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(Mon.)

The Fourth East Asia Local and Regional Government Congress

Theme 1: “Social Security in terms of Aging Population and Decreasing Birth Rate”

Participating local and regional governments	People’s Republic of China: Shandong Province Republic of Korea: Gyeonggi-do Province, Jeollanam-do Province, Gyeongju City in Gyeongsangbuk-do Province Japan: Nagano Prefecture, Kyoto Prefecture, Tottori Prefecture, Nara Prefecture, Dazaifu City in Fukuoka Prefecture, Tenri City in Nara Prefecture, Kashihara City in Nara Prefecture
Lecturer	MAEDA, Tsutomu Vice Governor of Nara Prefecture

Overviews of regional reports of participating local and regional governments



Tottori Prefecture, Japan

In order to create a society in which people can have peace of mind to give birth and raise children, Tottori Prefecture created a slogan of “Tottori Prefecture is the best place to raise children,” and the region is working together to make efforts. In March 2010 we formulated a “plan for Tottori as a kingdom for child-rearing.” In September 2010 we declared establishment of Tottori as a kingdom for child-rearing. We are creating momentum for putting child-rearing into practice in regions, and putting efforts into boldly developing Tottori’s unique measures, without being restrained by previous examples or national government policies.

In April 2013, 10 young governors who felt a sense of crisis about the declining birth rate problem established a “child-rearing association,” and are raising interest for broad measures for the declining birth rate.



Tenri City, Japan

Tenri City is aiming to create an environment in which people can raise children with peace of mind and children can grow up healthily. As specific undertakings, we are conducting a project for aid for fertility treatment expenses that provides aid of up to JPY 50,000 per year per married couple for up to 5 years, projects for the health of mothers and children, such as a “hello baby visitation project” in which members of the resident children’s committee visit households with infants up to the age of 4 months, “Tsudoi no Hiroba,” in which halls that support child-rearing, etc. are staffed by children’s nurses and provide consultations about child-rearing, and child-rearing support projects such as lessons for parents and children and a program to create bonds between parents and children.



Kashihara City, Japan

Kashihara City is aiming to create a city in which many people from the child-rearing generation gather and that is overflowing with the energy of young people, and we are putting efforts into childcare and education for children before they start elementary school.

As important childcare measures, we are aiming for the following: (1) appropriate placement of kindergartens and nursery schools, (2) improvement of diverse childcare services, and (3) elimination of children who wait to enter kindergartens and nursery schools. Of those, the measure with the highest priority is preparation of “children’s centers that combine kindergartens and nursery schools” as part of the appropriate placement of (1). In order to improve child-rearing and education for children before they enter school, we are stipulating “Kashihara City guidelines for child-rearing and education before elementary school” at all municipal kindergartens and nursery schools, and conducting guidance with a consistent perspective.



Gyeongju City, Republic of Korea

In Gyeongju City, the number of elderly people who cannot receive a pension and the number of elderly people living alone are increasing dramatically, and the responsibility for supporting the elderly generation is rapidly changing from the previous responsibility of family members to a social responsibility.

The city is conducting things such as an elderly basic pension system since 2008 that supplies a minimum monetary amount to elderly people age 65 or older who have difficulties with living expenses, provision of order-made employment for elderly people who want to work, provision of services for watching over the elderly, building new welfare centers for the elderly, and strengthening support for leisure and welfare facilities for the elderly, etc. We are also promoting measures to overcome the declining birth rate, such as operation of lessons about health for pregnant women and provision of things to celebrate childbirth.



Kyoto Prefecture, Japan

Kyoto Prefecture is aiming to realize a community-based integrated care system in which medical treatment, nursing care, and welfare are provided in an integrated manner so that elderly people can continue to live in the area they are used to and in a way that suits them until the end of their lives, even after they have come to require nursing care or medical treatment.

In 2011 we established a “Kyoto organization for promoting community-based integrated care” in order to work for mutual collaboration among things such as medical treatment, nursing care, welfare, the government, and universities. In addition to promoting collaborative policies for medical treatment, nursing care, and welfare that are difficult for municipalities to undertake alone ((1) a project to promote comprehensive measures for dementia, (2) a project to support rehabilitation in regions, and (3) a project for at-home medical treatment and caregiving), we are establishing local welfare funds and providing support for the building of community-based integrated care systems through the creativity and ingenuity of municipalities.



Nara Prefecture, Japan

In order to increase the number of healthy and energetic elderly people and comprehensively and uniformly promote policies aiming to have the best healthy longevity in Japan, Nara Prefecture is formulating a “Nara Basic Plan for Health and Longevity” and promoting undertakings that are effectively linked with related plans in individual fields such as health, medical treatment, welfare, and nursing care.

In addition, we are organizing teams to support promotion of community-based integrated care, with health nurses as key people, and developing municipal support aimed at creation of a network of diverse organizations and professions, so that a community-based integrated care system that uniformly and systematically provides medical treatment, nursing care, prevention, and daily life support will be built in all municipalities so that people will be able to continue to live in the region they are used to, even if it becomes necessary for them to receive nursing care. We are also promoting model projects in 5 regions within the prefecture.



Nagano Prefecture, Japan

Nagano Prefecture has the longest average lifespan in Japan for both men and women, national medical care expenses per person and medical care expenses per elderly person are low compared to the rest of the country, and we have realized a good balance between long life and medical expenses.

However, in recent years the base and functions that have supported healthy long life have declined due to things such as a decline in the number of health volunteers (members promoting improvement of dietary habits and health care members). The prefecture is promoting undertakings such as conducting responses aimed at reducing the amount of salt consumed, developing a residents’ movement to improve health through things such as improvement of the dietary habits of the child-rearing generation, and improving a perinatal period medical treatment system and a pediatric medical treatment system, focused on a prefectural children’s hospital.



Dazaifu City, Japan

Daizaifu City is striving for collaboration among the fields of health, welfare, nursing care, and medical treatment, and aiming to create a city with welfare that supports the region, so that all people from infants to the elderly can experience healthy and vibrant daily lives. Specifically, we are proceeding with undertakings such as establishing 3 child-rearing support centers, developing a family support project that conducts mutual support activities for child-rearing such as open spaces, consultations, lectures, and visits to babies, provision of emergency notification devices to elderly people age 65 or older who live alone, support for holding health festivals that local residents take the lead in planning and conducting, and health guidance intervention to prevent development of diabetes.



Gyeonggi-do Province, Republic of Korea

Gyeonggi-do Province’s birth rate is 1.35, and overall prospects for the birth rate are definitely not bright. The main policies for effectively responding to the declining birth rate and aging society are as follows.

- (1) Projects to improve awareness and increase overall social interest related to marriage, pregnancy and childbirth, and creation of a social environment that is advantageous for giving birth and raising children, such as systems for home childcare and tutors for working women and married couples in which both people work
- (2) Creating mechanisms that improve the quality of elderly people’s daily lives through things such as creation of employment that matches elderly people’s abilities and aptitudes
- (3) Job education and employment mediation for women who stopped working midway through their careers



Jeollanam-do Province, Republic of Korea

Jeollanam-do Province's total birth rate was 1.64 in 2012, and it was number 1 in the entire country every year from 2007 through 2012. In order to overcome the declining birth rate, we are undertaking the following projects.

- (1) A "project to create a mood that makes it easy to give birth," through things such as support for costs of raising newborns, and establishment of parking spaces reserved for pregnant women
- (2) Operation of a "Jeollanam-do Province headquarters for creating an environment in which it is easy to give birth to children," and a "project to establish a corporate culture in which there is a balance between work and family"
- (3) A "project to create an environment in which it is easy to give birth and raise children," through things such as registration and management of pregnant women and infants at health centers and support for infertile married couples



Shandong Province, People's Republic of China

Shandong Province is aiming to, in 2015, form for the most part a social nursing care service system that almost completely meets the needs of elderly people, and that has rational allocation, an appropriate scale, and diverse forms and functions.

In December 2010 we made public "opinions related to further acceleration of development of projects for the elderly." We devised a strategic arrangement for active responses to aging of the province's population and acceleration of development of nursing care projects and elderly people industries.

For development of elderly people industries, we are actively promoting the following: first, planning and arrangement of elderly people industries, second, development of elderly people products, and third, expansion of consumption by elderly people.



Summary



MAEDA, Tsutomu Vice Governor of Nara Prefecture

In relation to support for elderly people, handling the increase in demand for nursing services due to the rapidly aging population and the limits of family-provided nursing care due to the increase of nuclear families is a common task among Japan, China, and Korea. The local and regional governments of each country are developing human resources, supporting other regions, and making efforts related to prevention of nursing care. In particular, it was recognized that securing human resources by improving remuneration for nursing care jobs is a common task. In addition, concerning regional support for supplementing nursing care services, comparatively conventional regional communities are functioning in China and Korea, but in Japan efforts are being made for community-based integrated care, and role division between the prefectures and municipalities is a significant task. From the perspective of

extending healthy longevity, shared awareness was also obtained concerning the importance of preventing nursing care, through things such as movements to promote improvement of dietary habits, efforts for health guidance, and support for activities to prevent dementia.

In relation to measures against the declining birth rate, we learned that Japan, China, and Korea have some differences in awareness and measures. In China, there has begun to be awareness about the task of the declining birth rate, in the form of alleviating the 1-child policy. In Korea, there are serious effects of the declining birth rate on society and the economy, and raising the total fertility rate has been set as a direct policy target. Meanwhile, in Japan, from the perspective of respecting women's choices related to childbirth, policy objectives are being set for eliminating obstacles for childbirth, rather than for the birth rate itself. In relation to specific policies, at last year's congress it was noticed that regions that provide solid economic support tend to have rising birth rates, but this time we had finding that, more than simple economic support, employment measures for women are probably more effective as measures against the declining birth rate.

Theme 2: “Regional Economic Development and Employment”

Participating local and regional governments	Japan: Yamanashi Prefecture, Gifu Prefecture, Shimane Prefecture, Tokushima Prefecture, Nara Prefecture, Asuka Village in Nara Prefecture
Lecturer	KUSUMI, Tokio Mayor of Mitsuke City, Niigata Prefecture

Lecturer's speech



“Regional Economic Development and Employment”

KUSUMI, Tokio Mayor of Mitsuke City, Niigata Prefecture

In a society with a declining population, stimulating regional economies and securing employment are significant tasks, and Japan is leading the way in such things. Individual cities in East Asia are also facing the same issues. Amid such circumstances, regions are being asked to change their awareness from building cities to “handing down cities,” and the differences between whether or not city development is conducted from this perspective will appear from now on.

Until the Edo era, Japan's era names had the name of land (a place). The Meiji era onward can, in a sense, be referred to as the “Tokyo era.” However, I think that now the time has come to discuss the limits of Tokyo's role as the central place. At the same time, we must clarify the roles of the central and regional governments and renew awareness of the regional roles.

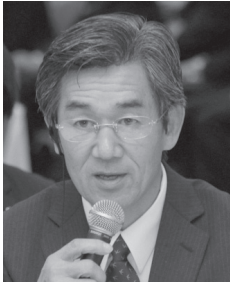
Regions are blessed with nature, they have sufficient emergency and medical systems and nursing care facilities, and they have good living environments for raising children and allowing elderly people to live rich lives. In addition, mutual assistance communities and local disaster prevention organizations and firefighting groups have been formed, and in recent years their existential value is increasing. Japan has a unique industrial configuration in which company headquarters are concentrated in Tokyo, but with the advent of the IT era it has become possible to reconsider that. It can be said that it is possible to build a 24-hour learning environment particularly in regions.

Amid such circumstances, Mitsuke City is using a key phrase of “health and happiness,” and proceeding with city development aimed at establishing an independent region. In the city's central area, we are making policies to encourage people to move and making efforts to develop a city in which people can conduct daily life by walking, so that we can gather people who live alone and elderly people. For existing villages, we are conducting zoning through fixed conditions, and preparing them as places for child-rearing and education. By attracting people so that 30 years from now many people will be able to live amid multiple generations, we will work to pass on culture and traditions, save schools, and maintain firefighting groups.

The Smart Wellness City (SWC: healthy and happy city) organization heads' research association that was established in 2009 has expanded its activities from 9 cities to 41 municipalities, and of those, 7 cities have been designated as SWC comprehensive special zones by joint applications. In an aging society with a declining population and a declining birth rate, the current situation cannot be maintained unless new challenges are undertaken. I hope that we will obtain regional understanding and agreement for forgiving permissible mistakes, and continue to take on challenges.



Overviews of regional reports of participating local and regional governments



Yamanashi Prefecture, Japan

Facing tasks such as shrinking of domestic markets in a background of a declining birth rate and aging population, withdrawal of large companies, closing of prefectural businesses, and rapid expansion of demand in emerging countries in places such as Asia, Yamanashi Prefecture is promoting policies aimed at breaking away from companies' tendency to subcontract (support for efforts aimed at forming a system for joint order acceptance by small and mid-size companies), participation in growth field industries (promotion of collaboration with universities, medical institutions, and companies that are already participating in growth industries, etc.), and acquisition of business chances in overseas markets (promotion of invitation and utilization of the Japan External Trade Organization (JETRO) domestic offices, etc.).



Tokushima Prefecture, Japan

Tokushima Prefecture prepared optical fibers for all areas of the prefecture in order to handle the change from terrestrial to digital broadcasting in 2011, created an Internet communication environment at the same time, and this led to creation of one of the best broadband environments in all of Japan. The same year, we conducted demonstration experiments through cooperation with ICT companies in the metropolitan area and confirmed that is possible to do work in an environment that is the same as at the headquarters. We are making maximum use of the value of co-existing with "abundant nature" and "one of the best broadband environments in all of Japan," and implementing policies to attract companies to use empty houses and idle facilities such as schools as "satellite offices." Expanding companies are integrating into the area and making efforts with local people to rejuvenate villages and invigorate the area.



Gifu Prefecture, Japan

In order to overcome the negative spiral in which income, consumption, and sales each decline due to the decrease of the working-age generation (age 15 to 64) that supports the area, Gifu Prefecture will create a Gifu Prefecture version of strategies for growth and employment, and implement projects that aim to accumulate and expand growth fields such as aerospace and medical and welfare devices. We will also work to create a tourism industry through things such as creation of travel products aimed at the three major urban areas, and PR to attract visitors. In the field of employment, we are aiming to create opportunities for anyone to be active, and to secure stable employment, by supporting employment of young people and women who want to work and promoting employment of disabled people, with the Gifu Prefecture General Human Resource Challenge Center at the core.



Nara Prefecture, Japan

Nara Prefecture has few places to work (companies) within the prefecture, and consumption within the prefecture is also weak. Therefore, it is expected that individual resident tax, which is the prefecture's pillar of independent finance, will decline due to a rapid decline of the birth rate, population decrease, and aging from now on. For that reason, we are aiming to create economic activity through internal stimulation of industries that creates a positive cycle of investment, consumption, and employment within the prefecture, working to expand prefectural consumption through things such as a project to promote a Chinese medicine mecca, support and creation of local industries through things such as support for company location, and support for companies that aim to develop a "Nara brand." At the same time, we are promoting employment measures such as establishment of an "elderly human resource bank" and "free job placement centers."



Shimane Prefecture, Japan

Shimane Prefecture's tourism industry is steadily growing, it is an industry field that can serve as a pillar to support the region's economic base in the future, and there are major expectations for it as a source of employment.

2012 marked 1,300 years since "A Record of Ancient Matters," which is Japan's oldest historic document, was compiled, and 2013 was a year in which Izumo Taisha shrine underwent a period of massive repair work as done in the Heisei Period for the first time in 60 years. In order to use these things as opportunities to disseminate information about the existence of Shimane to the rest of the country and strive to attract a lot of tourism from inside and outside Japan, we have been conducting a "Home of Japanese Mythology - Shimane" project since fiscal 2010, and increasing awareness about the prefecture in metropolitan areas. Since fiscal 2013 we have been using "ties of friendship" as a key phrase and conducting PR mainly in metropolitan areas about "Shimane as a kingdom of ties of friendship."