

Challenge!! Open Governance 2016 Application Form for Citizens/Students

| | | | |
|-------------------------------|---|--|---------------------------|
| Title of the Agenda (Note) | No. | Title | Name of Municipality |
| | 28 | Development of a community where the entire area supports childrearing | Miyamae-ku, Kawasaki City |
| Title of the Agenda (Note) | Creating a “childrearing-friendly community atmosphere”! A three-way citizen-government-business “happy” project led by citizens | | |

(Note) For the Title of the Agenda, please fill in the title of the agenda of the municipality that is applying for COG listed in the COG2016 website.

1. Applicant Information

| | | |
|--|---|---------------|
| Name of Team (disclosed) | Miyamae Kosodate Oen-dan (Miyamae Childrearing Support Team) | |
| Team Style (disclosed) | <input type="radio"/> 1. Team of citizens <input type="radio"/> 2. Team of students <input checked="" type="radio"/> 3. Team of both citizens and students | |
| Information of the representative (only the name will be disclosed) | Name (disclosed) | Tomoko Fujita |
| | e-mail (closed) | |
| | Tel#(closed) | |
| | Relationship in between the rep. and the municipality | |

* About the conditions for the disclosure of information

What you are going to fill in in “2. Description of the idea” in the following pages will be reviewed and disclosed under the Creative Commons Attribution 4.0 International License (CC BY). However, if the applicant requests, it will be disclosed under the Creative Commons Attribution 4.0 International License (CC BY-NC). Please notify us when you apply if you prefer this. In either case, the credit will be given to the name of the team that applied.

(For details of the conditions of the license, see

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provided by Creative Commons. <https://creativecommons.jp/licenses/>)

(Notes)

<Name of the file used for the application and where to send them>

1. Upon application, please name the file as COG2016_応募用紙_specific team name_relevant municipality name and send it to the following email address. The email address can be accessed from the “Application

Acceptance Section” of the COG2016 website of the University of Tokyo, Graduate School of Public Policy.
admin_padit_cog2016@pp.u-tokyo.ac.jp

<About Disclosure and non-disclosure>

2. The name of the idea, the name of the team, the team style, the name of the representative, and the “description of the idea” will be disclosed.
3. The above information will be disclosed after review. (For example, anything that is offensive to public order and morals or plagiarism will not be disclosed.)
4. “Self-evaluation of the screening items” will not be disclosed through the information provided in this application form. What has been determined to be excellent in content and can possibly be used for future reference may be disclosed after consulting with the applicant during the advice phase after the public screening.
5. Any parts of the sentences, photos, figures, and graphics used in the “Description of the idea” section whose intellectual property belongs to anyone other than the team should be noted in quotes in accordance with law or with an explanation that permission has been obtained from those who own the intellectual property rights. The same applies to the “Self-evaluation of the screening items” section.

<List of team members>

6. Please provide the list of the team members in a separate excel file and submit it with the application form. (The information of the members other than the name of the team representative, as described in 2. will not be disclosed by the office of COG. Please see the attached document for details.)

2. Description of the idea (disclosed)

Please tell us the story of the idea (public service) that will help concretize the agenda and solve related problems using data and information materials.

(1) Content of the idea (disclosed)

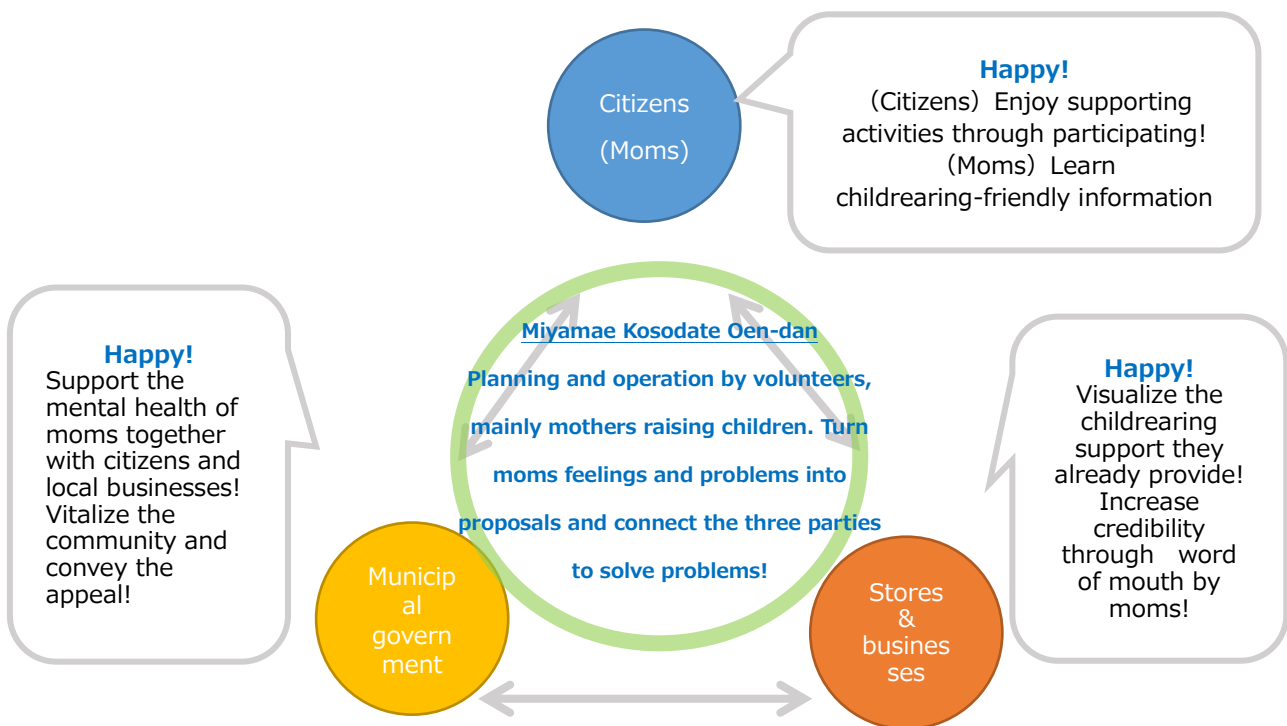
For the idea, it is recommended to think of who does what, where, when, and how, construct the content with each of these elements, and organize the story. Please provide the content within the following section. (You may use figures and tables as needed.)

Mothers raising children play the lead role! From requests or petitions to “proposal”

- ◎ **Citizens & moms:** Citizens understand the importance of supporting childrearing, but they do not know how. Moms cannot share their sense of isolation and problems with anyone. They know there are various support systems but cannot think of any on the spot.
- ◎ **Municipal government:** The government has offered various forms of childrearing support, but the information is often not conveyed effectively. Systems can be established but cannot offer “mental support” tailored to each mom. There is no budget for establishing a new system directly for them.
- ◎ **Businesses & stores:** Businesses and stores want their services to appeal to citizens and moms, but they cannot do so efficiently and on an inadequate budget. They are already providing services friendly to children and moms, but they have not realized it and have not been able to get the services noticed.

We are launching a three-way citizen-government-business “happy” project led by citizens to change statements like “I want people to know how I feel,” “we cannot convey our concerns efficiently,” “there is no budget” or “we want to see tangible effects” into “I feel like I have been saved,” “everyone knows,” “completing projects without spending money,” and “everyone feels the effects!”

Three-way citizen-government-business happy project



[Ideas of the project]

Voluntary support through ideas and activities by citizens > Systems established by the municipal government

Citizens and moms, municipal government, and businesses and stores engage in activities and achieve support that makes the three parties happy > Measures and evaluates one-way support

Support utilizing resources within Miyamae-ku like digging out bamboo shoots, which are the agricultural product of Miyamae-ku > Newly created support

Support focused on moms’ feelings > Support that brings quantified effects throughout systems



Goal: Creating “a childrearing-friendly community atmosphere!”

The goal is not quantification or systematization.

We can ease the difficulties of childrearing by conveying the message that “you are

surrounded by a friendly atmosphere!”

(2) Basis of the idea (disclosed)

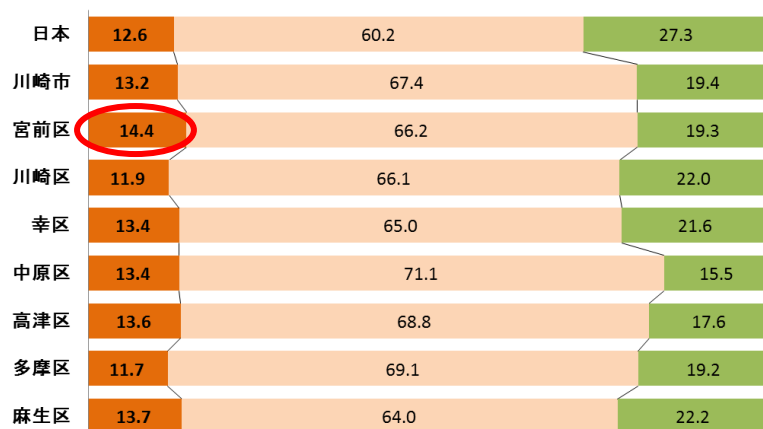
Please explain the basis of the idea (why this idea), including numerical data that supports the idea (what can be shown by numerical values, such as past results, statistics, or questionnaires) and evidence (information materials, plans, or existing measures, etc.) (hereinafter collectively referred to as “data materials”). Please indicate the sources of the numerical data or evidences. Make sure you completely explain the basis within the following two-page section.

[Miyamae-ku Data]

◎ The proportion of the population under 14 in Miyamae-ku is 14.4%, which is the highest in Kawasaki City. This means that many of the childrearing generation live here. Over 10,000 people move in or out annually (moving in: 13,699, moving out: 13,924). Miyamae-ku has a high resident turnover rate. This suggests that Miyamae-ku (1) is an area with relatively high needs for childrearing support, and (2) has a certain number of mothers who cannot fit in because they have not lived in the area for long and have trouble with childrearing.

* The graph was based on the following data

年代構成比 (H.28.9)
 ■ 0~14歳 ■ 15~64歳 ■ 65歳~



| 年齢構成比 (H.28.9) | Age structure (%) (September, 2016) |
|----------------|-------------------------------------|
| 0-14 歳 | Age 0-14 |
| 15-64 歳 | Age 15-64 |
| 65 歳~ | Age 65 and over |
| 日本 | Japan |
| 川崎市 | Kawasaki City |
| 宮前区 | Miyamae-ku |
| 川崎区 | Kawasaki-ku |
| 幸区 | Saiwai-ku |
| 中原区 | Nakahara-ku |

| | |
|-----|------------|
| 高津区 | Takatsu-ku |
| 多摩区 | Tama-ku |
| 麻生区 | Aso-ku |

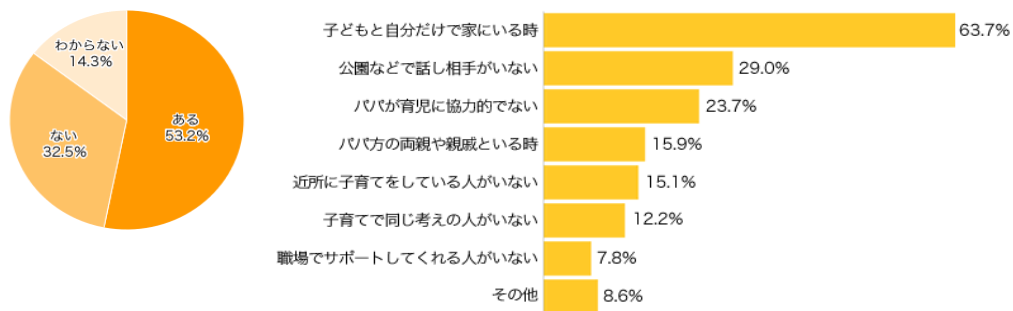
* Monthly report on the population estimate by the Bureau of Statistics, Ministry of Internal Affairs and Communication (September 2016) <http://www.stat.go.jp/data/jinsui/pdf/201609.pdf>

* Population of Kawasaki City by “cho” and by age (September 2016) <http://www.city.kawasaki.jp/170/page/0000081193.html>

* Demographics of Kawasaki City (2015) <http://www.city.kawasaki.jp/shisei/category/51-4-3-3-22-0-0-0-0-0-0.html>

[Evidential data of moms’ mental health]

◎ **Over 52% of mothers feel loneliness during childrearing; this rises to over 70% if those who say “I don’t know” or do not identify it as such are included. The overwhelming majority feel loneliness “when they are alone at home with their children,” but some of them feel loneliness even when they are with their husbands or their family owing to lack of support. It has been identified that mothers are in need of support, i.e., people and places with whom to share their feelings.**



| | |
|-------------------|--|
| わからない | I don't know |
| ない | I don't feel loneliness |
| ある | I do feel loneliness |
| 子どもと自分だけで家にいる時 | When I am alone at home with my children |
| 公園などで話し相手がいない | When there are no one to talk to at parks, etc. |
| パパが育児に協力的でない | My husband is not cooperative about childrearing |
| パパ方の両親や親戚といる時 | When I am with my husband’s parents or relatives |
| 子育てで同じ考えの人がいない | There is no one who has the same attitudes toward childrearing |
| 職場でサポートしてくれる人がいない | There is no one who supports me in my workplace |
| その他 | Others |

* Mikihouse Child-rearing Research Institute “Happynote.com” Survey on Loneliness, 495ss/2014.10 <http://www.happy-note.com/research/10670.html>

[Data of stores in Miyamae-ku]

Groceries and daily commodities are mostly purchased within Miyamae-ku, but people

leave the area for clothing, home electronics, furniture, hobby items, and gifts as well as for eating out. The number of stores has dropped by 66 from 1,423 (1992) to 1,357 (2011). The number of stores has increased by 1% in the entire area of Kawasaki City, whereas the number has dropped by 5% in Miyamae-ku. Therefore, the current challenges are to revitalize the local commerce within Miyamae-ku and to strengthen the connection between people and the community.

【よく行く買物場所の上位(宮前区民)】

| 生鮮食品 508 (%) | | 加工食品 441 (%) | | パン・菓子 465 (%) | | 衣料・服飾 495 (%) | | 家電・家具・インテリア 415 (%) | |
|-----------------|------|-----------------|------|-----------------|------|-----------------|------|---------------------|------|
| 鷺沼駅周辺 | 13.6 | 鷺沼駅周辺 | 14.3 | 鷺沼駅周辺 | 13.8 | たまプラーザ | 20.8 | 港北ニュータウン | 17.1 |
| たまプラーザ | 9.3 | たまプラーザ | 10.0 | たまプラーザ | 10.5 | 武蔵溝ノ口駅周辺 | 11.5 | 平地区(ヤマダ・ローゼン付近) | 11.1 |
| 宮崎台駅周辺 | 9.1 | 宮崎台駅周辺 | 8.6 | 宮崎台駅周辺 | 8.2 | 港北ニュータウン | 10.1 | 梶が谷駅周辺 | 8.7 |
| 港北ニュータウン | 8.1 | 宮前区役所周辺 | 7.3 | 宮前区役所周辺 | 8.0 | 二子玉川 | 8.9 | 武蔵溝ノ口駅周辺 | 8.7 |
| 宮前区役所周辺 | 7.9 | 港北ニュータウン | 7.0 | 港北ニュータウン | 6.5 | 鷺沼駅周辺 | 6.9 | たまプラーザ | 6.5 |
| 武蔵溝ノ口駅周辺 | 5.9 | 野川地区 | 6.1 | 野川地区 | 6.5 | 渋谷 | 5.9 | 渋谷 | 5.8 |
| 野川地区 | 5.9 | 武蔵溝ノ口駅周辺 | 5.9 | 宮前平駅周辺 | 6.2 | 東京都のその他の商業地区 | 5.5 | 通信販売・宅配など | 4.8 |
| 宮前平駅周辺 | 5.9 | 平地区(ヤマダ・ローゼン付近) | 5.9 | 平地区(ヤマダ・ローゼン付近) | 5.6 | 野川地区 | 3.2 | 横浜市のその他の商業地区 | 4.6 |
| 平地区(ヤマダ・ローゼン付近) | 5.5 | 宮前平駅周辺 | 5.7 | 武蔵溝ノ口駅周辺 | 4.9 | 横浜市のその他の商業地区 | 2.8 | 東京都のその他の商業地区 | 4.6 |
| 蔵敷地区 | 3.9 | 蔵敷地区 | 4.3 | 蔵敷地区 | 3.7 | 通信販売・宅配など | 2.8 | 鷺沼駅周辺 | 3.4 |
| 有馬地区 | 3.7 | 有馬地区 | 3.2 | 有馬地区 | 3.7 | 新宿 | 2.8 | 馬橋地区 | 2.7 |
| 二子玉川 | 2.8 | 二子玉川 | 2.7 | 二子玉川 | 3.7 | 平地区(ヤマダ・ローゼン付近) | 2.2 | 宮前平駅周辺 | 2.4 |
| 通信販売・宅配など | 2.6 | 横浜市のその他の商業地区 | 2.3 | 横浜市のその他の商業地区 | 2.2 | 銀座 | 2.0 | 二子玉川 | 2.4 |
| 横浜市のその他の商業地区 | 2.0 | 南平地区 | 2.0 | 東京都のその他の商業地区 | 1.7 | 横浜(駅周辺) | 1.8 | 新宿 | 2.4 |
| 南平地区 | 1.4 | 特に買物しない | 1.6 | 渋谷 | 1.7 | 川崎市外のその他の場所・店舗 | 1.6 | 川崎駅ラゾーナ側 | 1.9 |
| 向ヶ丘・登戸駅周辺 | 1.4 | | | | | 新百合ヶ丘駅周辺 | 1.6 | | |

| 日用雑貨品 427 (%) | | 文化品(マンガ・雑誌・ゲーム・玩具) 417 (%) | | 贈答品・プレゼント品 420 (%) | | 飲食(外食) 457 (%) | | 理容・美容 292 (%) | |
|-----------------|------|----------------------------|------|--------------------|------|----------------|------|-----------------|------|
| 鷺沼駅周辺 | 13.3 | たまプラーザ | 15.8 | たまプラーザ | 23.1 | たまプラーザ | 15.8 | 鷺沼駅周辺 | 15.1 |
| たまプラーザ | 9.1 | 港北ニュータウン | 15.8 | 二子玉川 | 16.9 | 港北ニュータウン | 10.9 | 武蔵溝ノ口駅周辺 | 9.9 |
| 武蔵溝ノ口駅周辺 | 8.7 | 武蔵溝ノ口駅周辺 | 9.4 | 港北ニュータウン | 9.5 | 武蔵溝ノ口駅周辺 | 8.8 | たまプラーザ | 9.6 |
| 宮前区役所周辺 | 7.5 | 鷺沼駅周辺 | 7.9 | 武蔵溝ノ口駅周辺 | 9.5 | 二子玉川 | 8.3 | 宮前平駅周辺 | 8.9 |
| 港北ニュータウン | 6.8 | 渋谷 | 6.0 | 渋谷 | 7.1 | 鷺沼駅周辺 | 5.7 | 宮崎台駅周辺 | 6.2 |
| 野川地区 | 6.6 | 二子玉川 | 5.8 | 鷺沼駅周辺 | 6.0 | 東京都のその他の商業地区 | 5.7 | 港北ニュータウン | 5.1 |
| 宮前平駅周辺 | 6.3 | 宮前区役所周辺 | 4.1 | 新宿 | 3.8 | 宮前平駅周辺 | 5.0 | 東京都のその他の商業地区 | 4.1 |
| 宮崎台駅周辺 | 5.4 | 通信販売・宅配など | 4.1 | 東京都のその他の商業地区 | 3.6 | 渋谷 | 4.6 | 渋谷 | 4.1 |
| 平地区(ヤマダ・ローゼン付近) | 4.9 | 宮前平駅周辺 | 3.1 | 特に買物しない | 2.4 | 野川地区 | 3.7 | 二子玉川 | 3.8 |
| 有馬地区 | 3.7 | 東京都のその他の商業地区 | 3.1 | 銀座 | 2.1 | 横浜市のその他の商業地区 | 3.1 | 特に買物しない | 3.4 |
| 蔵敷地区 | 3.5 | 宮崎台駅周辺 | 2.4 | 横浜(駅周辺) | 1.9 | 宮崎台駅周辺 | 2.4 | 平地区(ヤマダ・ローゼン付近) | 3.1 |
| 通信販売・宅配など | 3.3 | 野川地区 | 2.2 | 横浜市のその他の商業地区 | 1.7 | 特に買物しない | 2.4 | 横浜市のその他の商業地区 | 3.1 |
| 二子玉川 | 2.6 | 横浜市のその他の商業地区 | 2.2 | 通信販売・宅配など | 1.7 | 蔵敷地区 | 2.2 | 宮前区役所周辺 | 2.7 |
| 東京都のその他の商業地区 | 2.3 | 有馬地区 | 1.7 | 野川地区 | 1.2 | 有馬地区 | 2.2 | 野川地区 | 2.4 |
| 横浜市のその他の商業地区 | 2.1 | 平地区(ヤマダ・ローゼン付近) | 1.4 | 宮前平駅周辺 | 1.2 | 銀座 | 2.0 | 有馬地区 | 2.4 |
| | | 特に買物しない | 1.4 | 新百合ヶ丘駅周辺 | 1.2 | | | 梶が谷駅周辺 | 2.4 |
| | | 新宿 | 1.4 | | | | | | |

【調査結果(区別・調査店舗合計)】

| | | 川崎区 | 幸区 | 中原区 | 高津区 | 宮前区 | 多摩区 | 麻生区 | 市全体 |
|-----|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| H14 | 合計 | 6,525 | 2,226 | 4,154 | 1,861 | 1,423 | 2,452 | 989 | 19,630 |
| | 営業店舗のみ計 | 6,087 | 2,051 | 3,947 | 1,764 | 1,361 | 2,332 | 966 | 18,508 |
| H22 | 合計 | 6,424 | 2,334 | 4,124 | 1,882 | 1,357 | 2,371 | 1,342 | 19,834 |
| | 営業店舗のみ計 | 5,789 | 2,088 | 3,787 | 1,790 | 1,267 | 2,226 | 1,278 | 18,225 |
| 増減 | 合計 | △ 101 | 108 | △ 30 | 21 | △ 66 | △ 81 | 353 | 204 |
| | 営業店舗のみ計 | △ 298 | 37 | △ 160 | 26 | △ 94 | △ 106 | 312 | △ 283 |

| よく買い物場所の上位(宮前区民) | Top shopping areas (Residents of Miyamae-ku) |
|------------------|--|
| 生鮮食品 | Perishable food |
| 鷺沼駅周辺 | Around Saginuma Station |
| たまプラーザ | Tama Plaza |
| 宮崎台駅周辺 | Around Miyazakidai Station |
| 港北ニュータウン | Kohoku New Town |
| 宮前区役所周辺 | Around Miyamae Ward Office |
| 武蔵溝ノ口駅周辺 | Around Musasi-mizonoguchi Station |
| 野川地区 | Nogawa area |
| 宮前平駅周辺 | Around Miyamaedaira Station |
| 平地区(ヤマダ・ローゼン付近) | Taira area (around Yamada and Rosen) |
| 蔵敷地区 | Kurashiki area |
| 有馬地区 | Arima area |
| 二子玉川 | Futako-tamagawa |
| 通信販売・宅配など | Mail order, delivery, etc. |
| 横浜市のその他の商業地区 | Other commercial areas in Yokohama City |

| | |
|---|---|
| 南平地区 向ヶ丘・登戸駅周辺 | Nanpei area Around Mukogaoka Station and Noborito Station |
| 加工食品 鷺沼駅周辺 たまプラーザ 宮崎台駅周辺 宮前区役所周辺 港北ニュータウン 野川地区 武蔵溝ノ口駅周辺 平地区（ヤマダ・ローゼン付近） 宮前平駅周辺 葎敷地区 有馬地区 二子玉川 横浜市のその他の商業地区 南平地区 特に買い物しない | Processed food Around Saginuma Station Tama Plaza Around Miyazakidai Station Around Miyamae Ward Office Kohoku New Town Nogawa area Around Musasi-mizonoguchi Station Taira area (around Yamada and Rosen) Around Miyamaedaira Station Kurashiki area Arima area Futako-tamagawa Other commercial areas in Yokohama City Nanpei area Do not particularly buy these items |
| パン・菓子 鷺沼駅周辺 たまプラーザ 宮崎台駅周辺 宮前区役所周辺 港北ニュータウン 野川地区 宮前平駅周辺 平地区（ヤマダ・ローゼン付近） 武蔵溝ノ口駅周辺 葎敷地区 有馬地区 二子玉川 横浜市のその他の商業地区 東京都のその他の商業地区 渋谷 | Bread and confectionery Around Saginuma Station Tama Plaza Around Miyazakidai Station Around Miyamae Ward Office Kohoku New Town Nogawa area Around Miyamaedaira Station Taira area (around Yamada and Rosen) Around Musasi-mizonoguchi Station Kurashiki area Arima area Futako-tamagawa Other commercial areas in Yokohama City Other commercial areas in Tokyo Shibuya |
| 衣料・服飾 たまプラーザ 武蔵溝ノ口駅周辺 港北ニュータウン 二子玉川 鷺沼駅周辺 渋谷 東京都のその他の商業地区 野川地区 横浜市のその他の商業地区 通信販売・宅配など 新宿 | Clothing and accessories Tama Plaza Around Musasi-mizonoguchi Station Kohoku New Town Futako-tamagawa Around Saginuma Station Shibuya Other commercial areas in Tokyo Nogawa area Other commercial areas in Yokohama City Mail order, delivery, etc. Shinjuku |

| | |
|--|--|
| <p>平地区（ヤマダ・ローゼン付近） 銀座 横浜（駅周辺） 川崎市街のその他の場所・店舗 新百合ヶ丘駅周辺</p> | <p>Taira area (around Yamada and Rosen) Ginza Yokohama (around the station) Other places and stores in Kawasaki City Around Shin-yurigaoka Station</p> |
| <p>家電・家具・インテリア 港北ニュータウン 平地区（ヤマダ・ローゼン付近） 梶が谷駅周辺 武蔵溝ノ口駅周辺 たまプラーザ 渋谷 通信販売・宅配など 横浜市のその他の商業地区 東京都のその他の商業地区 鷺沼駅周辺 馬絹地区 宮前平駅周辺 二子玉川 野川地区 新宿 川崎駅ラゾーナ側</p> | <p>Home electrical appliances, furniture, and interiors Kohoku New Town Taira area (around Yamada and Rosen) Around Kajigaya Station Around Musasi-mizonoguchi Station Tama Plaza Shibuya Mail order, delivery, etc. Other commercial areas in Yokohama City Other commercial areas in Tokyo Around Saginuma Station Maginu area Around Miyamaedaira Station Futako-tamagawa Nogawa area Shinjuku Lazona side of Kawasaki Station</p> |
| <p>日用雑貨品 鷺沼駅周辺 たまプラーザ 武蔵溝ノ口駅周辺 宮前区役所周辺 港北ニュータウン 野川地区 宮前平駅周辺 宮崎台駅周辺 平地区（ヤマダ・ローゼン付近） 有馬地区 蔵敷地区 通信販売・宅配など 二子玉川 東京都のその他の商業地区 横浜市のその他の商業地区</p> | <p>Convenience goods Around Saginuma Station Tama Plaza Around Musasi-mizonoguchi Station Around Miyamae Ward Office Kohoku New Town Nogawa area Around Miyamaedaira Station Around Miyazakidai Station Taira area (around Yamada and Rosen) Arima area Kurashiki area Mail order, delivery, etc. Futako-tamagawa Other commercial areas in Tokyo Other commercial areas in Yokohama City</p> |
| <p>文化品（スポーツ・レジャー・玩具） たまプラーザ 港北ニュータウン 武蔵溝ノ口駅周辺 鷺沼駅周辺 渋谷 二子玉川</p> | <p>Cultural items (sports, leisure, and toys) Tama Plaza Kohoku New Town Around Musasi-mizonoguchi Station Around Saginuma Station Shibuya Futako-tamagawa</p> |

| | |
|--|---|
| <p>宮前区役所周辺 通信販売・宅配など 宮前平駅周辺 野川地区 横浜市のその他の商業地区 有馬地区 平地区（ヤマダ・ローゼン付近） 特に買物しない 新宿</p> | <p>Around Miyamae Ward Office Mail order, delivery, etc. Around Miyamaedaira Station Nogawa area Other commercial areas in Yokohama City Arima area Taira area (around Yamada and Rosen) Do not particularly buy these items Shinjuku</p> |
| <p>贈答品・プレゼント品 たまプラーザ 二子玉川 港北ニュータウン 武蔵溝ノ口駅周辺 渋谷 鷺沼駅周辺 新宿 東京都のその他の商業地区 特に買物しない 銀座 横浜（駅周辺） 横浜市のその他の商業地区 通信販売・宅配など 野川地区 宮前平駅周辺 新百合ヶ丘駅周辺</p> | <p>Gifts and presents Tama Plaza Futako-tamagawa Kohoku New Town Around Musasi-mizonoguchi Station Shibuya Around Saginuma Station Shinjuku Other commercial areas in Tokyo Do not particularly buy these items Ginza Yokohama (around the station) Other commercial areas in Yokohama City Mail order, delivery, etc. Nogawa area Around Miyamaedaira Station Around Shin-yurigaoka Station</p> |
| <p>飲食（外食） たまプラーザ 港北ニュータウン 武蔵溝ノ口駅周辺 二子玉川 鷺沼駅周辺 東京都のその他の商業地区 宮前平駅周辺 渋谷 野川地区 横浜市のその他の商業地区 宮崎台駅周辺 特に買物しない 蔵敷地区 有馬地区 銀座</p> | <p>Food & beverages (eating out) Tama Plaza Kohoku New Town Around Musasi-mizonoguchi Station Futako-tamagawa Around Saginuma Station Other commercial areas in Tokyo Around Miyamaedaira Station Shibuya Nogawa area Other commercial areas in Yokohama City Around Miyazakidai Station Do not particularly buy these items Kurashiki area Arima area Ginza</p> |
| <p>理容・美容 鷺沼駅周辺 武蔵溝ノ口駅周辺 たまプラーザ</p> | <p>Barber & beauty Around Saginuma Station Around Musasi-mizonoguchi Station Tama Plaza</p> |

| | |
|-----------------|---|
| 宮前平駅周辺 | Around Miyamaedaira Station |
| 宮崎台駅周辺 | Around Miyazakidai Station |
| 港北ニュータウン | Kohoku New Town |
| 東京都のその他の商業地区 | Other commercial areas in Tokyo |
| 渋谷 | Shibuya |
| 二子玉川 | Futako-tamagawa |
| 特に買物しない | Do not particularly buy these items |
| 平地区（ヤマダ・ローゼン付近） | Taira area (around Yamada and Rosen) |
| 横浜市のその他の商業地区 | Other commercial areas in Yokohama City |
| 宮前区役所周辺 | Around Miyamae Ward Office |
| 野川地区 | Nogawa area |
| 有馬地区 | Arima area |
| 梶が谷駅周辺 | Around Kajigaya Station |

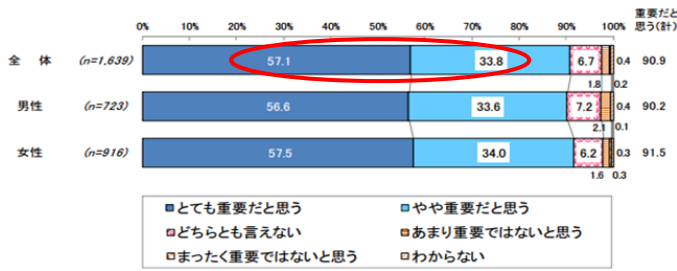
| | |
|-----------------|--|
| 調査結果（区別・調査店舗合計） | Survey results (by ward, total of surveyed stores) |
| 合計 | Total |
| 営業店舗のみ計 | Total of operating stores |
| H14 H22 | 2002 2010 |
| 川崎区 | Kawasaki-ku |
| 幸区 | Saiwai-ku |
| 中原区 | Nakahara-ku |
| 高津区 | Takatsu-ku |
| 宮前区 | Miyamae-ku |
| 多摩区 | Tama-ku |
| 麻生区 | Aso-ku |
| 市全体 | Entire City |

Survey of shopping streets in Kawasaki City and report of problem-solving support project (March 2011)

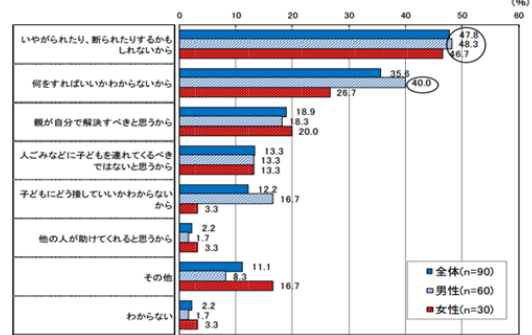
Kawasaki City <http://www.city.kawasaki.jp/280/cmsfiles/contents/0000009/9026/houkoku.pdf>

[Data on childrearing support in the area]

◎ **Over 90% of people understand that it is important for the entire community to support childrearing but many people say they are reluctant to show support and take specific actions because they feel “the support may not be welcomed” or “they don’t know how to show support.” If there is an atmosphere where people can easily show support and take action, or if there are enough opportunities and information, the network for supporting childrearing is highly likely to expand.**



図表 3-6-1 子ども連れ親の手助けをしないと思う理由<MA>
(子ども連れ親への手助けや話しかけを「しないと思う」回答者、全体・性別)



| | |
|---------------|--------------------------------------|
| 全体 | All |
| 男性 | Male |
| 女性 | Female |
| 重要だと思う(計) | Recognizing the importance (total) |
| とても重要だと思う | I think it is very important |
| やや重要だと思う | I think it is rather important |
| どちらとも言えない | I can't say either way |
| あまり重要ではないと思う | I don't think it is that important |
| まったく重要ではないと思う | I don't think it is important at all |
| わからない | I don't know |

| | |
|--|--|
| 図表 3-2-1 地域で子育てを支えるために重要なこと<MA> (全体・性別) | Figure 3-2-1. What is important is to support childrearing in the community <MA> (All, by sex) |
| 子どもの防犯のための声かけや登下校の見守りをする人がいること | To have people who can greet and watch over children commuting to and from school and protect children from crime |
| 子育てに関する悩みについて気軽に相談できる人や場があること | To have people to talk to informally about problems related to childrearing, and have places for doing that |
| 子育てをする親同士で話しができる仲間づくりの場があること | To have places to make friends so that parents can talk to each other about childrearing |
| 子どもと大人と一緒に参加できる地域の行事やお祭りなどがあること | To have events and festivals in the community that children can participate in along with adults |
| 子育てに関する情報を提供する人や場があること | To have people who provide information on childrearing, and have places for that |
| 子どもと一緒に遊ぶ人や場があること | To have people who can play with children, and have places for that |
| 不意の外出や親の帰りが遅くなった時などに子どもを預かる人や場があること | To have people who can look after children when the parents have to go out unexpectedly or cannot come home until late, and have places for that |
| 地域の伝統文化を子どもに伝える人や場があること | To have people who can tell children about the traditional culture of the community, and have places for that |
| 子どもにスポーツや勉強を教える人や場があること | To have people who can help children with sports and study, and have places for that |
| 小中学校の校外学習や行事をサポートする人がいること | To have people who support extracurricular study and the events of elementary and junior high schools |

| | |
|------------------------------|---|
| 子育て家庭の家事を支援する人や場があること | To have people who help with household chores of families raising children, and have places for that |
| 子どもに自分の職業体験や人生経験を伝える人や場があること | To have people who can describe their work experience and life experience to children, and have places for that |
| その他 | Others |
| 特にない | No particular opinion |
| わからない | I don't know |
| 全体 | All |
| 男性 | Male |
| 女性 | Female |

Cabinet Office: FY 2013 Report of the “survey of consciousness toward family and childrearing in the community”
<http://www8.cao.go.jp/shoushi/shoushika/research/h25/ishiki/pdf/2-3.pdf>

◎ Hikaru Utada recently said “I am surprised at how difficult it must be to raise children in Tokyo. If there is a baby crying outside, people give a disgusted look” (Nippon TV, News Zero, Oct. 20, 2016). This statement attracted sympathy. As we can see, childrearing support involving the entire society is still a task that remains to be addressed and there are heightened expectations surrounding it.

3) The flow of activities leading up to the realization of the idea (disclosed)

Please explain briefly the general flow of activities leading up to the realization of the idea, including the body in charge of the realization of the idea, specific processes, milestones, etc. within the following section. (You may use figures and tables as needed).

Getting away from the idea that the problems only moms raising children can understand should be solved by moms alone: This is the idea

The body in charge of the realization of this idea is Miyamae Kosodate Oen-dan.

It is organized, planned, and operated by citizen volunteers, mainly mothers raising children,

proposing actual problems from mothers’ perspectives to stores and the municipal government. ⇔ The traditional type of imposed support and *tariki hongan* (dependent on the powers of others) support

◎ We will expand the network of support actions by helping the stores and companies within Miyamae-ku to understand our proposals for solving mothers’ problems.

◎ The municipal government offers cooperation by holding “Mirai-juku” where citizens

consider their own community and offer various places for activities to take place. The municipal government is our ally that shares the same goal.

©Announcements will be made using “support” stickers at stores as well as through local media, local editions of national papers, Facebook, etc.



[Process leading to the realization of the idea and milestones]

Citizens, the municipal government, stores, and facilities cooperating with Kosodate Oen-dan will voluntarily propose childrearing support actions that they can offer, not in the form of petitions or requests but utilizing the resources that they have (people, places, and networks), and starting with the things that they can do.

Step1: Just try it (shops and facilities announce what they can do even if they are just small things. Take action!)

- ↓ •We offer hot water for the milk at our store. Ask anytime.
- We welcome mothers with children for a haircut. Come inside with the baby stroller, etc.



Baby steps

Step2: Get noticed

- ↓ •Citizens see Kosodate Oen-dan stickers placed in the stores and facilities that support childrearing.
- Mothers see support actions on a daily basis and start using them.



Get noticed

little by little, and the network expands little by little

Step3: Message conveyed and publicized

- ↓ •Actions spread through word of mouth by citizens, mothers, and the media introducing them.

Step4: The network of actions spreads and actions become noticed more and more

- ↓ •I will tell other moms!
- We should try it in our store.
- Wouldn't it be good for that facility?
- There will be more and more stores with the stickers.
- Let's work together and hold some events that will help moms feel refreshed.



This will be the atmosphere of Miyamae eventually!

Step5: Actions become routine

↓ •Stores with the stickers become the standard.

Actions will sink into the consciousness of the residents so much that there will be no need for the stickers in the future.

GOAL: This will be the atmosphere of Miyamae (eventually, the community will typically have a childrearing-friendly atmosphere)

Cooperating citizens (moms), the municipal government, and stores do not merely participate, but everyone also becomes happy in three ways by helping others with one hand and being helped with the other!

Miyamae-ku becomes a town where everyone joins together hand in hand!

(4) Others (disclosed)

Briefly explain the selling points of the idea, restrictions upon realization of the idea if any, near-term solutions, and potential for the future (for example, “if the limitation of XX can be eliminated in the future, we can also do YY”) within the following section.

Selling points of Miyamae Kosodate Oen-dan project

- 1) The project is not organized by the municipal government but by a group established by the residents. Miyamae-ku will only back up the project.
- 2) The volunteers who gather together are mainly moms raising children. The project came from their earnest feeling that they must themselves address the difficulties or problems that they are having.
- 3) The members themselves proposed the project by fully utilizing their networks and work skills for personal matters (matters of the community).
- 4) The highlight of the project is support tailored for moms and focused directly on the problems and difficulties that only moms can understand (moms’ insights). In addition to the support that helps moms in their daily lives, the project emphasizes events that will help moms’ mental health or support their ways of life, such as by holding a “refresh party where moms can switch off from motherly duties, feel free, and become renewed.”
- 5) The project will be implemented through cooperation among citizens (moms), the municipal government, and stores/facilities/businesses to make everyone happy in three ways by helping others with one hand and being helped with the other.
- 6) The objective of the project is to create “a childrearing-friendly community atmosphere,” rather than to establish a system or increase sales, through three-way cooperation.

Restrictions and near-term solutions to them

Actions will be promoted by volunteers by valuing the independence of each party, but some actions may require money. In such cases, we will think of inexpensive ways through referrals or sponsorships within the area.

◎ Production of Oen-dan stickers for stores: We will ask the local maker of sticker materials for support and permission to use their materials.

◎ Holding a “refresh party where moms can switch off from motherly duties”

→ We will ask the local grocery stores, wine shops, and delis for their cooperation and ask them to provide their products at support prices and give us the know-how to hold a “party with a wine seminar” where moms can refresh themselves. Participants will pay the relevant fees for attending.

Potentials for the future

- ◎ We are looking to extend the mom-supporting services to public areas, in addition to stores and facilities. We want to expand the childrearing-friendly atmosphere. For example, we can establish a business to help moms with strollers refresh themselves by providing mobility for going up and down the hills, which are common in Miyamae-ku, using golf carts and cooperating with Yukemurino-sho (a hot spring facility). If we can mobilize former taxi drivers as paid volunteers, we will be able to utilize silver human resources (the elderly), which will be a virtuous cycle.
- ◎ If more facilities, businesses, and stores across Miyamae-ku cooperate with the project and we are able to get a production budget, we can start working on a “Miyamae Kosodate Oen-dan map” and distribute it to the households in the area to visualize the “childrearing-friendly atmosphere of Miyamae-ku.”
- ◎ A community friendly to childrearing should be a community friendly to everyone. We want to make Miyamae-ku a “community friendly to everyone” in the future. Miyamae Kosodate Oen-dan should be the first step in making Miyamae-ku free of barriers so that it can become a community friendly to everyone, including the handicapped, children, elderly people, and minorities, such as LGBT.

