

The background of the slide is a photograph of a traditional Japanese castle, likely Wakuyama Castle, with its white walls and dark tiled roof. The castle is situated on a hill, and the foreground is filled with numerous cherry blossom trees in full bloom, their pink and white flowers creating a dense canopy. A paved road runs along the base of the castle wall, and a few people can be seen walking in the distance. The sky is a clear, pale blue.

Community Health Promotion & Traditional Medical Herbs

**Shuji Abe
Mayor
Wakuya town**



Wakuya town

- ❑ Population 17,231 (Oct. 2014),
- ❑ 27% of the population are 65+ years old.
- ❑ Main industry: agriculture (rice)
- ❑ Earthquake of 2011: 10 killed, +1,900 houses damaged





Public health issues

Health status of the town is not remarkable...

- ❑ Life expectancy at birth: M 78.6 (79.6) / F86.3 (86.4)
- ❑ **Metabolic syndrome** is a looming issue.
- ❑ Screening for those 40-74 revealed:
 - ✧ **39.6% on HTN medication**
 - ✧ 28.6% on dyslipidemia medication
- ❑ **High salt intake and HTN are major concerns.**



Health Education

- # Workshops on traditional medicine
- # Lectures on medical herbs

Healthy Behavior

- # Cooking class using herbs
- # Physical activities through holiculture

Holistic health promotion

Healthy Environment

- # Community Herb gardens
- # Kitchen garden of medical herbs at each household

Community development

- # Community participation
- # Sustainable financing

Workshop on herbal medicine



Lecture on traditional medicine



Healthy cooking class



Original recipes using medical herbs



Farm work (cultivating medical herbs)



Community herb garden



Association of herbal town planning



Potential for community business



Potential & Challenge

- ❑ Multiple benefits of medical herbs
- ❑ Relevant for community health promotion in rural settings
- ❑ How to engage younger generations?
- ❑ Safety issues and lack of scientific evidence

Contact group on health promotion & traditional medicine (Proposal)

- ☐ Open to any cities interested in health promotion through traditional medicine
- ☐ Sharing information on experiences and activities of each members on Facebook (just posting pictures and brief text)
- ☐ Review at the next conference in 2016



Thank you for listening!