

 <p style="text-align: center;">Mayor Okamura, Hideto</p>	<p style="text-align: center;">Aichi Prefecture</p> <h2 style="text-align: center;">Obu City</h2> <div style="text-align: center;">  <p>City symbol</p> </div>	<p>City Data as of April 1, 2016</p> <ul style="list-style-type: none"> <li>-Population: 90,322</li> <li>-Household : 37,470</li> <li>-Area:33.66 2 km</li> <li>-Symbol tree: Moth nemoti</li> <li>-Symbol flowers: Gardenia</li> <li>-Main products: Yam, grape, pyrus, onion</li> </ul>
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### Introduction

Obu City is located at the base of Chita Peninsula and is adjacent to the southeast region of Nagoya City. JR Tokaido Line runs in the middle of the city from north to south. Ise Gulf Expressway passes northern part, and Chita Peninsula Road get through west. By land readjustment project, well-planned residential area and company area was developed. Together with transportation network, population is increased steadily. Also, Okura park and Momoyama park is popular as place of rest for public. In Obu City, living environment, industry and nature is harmoniously evolving.



Mascot character,  
Obu-chan

### Healthy City

Obu City puts the first priority to Healthy City in the City's Comprehensive Master Planning in 1974, and have promoted various health related policies. In 1987, city made "Health Promotion City Declaration" in order to enhance health promotion totally with public. In 2006, city joined the Alliance for Healthy Cities initiated by WHO and Japan Chapter of the Alliance for Healthy Cities. In the ongoing Fifth Comprehensive Master Plan 2010, city gears toward realization of "Healthy City where everyone feel happiness". Also, city is designating health promotion policies based on the New Obu Health Plan 21 of 2014.

### Wellness Valley Concept

In southern area of Obu city lies "Wellness Valley" where specialized facilities such as Nationals Longevity Medical Research Center, Aichi Health Plaza, Aichi Child Health Care General Center, Genkinosato as well as farmers' market are integrated. With this facilities, city proclaims "Wellness Valley vision", aiming at realization of a society that everyone can feel well-being and happiness. Under the vision, city also promotes interaction and collaboration of authorities concerned to solve problems caused by the "super aged society".



Wellness Valley

- Healthy City Program

[Obu Lifetime Healthy Point]

From 2015, city started a point system where citizens get point when they participate in health promotion events. They can exchange the points with goods and service at a collaborating store.

- Progressive activities for elderly person

[Dementia prevention medical examination]

Obu city started "Dementia prevention medical examination" in 2015. This year, city implements "Dementia prevention checkup" in joint with Nationals Longevity Medical Research Center as model project.



Overview of "Dementia prevention dementia checkup"

Together with health examination, dementia prevention dementia checkup is implemented to those with 75 years old or above: generation where dementia ratio tends to rise rapidly.

Inspection items: cognitive function test (investigation tablet is employed), physical strength (walking function and grip), descriptive study

Investigation results are mailed to home. Later, at each examination site, "dementia prevention briefings" are hold. Participants are encouraged to practice dementia prevention proactively.

[Home visiting program by dietitians to prevent flail prevention system]

Later stage elderly people tend to deteriorate nutrient balance of foods, and tend to demonstrate mind and body function deterioration. In order to prevent "flail" that is an entrance to care or bedridden dietitian visits high-risk person at their home individually, and provide nutrition guidance from 2015. Also, as these elderly people tend to have life and health problems except for nutrition, dietitians provide follow-up service public nurses of regional of health center and comprehensive support center.

Obu City's web site:

<https://www.city.obu.aichi.jp>