Session 4: Innovative approaches to enhance digital literacy of older persons: Japan’s good practices for promoting digital inclusion among older persons

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About JCIE

• Japan’s leading nonpartisan, nongovernmental foreign affairs institute
• Long history of work on traditional and nontraditional security issues, civil society promotion, legislative exchange, cross-sectoral collaboration on policy issues
• Late 1990s—Focus on human security, start of work on global health
• Early 2000s—Launched Global Health and Human Security Program—work closely with government of Japan and other sectors
• 2017—Launched a program on Healthy and Active Aging in Asia, in cooperation with the Economic Research Institute for ASEAN and East Asia (ERIA) under the auspices of the Asia Health and Wellbeing Initiative (AHWIN)
Japan’s country profile

• Rapid aging demographics

The population aged 65 and over was less than 5% of the total population in 1950, but it exceeded 7% in 1970 and surpassed 14% in 1994.

The aging rate has continued to rise, reaching 29% as of 2022.
Need for digital transformation

• The aged population, coupled with the decline in birth rate poses significant challenges: decline in working-age population, depopulation of rural areas, change in living arrangements.

• Addressing these issues require comprehensive policies and programs that works on social support, healthcare, economic security and community engagement.

• Digital technology, specifically practices to promote digital inclusion among the Japanese population could provide innovative solutions to related issues.
Case studies from Japan

Public sector
• Program name: Smile Miyakonjo
• Miyakonojo city, Miyazaki prefecture
• Exclusive digital services for local residents via MyNumber Card

Private sector
• Program name: Shakai Sanka no Susume app
• Hitachi Ltd
• Mobile app to encourage social participation among older people
Case 1: Smile Miyakonjo

• ‘My Number Card’ utilized for individual identification to access health checkups, clinical records, long-term care services…etc..
• Key to healthcare digital transformation in Japan
• Digital service ‘Smile Miyakonjo’ serving as citizen portal offering personalized health promotion solutions and learning opportunities
• Activities seek to enhance cognitive health and support preventive measures against dementia
• Access limited to Miyakonojo citizens through authentification with the My Number Card
Case 1: Result and Impact

• **No. 1 penetration rate in Japan**
Miyakonojo city stands out as a leading region in the adoption of My Number Card, with a 90% rate.
Recognized as a successful example of solving issues faced by rural regions, through digital transformation.

• **Widespread adoption of services**
Services are expected to expand to various medical services including emergency medical response.
Case 2: Shakai Sanka no Susume App

• Free smartphone app developed by Hitachi designed to measure and further encourage social participation.
• Social participation measured using 1. average number of steps, 2. number of difference locations visited, 3. number of days going out.
• App service updated by adding features like enabling the younger generation to oversee their parents’/grandparents’ safety.
Case 2: Result and Impact

• **Improved social participation and activities**
  Information on individuals’ daily activities collected automatically simply by carrying a smartphone with the app installed.

• **Accumulation of data for personalized care and services**
  Data collected through app is important in performing risk assessment to provide better solutions in addressing care-related issues.
  Data will be utilized to assist other industries (i.e. insurance companies) to design their products which caters senior market.
  Also seeks partnerships with local government authorities to engage better with communities and help extend the reach of services.
More case studies available on our shared platform

https://ahwin.org/innovative-cases/
Thank you for your kind attention

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