

Machida City, Tokyo

Promotion of frailty prevention in collaboration with the professional home town team

Frailty prevention promotion with FC Machida Zelvia

•Citizens •Older Persons

•Promotion of infection prevention
•Frailty prevention •Disuse syndrome prevention •FC Machida Zelvia •Video

- Introduced a part of the workout from “Machi Tre” (Machida Training) for frailty prevention in collaboration with the hometown professional team, FC Machida Zelvia.
- Introduced information on how to maintain health, exercise, and diet as well as interactions with others when self-restraint is necessary.



https://www.city.machida.tokyo.jp/iryo/old/shimin_nokatae/shinngatakoronataisaku.html (市HP、「新型コロナウイルス感染症」高齢者として気をつけたいポイント
<https://www.zelvia.co.jp/> (FC町田ゼルビアHP)

- Spread information in collaboration with FC Machida Zelvia to pique the interest of young people . (Posted the information on the City PR publication, and put the QR code for easy access to the information as well).
- Linked the page of information from the city to the top page of special page, “Response to the COVID-19” for easy access to the information. 。
- Sent leaflets to older persons who seldom check the HP of the City with the application form for the special cash handouts from the Government.