Smart Wellness City
Healthier and Happier New Community Movement in Japan

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The Japan Syndrome

The Shrinking Society with aging population

Source: The Economist, Nov 18th, 2010
Elderly Population Share in Japan

Japanese Life Expectancy

Private Automobile vs. Diabetes

Mode of Travel (%)

Person/100,000

Diabetes Patients

Source: H. Tamemoto, Obesity and Diabetes, Vol. 8 No.923, 2009
Soaring Social Security Expenditure

<table>
<thead>
<tr>
<th></th>
<th>1990</th>
<th>2011 (budget basis)</th>
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<tbody>
<tr>
<td>Total expenditure</td>
<td>47.2(100.0%)</td>
<td>107.8(100.0%)</td>
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<td>(in ¥ trillions)</td>
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<tr>
<td>Pension</td>
<td>24.0(50.9%)</td>
<td>53.6(49.7%)</td>
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<td>Medical care</td>
<td>18.4(38.9%)</td>
<td>33.6(31.2%)</td>
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<td>Welfare, etc.</td>
<td>4.8(10.2%)</td>
<td>20.6(19.1%)</td>
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Source: Ministry of Health, Labour and Welfare
Smart Wellness City

• To delay the frailty of elderly, the best approach is to maintain/improve health.
• It involves not only health care, but also the improvement of living environments.
• The basic objective of SWC is to promote active transport such as walking and cycling to form healthier communities.
• Now there are 73 SWCs in Japan and the number is increasing.
Four Elements of SWC

1. Infrastructure for public transport, bicycles and walking
2. Objective evaluation based on health and medical data analysis
3. Health promotion incentives to change citizen’s life style
4. Enhancement of health literary and social capital formation
Effect of Exercise Program

Physical age change of 4.5 years due to exercise program in Mitsuke City

Average age was 58 years old for 2,132 citizens ranging from 30 to 80 years old.

Effect of Health Program

Average medical expenditure for 70 years old citizens in Mitsuke City

Utsunomiya Health Point Incentive Scheme

Source: http://utsunomiya-point.com/
Utsunomiya City – a Case Study

- A regional capital with half a million population.
- Located 100km north of Tokyo.
- Highest auto-dependency in Japan.
- From Sprawl to Compact City
- New LRT, the first in Japan.
- Cycle City Utsunomiya Plan.
- Revive CBD with pedestrian.
- New campaign to improve city image.
Urban Sprawl in Utsunomiya

Population density change between 1975-2000
CBD in Utsunomiya (1987)
CBD in Utsunomiya (2010)
Suburban Shopping Center (2003)

Source: http://alphaplanning.blogzine.jp/gokigen/images/sp1030939.jpg
Utsunomiya Networked Compact City

- Auto-dependent sprawled city
  => People-oriented compact city
- Public Transport Network
  - LRT, BRT, Feeder bus, demand responsive transport
- Bicycle Network
  - Share Cycle Systems
- Pedestrian Walkable Environment
  - Social Capital Development in Community
Scheme of Networked Compact City

Source: Utsunomiya Networked Compact City Plan, 2015
New LRT in Utsunomiya

• The first new LRT in Japan
• 15 km route with 19 stops
• 5 Transit Centers (TOD) planned
• The construction started now, to be in service in spring, 2022
Benefits of Smart Wellness City

• Favorable effects on the health improvement
  – Reduction of medical budget
• Social capital development
  – Crime prevention
  – Disaster reduction
• Revitalization of community
  – Sales increase of stores
• Environmental effect
  – CO2 reduction
Goal Image of SWC

Source: http://www.swc.jp/
Thank You for Your Attention