

Fukusou Project: Creating an Energetic and Healthy Life

Fukuoka University Research Branding Project
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The project received a very favorable review in the AY2018 external evaluation (conducted in February to March, 2019), accompanied by comments such as the following: “The project involves active research and activities, and plays an important role in the development of Fukuoka University’s brand,” “It is commendable that project details and research findings are published, and tasks are outsourced,” and “It is great that the project actively engages in exchange activities and publicity.” We also received some helpful comments on the project’s future developments and directions, including: “Sophistication of research outcomes (seeds) and social implementation,” “Spreading the project as part of corporate health management,” “How will you continue the project after its privatization?”, and “Using this research to create a data utilization model that will generate jobs in the local community.” In the 7th Research Branding Promotion Meeting held on May 23, 2019, we conducted a self-study in response to the external evaluation and formulated a research implementation plan for AY2019.

The following is a summary of the project implemented in AY2019, with a particular focus on our social-implementation efforts. We thank all the organizations that cooperated with us in the project.

We have prepared an achievement report for each of our research teams, namely: (1) Life with Children Research Team, (2) Research Team for Fostering of Energetic Children and Good School Adaptation Support, and (3) Social Activity Support / Active Elderly People Research Team. Going forward, all teams will work together to contribute to developing Fukuoka University’s research brand. We ask for your continued support.

<Matters related to social implementation of the Fukusou Project>

1) Agreement of collaboration concluded between Kama City, Fukuoka Financial Group Inc., and the Research Institute for Physical Activity (August 30, 2019)

The plan is to develop health tourism products that leverage Kama City’s tourism resources in an effort to increase tourism to Kama City. This social implementation plan will be put into action in Kama City, and will combine the health tourism-related findings of the Fukusou Project’s Middle-aged~ older age Social Activity Support / Active Elderly People Research Team with the Bank of Fukuoka’s network. Going forward, we intend to implement the plan around the concepts of “extending healthy life expectancy,” “revitalizing the local community,” and “creating jobs.”

Coverage in newspaper articles, television programs, and other media

1. *The Nishinippon Shimbun* August 31, 2019
2. *The Nihon Keizai Shimbun* (Regional Economy Page, Kyushu) August 31, 2019
3. Fukuoka Keizai on the Web Issued: September 10, 2019
4. TVQ Kyushu Broadcasting Co., Ltd. August 30, 2019

2) Collaboration with the Fukuoka City Education Center

Collaborating with the Training and Research Section, Fukuoka City Education Center, we distributed a pamphlet on our assistance with the new fitness test that was to be held at elementary schools located in Fukuoka City. Eight elementary schools (2,425 students) cooperated in AY2019. As a new evaluation method (proposal) that incorporates the findings identified in our project in addition to the Ministry of Education, Culture, Sports, Science and Technology's evaluation criteria, we have just developed a set of new fitness test evaluation criteria that are adjusted according to month of birth-related factors. Going forward, we will maintain cooperation and strive to build up evidence and provide information to those engaged in school education.

3) Collaboration with the Department of Public Health and Medical Affairs, Fukuoka Prefecture

As in the previous year, we participated in the Fukuoka Kenko-zukuri Kenmin Undo and actively disseminated the findings of the Fukusou Project. This collaborative project involves slow jogging, which was developed by Professor Emeritus Hiroaki Tanaka, the first leader of Fukusou Project Team (3). The Fukuoka Kenko-zukuri Kenmin Undo Seminar was held on August 7, 2019, at the Centennial Hall Kyushu University School of Medicine, in which we gave a talk under the title "Effects and Practice of Slow Jogging." The Food and Health Promotion Forum was held at Nurse Plaza Fukuoka on January 31, 2020, in which we presented the findings identified by Fukuoka University with the aim of promoting health among Fukuoka's residents. Going forward, we plan to spread slow jogging further throughout Fukuoka Prefecture. We also intend to deepen our cooperative relationship with the Fukuoka Prefectural Government and accelerate the social implementation of our findings.

Fukuoka Kenko-zukuri Kenmin Undo's website

<https://www.kenko.pref.fukuoka.lg.jp/>