

ILC-Japan Activity Report 2012

1. Organization of ILC-Japan

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Among the themes that ILC-GA is working as a common challenge, ILC Japan in 2012 focused on these two themes, "Establishing New Elderly Model Based on Productive Aging" and "Establishing Philosophy of Aging/ Death and End-of-Life Care".

With the aim to improve and to spread longevity literacy of individual and the society, we have carried out various activities such as public relations, educational activities and research projects.

Furthermore, we have strengthened cooperation with private companies to explore the possibilities and new forms of collaboration and have engaged in various activities.

2-1 Research

1. International Comparative Study on Productive Aging

In Japan, elderly are now expected to support and to take a leading role in the society. We have now truly reached the era of "Productive Aging".

In search for the possibility of productive aging in the new era, we have conducted international research with the aim to compare best practices and to learn from each other.

In the following three countries, Japan, UK and in the Netherlands and in 6 of their main cities, we have conducted interviews on volunteer activities of the elderly, and

presented it with inclusion of introducing examples of initiatives and comparative analysis of various cases.

We are now in process of creating the English translation of the report.

We have had support from ILC-UK and ILC-Netherlands in the first year of our survey.

However now being the new start of the survey which we will continue for consecutive three years, we wish to broaden the scope of the survey going forward.

2. Active and Healthy Aging Project

The interview on life after retirement was held from the view of health and activities, and from satisfaction of life, and has been summarized.

Basis this interview as a pilot study, we have explored on designing “The International Comparative Study on Productive Aging”.

For this study we had cooperation from US, UK, France, Israel, Argentina, Singapore, Netherlands and Dominican Republic.

We shared the collected data amongst the 8 countries and Japan published the results of the analysis in our journal we plan to prepare the English version this year.

3. Roundtable Meeting “Productive Aging for the Elderly in the World”

As an interim report of International Comparative Study on Productive Aging, we held a Roundtable Meeting in Tokyo.

Baroness Sally Green gross ILC-GA co-president presented as the keynote the policy and initiatives and the reality in the UK. Also mentioned was with the severe and prolonged economic recession it is important that further change of mind of the individuals and society is required to see the importance of the involvement of the elderly in the society.

At the meeting where government officials, experts and scholars gathered, best practices were introduced and frank exchange of views were made on Productive Aging. In particular, active discussions were made on how we can revitalize and how we should think/handle the old-old (above 75 years old and over) “Productive Aging” which is rapidly increasing in Japan.

The 3 projects are being supported by the Ministry of Health, Labour and Welfare, and the summarized results are used as policy recommendation.

2-2 Advocacy

1. Publication of Global Information Journal on Longevity and Society Vol. 19 & 20

With the aim to improve longevity literacy we have published a journal which effectively introduced the latest information in Japan and abroad.

The main theme for Vol. 20 was “For Your Satisfying Journey”. We have taken this main theme to introduce the palliative care and end-of-life medical care for diseases such as diabetes and cancer and were very much appreciated.

In the research project “International Comparative Study on Death & Dying in Place” in 2012, importance of self-selecting the satisfying end-of life as opposed to leaving the decision to their family and doctors were emphasized. However in reality, the elderly and their family members have only limited information compared to medical specialist, and are unable to make an appropriate decision. With the basis of this project, we hope to create a guide as how to accept and to lead a satisfying end-of life themselves. While referring to the classic book “How We Die-Reflections on Life’s Final Chapter”, published in the US in 1994, we are aiming to publish “How we Die” in Japan in 21st century and in future.

2. Profile of Older Japanese 2013

3. Being Old and Healthy in Japan

The above two booklets are published for the purpose to faultlessly understand the environment surrounding life, reality and the policy for the elderly in Japan. These are published every year.

2-3 Collaboration with Companies

Collaborating with Companies for the Longevity Literacy Activities

Aiming for awareness and to spread longevity literacy in Japan, we have launched a joint project with the member companies.

Participants are from the field of architecture, financial, pharmaceutical and food companies, and we meet once every three months to exchange ideas and information.

In considering business development in super-aged society, we give advice on understanding the challenges and realities required by the Japanese companies and also the needs of the customers.

We are working in cooperation with the banking company for giving a course lesson for their senior customers, “Silver College “and we are also responsible for the courses.

2-4 Communication

1) Conference Presentation

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| 1. | Dementia Care Conference Presentation | May 2012 |
| 2. | Japan Socio-Gerontological Society Presentation | June 2012 |
| 3. | LIEN Center for Palliative Care Conference 2012 | October 2012 |
| 4. | Japan Association for Age-Free Society Study Group Presentation | February 2013 |
| 5. | IAGG in Seoul | June 2013 |

We have presented at various associations the results of International Comparative Study on –Death & Dying in Place.

2) Provision of Information

1. Providing information and receiving interviews from newspaper and magazines, cooperation in education-related companies, appearances on cable TV and You Tube
2. Human Interaction

At the request from the media and various companies in the country we have provided information and given lectures at conferences. We also respond to coverage from overseas.