

30th High Life Seminar

Hints for living in a super-aging society



Japan is a super-aging society. With the aging of the baby boom generation, which makes up the largest portion of the population, we have started to hear more about various problems and the public anxiety that these bring about. At the individual level, there is a lot of attention around the topic of “healthy life expectancy.”

However, little is done to educate the general public on the research being carried out on super-aging societies as well as the measures being implemented to deal with this, and we are rarely prompted to give this issue any thought.

In this seminar, we will introduce some research and other ongoing initiatives on the challenges of super-aging societies. Through this, we hope to make it an event where the participants can pick up some useful hints for living in a super-aging society, and ultimately spread public interest and awareness on this pressing matter.

The speakers at this event are all actively involved in aging-related research, albeit from completely different angles. It is our goal to use this occasion to significantly raise awareness of this area and that attention continues to grow on the topic of super-aging societies.



Date and time

Monday, March 5, 2018 13:30 - 17:00

(Doors open at 13:00)

Venue

**Global Research Lab (G-Lab), 6F East Research Building,
Mita Campus, Keio University**

<https://www.keio.ac.jp/en/maps/mita.html>

※ To access the East Research Building, please come in through the East Gate.

Entrance fee

Free admission

(Pre-registration required; Capacity: 100 people)

Co-hosts

Research Institute for High Life

Keio University Global Research Institute (KGRI)



Program

13:30 Opening address from the organizer

Ryuji Sakurai (Representative Director and Administrative Vice-Director, Research Institute for High Life)

13:45 Initiatives of KGRI

Keigo Komamura (Keio University Vice-President, Professor at the Faculty of Law, and Director of KGRI)

14:00 Lecture 1 “Surveying centenarians and learning about longevity”

Yasumichi Arai (Assistant Professor, Center for Supercentenarian Medical Research, School of Medicine, Keio University)

14:40 Lecture 2 “Consumer behavior of the elderly who are eternally young at heart”

Akira Shimizu (Professor, Faculty of Business and Commerce, Keio University)

15:20 Break

15:30 Lecture 3 “Approaching aging healthily from a psychological viewpoint”

Nahoko Kusaka (Professor, Faculty of Contemporary Social Studies, Doshisha Women's College of Liberal Arts)

16:10 Lecture 4 “Comparison of the perceptions of old age between the next generation of the elderly (those in their 50s) and the currently elderly (66–75 years of age)”

Koji Sugimoto (senior researcher, Research Institute for High Life)

16:50 Closing remarks

Yutaka Fujiwara (Executive Director, Research Institute for High Life)



Yasumichi Arai

Through epidemiological surveys on centenarians, semisupercentenarians, and supercentenarians, he is carrying out research to understand the mechanisms for a “healthy life expectancy.”



Akira Shimizu

Today, when there is no one clear definition of the term “elderly,” he is searching for the spending habits of active elderly individuals through the latest marketing theories.



Nahoko Kusaka

Taking full advantage of the strengths only conferred by aging, she is carrying out research to implement a community where the elderly are at the core through the “Wonderful Aging Project.”



Koji Sugimoto

He undertook research on how individuals of differing generations and ages have different views and considerations with regards to “old age.” From his interesting findings, he is currently examining what research topic to focus on next.