

	<p>Gunma prefecture Isesaki City</p>	<p>City Data as of April 1, 2016          ·Population: 211,630          ·Households: 85,336          ·Area: 139.44 k m<sup>2</sup>          ·Symbol tree: Pine          ·Symbol flowers: Azalea, Salvia, Chrysanthemum, Narcissus          ·Major festival: Star Festival (July)          Isesaki Festival (August)          ·World heritage Tajima Yahei's Residence          ·PR character          Name: Kuwamaru</p>
<p>Mayor Igarashi, Kiyotaka</p>		

●Introduction

Isesaki City positions southeast region of Gunma prefectures, North West of Kanto Plain, and surrounded by Principal cities such as Maebashi City, Takasaki City, Kiryu City, Ota City. Facing southern part of Mt. Akagi, city is almost plain with some hill in northern part, and rich in natural environments having Hirosegawa River, Kasukawa River, Tonegawa River.

The average temperature throughout year is approximately 15 degree, annual amount of precipitation is 1200 millimeters with relatively warm temperature in Gunma Prefecture though cold dry wind blows in winter.

For industry, owing to the improvement of access from Tokyo Metropolitan Area by the opening of North Kanto Highway, manufactures and large scale shopping center accumulated in the city. Also, suburban agriculture is active and many kinds of crops such as wheat, rice, vegetables, flowers are produced.

In 2014, Tajima Yohei's Residence together with Tomioka Silk Mill, was registered as the World Cultural Heritage.



Baby salon



Kazouji Park



Tajima Yahei's Residence

●Healthy City

Based on the 2nd Master Plan on 2014, Isesaki City sets the improvement of welfare local health care as a top priority policy. In 2015, the city formulated "Healthy Isesaki 21 Second Health Enhancement & Dietary Education Plan" with fundamental principle of "extension of healthy life expectancy and reduction of health inequality". Based on this, the city initiate various health promotion policies targeted at each citizen of "parent, child, and youth", "late middle age" and "older age" generations.

●Healthy City Projects

\*Baby salon

Activity of child care support for mothers who have babies just before start walking by volunteers of local communities. Participating parents and children enjoy playing games and talking with volunteers.

\*Lively walking class

Community sports clubs are commissioned for health class and organize sports class for citizens such as stretches, strength training, and slow jog monthly on the first Sunday at six public facilities.

\*Health Festival

Its purpose is to enhance citizen's consciousness and let them proactively participate health promotion activities. City provides health information and measurement of physical fitness, and tasting of traditional cuisine\*Dissemination of health information from Health Information Station

Stations are located in 56 places such as in large-scale stores, small shops and hospitals. Various information on health promotion is disseminated.

Goal of "Healthy Isesaki 21 Second Health Enhancement & Dietary Education Plan"

1. Health Promotion Plan for each life stages

\*Parents, children and youth: Each person cares about wellness, and implement health promotion by oneself.

\*Middle age: To lead healthy life continuously, practice health promotion that suite themselves.

\*Elderly: To lead happy life with a purpose in life, everyone at home and in community supports each other. Dietary education promotion plan

2. Food Education Plan

\*To lead healthy life with appreciation for food, enhance ability to select what to eat.

●Sport Events Organized in cooperation with communities

\*Recreation Sports Festival (June)

\*All Citizen Athletics Meet (October)

\*Isesaki City Matathon (December)

Isesaki City's web site:

<http://www.city.isesaki.lg.jp/www/toppage/000000000000/APM03000.html>