

 <p>Mayor Ohashi, Nobuo</p>	<p>Miyagi Prefecture</p> <h2 style="text-align: center;">Wakuya Town</h2> 	<p>Town Data as of April 1, 2016</p> <p>Population: 16,908 Households: 6,030 Area: 82.16square kilometer Symbol flowers: Cherry Symbol wood: Cedar Main health services *Urban development utilizing crude drug *Activities of Health promotion member</p>
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**Wakuya town started urban development utilizing crude drug as a trigger of new town development since 2012. We continue this project to bring out new products and strive for business promotion with townspeople organization. This year, we commercialized a PET bottle of pigeon barley tea. As for health promotion, we target “Healthy life expectancy of 100 years old” by the community-based integrated care systems where health care and welfare are integrated, centering on the Town Medical Welfare Center.**

◆ **Introduciton**

Wakuya Town is rich in nature that provides a panoramic view of Sendai Plain, and rich in crops such as brand rice “Hitomebore”, minors welsh onion, spinach, etc. Wakuya is known as an area where gold was mined back in Nara Period, and historical record states ancient Wakuya people contributed 13 kg of gold to Todaiji Temple for them to erect Big Buddha. Even nowadays, people can experience gold dust collection at “Tempei Roman Place”. Also, there are many tourist attraction like Konboji Temple where one of the three Oushu statue of Goddess of Mercy is enshrined, and one-day trip hot spring facility “Wakuya Tempei Hot Spring”. Especially popular among visitors are Oboro Tofu Soup, soup with freshly-made tofu that used blue soy bean and shiitake mushrooms.



Koganeyama Shrine



Konboji Temple



Tempei Roman Place



Bboro Tofu Soup



Minor welsh onion



Wakuya Tempei Hot Spring

#### ◆Urban development utilizing crude drug

Based on the "Wakuya Town Reconstruction Master Plan" formulated in March, 2012, we engaged in the following project.

- (1) Organization of crude drug development town meeting
- (2) Cultivation and processing of crude drug
- (3) Lecture of crude drug
- (4) Seminar of herbal medicine
- (5) Distribution of newsletter and recipes

We will continue commercialization of crude drug products together with health promotion.



Seminar of herbal medicine



Pigeon barley tea

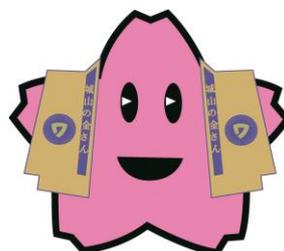
#### Health promotion activities on collaboration with town people

##### ~Health promotion leaders, Supporters of health~

"Health promotion leaders" represent 10 to 20 household in community district. They contribute to health promotion by sharing information regarding health challenges, getting training for the resolution, taking part in the health promotion projects, and planning & operating health promotion plan in their own area for themselves and their families.

#### <Special health check-up promotion campaign>

In the morning market site held on Sunday morning, as part of lifestyle habit disease control measures (metabolic syndrome measures), health promotion member recommend consultation of "Special health check-up ". They do this while serving morning tea, and disseminate value of medical check-up for those of young generation that is attending with their family, too.



Tourism PR character

Wakuya Town's web site:

<http://www.town.wakuya.miyagi.jp>