

# Matsudo City, Chiba Prefecture

## Promotion of exercise that can be performed by anyone

### Utilization of the private sector for effective and efficient implementation

#### Subject of the activity

All residents, Community/Neighborhood associations, customers of the freight company which currently has an agreement with the city, *Kayoinoba*, Senior clubs, Citizens who visit city facilities

#### Keyword

•Frailty prevention •Confirmation of health status •Safety confirmation •Utilization of a variety of the city's tool to communicate with citizens

#### What was done

- Posted articles on exercise that anyone could perform in city PR publications and website so that older persons could prevent frailty at home. Devised a distribution plan that allowed as many people as possible receive the leaflets.
- Staff of community comprehensive care centers made calls to participants of exercise classes that had been held by the centers for assessment of health and safety. Hearing checks were also performed at that time, and the frailty checklist was used to determine who needed support.

#### Devised point

- Included illustrations of exercise that older persons could perform immediately.
- The article on exercise was directly accessed from the homepage of the city website so that older persons could easily access it.
- Cooperated with the private sector for more effective and efficient distribution of the leaflets.
- Staff of community comprehensive care centers reconfirmed the situation of older persons who answered that they performed exercise less than once per week during the hearing, and public health nurse and/or nutritionist home visit if there was a possibility of frailty.

#### URL

[https://www.city.matsudo.chiba.jp/matsudodeikiiki/PR\\_tokushu/hureiru.html](https://www.city.matsudo.chiba.jp/matsudodeikiiki/PR_tokushu/hureiru.html)

*Kayoinoba*: Places providing activities for long-term care prevention in the community