

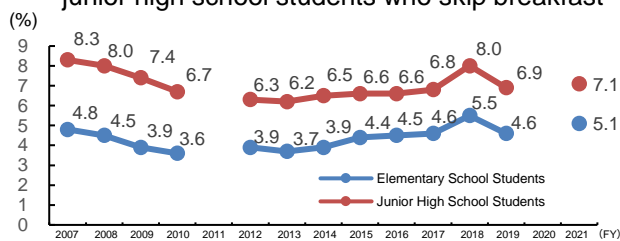
Chapter 1 Promotion of *Shokuiku* in Households

(Formation of Basic Lifestyle Habits in Children)

- **Eating breakfast** not only supplements nutrients, but also adjusts the rhythm of the biological clock and thereby helps **fostering of appropriate lifestyle and preservation of mental and physical health**.
- MEXT is promoting the **“Early to Bed, Early to Rise, and Don't Forget Your Breakfast”** national campaign, in cooperation with the “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” National Council and the National Institution for the Promotion of Youth education.

➢ Rate of elementary and junior high school children skipping breakfast remains mostly flat in recent years.

Transition of the percentage of elementary and junior high school students who skip breakfast



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”
 4) Target groups are Elementary School Students in the 6th Grade and Junior High School Students in the 3rd Grade.

Case Study

Cheerful after a good sleep! Campaign to refresh students of Kano Junior High!!

(Project of “Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promoting school)
 Kashima Municipal Kano Junior High School,
 Ibaraki Prefecture

- The initiative aims to further improve the breakfast taking rate, intake of well balanced meals and improvement of sleeping habits based on the lifestyle improvement

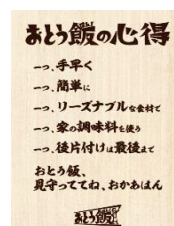


Lecture meeting

(Families and Communities Collaborate to Promote *Shokuiku*)

- 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**.
- The government aims to help **acquisition of healthy lifestyle habits** as part of the national movement through promotion of *shokuiku* and improvement of time for daily living activities in the **Children and Young People's Development Support Month** and other opportunities.

➢ Since fiscal 2017, the Cabinet Office has been promoting men's participation in cooking through “Begin *Otouhan* (daddy's meal)” among housework/child care by men with small children. In fiscal 2021, the office introduced campaigns of local governments at its website.



“Otouhan” guideline

(Encouraging *Shokuiku* for Expectant and Nursing Mothers and Infants)

- With the aim of creating a **“society in which all children can grow up in good health,”** MHLW makes efforts to promote and educate a wide range of target groups with **“Healthy Parents and Children 21 (phase 2)”** through creation of an inviting environment for parents and children along with offering support for parents.

➢ In the light of the changes in social conditions of expectant and nursing mothers, MHLW revised the “Dietary Guidelines for Pregnant and Lactating Women” in March 2021.



Leaflet for awareness raising

Chapter 2 Promotion of *Shokuiku* in Schools and Day Care Centers, etc.

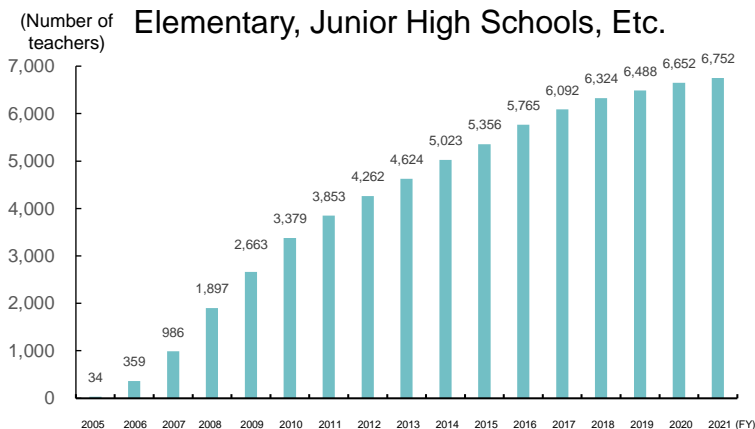
(Enhancement of Food-related Guidance in Schools)

- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management.
- MEXT promoted assignment of diet and nutrition teachers so that all students can receive food-related guidance taking advantage of their expertise.
- Promoting seamless *shokuiku* from early childhood education to high school by using the “Food Guidance Companion – the Second Revised Edition” and other materials so that children can acquire desirable dietary habits.

➤ The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,752 nationwide (as of May 1, 2021).

➤ In fiscal 2021, the ministry surveyed the duties and roles expected from diet and nutrition teachers at boards of education to understand the actual conditions and challenges across the country. Further efforts are being made to assign more diet and nutrition teachers and promote *shokuiku* in 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: “Elementary, junior high schools, etc.” are elementary schools, junior high schools, compulsory education, secondary schools, and schools for special needs education.

(Enriching School Lunches)

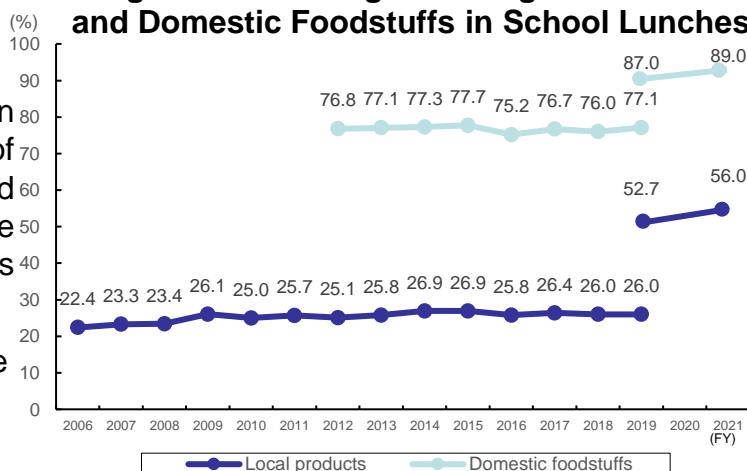
- School lunches are provided at 99.1% of all elementary schools and 89.9% of all junior high schools (as of May 2018, values are for national, public, and private schools).
- Based on The Fourth Basic Plan for the Promotion of *Shokuiku*, MEXT in cooperation with relevant ministries and agencies is promoting use of local products in school lunches.

➤ Promoting guidance by diet and nutrition teachers on food pertaining to local products.

➤ Since fiscal 2021, MEXT has been implementing “project to promote use of local products in school lunches” and provides subsidies for costs to solve problems faced when using local products in school lunches.

➤ In fiscal 2021 school lunches, the use rate of local products was 56.0%, and the usage rate of domestic foodstuffs was 89.0%. (National average, based on monetary amount)

Changes in Percentage of Using Local Products and Domestic Foodstuffs in School Lunches



Data Source: MEXT “Report on School Lunch Nutrition” (based on the number of food items) up to fiscal 2019; MEXT “Survey on Use of Local Products/Domestic Foodstuff in School Lunches” (based on monetary amount) for 2019 and after

Case Study

Using Local Products in School Lunches

Mizuho City,
Gifu Prefecture

- In Mizuho City, Gifu Prefecture, the school lunch center, commerce, industry, agriculture and tourism section, producers, producer groups and others are working together on local production for local consumption. The school lunch center and producers deepen their understanding by communicating actual situations on their respective sides at their “lunch meeting for exchange.”
- Food-related guidance is given during lunch time on the “Day for Local Production for Local Consumption Menu” every month.



“Lunch meeting for exchange” between the school lunch center and producers.

(Promotion of *Shokuiku* for Preschool Children)

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

Case Study

Shokuiku Spreads from Voices of Children -Considering How Infants Aged 0, 1 or 2 Are Feeling

Yukikai Small Day Care Center Mana (Nagasaki Prefecture)

- Dirt ball making and images and interests developed through reading picture books fostered the children’s wish to cook and eat, which developed into making rice flour dumpling and *udon*.
- Efforts for *Shokuiku* that fosters the confidence and motivation of each child.



Enjoying *udon* that they made themselves

Case Study

Developing a Love for Fish through the Joy Walk (Moving Experience) Taking Advantage of the Appeal of Araki

Izumo Municipal Araki Kindergarten (Shimane Prefecture)

- Since fiscal 2019, the kindergarten has been implementing the “Joy Walk to Explore Araki We Love” aimed at inspiring children. Children visited Taisha Chikko port and got familiar with fish by looking at and touching live fish in a fish pen.
- Through the *shokuiku* activities, children got interested in live whole fish, while recognizing the pleasure of eating fish.



Taisha Chikko is full of uncommon fish

Case Study

“The First Step to Break Away from Unbalanced Diet” Project – with the Aim of Changing Children’s Ability to Relate to Things, People and Activities

Certified Center for Early Childhood Education Muko Ainosono Kindergarten (Hyogo Prefecture)

- Practicing education and nursing based on the hypothesis that a change of children’s attitude to things (food ingredients) will change their attitude toward people and activities.
- Experiences including stringing of sweet coltsfoot for school lunch reduced the distance between the children and food ingredients and raised their awareness of eating.



Helping in the stringing of sweet coltsfoot

Chapter 3 Promotion of *Shokuiku* in Local Communities

(Promotion of *Shokuiku* to Encourage Practice of Healthy Dietary Habits)

- Disseminating and promoting “A Guide to *Shokuiku*,” “Japanese Food Guide Spinning Top,” “Dietary Guidelines for Japanese” and other materials to promote practice of healthy dietary habits.
- MAFF is promoting practice of Japanese-style dietary habits that are excellent in nutritional balance.

- MHLW has developed and released teaching materials to learn about the importance of taking well-balanced meals consisting of a staple food, a main dish and side dish.
- MAFF implemented “*Yappari Gohan Desho!* (Rice is Awesome!)” campaign to boost rice consumption, which is the central feature of Japanese-style dietary habits.



“*Yappari Gohan Desho!* (Rice is Awesome!)” campaign

(Promotion of *Shokuiku* Contributing to Extension of Healthy Life Expectancy)

- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy and is promoting efforts to achieve the goals.
- MAFF is implementing public awareness activities to increase vegetable and fruit intake.

- The “Smart Life Project” was promoted in partnership with companies, relevant entities, and local governments with the aim of further spreading and developing the “Health Japan 21 (the 2nd term)” campaign.
- “Committee toward promotion of a sustainable food environment where people can naturally get healthy” was held to study industry-academia-government collaboration toward development of a food environment where people including those indifferent to health can naturally get healthy. The result was compiled as a report.

Article Promotion of a Healthy and Sustainable Food Environment

- Based on the report of the “Committee toward promotion of a sustainable food environment where people can naturally get healthy” MHLW established the “Strategic Initiative for a Healthy and Sustainable Food Environment” for development of a desirable food environment in collaboration among industry, academia, government and other parties.
- The Ministry promoted independent initiatives of business operators while soliciting participation of a broad range of business operators. Participating business operators set specific goals, etc. and disclose the results together with the progress of every year.
- The ministry also plans to develop data contributing to creation of a desirable food environment in cooperation with academic organizations.

- Considering that 2021 is the International Year of Fruits and Vegetables, MAFF implemented a symposium and other activities to raise public awareness of the importance of fruits and vegetables. Furthermore, based on the “Basic Policy to Promote Fruit Tree Cultivation” the ministry encouraged intake of fruits at home, school lunches and other opportunities through the “200 Grams of Fruits Every Day! campaign,” in cooperation with producers’ groups.



国際果実野菜年

2021

International Year of Fruits and Vegetables 2021

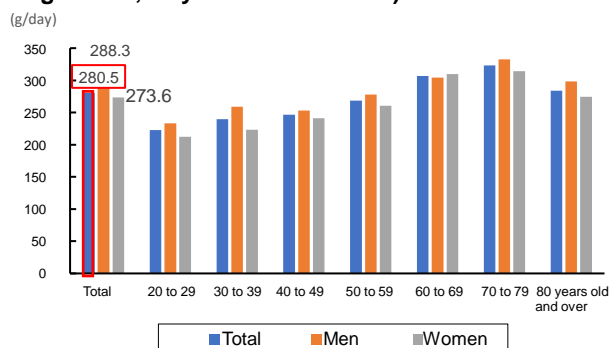
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➤ The daily average intake amount of vegetables is 280.5g, and the same of fruits is 100.2g. Vegetable intake of people aged 20 to 49 and fruit intake of people aged 20 to 59 are particularly small.

➤ Adachi Ward is implementing an initiative to increase vegetable intake in restaurants, etc. in the ward.

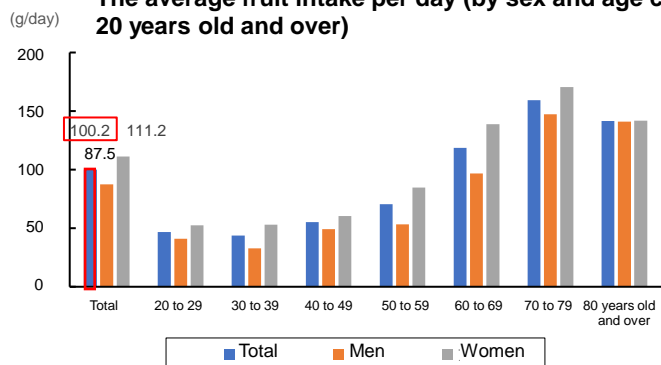
➤ In order to increase fruit intake, MAFF promotes initiatives for stable supply of processed fruits that are easy to use for restaurant businesses, etc.

The average vegetable intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Vegetables include green and yellow vegetables, other vegetables, vegetable juice, and pickled vegetables.

The average fruit intake per day (by sex and age class, 20 years old and over)



Data Source: MHLW. 2019 National Health and Nutrition Survey.
Note: Fruits include fresh fruits, jam, fruit juice, and fruit juice drinks.

(Promotion of *Shokuiku* for Children in Poverty)

- According to a survey, 16.9% of households with a child (children) could not buy food at least once. To address this situation, we support **Kodomo Shokudo**, **Kodomo Takushoku** and similar activities that are spreading as independent initiatives of community residents.

➤ Mainly led by the Cabinet Office, the public-private collaborative project “Children’s Future Support National Movement” has been promoted. The project includes support for activities, such as *Kodomo Shokudo*, that promote *shokuiku* for children in poverty and stop the perpetual cycle of poverty.

➤ In addition to measures to prevent the spread of COVID-19 in relation to *Kodomo Shokudo* activities and dissemination of information on the subsidies for creating places where children in need can stay comfortably, MHLW issued a notification on the promotion of nutritional/dietary support for families in need.

➤ The ministry subsidized the expense of *Kodomo Shokudo*, etc. for children of households needing the support offered by private groups that are providing operational, material and other supports in a wide area.

➤ MAFF supports efforts to understand the needs of *kyoshoku* in the communities and match them with producers. Furthermore, for use as part of *shokuiku*, the government’s stockpiled rice has been provided for free toward initiatives such as *Kodomo Shokudo*. The ministry also subsidizes the cost of food procurement of agricultural, forestry and fishery products for which the demand decreased due to the spread of COVID-19 which are provided for *Kodomo Shokudo*.

(Promotion of *Shokuiku* pertaining to the Younger Generation and the Elderly)

- It is necessary to promote **shokuiku to help the younger generations practice healthy dietary habits**.
- It is necessary to promote **shokuiku that improves the quality of life according to the characteristics of the elderly toward extension of healthy life expectancy**.
- Creating enlightenment materials, etc. to provide information.

➤ MAFF has published educational materials for the younger generation on their website.

➤ MHLW promotes the support for the health of elderly people in local communities by using a public awareness tool that was created by utilizing the “Dietary Reference Intakes for Japanese (2020)” for elderly people, their family members and government officials to use for frailty prevention*.

*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.

(Promotion of *Shokuiku* with Consideration to Employees' Health in Workplace)

- Healthy employees vitalize the organization through improvement of their vitality and productivity.
- WHLW implemented initiatives with the approach of improving the food environment for “healthy diet.”
- In fiscal 2019, MAFF compiled and released a collection of case examples of advanced *shokuiku* promotion by enterprises, etc. for health management of employees.

(Promotion of *Kyoshoku* in Communities)

- Promotion of *kyoshoku* for school age and adolescent children contributes to establishment of their healthy dietary habits.
- Promotion of *kyoshoku* and activities in communities were supported by using brochures.
- MHLW encouraged eating while enjoying talking with family, friends or other people in your community through a pamphlet: “Eat well, prevent frailty,” and by disseminating the points of dining together at “*Kayoinoba*” considering prevention of COVID-19.
- MAFF supported *shokuiku* activities at “places of *kyoshoku*” by holding cooking classes of traditional food at *Kodomo Shokudo* and salons for the elderly, courses on local food and traditional food, for example.

Case Study

Initiatives to Practice Local Production for Local Consumption and *Shokuiku* through Support to *Kodomo Shokudo*

“*Kodomo Shokudo* Team” of the Kyushu International University Murakami Seminar (Fukuoka Prefecture)

- “*Kodomo Shokudo* Team” of the Kyushu International University Murakami Seminar supports monthly *Kodomo Shokudo* activities in the community .
- The team visits local farmers’ markets and chooses food based on what they hear from the producers in the market and the producer information. The team prepares a flip board for illustration of the food used on the day.



Consideration of ingredients, trial cooking and sampling

(Promotion of *Shokuiku* in Preparation for Disaster)

- In preparation for large-scale natural disasters, etc. it is important that each family stockpiles food in addition to the food stockpiled by local governments and private enterprises.
- With the aim of promoting food stockpiling with consideration to health/nutrition and persons requiring special consideration, MHLW developed a “simplified simulator for calculation of the stockpile amount with consideration to nutrition in preparation for large-scale disasters” and requested local governments to conduct collaboration between health promotion and disaster prevention departments.
- MAFF conducted awareness raising activities using the “Guide for Food Stockpile in Preparation for Disaster” compiling methods to facilitate stockpile of food at home and the “Guide for Food Stockpile for Persons Requiring Special Consideration in Preparation for Disaster” for families with such a person.

(Promoting *Shokuiku* in Dental and Oral Health)

- In order to prolong healthy life through food, it is important to maintain dental and oral health for chewing and swallowing from infancy to the senile state.
 - Local governments, relevant groups, etc. promoted *shokuiku* through events, etc.
- MHLW, Miyazaki Prefecture, Miyazaki City, Japan Dental Association and Miyazaki Dental Association jointly held the 42th National Oral Health Meeting under the theme of “Live Long Vigorously and Lively with a Healthy Mouth - Welcome to Origin of Myths, Sports Land Miyazaki.”

(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. Companies tackling *shokuiku* from the SDG perspective are also increasing.

Case Study

Activities to Raise Awareness of Environmental Issues Related to Food and Health Awareness through the “ZENB initiative” – Eat Whole Plants as Much as Possible.

Mizkan Holdings (Tokyo)

- Implementing the activities to think about the future of food from three view points of palatability, health and sustainability since November 2018.
- In 2019, the initiative held a workshop for junior-high and high school students under the theme of “How to Reduce Food Loss? – Think about Food 10 Years from Now together with Teens.” The participants thought about ways to develop hit products to promote eating whole vegetables including skin and cores and presented a viewpoint of reducing environmental burden of food to the younger generation.



Workshop for junior-high and high school students

(*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

Extend Healthy Life Expectancy through *Shokuiku* for Parents and Children! Kids *Shokuiku* Lesson 1, 2, 3 ♪

Aomori City Committee to Promote Dietary Habits Improvement (Aomori Prefecture)

- After learning about three-color classification of food through games, etc., kindergarten senior class children and their parents cooked “simple *Onigirazu* with three food groups in a good balance.”



“Simple *Onigirazu* with three food groups in a good balance”

(Development and Utilization of Human Resources with Expertise)

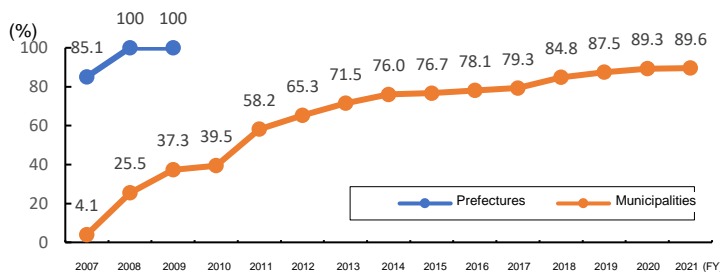
- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing *Shokuiku* activities taking advantage of their expertise.
- The Japan Dietetic Association implemented online events, etc. under the theme of “Japan Nutrition – Nutrition is energy of Japan –” in August 2021. The association disclosed recipes of “*Yobo-meshi*” with good nutrient balance to help prevention of COVID-19, while sharing points in accordance with various food situations and wisdom in dietary habits.

Chapter 4 Expansion of Campaign Promoting *Shokuiku*

- Carrying out activities of the annual **Shokuiku Month of June** and **utilization of the National Network for Shokuiku Promotion** as a national movement.

- The 16th National Convention on Promotion of *Shokuiku* in Iwate was held online in June 2021.
- Various awards related to *shokuiku* are given out at this event. Videos were produced to introduce activities of the organizations that won the “5th *Shokuiku* Activity Awards.”
- Publicizing the National Network for *Shokuiku* Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- Compiling the “Digital *Shokuiku* Guidebook” to promote *shokuiku* responding to digitalization.
- 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 89.6%.

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%	24
75 to below 100%	17
50 to 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, 2022).
 Note: 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.

Article

Initiatives during *Shokuiku* Month: raising awareness of *Shokuiku* through the “16th National Convention on Promotion of *Shokuiku* in Iwate” and *Shokuiku* Month Seminars

- During the “16th National Convention on Promotion of *Shokuiku* in Iwate,” cooking classes using food of Iwate, “Iwate *Omotenashi* Relay” as thanks for reconstruction supports and other programs were distributed.
- “*Shokuiku* Month Seminar” was held online. The seminar consisted of introduction of advanced cases and panel discussions on *shokuiku* experience activities and possibilities of online experiences in the “new normal.”



Iwate *Omotenashi* Relay

Case Study

With smartphone, Texts and at Stores Developing a Town Where You Can Enjoy Healthy Food Anytime and Anywhere

- Higashimatsushima City *Shokuiku* Promotion Council distributed videos through the city’s official YouTube channel to promote digitalization of information dissemination.
- In addition to the online information dissemination, the council distributed texts tailored to different generations and provides “Smart Meal*” in restaurants in the city.

*Meals certified by the consortium on “Healthy Food and Food Environment” as containing healthy ingredients with good nutritional balance based on scientific grounds

Higashimatsushima City *Shokuiku* Promotion Council (Miyagi Prefecture)



Video filming by the city and the pharmacist association