

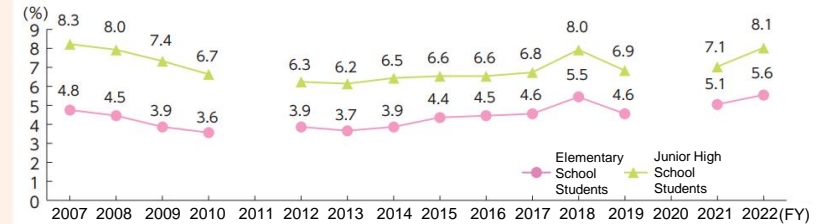
Part II: Efforts for the Policies for the Promotion of *Shokuiku*

Chapter 1 Promotion of *Shokuiku* in Households

Formation of Basic Lifestyle Habits in Children

- Eating breakfast is necessary not only for nutrition but also for regulating the biological clock, which contributes to the formation of suitable lifestyle habits and maintenance of mental and physical health.
- Rate of elementary and junior high school children skipping breakfast remains mostly flat in recent years.
- 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.

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

“For Formation of Basic Lifestyle Habits - Learning the Importance of Breakfast through Breakfast Practice” (“Early to Bed, Early to Rise, and Don't Forget Your Breakfast” promotion school project)

Takawashi Minami Junior-high School, Habikino City, Osaka Prefecture

- Toward establishment of basic lifestyle habits by students, the school is implementing the following activities: “Learning about breakfast” for all grades; “Breakfast Greeting Campaign” by students; creation of “Breakfast Recipe Book” compiling breakfast recipes devised by students, and; “Breakfast Practice” for students to cook breakfast based on guidance plans developed by diet and nutrition teachers.
- The dissemination of the importance of eating breakfast and examples of good breakfast raised students’ awareness.



Breakfast Practice

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.

Encouraging *Shokuiku* for Expectant and Nursing Mothers and Infants

- MHLW modified the Basic Policy on Child and Maternal Health and Child Development* in March 2023 and positioned “Healthy Parents & Children 21” for education of citizens as a national campaign based on the basic policy. The ministry continues to promote *shokuiku* activities for people in their growing process and expectant and nursing mothers.

*Basic policy on comprehensive promotion of measures for provision of child health and development care, etc.

- In communities, registered dietitians and others provide nutrition guidance for infants mostly at municipal health centers. They use the “Guidelines for Nursing/ Bottle Feeding, and Baby Food” revised in March 2019 and leaflets that clearly explain breastfeeding and weaning.



Breastfeeding Start Guide

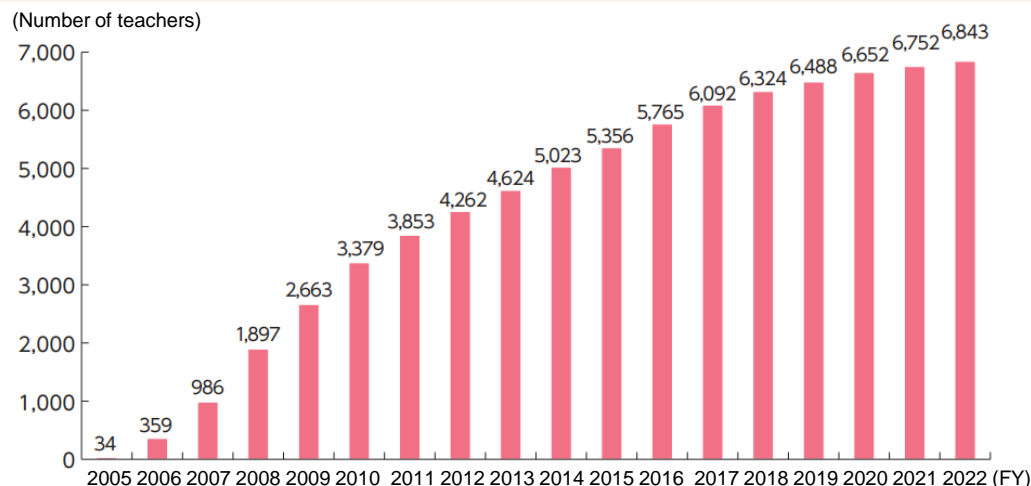


Weaning Start Guide

Enhancement of Food-related Guidance in Schools

- MEXT promoted 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.
- Diet and nutrition teachers are the keystone in *shokuiku* promotion at schools, where they offer both food guidance and school lunch management.
- The number of diet and nutrition teachers employed in public elementary schools, junior high schools, etc. was a total of 6,843 nationwide (as of May 1 2022).
- Assignment of diet and nutrition teachers was further promoted so that all students can receive food-related guidance taking advantage of their expertise.
- 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 99.0% of all elementary schools and 91.5% of all junior high schools (as of May 2021, values are for national, public, and private schools).
- Based on the Fourth Basic Plan for the Promotion of *Shokuiku*, MEXT is promoting *shokuiku* guidance involving local products by diet and nutrition teachers, and use of local products in school lunches with cooperation of relevant ministries and agencies.
- In fiscal 2022 school lunches, the use rate of local products was 56.5%, and the usage rate of domestic foodstuffs was 89.2% (National average, based on monetary amount).
- 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.
- Through the “COVID-19 Infection Control Manuals and Guidelines for Schools,” the ministry presented its approach to infection control measures for school lunch and other situations to encourage initiatives consistent with regional conditions.
- To address the rise in prices of food for school lunch, the ministry encouraged local governments to reduce the burden on guardians by actively using the “grant to address steep rise in crude oil and other prices under the COVID-19 pandemic,” which was established by expanding the COVID-19 temporary grant for regional revitalization decided in April 2022, and by using the “special grant for local governments to tackle hikes in electricity, gas, and food prices” that was established by the government as an additional measure to address the rise in prices under the special grant for regional revitalization in September 2022.
- As of the end of July 2022, 1,491 (83.2%) local governments have reduced or are planning to reduce the burden on guardians. With the addition of the local governments that are not planning to reduce the burden, but are not planning to increase the school lunch fee either, the number reaches 1,775 (99.0%).

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 Food stuff in School Lunches” (based on monetary amount) for 2019 and after

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 Starting and Connecting a Cycle of Awareness and Learning from “Food”

Kouhoku Gakuen Shimoochiai Sorairo Day Care Center (Tokyo)

- Creating a nursery environment that makes food familiar, and implementing *shokuiku* that fosters children’s ability to think and act by themselves.
- By looking at food and cooking in a glass-walled kitchen, and through potato harvesting and other experiences, children are involved in nature as part of their everyday life, become conscious of food through their own senses and thereby naturally become aware of their connection with food.



Make-believe play in a play-house corner

Case Study *Shokuiku* Considering Regional Characteristics Activities to Foster Gratitude for Cows and Appreciation of Food

Kamiita Town Takashi Kindergarten (Tokushima Prefecture)

- Children walk to a cowshed in the school zone and experience feeding and milking.
- We feel that the children fostered “gratitude for food” and “appreciation of food” through the activities, and that the activities also deepened the ties between the kindergarten and the community.



Feeding cows

Case Study Becoming Aware of the Importance of Growing Plants and Fostering Gratitude through Cultivation of Sweet Potatoes —Fostering Inquiring Minds through *Shokuiku* Activities—

Integrated Centers for Early Childhood Education and Care
Motosoja Kindergarten (Gunma Prefecture)

- Using a farm dedicated for children to cultivate and harvest sweet potatoes, the kindergarten implements *shokuiku* focusing on contact with nature.
- Children plant seedlings of four types of sweet potato. By studying, thinking and talking about sweet potato, they foster zest for living, inquiring minds, etc.



Digging sweet potatoes

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*,” “Dietary Guidelines for Japanese,” “Japanese Food Guide Spinning Top” and other materials to promote practice of healthy dietary habits.
- MAFF is promoting nutritionally well-balanced Japanese-style dietary habits and is implementing “Yappari Gohan Desho! (Rice is Awesome!)” campaign to boost rice consumption, which is its central feature.
- Through BUZZ MAFF, where MAFF officials disseminate information as a YouTuber, the ministry is encouraging rice consumption. The activities include videos where the minister and entertainers appear. “Healthy Life with Rice Symposium,” focusing on rice and health was held in December 2022.



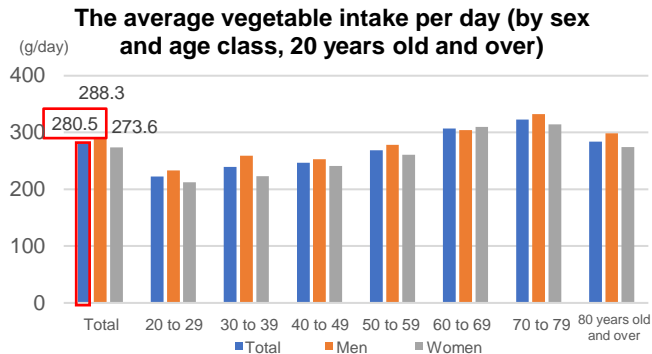
Healthy Life with Rice Symposium

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

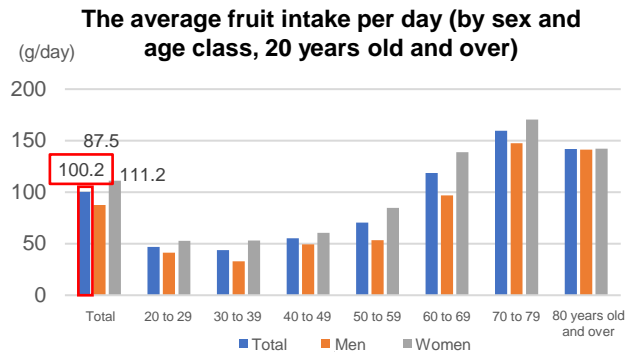
- MHLW established goals related to nutrition and dietary habit in “Health Japan 21 (the 2nd term)” to extend healthy life expectancy. The ministry promotes “Smart Life Project” in partnership with companies, relevant entities and local governments with the aim of further spreading and developing initiatives to achieve the goals.
- MHLW launched the “Strategic Initiative for a Healthy and Sustainable Food Environment” in March 2022. The initiative promotes the development of a desirable food environment, while supporting participating businesses in setting action goals and taking actions toward solution to nutrition issues, including “Excess sodium intake,” “Underweight among young women,” and “Nutritional disparities caused by economic conditions,” which is also expected to improve public evaluation of their environmental, social and governance (ESG) status.

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

- The Fourth Basic Plan for the Promotion of *Shokuiku* sets new goals to increase the mean daily vegetable intake to 350g or more, and to decrease the ratio of individuals with a fruit intake of less than 100g to 30% or less by fiscal 2025.
- MAFF is promoting activities to increase vegetable and fruit intake by implementing “Let's Eat Vegetables project” in cooperation with enterprises, groups and other “Vegetable Supporters” and “200 Grams of Fruits Every Day! campaign” in cooperation with producers’ groups.



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



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



“Let's Eat Vegetables project” indicates “350g per day” as a rough standard of intake.
Logomark

Article Final Evaluation of “Health Japan 21 (the 2nd term)” Achievement status of nutrition and diet targets

- MHLW started “Health Japan 21 (the 2nd term)” in April 2013 and compiled its final evaluation report in October 2022.
- In the final evaluation, the achievement status of the 53 targets including nutrition and diet targets was assessed and analyzed.
- Compared with the baseline value at the time of the formulation, improvements are seen in over half of the targets, which include three out of the five targets related to nutrition and dietary habits.

Targets	Evaluation
① Increase in the percentage of individuals maintaining ideal body weight (Reduction in percentage of obese individuals [BMI 25 and more] and underweight individuals [BMI less than 18.5])	C No change
② Increase in the percentage of individuals who consume appropriate quality and quantity of food i. Increase in percentage of individuals who eat a balanced diet with staple food, a main dish and side dish more than twice a day ii. Decrease in the mean salt intake iii. Increase in consumption of vegetables and fruits	C No change D Worsened B* Not reached the target value at this point but is improving D Worsened
③ Increase in dining with family regularly (decrease in percentage of children who eat alone)	A Reached the target value.
④ Increase in the number of registered restaurants and corporations in the food industry to work to supply food products low in salt and fat	B* Target value not reached at present but trending towards improvement
⑤ Increase in the percentage of specific food service facilities that plan, cook, and evaluate and improve the nutritional content of menus based on the needs of clients	B* Target value not reached at present but trending towards improvement

B*: Among B, it is doubtful whether the target will be reached by the target year.

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.
- The government leads the public-private collaborative project “Children’s Future Support National Movement.” The project includes support for activities, such as *Kodomo Shokudo*, that promote *shokuiku* for children in poverty and work to stop the perpetual cycle of poverty.
- MHLW implements “learning and life support program” (creating a place to stay) that supports children of single-parent families in developing basic lifestyle habits and learning and that also can provide meals.
- MAFF supports efforts to understand the needs of *kyoshoku* (communal eating) in the communities and match them with producers. Furthermore, as part of *shokuiku*, the government’s stockpiled rice has been provided for free toward initiatives such as *Kodomo Shokudo*. Under the prolonged impact of COVID-19, the ministry expanded the initiative in July 2021 according to the requests from people involved in the activities.
- As an emergency measure to cultivate new demand, the ministry is supporting activities to provide low-price milk to *Kodomo Shokudo*, etc.



Kyoshoku in Kodomo Shokudo

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

- It is necessary to promote *shokuiku* that helps the younger generations to develop healthy dietary habits and also improves the quality of life according to the characteristics of the elderly toward extension of the healthy life expectancy.

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

- Healthy employees vitalize the organization through improvement of workplace vitality and productivity.
- MHLW implemented initiatives with the approach of improving the food environment for “healthy diet.”

Promotion of *Kyoshoku* in Communities

- Promotion of *kyoshoku* for school age and adolescent children contributes to establishment of their healthy dietary habits.
- MHLW encouraged the elderly to eat while enjoying talking with family, friends or other people in their community by distributing a pamphlet: “Eat well, prevent frailty*,” and by disseminating the points of dining together at “*Kayoinoba*” with consideration of 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.

*Refers to conditions where mental and physical energy (e.g. muscular strength and cognitive functions) decreases due to aging, which increases the risk of vital function disorder, need for long-term care, and death.

Case Study

Communicating Japan's Food Culture and “Fun of Food” in Exchange across Generations and Nationalities

“Planet Earth Restaurant Circle,” the University of Shimane (Shimane Prefecture)

- *Kodomo Shokudo* “Planet Earth Restaurant” is operated mostly by students of the University of Shimane Faculty of Nursing and Nutrition as part of club activities at the university. Children participate and cooperate in the process from production and procurement of food to dish creation, cooking, delivery, and setting and clearing table. The restaurant provides a place of exchange through food across generations, nationalities and occupations.
- Exchange with other participants increases the fun of eating. Some children enjoy eating foods that they don't usually eat or find the foods that they dislike tasty.
- In collaboration with Izumo Council of Social Welfare, the circle compiled recipes for non-Japanese residents of Izumo City to cook staple dishes from their country by using the stockpile and other foods available in the city.



Carrying on the food culture of Japan through cooking and dishing up

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.
- MAFF published “Guide for Food Stockpile in Preparation for Disaster” for persons living alone in April 2022 to disseminate information on food reserves at home through plain explanation of the need for storing food, how to start this, and other matters.

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. To this end, *shokuiku* in dental and oral health is promoted, including activities to encourage regular dental examination.
- MHLW, Gunma Prefecture, Takasaki City, Japan Dental Association and Gunma Dental Association jointly held the 43rd National Oral Health Meeting under the theme of “Think Again about Extension of Healthy Life Expectancy - Welcome to Retreat Mecca Gunma” in Gunma Prefecture in October 2022.

Promotion of *Shokuiku* by Food-Related Businesses

- Food-related businesses, etc. perform *shokuiku* efforts as part of their corporate social responsibility (CSR) activities. Companies tackling *shokuiku* from the SDGs perspective are also increasing.
- MAFF supports food-related businesses, etc. in their efforts toward local production for local consumption, events for exchange between local producers and consumers, and other activities.

Case Study

Communicating the Importance and Fun of Food through Open Kitchen (factory tour) The “6th *Shokuiku* Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries

Kewpie Corporation (Tokyo)

- The company started a factory tour in 1961 to convey the importance and fun of food toward healthy diets, and has been continuously providing lectures on demand for elementary schools.
- During the COVID-19 pandemic, Open Kitchen (factory tour) and cooking classes for children were implemented online.
- The cooking classes contributed to increased interest in food and cooking. Participating children stated their impressions, such as “I could cook!” and “I want to cook again!”



Mayonnaise Class

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.
- Japan Dietetic Life Association implemented *shokuiku* activities for health promotion in response to the demands of the time with a focus on lifestyle disease prevention.

Case Study

Supporting “Food” and “Health” Considering the Features of the Islands for Continued Living in their Own Community

The “6th *Shokuiku* Activity Awards”—Award of the Minister of Agriculture, Forestry and Fisheries

Toshima Village Liaison Council of Diet Improvement Promoters (Kagoshima Prefecture)

- To address challenges of the remote islands, the association implemented *shokuiku* activities for children’s independence, support for the elderly through food, practice of cooking in time of disaster, Health Restaurant and other activities.
- Because most children leave home when they graduate from junior-high school, residents hope that they will practice a healthy diet and foster a zest for living. To this purpose, the association provided opportunities to learn about food unique to the islands through family cooking classes and local cuisine classes, for example.
- Participants of “Healthy Restaurant of *Shokukai-san*” create a nutritionally balanced menu abundantly using local ingredients, cook, and eat together, which contributes to diet improvement.



Family cooking

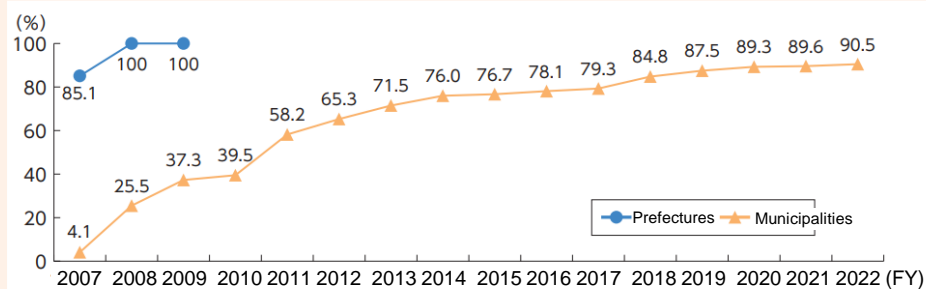
Development and Utilization of Human Resources with Expertise

- Training registered dietitians, dietitians, licensed expert cooks, licensed cooks and other human resources and implementing *Shokuiku* activities taking advantage of their expertise.
- In fiscal 2022, the Japan Dietetic Association implemented nutrition and food events under the theme of “Nutrition and the environment—Energize the planet. Make the future smile.—” while taking measures against COVID-19. The events widely communicated the importance of and approaches to sustainable health and food from the perspective of registered dietitians.

“*Shokuiku* Month” Activities

- The 17th National Convention on Promotion of *Shokuiku* in Aichi was held in June 2022.
- Various awards related to *shokuiku* are given out at this event. Videos were produced to introduce activities of the organizations that won the “6th *Shokuiku* Activity Awards.”
- Publicizing the National Network for *Shokuiku* Promotion launched in fiscal 2020 and working to vitalize activities between its members.
- 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 90.5%.

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.

Article Raising Awareness of *Shokuiku* through “the 17th National Convention on Promotion of *Shokuiku* in Aichi” of “*Shokuiku* Month” and “*Shokuiku* Month Seminars.”

- For two days from June 18 to 19, 2022, the events were held under the theme of “Evolving *Shokuiku* from Aichi – Healthy Body, Rich in Sprit and Environment-friendly Living.”
- Various events including *Shokuiku* Activity Awards ceremony, student recipe competition, symposiums and exhibitions by 172 booths on *shokuiku* provided opportunities to think about *shokuiku* while having fun.



Shokuiku Activity Awards ceremony