participation of men in housework and childcare.
- From 2020, the Cabinet Office has been promoting men’s participation in cooking through ““*Otouhan* (daddy’s meal)” movies” of recipes developed by “*Otouhan*” ambassadors.

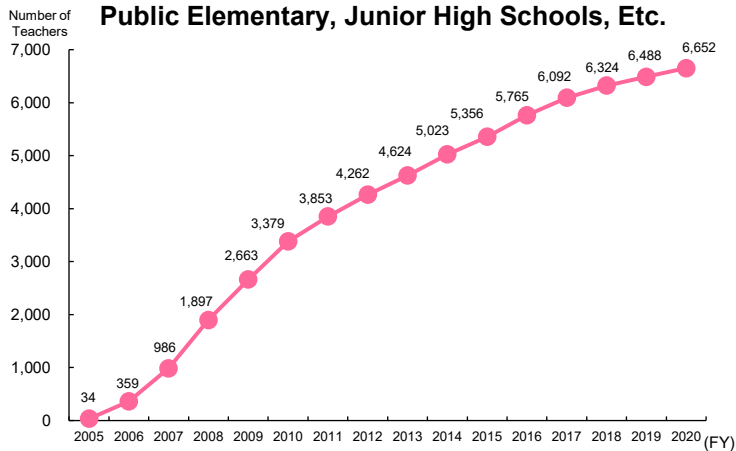


“*Otouhan*” movie

(Enhancing *Shokuiku* in Schools)

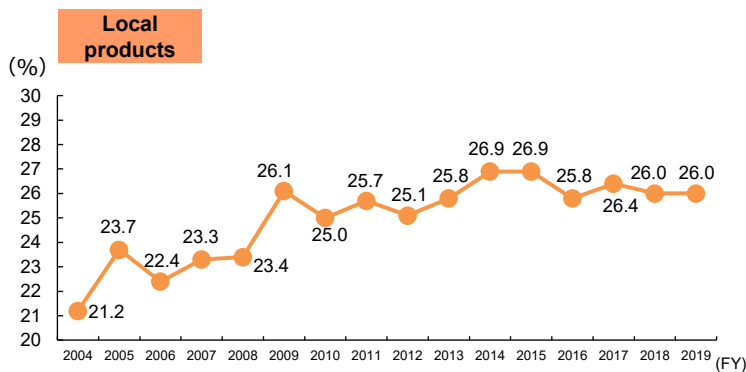
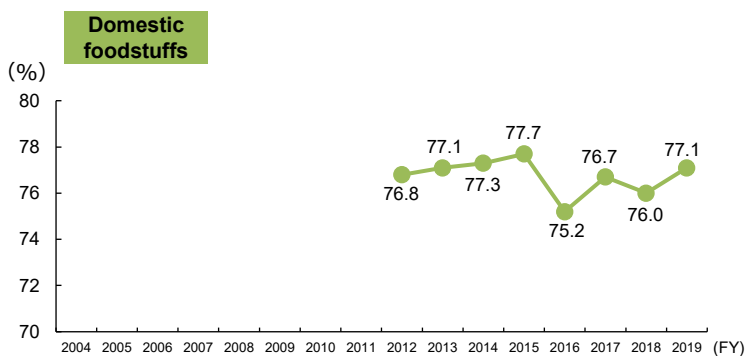
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,652 teachers nationwide (as of May 1, 2020).
- Further efforts are being made to eliminate regional disparities in the deployment of diet and nutrition teachers.
- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management. Some diet and nutrition teachers are also in charge of communal kitchens, promoting *shokuiku* in the entire region by establishing organizations that allow coordination between diet and nutrition teachers and managers of school lunches at each school.
- With schools at the core of efforts and in cooperation with households, MEXT implemented the “Integrated *Shokuiku* Promotion Projects,” which aim to foster children’s ability to manage their own diet. In fiscal 2020, 5 projects (10 implementing schools) were implemented nationwide.
- Guidance for the desirable dietary habits of students is offered by incorporating the “Food Guidance Companion” and educational materials related to *shokuiku*.
- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018, values are for national, public, and private schools).
- In fiscal 2019 school lunches, the national average for the use of domestic foodstuffs was 77.1%, and the usage rate of local products was 26.0%. (National average, based on number of foodstuffs used).
- The “Project to Address Social Issues via School Lunches” has been implemented to advance further use of local products in school lunches by developing new methodologies of food production, processing, and distribution, etc., and to roll out the best practices throughout the nation. Also, MAFF has trained and dispatched coordinators for local production for local consumption who coordinate between producers and schools.

Number of Diet and Nutrition Teachers in Public Elementary, Junior High Schools, Etc.



Data Source: Issued on April 1, each fiscal year until fiscal 2015: Health Education and *Shokuiku* Division, Elementary and Secondary Education Bureau, MEXT
 Issued on May 1, each fiscal year 2016 to present: MEXT. School Basic Survey.
 Note: “Public elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

Percentage of Using Domestic foodstuffs and Local Products in School Lunches



Data Source: MEXT. Report on School Lunch Nutrition.

Case Study **170,000 People Enjoying Shizuoka Mackerel! “Fujippi School Lunches” (Efforts in the Project to Address Social Issues via School Lunches)**

- The Shizuoka Prefectural Board of Education has been working to reduce food loss and waste and promotion of local production for local consumption by using school lunches.
- The project aims to boost the percentage of local products in school lunches and foster children’s affection toward Shizuoka Prefecture through model menus of “Fujippi School Lunches”, of which 45% or more are local products from Shizuoka Prefecture. Approximately 170,000 meals were provided at 500 Shizuoka Prefectural elementary schools, junior high schools, and schools for special needs education.
- The theme ingredient for fiscal 2020 was “mackerel”, offering dishes such as rice mixed with green tea and mackerel with green onion sauce. These efforts enabled issues on distribution to be shared with relevant parties in Shizuoka’s fishery industry, while contributing to establishing a system for cooperation.

The Shizuoka Prefectural Board of Education



“Fujippi School Lunches” model menu

Case Study **Using Local Products in School Lunches**

- The integration of school lunch centers and facilities in Tateyama Town, Toyama Prefecture, proved to be a perfect opportunity to establish a system to supply local products for school lunches, and the percentage of local products used in school lunches increased to 51% (based on weight) in 2019. School lunch programs featuring “Raiji”, the tourism ambassador mascot for Tateyama Town, introducing local products along with other activities were also conducted.
- Namerikawa City, Toyama Prefecture has made efforts to incorporate local products into school lunches since fiscal 2009, assigning vegetable farmers to agriculture public corporations as liaisons between school lunch kitchens and producers. Due to the promotion of supplying local products in school lunches, the percentage of local products used (based on weight), which was about 6% in fiscal 2008, increased to 62.9% in fiscal 2019.

Tateyama Town, Namerikawa City, Toyama Prefecture



A birthday party for “Raiji”, Tateyama Town’s tourism ambassador

(Promotion of Shokuiku for Preschool Children)

- Systematic *shokuiku* efforts based on “The National Curriculum Standards for Day-Care Center” for day care center, “The National Curriculum Standard for Kindergartens” for kindergartens, and “The National Curriculum Standards for Integrated Centers for Early Childhood Education and Care” for centers for early childhood education and care were performed as a part of childcare and educational activities.

Case Study **Development of Shokuiku Activities that Started with Harvesting Beans**
-Words of Children Bringing People Together-

- The children at the YMCA Oberin Day care center were interested in the wooden barrel used to make *miso*. This was used as an opportunity to harvest soybeans for *miso* and educate the children on different types of *miso*.
- Community-based efforts, such as learning how to grow soybeans from regional soybean farmers, were also implemented.
- Activities were conducted to teach children to be aware of the cycle of food, from production to consumption, through hands-on experiences with food ingredients as a blessing of nature.

Social Welfare Corporation Yokohama YMCA Welfare Association / YMCA Oberin Day care center (Kanagawa Prefecture)



Children learning about ingredients in front of the kitchen

Chapter 3 Promotion of *Shokuiku* in Local Communities

(Promoting of the Use of “A Guide to *Shokuiku*” etc.)

- “A Guide to *Shokuiku*” states that “we are what we eat” and illustrates the “food cycle” from fields/sea/etc. to our tables and “how our diet evolves with age” based on life stages. The Guide presents specific efforts according to each stage.
- The “Japanese Food Guide Spinning Top” was designed to help citizens take specific actions as specified by the “Dietary Guidelines for Japanese”. The guide has been disseminated and promoted through content such as information and movies offered on websites.

(Promotion of Efforts to Practice Healthy Living and Prevent or Treat Non-communicable Diseases)

- MHLW implemented the “Smart Life Project” in partnership with companies, private entities, and local governments.
- In fiscal 2020, more focus was put on promotion and raising awareness on the importance of improving household dietary habits, as opportunities to eat at home were expected to increase due to the spread of COVID-19. With this, information dissemination was conducted, such as introducing case studies of local governments and other organizations, along with publishing tools for promotion and education on websites.



“Add Some Balance to Your Home Meals” dietary habits improvement campaign

(Promotion of *Shokuiku* for Children in Poverty)

- Mainly led by the Cabinet Office, a public-private collaborative project “Children’s Future Support National Movement” has been promoted. The project includes support for activities, such as *Kodomo Shokudo* and the food home delivery services for children, that promote *shokuiku* for children in poverty and stop the perpetual cycle of poverty.
- MHLW has informed *Kodomo Shokudo* of the cautionary points, such as food safety management, and called on the governments, local residents, welfare staff and educators to cooperate with the activities of *Kodomo Shokudo*.
- MAFF supports the provision of places for *kyōshoku* by understanding the needs of *kyōshoku* in the region and matching them with producers. Furthermore, as part of *shokuiku*, government stockpiled rice has been provided toward initiatives such as *Kodomo Shokudo* and the food home delivery services for children.

Case Study

Kodomo Shokudo Is a Place to Belong for Children and Local Citizens

NPO SK Human Rights Net (Saitama Prefecture)

- The “Kumagaya Nanairo Shokudo (Kumagaya Seven-colored Cafeteria)” operated by the NPO SK Human Rights Net is *Kodomo Shokudo* which offers free meals to those who are junior high school students and younger, and 70 years old and older. These meals are 200 yen for everyone else as well.
- Initially, the cafeteria was open only once a month, but is now open three times a week, as it strives to create an environment in which children from families in real need can eat meals with peace of mind. The cafeteria became a place where various generations gathered for regional interaction.
- The ingredients used here are donated from regional farmers and enterprises. Kumagaya Agricultural Cooperative shops have installed special boxes for donations to *Kodomo Shokudo*.
- In fiscal 2020, 120 to 140 box lunches were distributed three times a week.



Mealtime at the cafeteria

(Promotion of *Shokuiku* for the Younger Generation and the Elderly)

- MHLW established goals to reduce the percentage of obesity in men of all ages and underweight women in their 20s in “Health Japan 21 (the 2nd term)”. Efforts are being made to attain these goals.
- MAFF has published educational materials for the younger generation on their website.

Case Study

Information Communication, Policy Proposals, and Product Development Related to *Shokuiku* by Younger Generations

- The Kio nutrition egg Team is a volunteer group consisting of Kio University students aspiring to become registered dietitians. The Team conducts health promotion activities focused on improving nutrition and dietary habits aimed at the younger generation.
- The Team implements educational activities related to nutrition and dietary habits, through exhibits at high schools and university cultural festivals and other events, to send a message to the younger generation, which has many dietary habits issues such as lacking vegetable intake and skipping breakfast. Their strengths lie in their special ways of communicating information, in a way only a younger generation can.

Kio nutrition egg Team <Kio University>:
(Nara Prefecture)



Exhibit at a high school cultural festival

- To promote the support for the health of elderly people in local communities, in fiscal 2019, MHLW created a public awareness tool that elderly people, their family members and government officials can use for frailty prevention* by utilizing the “Dietary Reference Intakes for Japanese (2020)”.

*A state of decreased physical and mental vitality (such as muscle strength and cognitive function) with aging, posing increased risks of functional impairment requiring nursing care, and death.

Case Study

“Establishing a System to Support Diets of the Elderly” --Creating Food Environments for Natural Frailty Prevention--

- The Council for Promotion of Regional Dietary Lifestyles of the Kanagawa Prefecture, Atsugi Health and Welfare Office has been conducting efforts to “prevent frailty” under the theme of “Establishing a System to Support Diets of the Elderly” with the coordination of municipalities of their region. Additionally, visiting lectures were also held, using tools to promote public awareness and education created by MHLW.
- Creation of food environments that prevent frailty, based on the results of elderly dietary survey, along with provision of correct information and development of environments for obtaining food were promoted.

The Atsugi Health and Welfare Office,
Kanagawa Prefecture



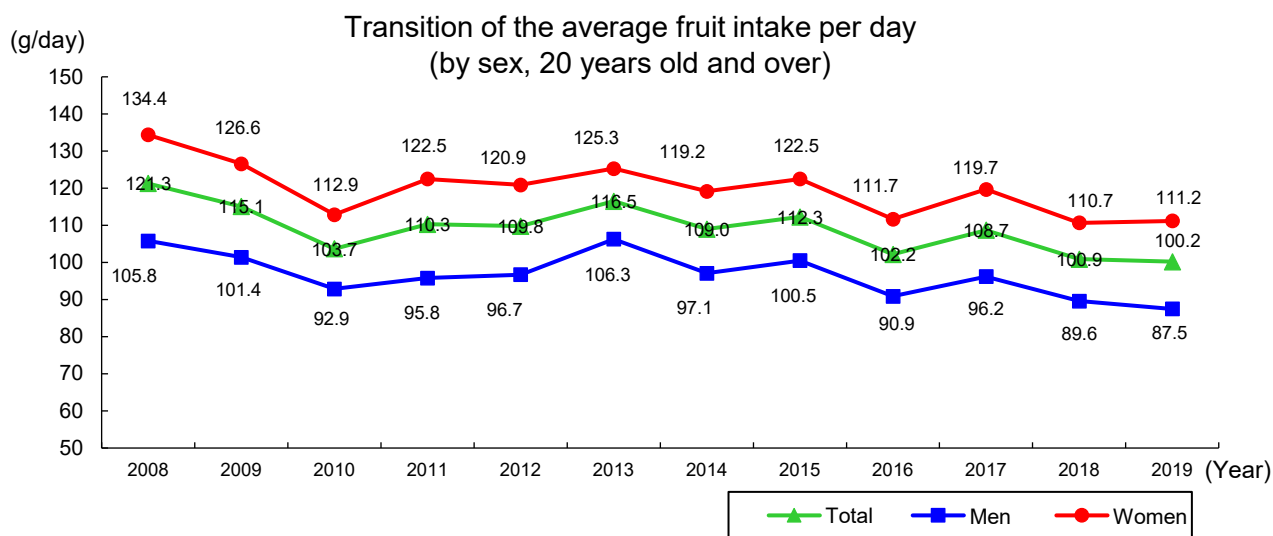
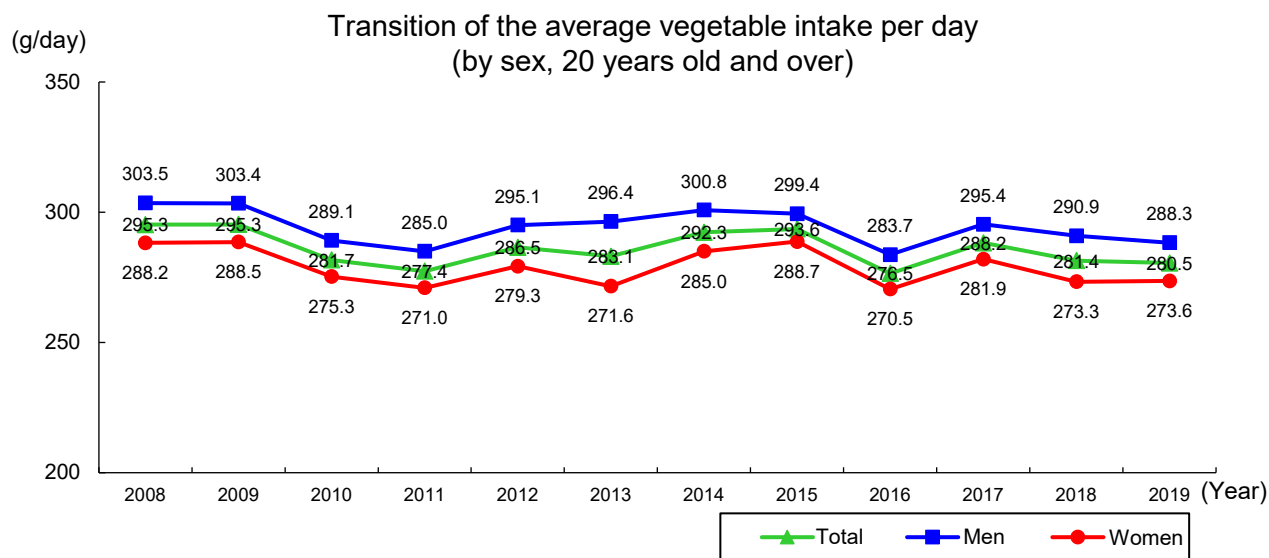
A visiting lecture at a salon for senior citizens

(Promoting *Shokuiku* in Dental and Oral Health)

- The MHLW, relevant organizations and municipalities have cooperated to hold the “Japan Dental Health Convention”, to widely communicate the importance of high-quality dietary lifestyles with healthy teeth and oral cavity to maintain/improve whole-body health and extend one’s healthy life span.

(Promotion of *Shokuiku* by Food-Related Business Operators)

- Food-related business operators, etc. perform *shokuiku* efforts as part of their corporate social responsibility (CSR) activities.
- In the “FY2019 National Health and Nutrition Survey”, the daily average amount intake of vegetables was 280.5g, and fruits was 100.2g. By age group, the data showed that younger generations were eating less vegetables and fruits.



- Based on the “Basic Policy for Promoting Fruit Tree Cultivation” and in partnership with producer groups, MAFF is encouraging citizens to eat more fruits at home and in school lunches, etc. through the “200 Grams of Fruits Every Day!” campaign.



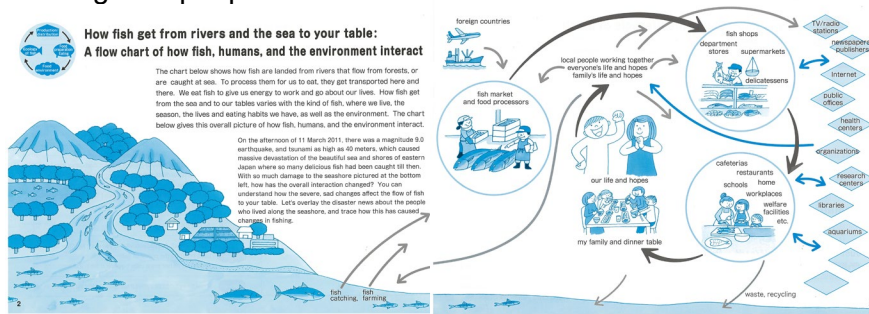
“200 Grams of Fruits Every Day!” logo

Case Study

The Spread of “*Sakana Marugoto Shokuiku* (education on eating the whole fish)” Efforts in the Region

Tokyo Fisheries Promotion Foundation (Tokyo Prefecture)

- The Tokyo Fisheries Promotion Foundation joined forces with *Shokuseitaigaku jissen* Forum (Research, Education and Promotion on Ecology of Human and Food) to practice “whole fish food education” using the “The ABC’s of Fish, A Holistic View”.
- The Toyomi *Osakana* Museum, located at Toyomi Fisheries Wharf in Tokyo, offers programs for regional children and adults to study fish from many aspects, such as research on seasonal fish to cooking with fish as the main dish.
- The “Shiogama *Sakana Marugoto* Exploration Party”, which has its base in the Shiogama Fish Market, lets children learn about local fishery products and processed fishery products, of which the children report to regional people.



An excerpt from the “The ABC’s of Fish, A Holistic View”

This picture is an English version of the original (Translators: Barry Duell MA and Miyuki Adachi PhD, R.D.)

(*Shokuiku* Promotion through Volunteer Activity)

- *Shokuiku* volunteer members including Diet improvement Promoters implemented community-based *shokuiku* activities, based on the understanding of factors such as regional health issues, dietary habits and food cultures.

Case Study

Roundtable Discussion on “Radiation and Food Safety”

Naraha Town Diet Improvement Promoters Council (Fukushima Prefecture)

- The Naraha Town Diet Improvement Promoters Council has been conducting community-based *shokuiku* promotion since 1987, through activities such as cooking classes, town events, and providing food at infant health checkups.
- As the organization was suspended with the Great East Japan Earthquake to be subsequently resumed later, it launched roundtable discussions on “Radiation and Food Safety” to alleviate concerns and disseminate knowledge on radioactive materials to local residents.
- The roundtable discussion became a precious opportunity to acquire correct information on radioactive materials and food safety.



Scene at a roundtable discussion

(Development and Utilization of Human Resources with Expertise)

- The Japan Dietetic Association conducted various activities, mostly online, under the integrated theme of “Enjoying Nutrition--“The Power of Nutrition” to Withstand Infectious Diseases!” under the spread of COVID-19 for “Nutrition Day/Nutrition Week 2020”

Great East Japan Earthquake Reconstruction Efforts--from a *Shokuiku* Perspective

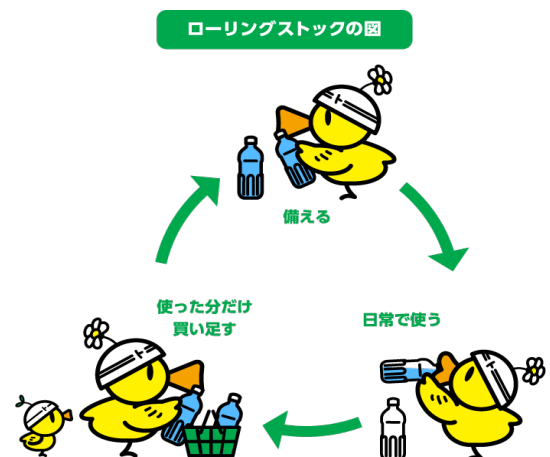
- In the ten years from the Great East Japan Earthquake, activities to support people's lifestyles and regional reconstruction efforts of governments, enterprises, and volunteers, have been continued.
- In the Tokura District of Miyagi Prefecture's Minamisanriku Town, fishermen themselves turned to a sustainable aquaculture industry in their reconstruction efforts for oyster farming raft damage caused by the tsunami.
- Additionally, activities such as tours to view oyster hauling on farming rafts and other events to deepen understanding towards forests and forestry which support an abundantly productive sea, and the cycle of forests developing such a sea were conducted.
- In Onagawa Town, Miyagi Prefecture, "Nutrition Consultation" was held at temporary housing facilities, starting right after the disaster. Currently, efforts to improve diets of residents are still being made, such as *shokuiku* cooking classes for households with children and for children.
- The Kamaishi City Diet Improvement Promoters Council implemented soup kitchen activities right after the disaster, and also conducted lectures and cooking classes for residents of temporary housing. The organization contributed toward reestablishing the regional community.
- With the Great East Japan Earthquake, the Japan Dietetic Association-Disaster Assistance Team (JDA-DAT) was established to provide swift nutritional and dietary support activities in the event of major disasters in Japan and overseas. Registered dietitians are dispatched to disaster areas within 72 hours of a disaster, to work together with the local government and medical institutions, and to provide nutritional support for disaster victims.
- The Japan Weather Association recommends the rolling stock method when stockpiling at home. With coordination with Kobe Gakuin University students, the organization introduced recipes using "emergency foods" within a household's rolling stock.



Tokura Oyster Club_Minamisanriku Efforts Greatest Scenes Photo Project (Photos by Masashi Asada)



A lecture for local residents of Kamaishi City

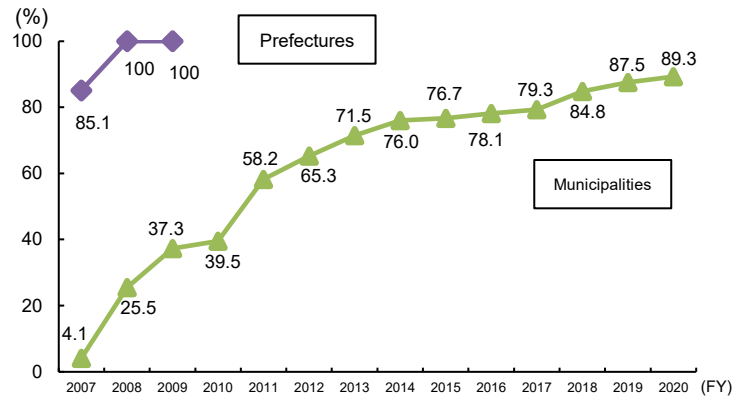


An image of rolling stock, courtesy of the Japan Weather Association

Chapter 4 Expansion of Campaign Promoting *Shokuiku*

- The National Convention on Promotion of *Shokuiku* is a core nationwide event that takes place during the *Shokuiku* Month of June every year, but the event was cancelled in fiscal 2020 due to the spread of COVID-19.
- Various awards related to *shokuiku* are given out at this event. The “4th *Shokuiku* Activity Awards” featured movies introducing award-winning organizations.
- MAFF has created and released a webpage “*Shokuiku* Movies” featuring a collection of movies related to *shokuiku* for organizations such as schools to use as *shokuiku* education material.
- Up to now, all prefectures have created the Prefectural Plans for the Promotion of *Shokuiku*. The percentage of local municipalities that have created Municipal Plans for the Promotion of *Shokuiku* is increasing steadily, and is currently at approximately 90%.

Changes in the Percentages of Prefectures and Municipalities that Have Created Plans for the Promotion of *Shokuiku*



Data Source: MAFF. Survey by the Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau, the same survey was conducted by the Cabinet Office until fiscal 2015.

Preparation Rate of the Municipal Plans, by Prefectures

Creation Rate	Number of Prefectures
100%	23
75 - below 100%	18
50 - below 75%	6

Data Source: MAFF. Survey conducted by the Consumer Affairs and *Shokuiku* Division, Food Safety and Consumer Affairs Bureau. (As of March 31, 2021).

Note: 1) The “Creation Rate” indicates the percentage of municipalities that have created Municipal Plans for the Promotion of *Shokuiku* within the total number of municipalities within the prefectures.
2) 1,554 municipalities have created their Municipal Plans for the Promotion of *Shokuiku*.

Article Promotion of *Shokuiku* to Correspond to the New Normal and Digitalization

- The “*Shokuiku* Promotion Forum 2021” was held on February 16, 2021, under the theme of “*Shokuiku* in the New Era”.
- MAFF has launched the “the National Network for *Shokuiku* Promotion ” (nicknamed “*Minna no Shokuiku* (everybody’s *shokuiku*)”) to reinforce systems promoting *shokuiku* through cooperation and coordination while maximizing each activity, amongst a wide range of related parties including the national government, local governments, and educators.



Panel discussions at the Forum

Case Study

Citizen Participation in the “Health with *Shokuiku*--Smart Wellness City--” Okazaki *Shokuiku* Yaromai (let’s do it!) Project

- The Okazaki City Council for the Promotion of *Shokuiku* has been developing multi-faceted *shokuiku* activities for all generations, enabling citizens to nurture healthy minds, bodies, and abundant human qualities throughout their lives, aiming to be a “City that provides happiness and health by living there--Smart Wellness City--”.
- Various efforts are being made to allow citizens to get more familiar with, have fun learning, and participate in events about *shokuiku*, expanding the project’s scope of activities.

Okazaki City Council for the Promotion of *Shokuiku* (Aichi Prefecture)



Experiencing simulated cooking in a large pot at “School Lunch Center Exploration”