



**“Health Care New Frontier”
Kanagawa’s Innovative Policy
for the challenges of Super Aging Society**

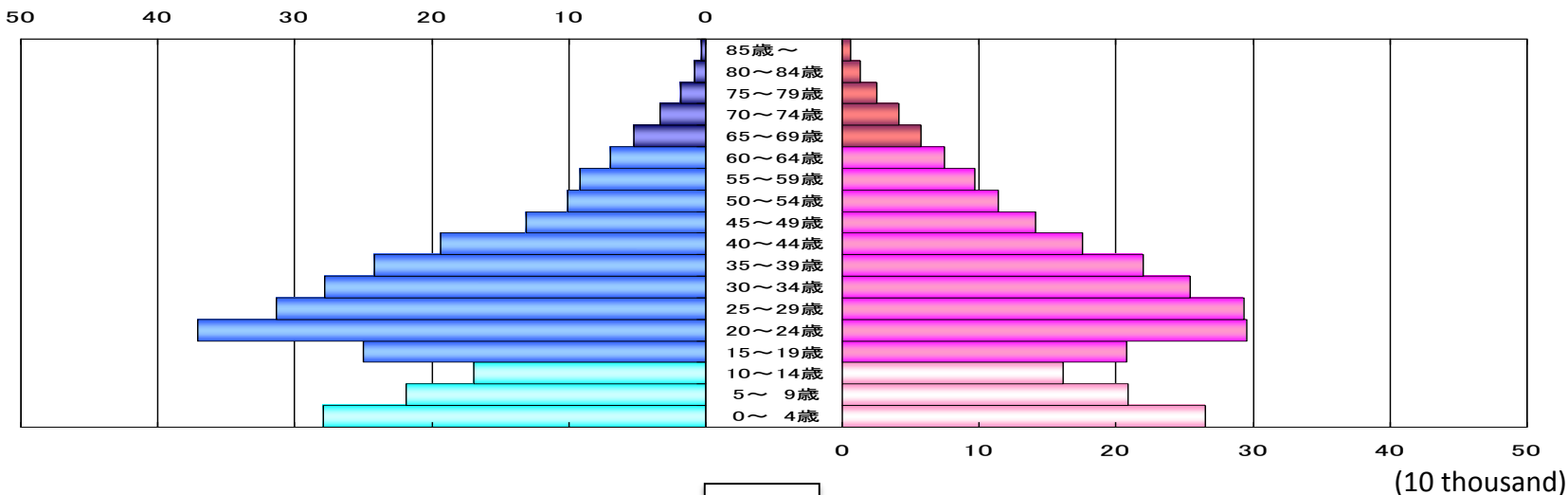
April 14th 2018

Yuji Kuroiwa

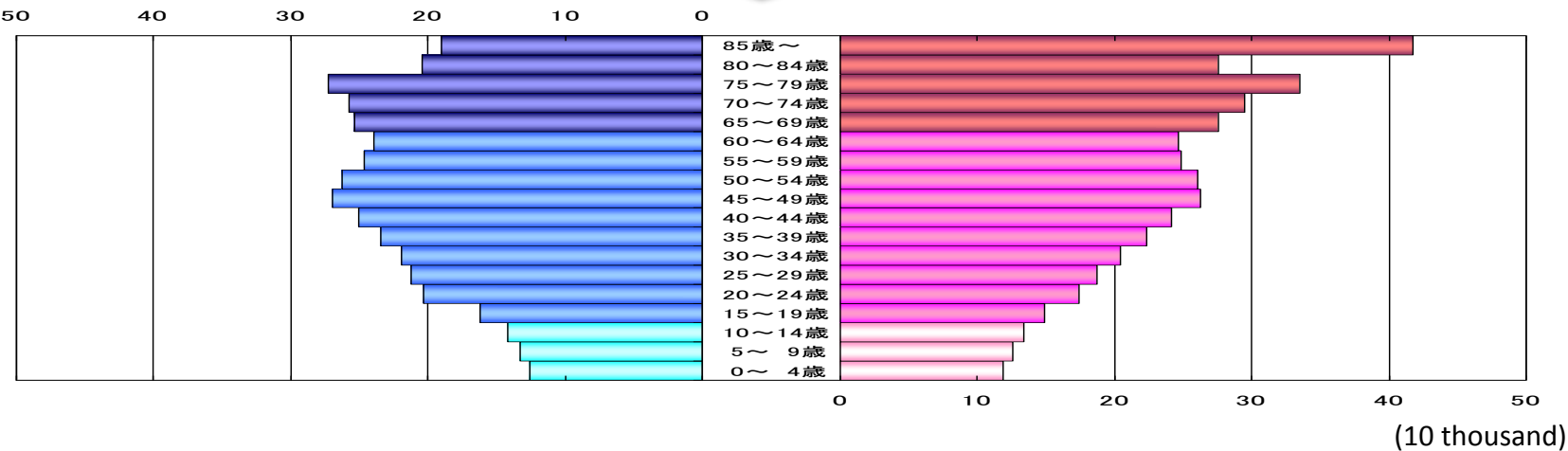
Governor, Kanagawa Prefectural Government

(1970)

Population Pyramid of Kanagawa



(2050)



“Me-Byo”

「未病」

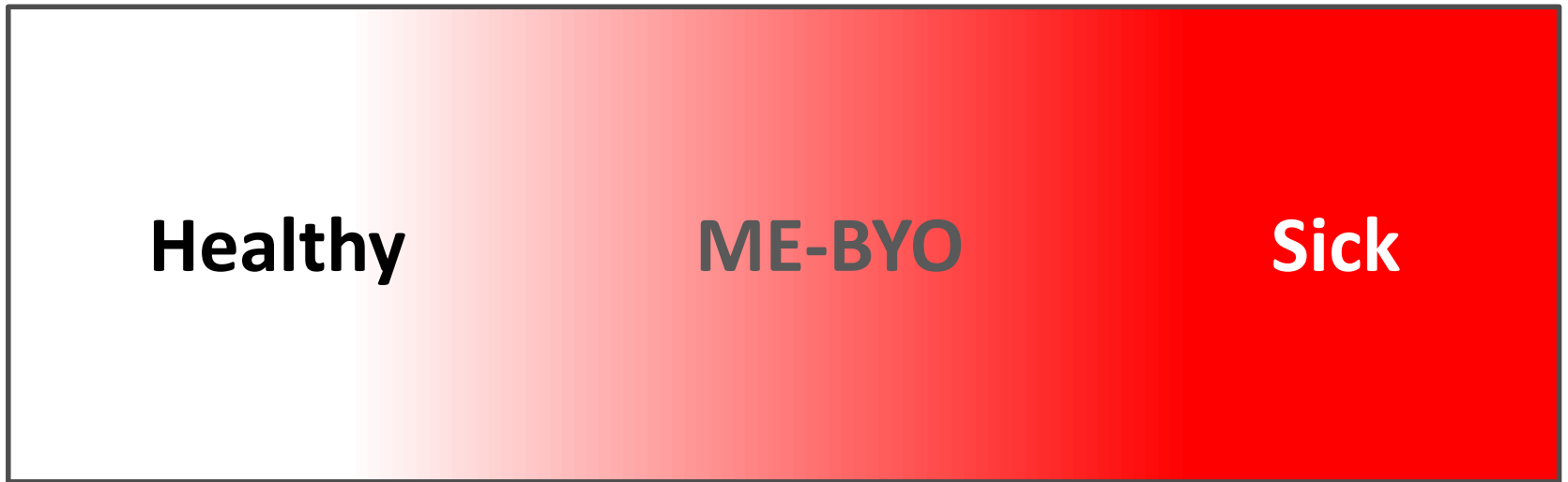
The state in-between health and illness

What is ME-BYO

Healthy

Sick

What is ME-BYO

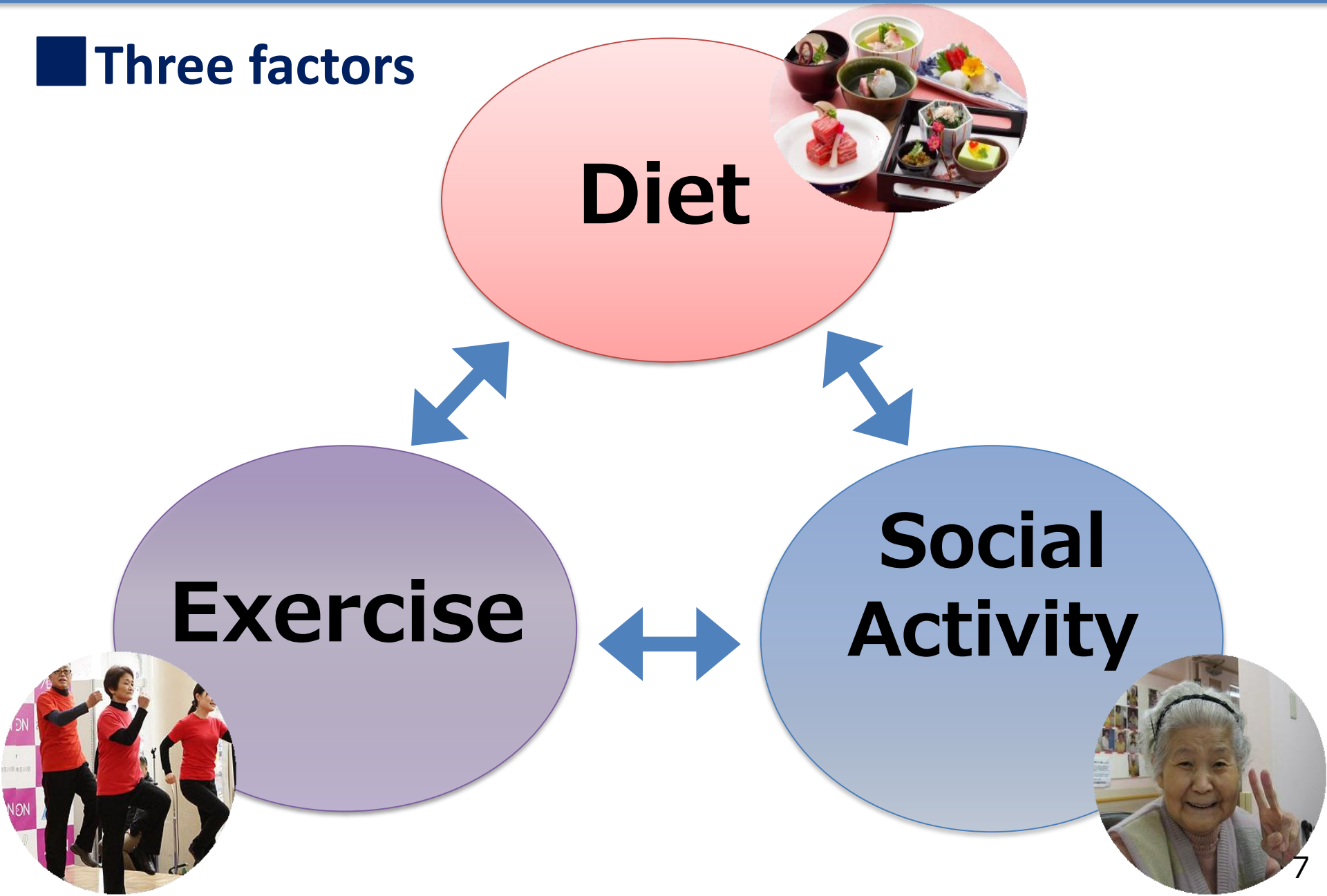


“The Healthcare Policy” (excerpt)

Approved by Cabinet July 22, 2014
Partially Revised February 17, 2017

It is expected that **the realization of PHR – that is, the integration of each individual's information dispersed among the fields of medical care, health and nursing care – will make it important to adopt the concept of “ME-BYO,” which regards health and diseases continuously instead of separately.**

■ Three factors



Integration of the two approaches

Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



Curing ME-BYO

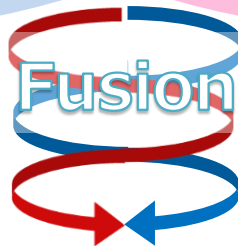
Daily Food as Medicine



Exercise habit



Realization of personalized medicine



Lifestyle change

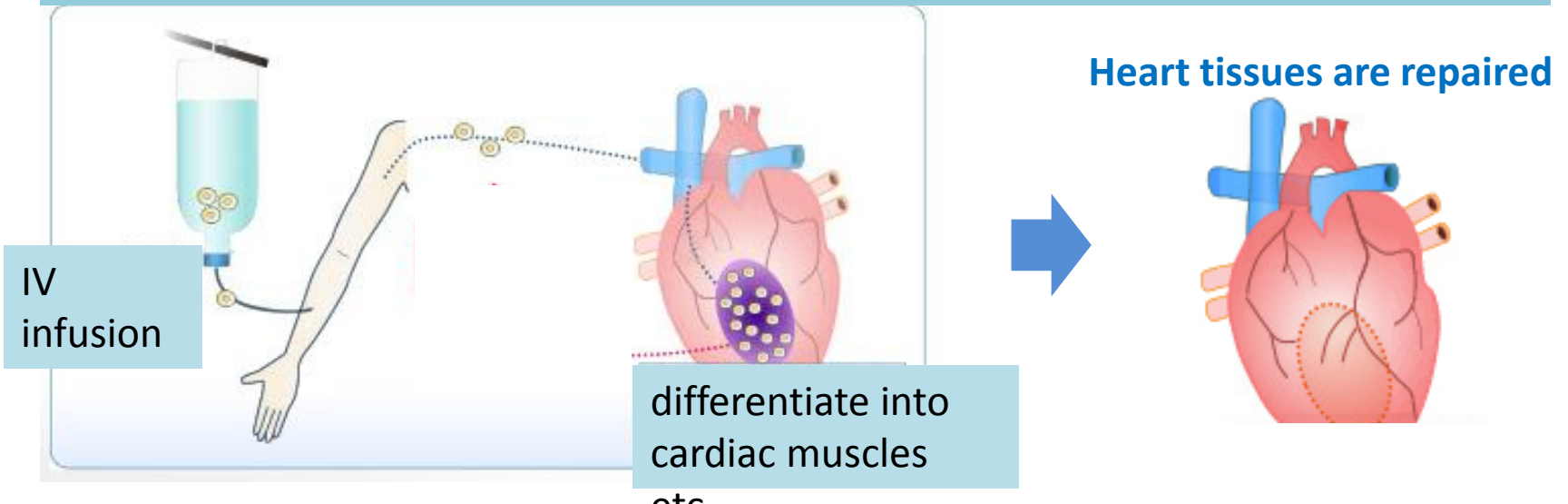
Healthy life expectancy

New Markets / Industries

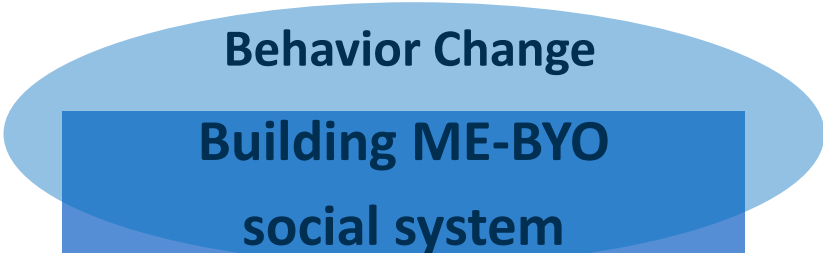
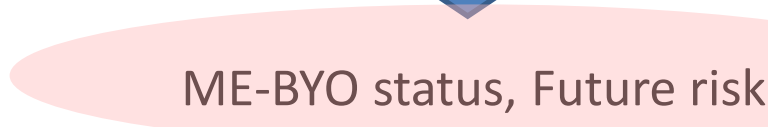
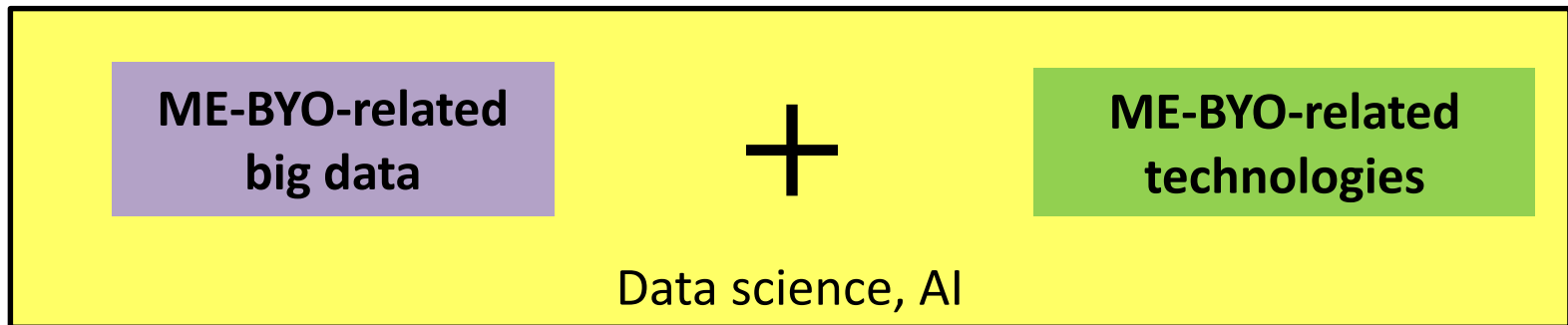
Life Innovation Center (LIC)



Muse Cells



Promoting ME-BYO concept



Activity records

Today's steps
1862 歩

Walking+Running Distance
1.44 km

Floors you climbed 2nd Floors

2nd ME-BYO Summit Kanagawa in Hakone, October 2017



Developing “ME-BYO index” to visualize ME-BYO status in collaboration with WHO



Collaborating with WHO



Singapore





The State of Maryland



Oulu City, Finland









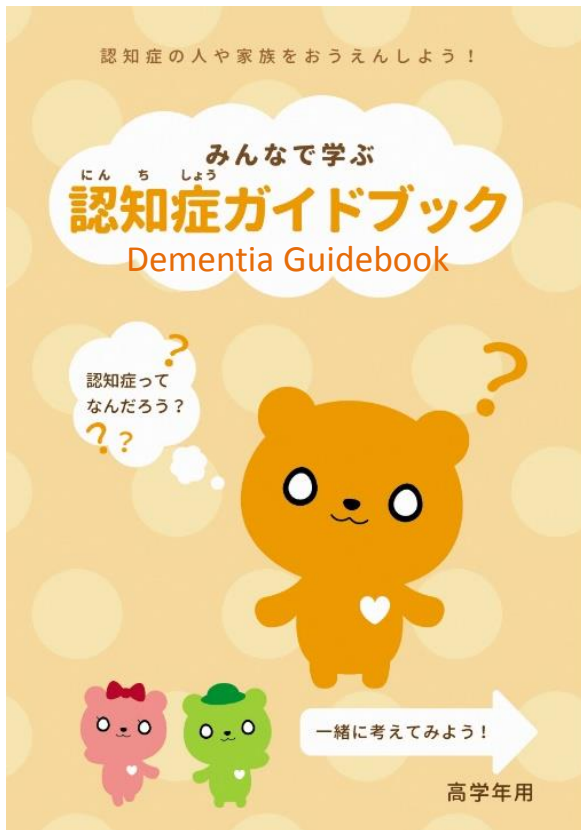
Meeting with Dr. Harvey Fineberg, 2013



ME-BYO Project in Childhood



Guidebook on Dementia for elementary and middle school children



Let's try Cognicise! コグニサイズに挑戦！

What is cognicise?
コグニサイズって？

運動で健康な体づくりをしながら、頭をつかって脳のはたらきを活発にして認知症になりにくくするエクササイズです。楽しく取り組んでみましょう！

いっしょに家族と一緒にやってみよう！

間違えても大丈夫！
みんなで楽しくやろうね

STEP3 cognicise コグニサイズ(頭と体を使う)

コグニションとエクササイズをいっしょにやってみよう！
数は元気に数えよう！

★ポイント
ここまでできたらステップアップ！
しりとりをしたり、難しいステップにもチャレンジしてみよう！

Start!

1 2

3 4

パン

右足を右に大きく開く

右足を元にもどす

左足を元にもどす

左足を左に大きく開く

手を叩く

STEP1 cognition コグニション(頭を使う)

両足で立って1から順番に数を数え、3の倍数で手をたたこう！

★ポイント
手をたたくときは、声は出さないようにしましょう！

1・2 / パン /

STEP2 exercise エクササイズ(体を使う)

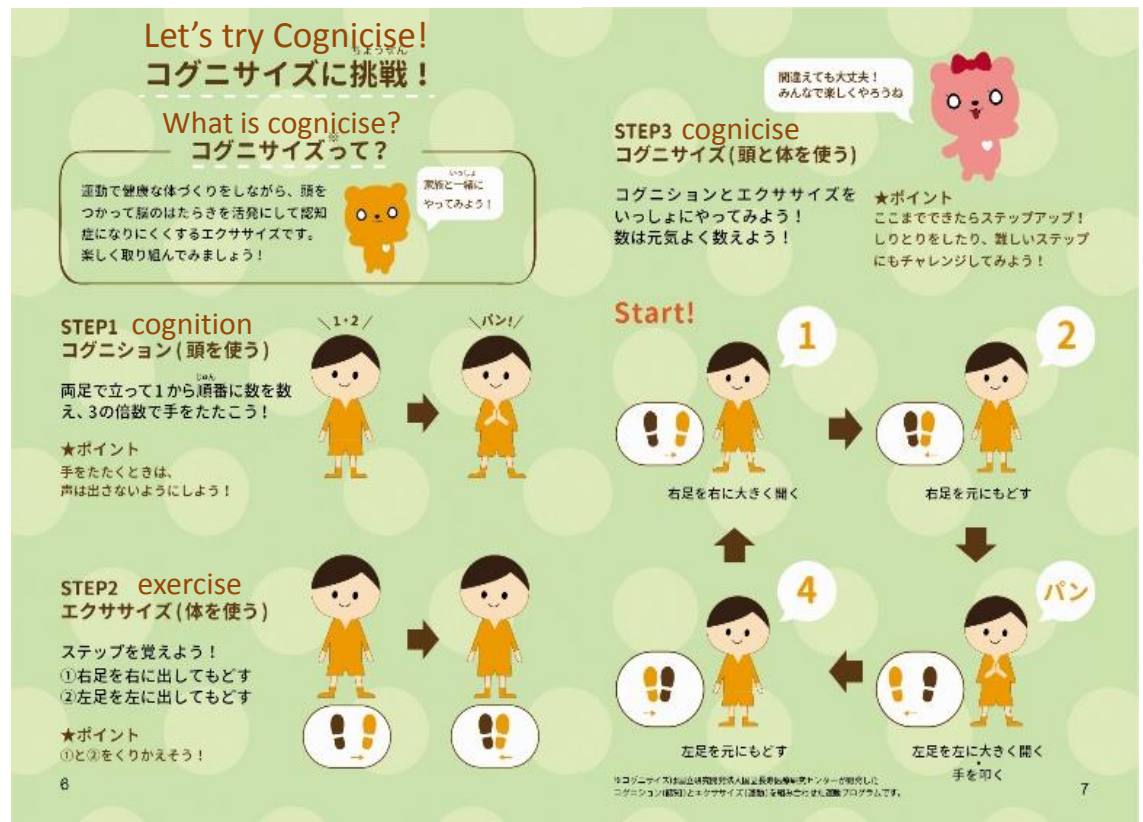
ステップを覚えよう！
①右足を右に出してもどす
②左足を左に出してもどす

★ポイント
①と②をくりかえそう！

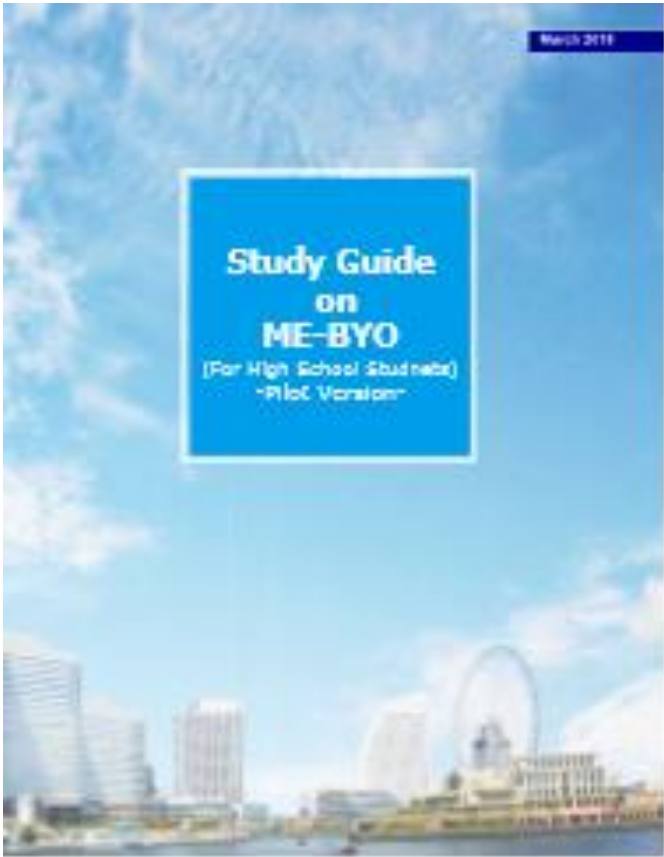
6

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「コグニサイズ」は公益財団法人認知症予防推進センターが開発した、コグニション(認知)とエクササイズ(運動)を組み合わせる認知予防プログラムです。



Study Guide on ME-BYO for high school students in Kanagawa



ME-BYO Project in old age

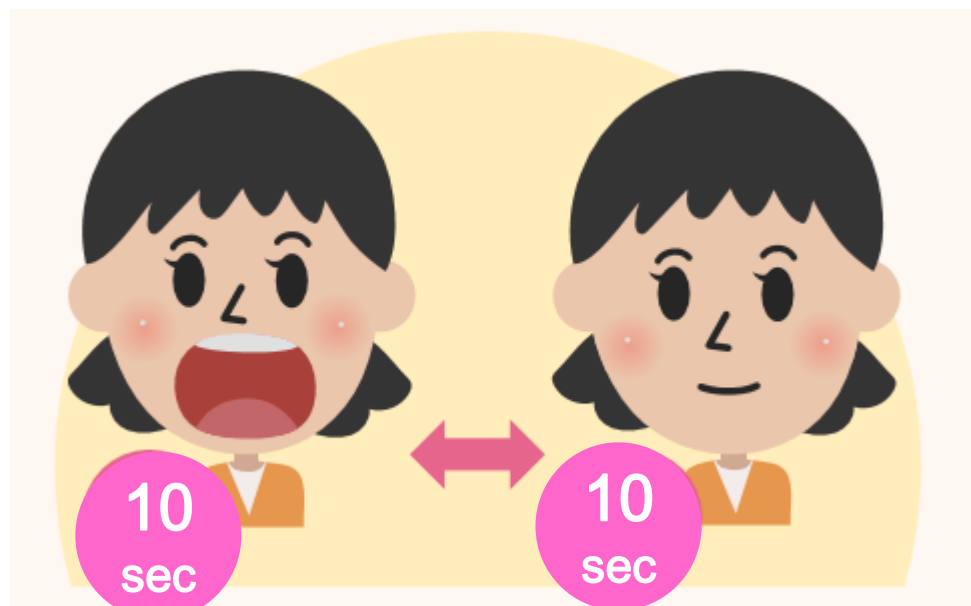
Kanagawa is promoting “Cognicise” which is expected to reduce the risk of dementia



Handbook of Oral Frailty for Dental Professionals



Training for swallowing function



“ME-BYO Scale” to encourage people to notice their ME-BYO status

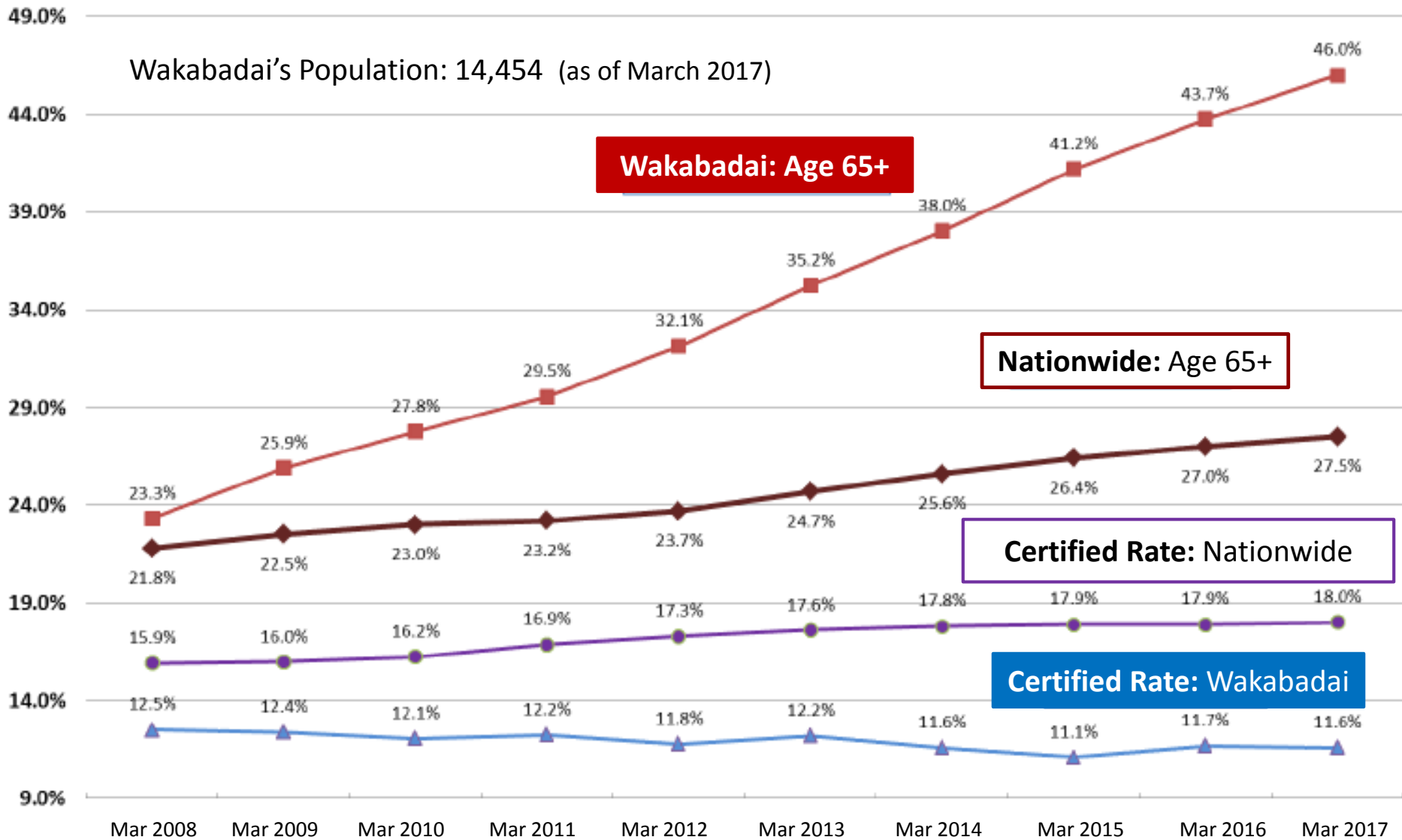


ME-BYO Style Ambassadors



Certified Rates of People Requiring Long-Term Care

Wakabadai's Population: 14,454 (as of March 2017)



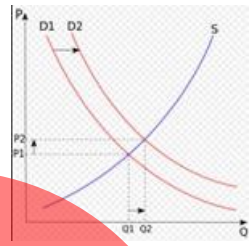
A Base Facility for disseminating "ME-BYO"

BiOTOP!A me-byo valley



me-byo XPLAZA





ICT

Genetic Analysis

Health Professional

Economics

Health Innovation School

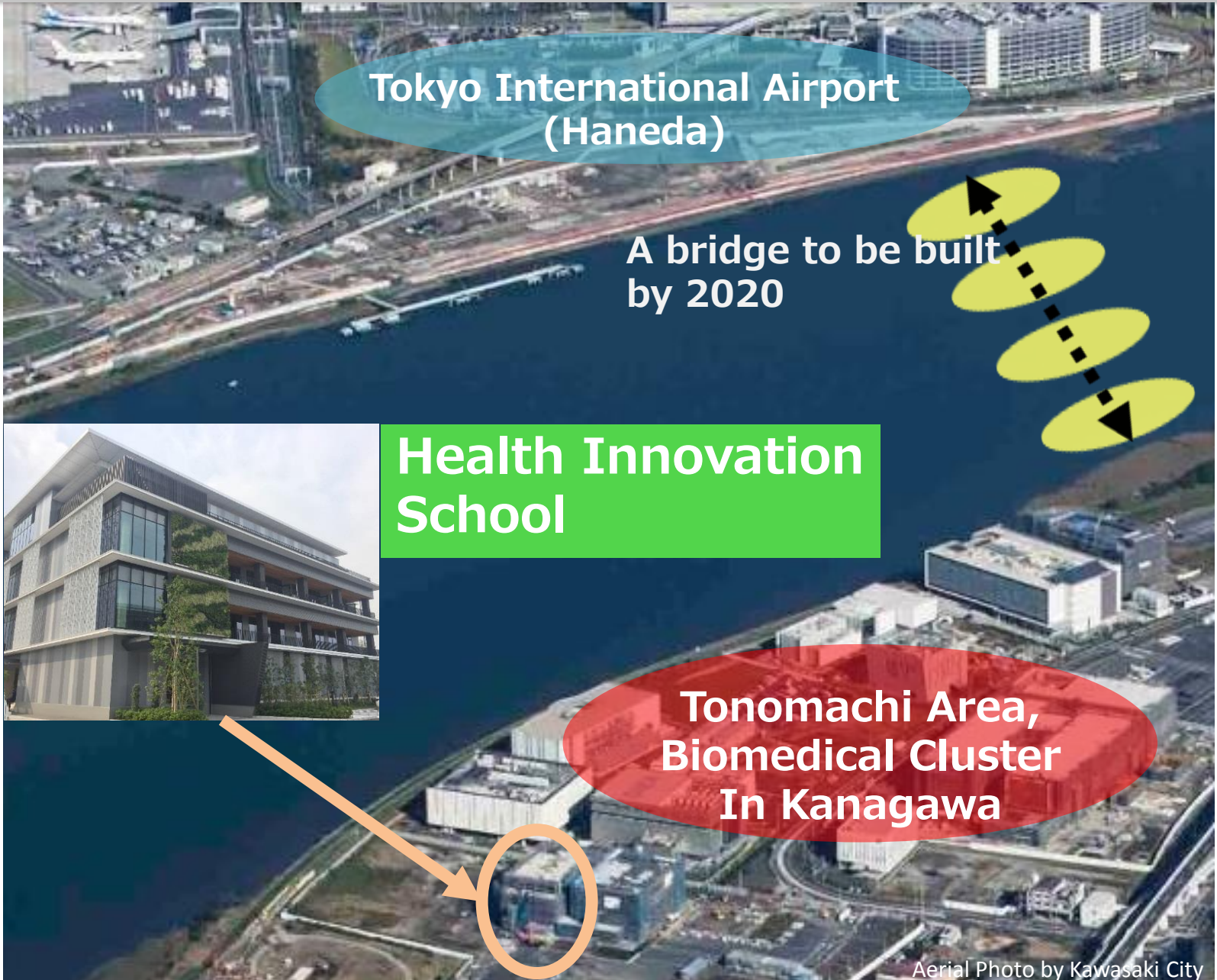
Big Data Analysis

Robotics

Social System

Finance Community





Tokyo International Airport
(Haneda)

A bridge to be built
by 2020

Health Innovation
School

Tonomachi Area,
Biomedical Cluster
In Kanagawa

“Tonomachi” King Sky Front



Health Innovation School



Life Science Environment Research Center



Innovation Center of Nano medicine



CYBERDYNE




Life Innovation Center



Central Institute for Experimental Animals



FUJIFILM RI PHARMA

Peptidream



Create Medic



Daiwa House Industry

JSR Corporation



National Institute of Health Science (NIHS)



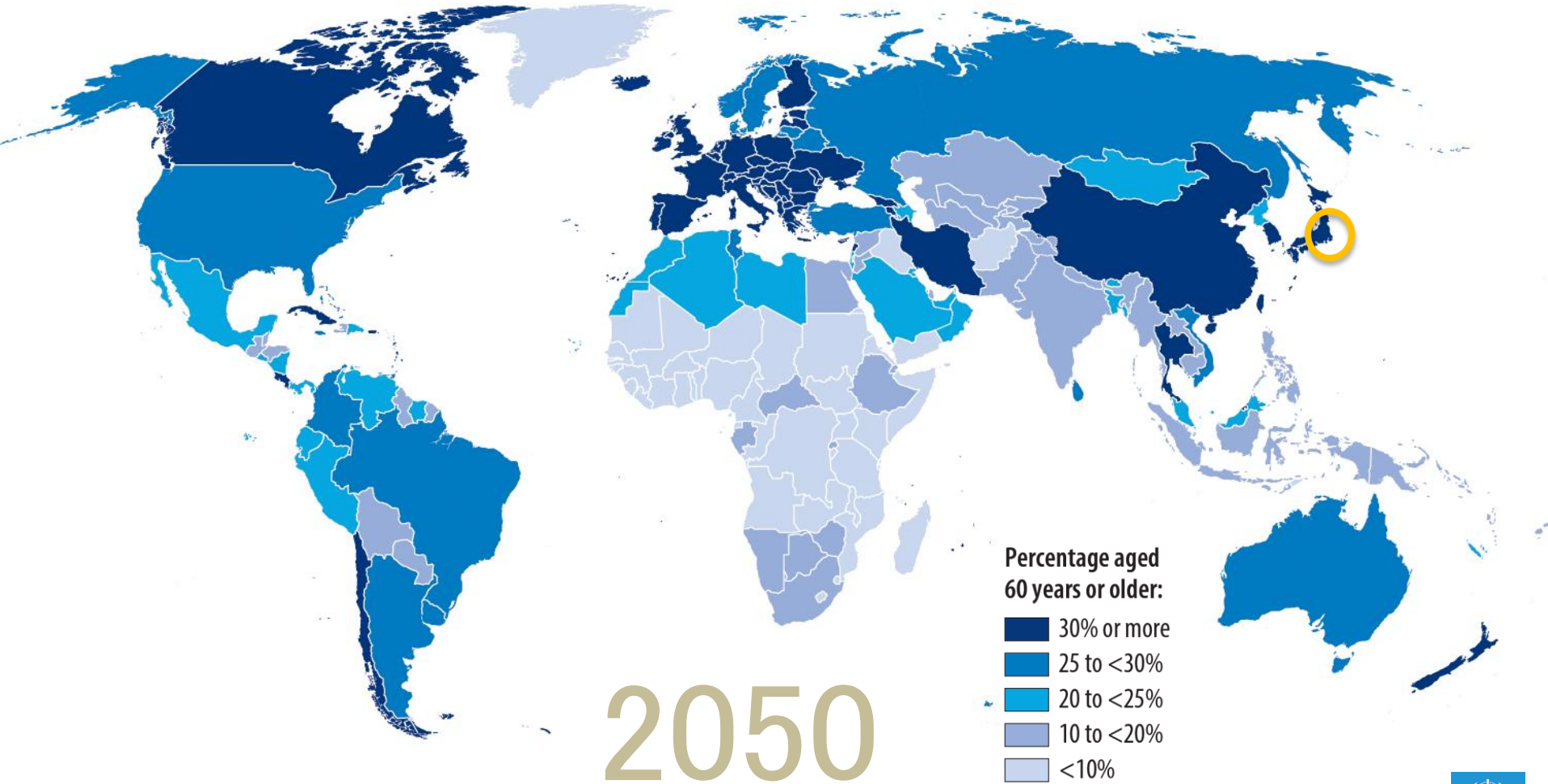
Johnson & Johnson Tokyo Science Center



Japan Radio Isotope Association

Kawasumi Laboratories, Inc.

Populations are getting older all over the world.



From WHO website

“Ageing Society with a Smile up to 100 Years Old”

