

**City's General Plan featuring  
“Owariasahi as a comfortable city  
full of greenery and vitality  
in which we all support each other”:**

～ A process of intersectoral collaboration towards  
healthy urban planning～



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**HEALTHY CITY  
OWARIASAH**

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Good afternoon.

I am Katsuyuki Miura, and I work at the Promotion Office for Healthy City of Owariasahi City. Today I would like to talk about the efforts we have made to make Owariasahi a Healthy City in the ten years since we joined the Alliance for Healthy Cities, and how the concept of Healthy City came to be integrated in the city's General Plan, which is our utmost policy guideline. The smiling sunflower character you see on the left is Asapy, Owariasahi's image character. You will meet Asapy here and there in my presentation.

みなさま、こんにちは。

私は、尾張旭市役所職員で、健康都市推進室に勤務しています三浦勝之です。

本日は、尾張旭市の健康都市連合に加盟して以降、約10年間にわたる健康都市の取組と、市の最上位計画である総合計画との関係について発表します。

画面の左にありますのは、ひまわりの花をモチーフにした尾張旭市のイメージキャラクター、あさぴーです。

随所にあさぴーを登場させながら、発表します。

# Outline

1. Outline of Owariasahi City
2. How we made Owariasahi a Healthy City
3. The Asahi Health Fiesta for a Healthy City
4. The Owariasahi City General Plan and Healthy City



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Here is the outline of my presentation.

First, I would like to give a brief introduction of Owariasahi City.

Secondly, I will explain how we made Owariasahi a Healthy City.

Thirdly, I would like to talk about the Asahi Health Fiesta, which is a symbolic event in which many citizens take part.

Finally, I would like to explain how Healthy City relates to the Owariasahi City General Plan which is our utmost policy guideline.

それでは、本日の発表の内容をご説明します。

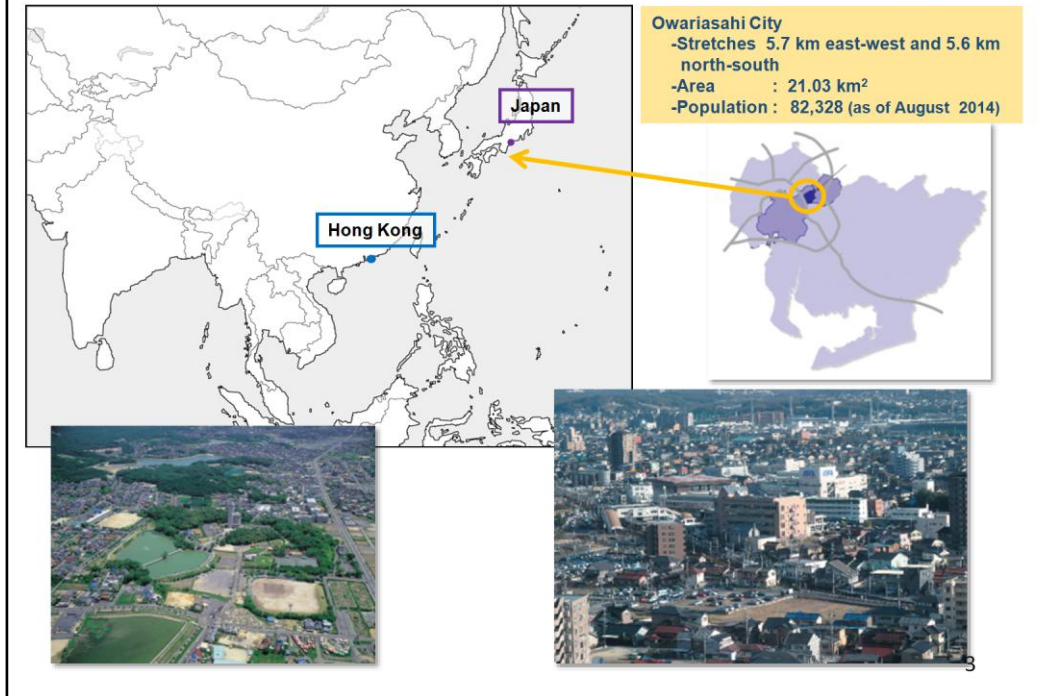
一つめに、尾張旭市の概要を説明させていただきます。

二つめは、尾張旭市の健康都市の取組の経緯を説明いたします。

三つめは、本市を代表する市民参加の健康都市イベント「健康フェスタ」について説明します。

最後に、尾張旭市の最上位計画である総合計画と健康都市の関係について説明いたします。

# 1. Outline of Owariasahi City



I will begin with a brief introduction of Owariasahi City.

Located in central Japan, Owariasahi covers an area of about 21 square kilometers. It has developed as a satellite city of Nagoya City and has a population of about eighty-three thousand.

Owariasahi offers a comfortable living environment with a perfect balance between urban convenience and natural environment in a compact area. We have shops, a shopping center and a good transportation network of roads and railways providing access as well as a rich natural environment full of greenery.

Our future vision in city development is to make Owariasahi a comfortable city full of greenery and vitality in which we all support each other.

それでは、尾張旭市の概要についてお話しします。

尾張旭市は、日本列島のほぼ中央に位置し、市域は、東西約5.7km、南北約5.6km、面積21.03km<sup>2</sup>、人口は、2014年8月末現在82,328人で、ベッドタウンとして発展してきました。

ショッピングセンターなどの商業施設、道路や鉄道等の交通網も整う、利便性の高い街であると同時に、緑豊かな自然にも恵まれ、コンパクトな市域の中で、バランスのとれた住み良さが特徴です。

将来の都市像を、「皆で支えあう 緑と元気あふれる 住みよいまち 尾張旭」と定め、まちづくりを進めています。

## 2. How we made Owariasahi a Healthy City

Year	Month	Milestones
2003	—	Health development is designated as one of the key policies in city development
2004	June	Approved as a member of the WHO Alliance for Healthy Cities
	August	Declared the Owariasahi Charter for a Healthy City and designated April 29 as Health Day in Owariasahi
2005	April	The Promotion Office for Healthy City was established in the Secretary Division, Planning Department
	April	Established the WHO Alliance for Healthy Cities, Japan Chapter (Ichikawa in Chiba, Hirara in Okinawa, Fukuroi in Shizuoka, and Owariasahi)
	December	Designated the Owariasahi City Healthy City Program
2014	March	Designated the Owariasahi City Healthy City Program (Revised Version)

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Secondly, I would like to talk about how we made Owariasahi a Healthy City.

Based on the idea that good health is a common wish shared by everyone, Owariasahi City has established and promoted health development as a key city policy since 2003.

Thus, we strongly supported the WHO's Healthy Cities approach based on the concept that health is not only the responsibility of the individual, but that we should make cities themselves healthy, and were approved as a founding member of the Alliance for Healthy Cities in 2004.

In August that year, we declared the Owariasahi Charter for a Healthy City and designated April 29 as Health Day in Owariasahi announcing far and wide our resolution to make Owariasahi a Healthy City.

Following the procedures described in the "Major lessons learnt from Regional experiences" in the "WHO's Regional Guidelines for Developing a Healthy Cities Project," we established the Promotion Office for Healthy City in April 2005. It should be noted that the office was not set as part of the Department of Health and Welfare but in the Secretary Division of the Planning Department. This is because the office was intended to serve as a coordinating structure among all the sections of the administration as well as collaboration with bodies from various realms in promoting Healthy City projects.

April 2005 also saw the establishment of the WHO Alliance for Healthy Cities, Japan Chapter by these four cities.

And in December 2005, we designated the Owariasahi City Healthy City Program in which we defined the basic concepts and guidelines for making Owariasahi a Healthy City.

二つめの、尾張旭市の健康都市の取組の経緯を説明いたします。

尾張旭市は、「健康は市民すべての共通の願いである」と考え、2003年から「健康づくりのまちづくり」を最重要施策の一つに掲げ、市政運営を行ってきました。

その過程の中、健康を個人の責任としてのみ捉えるのではなく、都市そのものの健康を通して市民の健康を目指すという、WHOの掲げる健康都市の理念に賛同し、2004年に健康都市連合の設立メンバーとして加盟を承認されました。

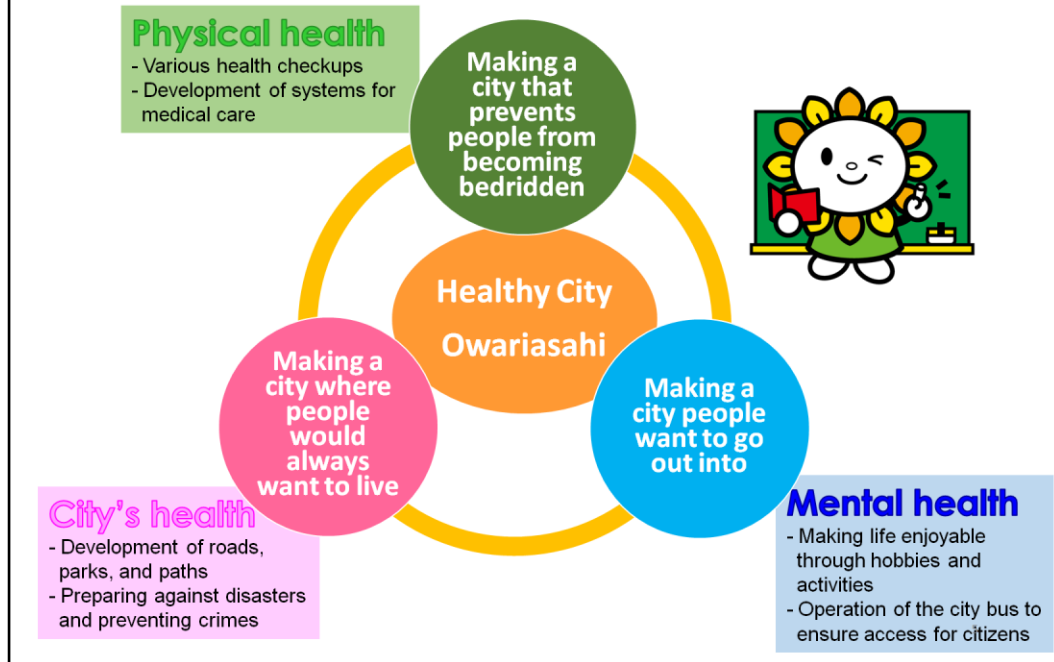
そして、同年8月に「健康都市宣言」を行うとともに、毎年4月29日を「尾張旭市 健康の日」と定め、健康都市を目指していくことを広くアピールしました。

2005年4月には、WHO西太平洋地域事務局が策定した「健康都市プロジェクト展開のための地域ガイドライン」の教訓に基づき、市役所組織の調整と、組織横断的に健康都市の取組を進めるため、健康都市推進室を健康担当部門ではなく企画部秘書課に設置しました。

また、同年同月には、日本国内に健康都市を発信するため、千葉県市川市、沖縄県平良市、静岡県袋井市と本市の4市で健康都市連合日本支部を設立しました。

そして、2005年12月に、健康都市を実現するための基本的な考え方や方向性を示すものとして、「尾張旭市健康都市プログラム」を策定しました。

# The Owariasahi City Healthy City Program



Now I would like to introduce our Healthy City Program.

In the goal of making our city one that enables all our citizens to always enjoy their lives in good health, we set the following three guidelines.

The first is to make a city that prevents people from becoming bedridden by implementing various health checkups and developing systems for medical care.

The second is to make a city people want to go out into by encouraging citizens to enjoy life through hobbies and activities, and going out instead of staying home all the time.

The third is to make a city where people would always want to live by developing roads, parks, and other infrastructure as well as promoting measures to prevent crimes and prepare against disasters, thereby raising the quality of the living environment.

However, people tend to think that health is only about health care and medical care and this held true of our citizens and staff too. It was not easy to spread understanding on the concept of Healthy City which aims to make cities themselves healthy.

ここで、健康都市プログラムについて説明いたします。

尾張旭市は、すべての市民がいつまでも元気でいきいきと暮らせるまちの実現を目指し、3つの施策の方針を掲げました。

一つめの方針は、各種の健康診査の実施や医療体制の充実を図り、体の健康づくりを目指す「寝たきりにさせないまちづくり」です。

二つめの方針は、趣味や市民活動の充実による生きがいづくりを進め、家にこもらず積極的に外出することで、心の健康づくりを目指す「外に出かけたくなるまちづくり」です。

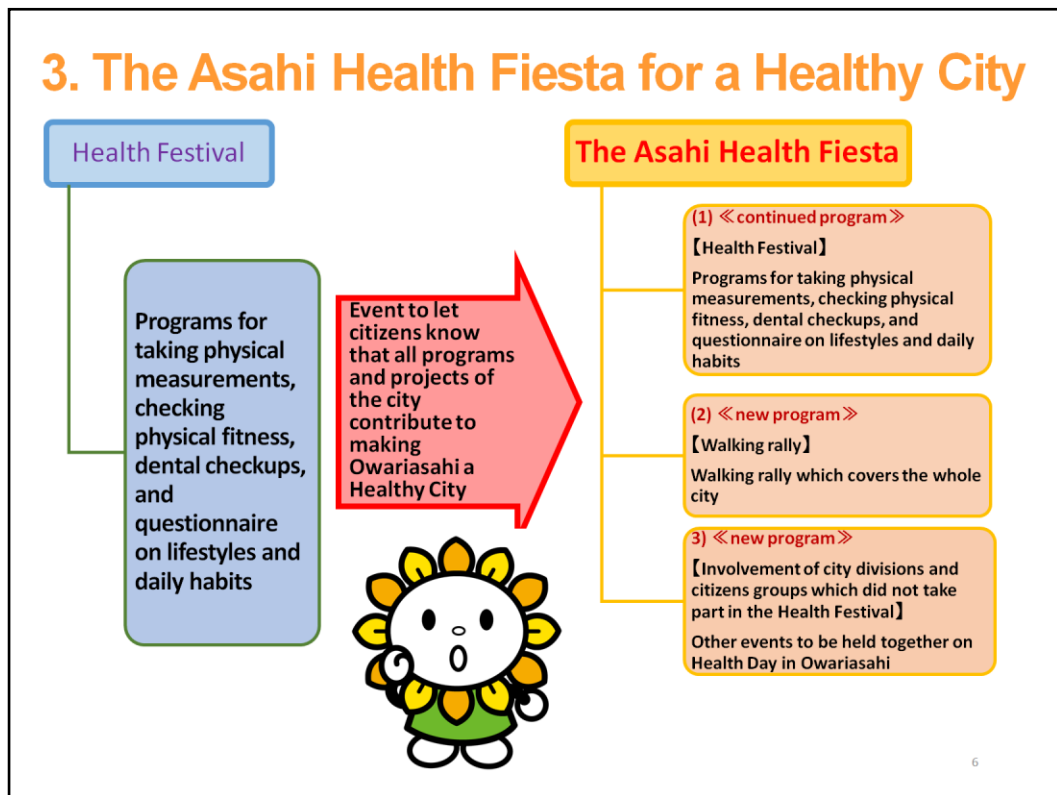
三つめの方針は、道路や公園等のインフラ整備を行うとともに、防犯・防災対策を進めることで、質の高い住環境を作ることでもちの健康を目指す「住み続けたいまちづくり」です。

尾張旭市は、この3つの施策の方針を基に健康都市プロジェクトを進めてきました。

しかし、健康は、保健・医療分野という意識が根強く、市民や市職員の関心もその分野に偏りがちで、都市そのものを健康にする「健康都市」の理解浸透は難しい面がありました。



### 3. The Asahi Health Fiesta for a Healthy City



Before we joined the AFHC, the Health Festival was held each year in October by the city's Health Division with the cooperation of medical and pharmaceutical associations, hospitals, and other groups. The event included programs for taking physical measurements, checking physical fitness, and dental checkups.

Upon joining the AFHC and declaration of the Owariasahi Charter for a Healthy City in 2004, we reviewed the Health Festival.

As a result, we decided to hold the Health Fiesta under the following four conditions.

- (1) The event shall be held on Health Day in Owariasahi, which is April 29.
- (2) Programs in the Health Festival will be continued, and other sections in the city and citizens groups which did not take part in the Health Festival will be asked to take part in the event in whatever ways possible.
- (3) A walking rally which covers the city shall be held on the same day.
- (4) The city shall co-sponsor another event which was originally held on the same day in the city.

Following these revisions, Asahi Health Fiesta was held from 2005 with the aim of spreading the concept of Healthy City, involving the whole city in making Owariasahi a Healthy City, and publicizing our efforts to make Owariasahi a Healthy City far and wide.

尾張旭市は、2002年から、市健康課が、医師会、薬剤師会、病院等と協力して、市民の体の健康の向上を目的に、身体・体力測定、歯科検診などを行う「健康まつり」を10月に開催していました。

しかし、2004年の健康都市連合加盟と健康都市宣言を契機に、健康まつりの見直しを行いました。

主な見直し内容は、4点です。

①開催日を「尾張旭市 健康の日」の4月29日に実施する。

②健康まつりの内容は継続し、これまで健康まつりに参加していなかった市役所各部署や市民団体を依頼する。

③市内を巡るウォーキング大会を同時開催する。

④同日に市内で開催されている他のイベントと共催する。

この見直し内容を基に、2005年から、健康都市の考え方を広め、全市を挙げて健康都市づくりに取り組み、本市の健康都市づくりを市内外にPRするイベントとして「あさひ健康フェスタ」を開始しました。

# The Asahi Health Fiesta

Health Festival	Asapy Smile Walking Rally	Farmers Festival	Spring Fiesta
<ul style="list-style-type: none"> <li>• Checkups including physical measurements, checking physical fitness, dental checkup, and questionnaire on lifestyles and daily habits</li> <li>• Corner for introducing citizens activities groups</li> <li>• Course on lifesaving skills</li> <li>• Panel display on gender equality</li> <li>• Display of the city bus</li> <li>• Inspection of houses made of wood for earthquake resistance</li> </ul>	<ul style="list-style-type: none"> <li>• Walking rally starting from the city baseball stadium and going around different parts of the city</li> <li>• The course includes the sites for the Spring Fiesta and Farmers Festival, with the goal set at the Health Festival site.</li> </ul>	<ul style="list-style-type: none"> <li>• Held by JA (agricultural cooperative) at a site adjoining the Health Festival site</li> <li>• Sale of local vegetables and other local products</li> <li>• Located along the course for the Asapy Smile Walking Rally</li> </ul>	<ul style="list-style-type: none"> <li>• Held in the Aichi Forest Park which is located in Owariasahi City</li> <li>• Musical and dance performances by citizens groups</li> <li>• Located along the course for the Asapy Smile Walking Rally</li> </ul>
			

We held the Tenth Asahi Health Fiesta this year.

In addition to programs for physical health such as taking physical measurements and checking physical fitness, many sections outside the field of physical health offered diverse programs. There were programs on the city's infrastructure such as development of water supply and sewerage systems and inspection of wooden houses on earthquake resistance as well as programs on gender equality, lifesaving courses, and environmental issues.

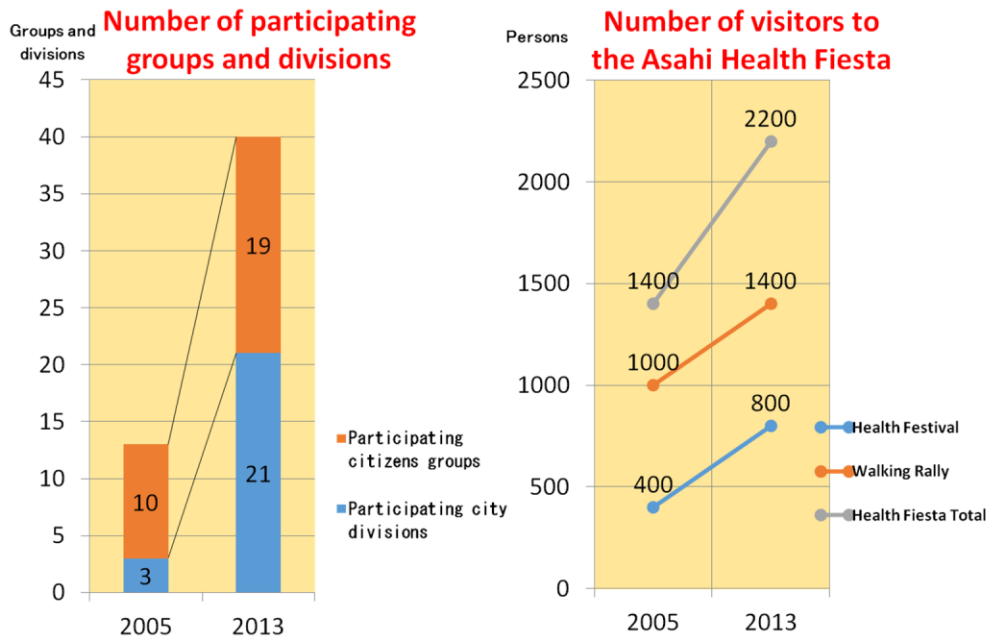
By planning the walking rally to connect the Farmers Festival organized by JA, and the Spring Festival organized by the Aichi Forest Park, the events attracted more people than when they were held separately, and people were able to enjoy many events in a single day.

今年で、健康フェスタは10回目の開催となりました。

今年の健康フェスタは、身体・体力測定等の身体の健康に加え、上下水道の整備や木造住宅耐震診断等のまちのインフラ整備、男女共同参画、救命講習の実施、環境問題のPRなど、体の健康以外の部署が数多く参加しました。

また、同日に市内で開催されているJA主催の楽農まつりと、愛知県森林公園主催のスプリングフェスタをウォーキングで繋げることで、イベント同士の相乗効果を図るとともに、市民がたのしく一度に多くのイベントに参加できる内容になりました。

# Transition of the Asahi Health Fiesta



City staff did not have a clear understanding of the objectives of Healthy Cities when the First Fiesta was held in 2005. Only three sections of the city took part: the Health Division which was in charge of the Health Festival, the Culture and Sports Division which organized the walking rally, and the Promotion Office for Healthy City.

However, we were confident that the Health Fiesta was a great opportunity to get more city divisions involved in Healthy City efforts and to publicize the objectives of a Healthy City not only to citizens but also among city staff. We kept on encouraging involvement from wider fields, and the event gradually came to attract various groups and divisions. Involvement expanded to eighteen groups and twenty-one divisions in the Ninth Health Fiesta held in 2013.

The number of visitors has also grown from 1,400 in the First to 2,200 in the Ninth Fiesta, showing that the Health Fiesta has established itself as an event symbolizing Owariasahi as a Healthy City.

Groups and divisions commented that they found that the event served as a perfect opportunity for citizens to get to know their activities, and realized from the reaction of citizens at the Health Fiesta that their activities were actually contributing to citizens' health in a wide sense.

しかし、2005年の第1回は、市職員の健康都市に対する理解が不十分だったので、市役所からの参加は、健康まつり担当課の健康課、ウォーキング大会担当課の文化スポーツ課、健康都市の主管課の健康都市推進室の3課のみでした。

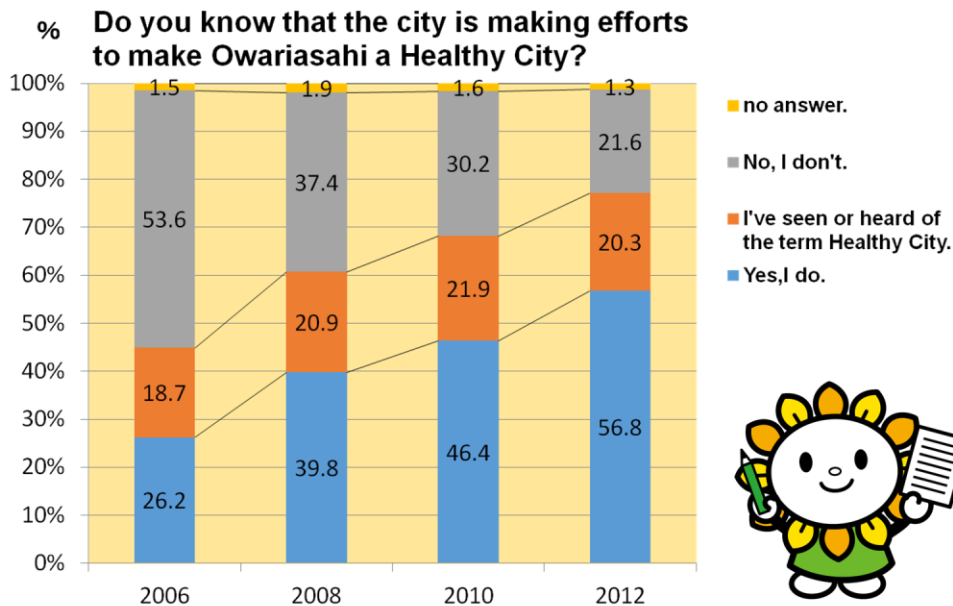
市役所関係部署の参加を増やすことは、市民だけでなく市職員にも健康都市をPRする絶好の機会であると考え、積極的に参加案内を行ってきました。その結果、2013年の第9回では、参加団体は19団体21部署まで増加しました。

参加者も順調に増え続け、第1回目の1,400人から第9回目は2,200人まで増え、健康フェスタは「健康都市 尾張旭」を象徴する行事として定着しました

参加団体や職員からも、自分たちの活動を広く市民に知ってもらえたこと、自分たちの活動が市民の健康づくりに必要であること、フェスタでの市民の反応から実感できたとの感想を得ることができました。



# Citizens' Awareness of Healthy City



Owariasahi City has promoted numerous programs to make its people and the city healthy like the Asahi Fiesta in which citizens can easily take part. At the same time, we have actively presented our efforts for a Healthy City at the Global Conferences of the AFHC, conferences of its Japan Chapter, and many other occasions.

We have shared information on Healthy Cities with our citizens via our newsletters and website as well as through displays in the lobby of our city hall.

Owariasahi City conducts the Questionnaire on City Development to citizens every other year to evaluate citizens' satisfaction for living in Owariasahi and city development as well as to study issues as they are perceived by citizens. As a result of our efforts, those who knew that the city is making efforts to make Owariasahi a Healthy City more than doubled in six years2012 from 26.2% in 2006 to 56.8% in.

This is strong evidence that the concept of Healthy Cities is understood by citizens and steadily taking root among them.

尾張旭市は、あさひ健康フェスタのように、市民が参加しやすく、人もまちも健康にする取組を進めると同時に、この健康都市連合国際大会、健康都市連合日本支部大会等、多くの場所で本市の取組を発表してきました。

また、市広報誌、市ホームページ、市役所ロビー等を活用し、健康都市の情報を積極的に市民と共有してきました。

その結果、暮らしやまちづくりに対する満足度や問題意識を問うために、2年に1度行っている「まちづくりアンケート」では、「本市が健康都市を目指していることを知っている」市民割合は、健康都市連合加盟直後の2006年は26.2%でしたが、2013年では52.0%の約2倍まで上昇しました。

これは、健康都市の考え方が市民に受け入れられ、着実に定着している証拠といえます。

## 4. The Owariasahi City General Plan and Healthy City



Since joining the AFHC in 2014, we have developed a system to make Owariasahi a Healthy City, organized the Health Fiesta and other events which are loved by citizens, and continued our efforts to make Owariasahi a Healthy City. As a result, Healthy City has won the approval of our citizens and city assembly members.

Thus, Healthy City became a vital part of the city's general plan which is the utmost guideline for city policies upon transition to the Fifth General Plan from the Fourth General Plan which had no reference to Healthy City. In the Fifth General Plan designated in March 2014, the concept of Healthy City is defined, and the Healthy City perspective is stipulated as a process for city development to be integrated in all city policies.

We are confident that our measures for a Healthy City will gain more importance as the aging of the population advances and social insurance costs increase.

We shall continue our efforts for a Healthy City enhancing the quality of services we provide to our citizens, and hope to serve as a model for satellite cities in suburbs.

At the same time, we shall step up our efforts as a founding member of both the AFHC and its Japan Chapter, spread the concept of Healthy City and its impact abroad and in Japan, expand our network of Healthy Cities, and share our experiences and information in making Healthy Cities together.

In closing my presentation, I would like to express our determination to continue making social and international contributions in the WHO West Pacific Region.

2004年の健康都市連合加盟後、市の推進体制を整備し、健康フェスタを代表とする市民に親しまれるイベントを開催し、継続して健康都市づくりに取り組んだ結果、「健康都市」は、市民、市議会議員から認められました。

その結果、2014年3月に策定した市の最上位計画「尾張旭市第五次総合計画」には、今までの「第四次総合計画」には無かった健康都市の考え方が明文化され、「まちづくりの進め方」として、市のあらゆる政策に健康都市の視点が取り入れられるようになりました。

今後も高齢化が進み、社会保障費も増大すると予想されるなか、健康都市の取組は益々重要になってきます。

本市は、健康都市の取組を継続し、より質の高い市民サービスを提供することで、大都市近郊の住宅都市のモデルを目指します。

また、健康都市連合と健康都市連合日本支部の設立メンバーとして、今後も健康都市の取組を継続し、国内外に発信していくことで、健康都市の仲間を増やし、情報共有を行いながら、仲間と共に健康都市づくりに取り組んでいきます。

そして、引き続きWHO西太平洋地域への社会的、国際的な貢献を果たしていきたいと考えています。



Thank you very much for  
your kind attention.

Thank you very much for your kind attention.

以上で発表を終わります。ご静聴ありがとうございました。