

## Activity Report by ILC-Japan: 2014-2015

### Summary

In 2014-2015, ILC-Japan actively worked on various efforts to promote Productive Aging, the fundamental principle of ILC.

- We reexamined the meaning of Productive Aging then developed “Charter of Productive Aging.” Based on the Charter, we conducted studies, organized symposia/seminars and published reports from the following perspectives:
  - Healthy older people are providers of support in a society, and people remain as independent as possible even when they start needing care.
  - People retain their dignity and make decisions for themselves even at the end of life.
- As for PR and education, we actively collaborated with companies and associations.
- We were able to educate a wide range of people, from government officials to the general public.

### (1) Research

#### 1. International Comparative Study on Productive Aging

With the cooperation of ILC-Netherlands and ILC-UK, we conducted interviews on social participation among older people, use of volunteers in a community, and roles of coordinators who support the use of volunteers. We also collected comparative data on relevant systems. Moreover, we conducted similar studies in Denmark and Germany as well.

Considering the future direction in Japan to promote a community-based integrated care system, it was particularly useful to learn about the active use of volunteer organizations, programs that focus on rehabilitation and the use of paid volunteers.

#### 2. The Effects of Retirement Timings on Health

ILC-Japan jointed ILC-GA' collaborative study and provided JSTAR data.

Results have been presented at the “Berliner Demographic Forum Congress” in March 2015.

#### 3. Study on roles of older people to revitalize local communities

We conducted a study on roles of older people in revitalizing local communities through operation of and activities at a community café “IBASHO HOUSE,” which was newly built after the massive earthquake in Tohoku region in 2011.

### (2) Advocacy

#### 1. Organizing “Toward a Satisfactory Life Farewell” symposium

We held the symposium in Tokyo on June 6, 2015, consisting of experts such as doctors, nurse, lawyer, and bioethics specialist. The event brought 750 people

together, mainly in their 60s and 70s. The theme of the symposium was what kind of action is needed so that we can decide our own end of life.

We are also planning to continue our educational activities and publishing information on this theme.

## 2. Collaboration with companies and associations in PR and education

- We organized a seminar series “Longevity Society Lifestyle Workshop” for supporting member companies.
- We collaborated with companies for their clients and developing tools (e.g. booklets) on longevity literacy.
- We organized and sent lecturers for speaking engagements, seminars and symposia. Audiences included: professionals (doctors, nurses), bank clients, college students, researchers, labor unions and local residents.

## 3. Promotion activities in collaboration with media

- We cooperated on a seminar series organized by the daily newspaper “The Nikkei.”
- We were interviewed by monthly magazine “Bungei Shunju” on a special featured article.
- We appeared on a TV program of the NHK-Japan Broadcasting Corporation.

## 4. International conference to present outcomes of our studies

- Roundtable Meeting “Productive Aging: Japan and the Netherlands.”

### **(3) Policy**

- The Ministry of Health, Labour and Welfare is collaborating with NGOs on “National campaign for building new communities and seeking desirable ways to support seniors.” They used some of the research outcomes from our international comparative studies.
- We organized study meetings for policy makers at the Ministry of Health, Labour and Welfare; this should lead to effective policy proposals.
- ILC-Japan provided international comparative data on dementia care, which were distributed at G7 Dementia Summit (held in Tokyo in November).

### **(4) Publications & Communication**

- We published “Toward a Satisfactory Life Farewell” for the general public.
- We published “International Comparative Study on Productive Aging” for the general public.
- We created a booklet “Being Old & Healthy in Japan.”
- We exchanged opinions with and provided information to such organizations as United Nations Population Fund, HelpAge International, Diet Caucus on Demographic Issues and JICA.