

# Health Promotion Toyota 21 Plan (4th Term)

2024 - 2029

## Basic Philosophy

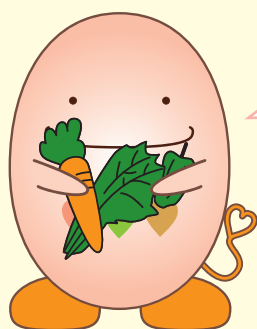
Community-wide Physical and Mental Health Promotion  
An Energetic Future, Shining Bright Forever

## Health Promotion Slogan



Toyota Health Plus 10 is the slogan for promoting health.  
Referring to the examples of "actions" below, let's all practice the "Plus 10" initiatives!

## Examples of Actions



**Eat 10 more  
bites of  
vegetables!**

**Avoid drinking  
alcohol for  
more 10 days  
per month!**

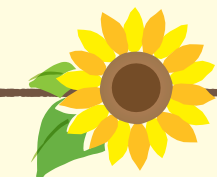
**Walk 10 minutes  
longer!**



No drinking!

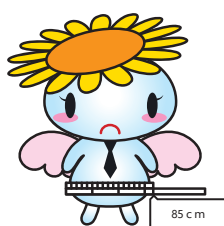


# Health Promotion Efforts



## Area 1: Individual Health Promotion

### Measure 1: Promoting Health Checkups and Guidance



**Medical checkups for early detection and treatment!**

City initiatives:

- Various health checkups, specific health guidance
- Various health consultation services

### Measure 2: Promoting Physical Activity and Exercise



**Promote the habit of exercising!**

City initiatives:

- Toyota Health Mileage Program
- Walking Pass 70
- Prevention Care projects

### Measure 3: Promoting Mental Health

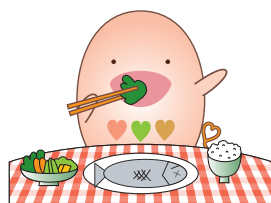


**Where to go for consultation when troubled!**

City initiatives:

- ※ 1
- Gatekeeper training
- Mental health awareness campaigns

### Measure 4: Improving Nutrition and Diet, Promoting Food Education



**Promote the habit of having 3 meals a day!**

City initiatives:

- Nutrition lectures
- Nutrition education for the youth

### Measure 5: Promoting Dental and Oral Health



**Promote access to regular dental checkups to prevent cavities and periodontal diseases!**

City initiatives:

- Regular dental checkup promotion
- Fluoride treatment promotion
- Oral frailty awareness

※ 2

### Measure 6: Raising Awareness on Alcohol, Smoking and Drug Abuse Prevention



**Access to the correct knowledge!**

City initiatives:

- Information campaigns about drinking/smoking in the schools
- Anti-smoking campaigns
- Anti-drug "No Way" campaign

※ 1 Gatekeeper: Someone who can recognize signs of suicide risk and helps to take appropriate actions.

※ 2 Oral frailty: Decline in oral and dental functions.

## Area 2: Community Health Promotion

### Measure 1: Collaborating with Local Groups

**Connect local groups to energize community health promotion!**

City initiatives:

- Waku-Waku Program (support to local health promotion projects)
- Health guidance/advice based on community issues

### Measure 2: Collaborating with Support Organizations

**Connect those needing support to appropriate organizations, promoting multi-agency collaboration!**

City initiatives:

- Multi-layered support system project
- SOS response for students
- Toyota Sasaeai Net (mutual support)
- Consultation institutions directory

### Measure 3: Collaborating with Private Companies

**Expand private companies' health promotion efforts to communities and schools!**

City initiatives:

- Health promotion leveraging public-private partnership agreements
- Work style reform promotion

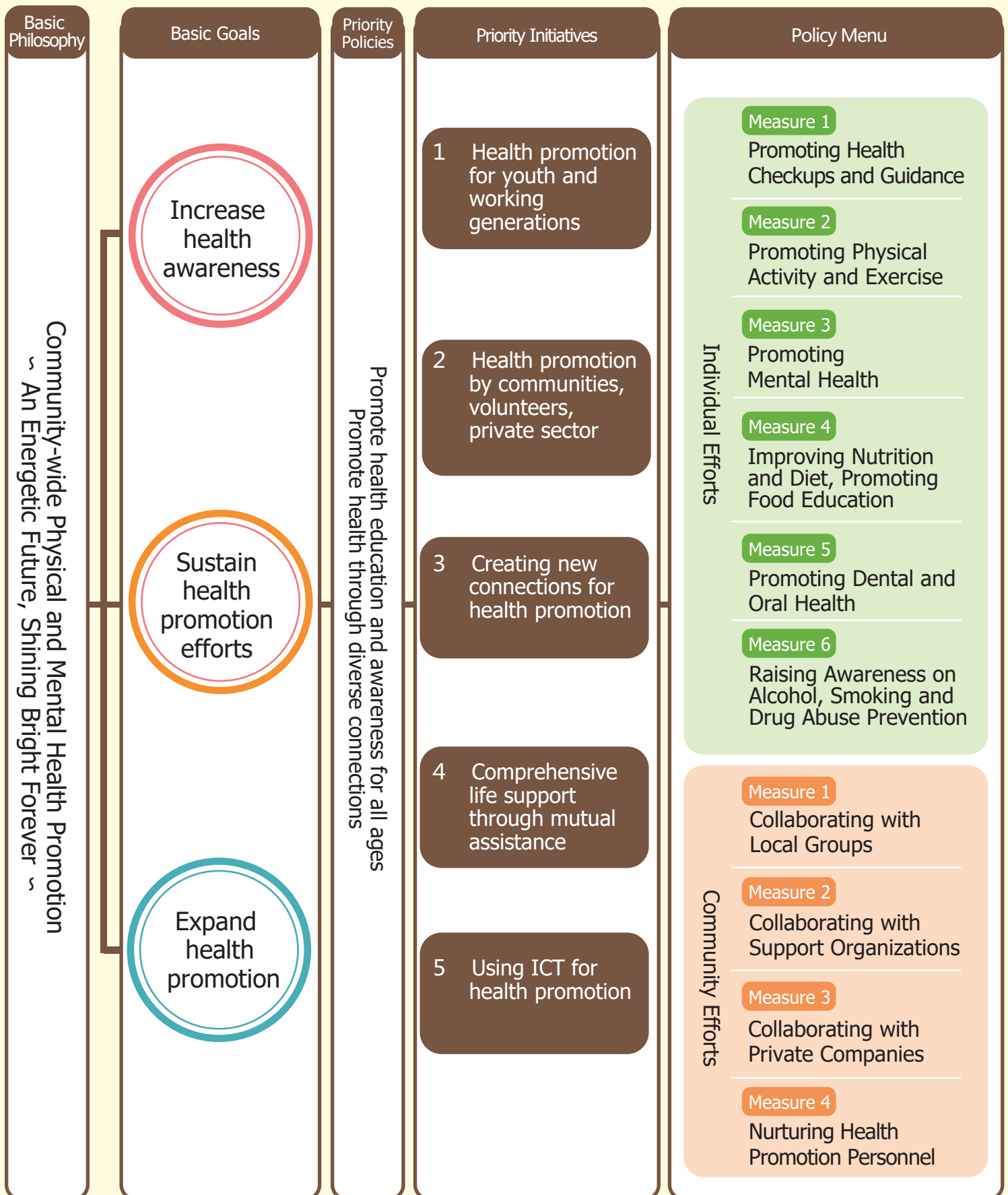
### Measure 4: Nurturing Health Promotion Personnel

**Join training courses to become a health promotion volunteer!**

City initiatives:

- Training and supporting Health Support Leaders
- Gatekeeper training

# Plan Structure



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Health Promotion  
Mascot: Kira-chan



Toyota City's Food Education  
Mascot: Tabemaru

Toyota City Hall - Public Health Division\*  
(\*New Division name from 2024, April.)

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