

# Kobe City, Hyogo Prefecture 1

## Broadcasting exercise for long-term care prevention for older persons

Long-Term Care Prevention Promotion with various media, such as TV, City PR leaflet, SNS, etc.

### Subject of the activity

All residents

### Keyword

•TV Broadcasting •Sun TV (Private Local Broadcasting) •Lending of DVD •Video Streaming •Exercise at home •Radio •SNS

### What was done

- Outsourced broadcasting exercise for long-term care prevention and frailty prevention to local TV station, Sun TV (from 1<sup>st</sup> June – 31<sup>st</sup> August, 8:00-8:30 everyday)
- Promoted importance of exercising at home, distributed DVD of long-term care prevention exercises and program for free, and routinely conducted contacted older persons.

### Move to the music



### Work outing



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### Devised point

- Provided not only exercise but also information related to the prevention of frailty and long-term care, infection, and heat stroke prevention on TV show (specialist in rehabilitation and public health nurse appeared on TV show)
- Promoted importance of exercising at home through TV, radio, city PR publication, SNS, etc.
- Contacted participants of long-term care prevention activities regularly, and sent leaflets on the long-term care prevention program.

### TV shows on Sun TV



### URL

- <https://www.city.kobe.lg.jp/a46210/press/20200521132001.html>
- [https://www.city.kobe.lg.jp/a46210/kenko/fukushi/carenet/kaigoyobou\\_panda/index.html](https://www.city.kobe.lg.jp/a46210/kenko/fukushi/carenet/kaigoyobou_panda/index.html)
- <https://www.city.kobe.lg.jp/a46210/press/20200306132001.html>
- <https://sun-tv.co.jp/ikiiki>