

# Hokkaido

## Obihiro City



Mayor

Yonezawa, Norihisa



### Healthy Sports City Declaration

1. Enjoy sports and lead healthy life.
2. Get familiar with sports and extend the circle of lively friendship in region.
3. Direct spirit to the world through sports

City data as of December 2016

-Population: 167,870

-Household: 85,924

-Area: 619.34 km<sup>2</sup>

-Symbol flowers: Black fritillaria

-Symbol tree: White birch

-Main health events: Obihiro health Festival (September)

### Introduction

Obihiro City is located in the center of the Tokachi area of eastern Hokkaido where large scale crop zone lies. It plays a role of leading agricultural product collection center and commerce with food self-sufficiency rate of about 1,100 percent.

Historically, Obihiro City's development basis was laid by private sector pioneer group lead by Benzo Yoda with the cooperation of native Ainu people.

Later, city constructed road in a grid pattern, planted trees, and planned "Obihiro Forest", green belt which surround Obihiro City within 100 years.

In 2012, Obihiro City marked 130 years anniversary of cultivation as well as 80 years anniversary of municipality.



### Toward Healthy City

In 2002, Obihiro City proclaimed the "Healthy Obihiro 21", health promotion principle which focused on prevention of lifestyle-related disease. In March, 2013, city proclaimed the "Second Healthy Obihiro 21". It aims at propelling health prevention, providing environments for health promotion, and establishing system by which citizen can extend healthy life expectancy and lead healthy life with peace of mind.

### Base of Healthy City

Obihiro City opened new Public Health and Welfare Center in April, 2006 as a base for citizen's life-long health management and engages in various health promotion

projects. Among them, “Health Festival” held every year is crowded with citizens. In 2013, city registered for the “Smart City Project” lead by government. Under the project, all city employees Engages in health promotion.



Health and Welfare Center

**Prevention of In-lifestyle related disease**

Obihiro City proclaims control of diabetes mellitus, cancer, and mind care as priority measures of the “Second Healthy Obihiro 21”. In health promotion project, city conducts health check of eating habits and body composition including weight, body fat percentage, and muscle percentage; and public health nurse, dietitian, instructor of fitness exercise support each citizen’s based on individual result for three to six months. Especially, city prioritizes the improvement of checkup data of working generation and severity prevention.



Lecture by dietitian



Lifestyle habits review

**Obihiro aerobic, Obirobi,,for easy exercise at any time**

Obirobi Exercise was devised for busy people to exercise at home easily and has 4 types of exercise intensity. In addition, civic volunteer group made walking map with six courses with distance, needed time, number of steps required, and description of the course, for citizens to enjoy walking in daily life.



Obirobi



Walking map

Obihiro City’s web site:  
<http://www.city.obihoro.hokkaido.jp>