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

Title of the	No.	Title	Name of	
	NO.	The	Municipality	
Agenda (Neta)	28	Development of a community where the	Miyamae-ku,	
(Note)	28	entire area supports childrearing	Kawasaki City	
Title of the	Creating a "childrearing-friendly community atmosphere"!			
Agenda	A three-way citizen-government-business "happy" project led by			
(Note)	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)	<ul> <li>1. Team of citizens</li> <li>2. Team of students</li> <li>3. Team of both citizens and students</li> </ul>					
Information of	Name (disclosed) Tomoko Fujita					
the	e-mail (closed)					
representative	Tel#(closed)					
(only the name will be disclosed)	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 <u>https://creativecommons.org/licenses/by/4.0/legalcode.ja</u> and <u>https://creativecommons.org/licenses/by-nc/4.0/legalcode.ja</u>. See also the information provided by Creative Commons. <u>https://creativecommons.jp/licenses/</u>)

### (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>
- 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.)

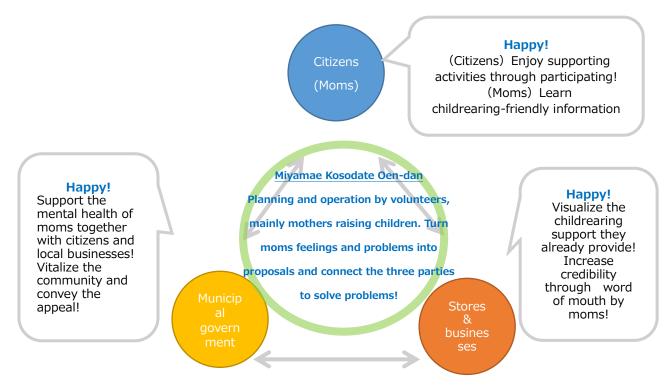
# Mothers raising children play the lead role! From requests or petitions to "proposal"

© **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)

年齡構成比(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) <u>http://www.stat.go.jp/data/jinsui/pdf/201609.pdf</u>

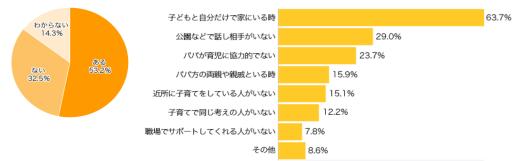
\* Population of Kawasaki City by "cho" and by age (September 2016) http://www.city.kawasaki.jp/170/page/0000081193.html

\* Demographics of Kawasaki City (2015)

http://www.city.kawasaki.jp/shisei/category/51-4-3-3-22-0-0-0-0.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.

よいい見物様		THT (5	5时区氏										
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	
鷲沼駅周辺	13.6	鷲沼駅周辺	1	14.3	慧沼駅周辺		13.8	たまプラ	) <b>_</b> +f	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		10.0	たまプラーザ		10.5		ロ駅周辺	11.5	平地区(ヤマダ・ローセン付近)	11.1	
宮崎台駅周辺	9.1	宮崎台駅居		8.6	宮崎台駅周辺		8.2		ユータウン	10.1	梶が谷駅周辺	8.7	
港北ニュータウン 宮前区役所周辺	8.1 7.9	宮前区役用 港北ニュー		7.3 7.0	宮前区役所周辺 港北ニュータウン		8.0 6.5	二子玉」		8.9 6.9	武蔵溝ノロ駅周辺 たまプラーザ	6.7 6.5	
武蔵清ノロ駅周辺	5.9	野川地区	112	6.1	野川地区	·	6.5	島/140 法谷	PU AM	5.9	法谷	5.8	
野川地区	5.9	武蔵溝ノロ		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) 宮前平駅周	\$*·n-t'ン付近) Rim	5.9	平地区(ヤマダ・ロー) 武蔵満ノロ駅周辺		5.6	野川地	区 その他の商業地区	3.2	横浜市のその他の商業地区 東京都のその他の商業地区	4.6	
平地区(ヤマダ・ローゼン付近) 蔵敷地区	5.5 3.9	首前午駅 載敷地区	1.74	5.7 4.3	武蔵清ノロ駅向り 蔵敷地区	4	4.9		売・宅配など	2.8 2.8	業が多いその名の尚来地区 鷲沼駅周辺	4.6 3.4	
有馬地区	3.7	有馬地区		3.2	有馬地区		3.7	新宿		2.8	馬絹地区	2.7	
二子玉川	2.8	二子玉川		2.7	二子玉川		3.7		ヤマダ・ローセン付近)	2.2	宮前平駅周辺	2.4	
通信販売・宅配など 横浜市のその他の商業地区	2.6 2.0	横浜市のその 南平地区	の他の商業地区	2.3 2.0	横浜市のその他の# 東京都のその他の#		22	銀座 横浜(駅	(Mail)	2.0 1.8	二子玉川 新宿	2.4 2.4	
南平地区	1.4	特に買物し	ない	1.6	法谷		1.7		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	7丘駅周辺	1.6			
日用雑貨品	427	文化品(スポ-	ツ・レジャー・玩具)	.417	贈答品・ブレゼン	十品	420	飲食(外	食)	457	理容·美容	292	
	(%)	4 +	44	(%)	1 +		(%)	4 +		(%)	88 - 79 ED CD - 79	(%)	
鷺沼駅周辺 たまプラーザ	13.3 9.1	たまプラー 港北ニュー		15.8 15.8	たまプラ <b>ー</b> ザ 二子玉川		23.1 16.9	たまプラ 満 北 ニ -	ァーサ ユータウン	15.8 10.9	<b>鷺沼駅周辺</b> 武蔵満ノロ駅周辺	15.1 9.9	
武蔵清ノロ駅周辺	8.7	武蔵清ノロ		9.4	港北ニュータウン	,	9.5		ロ駅周辺	8.8	たまプラーザ	9.6	
宮前区役所周辺	7.5	鷺沼駅周辺	2	7.9	武蔵満ノロ駅周辺	77.	9.5	二子玉」		8.3	宮前平駅周辺	8.9	
港北ニュータウン 野川地区	6.8 6.6	渋谷 二子玉川		6.0 5.8	渋谷 鷺沼駅周辺		7.1	鷺沼駅	問辺 その他の商業地区	5.7 5.7	宮崎台駅周辺 港北ニュータウン	6.2 5.1	
新川地区 宮前平駅周辺	6.3	ニナエ川 宮前区役所	周辺	4.1	高冶軟 向 22 新宿		3.8	宮前平		5.0	港北ーユーデリン 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	東京都のその他の世	有某地区	3.6	渋谷		4.6	法谷	4.1	
平地区(ヤマダ・ローゼン付近)	4.9	宮前平駅周		3.1	特に買物しない		2.4	野川地		3.7	二子玉川	3.8	
有馬地区 蔵敷地区	3.7 3.5	東京都のその 宮崎台駅周	0他の商業地区 1677	3.1 2.4	銀座 横浜(駅周辺)		2.1	積浜市の 宮崎台	その他の商業地区	3.1 2.4	特に買物しない 平地区(ヤマダ・ローセン付近)	3.4 3.1	
通信販売・宅配など	3.3	野川地区	U AM	2.2	横浜市のその他の市	有案地区	1.7	特に買料		2.4	横浜市のその他の商業地区	3.1	
二子玉川	2.6		の他の商業地区	2.2	通信販売·宅配な	¥8	1.7	蔵敷地に	x	2.2	宮前区役所周辺	2.7	
東京都のその他の商業地区 横浜市のその他の商業地区	2.3	有馬地区	91・ローセン付近)	1.7	野川地区		1.2	有馬地	×	22	野川地区	2.4	
構成中のその他の商業地区	2.1	特に買物し		1.4	宮前平駅周辺 新百合ヶ丘駅周3	10	12	銀座		2.0	有馬地区 梶が谷駅周辺	2.4 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	☑ 高津区	宮前	X 3	8摩区	麻生区i	市全体	]		
H14 合計		6,525	2,226	4,1	54 1,861	1,4	123	2,452	989	19,630	)		
営業店舗の	み計	6,087	2,051	3,9	47 1,764	1,3	361	2,332	966	18,508	3		
422 合計		6,424	2,334	4,1	24 1,882	1,3	357	2,371	1,342	19,834	l I		
H22 営業店舗の	み計	5,789	2,088	3,7	87 1,790	1,2	267	2,226	1,278	18,225	5		
		△ 101	108	Δ	30 21	Δ	66	△ 81	353	204	1		
増減営業店舗の	み計	△ 298	37	Δ1		Δ	94	△ 106	312	△ 283	3		
くいく買い物場所	「の」	_位(宮	前区民	)				То	p shoppi	ng a	reas (Residen	ts of	Miyan
上鮮食品									rishable	-	-		
								Ar	ound Sa	ninur	na Station		
まプラーザ									ma Plaza	-			
2622 5											vidai Station		
											kidai Station		
ま北ニュータウン									hoku Ne				
官前区役所周辺	_							Ar	ound Miy	/ama	e Ward Office	9	
									1.5.4			~ .	

【よく行く買物場所の上位(宮前区民)】

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

Publish this page

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

S前組協介開迎Around Miyamae Ward Office遺信販売・宅間などMail order, ellivery, etc.遺信販売・宅間などNogawa area野川地区Nogawa area今ちの心の商業地区Other commercial areas in Yokohama City有馬地区Arina area平地区 (ヤマチ・ローゼン付近)Taira area (around Yamada and Rosen)方信 気力化シト島Do not particularly buy these items第宿Shinjuku <b>間名島・ワレセント島</b> Gifts and presentsたオブーTama Plaza二チエ川Futako-tamagawa満に気切していたいShinjuku潜船原辺Around Musasi-mizonguchi Station洗着Shinjuku海尾吸の心の商業地区Other commercial areas in Tokyo第宿Gifts and presents振行気切しの前着地区Other commercial areas in Tokyo第宿Shinjuku東都の心の商業地区Other commercial areas in Tokyo横浜市の心の商業地区Other commercial areas in Yokohama City横浜市のたの心の商業地区Other commercial areas in Yokohama City遺信販売・宅記などMail order, delivery, etc.野川地区Nogawa area宮市平駅周辺Around Miyamaedara Station新日を力に取りたいKohoku New Town武道海ノ口駅周辺Around Miyamaedara Station新日を力Food & beverages (eating out)武道海ノ口駅周辺Around Miyamaedara Station第日を加りOther commercial areas in Tokyo第二章のかうKohoku New Town武道海ノ口駅周辺Around Miyamaedara Station第二章の小山、Food & beverages (eating out)東京都の小山、Shiloya第二章の小山の高葉地区Other commercial areas in Tokyo京市平原辺Cother commercial areas in Tok					
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宮前平駅周辺         Around Miyamaedaira Station           渋谷         Shibuya           野川地区         Nogawa area           横浜市のその他の商業地区         Other commercial areas in Yokohama City           宮崎台駅周辺         Around Miyazakidai Station           宮崎台駅周辺         Do not particularly buy these items           村に買物しない         Do not particularly buy these items           蔵敷地区         Kurashiki area           有馬地区         Arima area           銀座         Ginza <b>理容・美容</b> Barber & beauty           汽配用辺         Around Musasi-mizonoguchi Station	鷺沼駅周辺	Around Saginuma Station			
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野川地区Nogawa area横浜市のその他の商業地区Other commercial areas in Yokohama City宮崎台駅周辺Around Miyazakidai Station特に買物しないDo not particularly buy these items蔵敷地区Kurashiki area有馬地区Arima area銀座Ginza理容・美容Barber & beauty覧沼駅周辺Around Musasi-mizonoguchi Station	宮前平駅周辺	Around Miyamaedaira Station			
横浜市のその他の商業地区Other commercial areas in Yokohama City宮崎台駅周辺Around Miyazakidai Station特に買物しないDo not particularly buy these items蔵敷地区Kurashiki area有馬地区Arima area銀座Ginza理容・美容Barber & beauty賞沼駅周辺Around Saginuma Station武蔵溝ノ口駅周辺Around Musasi-mizonoguchi Station	渋谷				
宮崎台駅周辺         Around Miyazakidai Station           特に買物しない         Do not particularly buy these items           蔵敷地区         Kurashiki area           有馬地区         Arima area           銀座         Ginza           理容・美容         Barber & beauty           覧沼駅周辺         Around Saginuma Station           武蔵溝ノ口駅周辺         Around Musasi-mizonoguchi Station	野川地区	Nogawa area			
特に買物しないDo not particularly buy these items蔵敷地区Kurashiki area有馬地区Arima area銀座Ginza理容・美容Barber & beauty覧沼駅周辺Around Saginuma Station武蔵溝ノ口駅周辺Around Musasi-mizonoguchi Station	横浜市のその他の商業地区	Other commercial areas in Yokohama City			
蔵敷地区       Kurashiki area         有馬地区       Arima area         銀座       Ginza         理容・美容       Barber & beauty         鷺沼駅周辺       Around Saginuma Station         武蔵溝ノ口駅周辺       Around Musasi-mizonoguchi Station	宮崎台駅周辺	Around Miyazakidai Station			
有馬地区       Arima area         銀座       Ginza         理容・美容       Barber & beauty         覧沼駅周辺       Around Saginuma Station         武蔵溝ノ口駅周辺       Around Musasi-mizonoguchi Station	特に買物しない	Do not particularly buy these items			
銀座         Ginza           理容・美容         Barber & beauty           鷺沼駅周辺         Around Saginuma Station           武蔵溝ノ口駅周辺         Around Musasi-mizonoguchi Station					
理容・美容Barber & beauty鷺沼駅周辺Around Saginuma Station武蔵溝ノ口駅周辺Around Musasi-mizonoguchi Station		Arima area			
鷺沼駅周辺   Around Saginuma Station     武蔵溝ノ口駅周辺   Around Musasi-mizonoguchi Station	銀座	Ginza			
武蔵溝ノ口駅周辺 Around Musasi-mizonoguchi Station		-			
	鷺沼駅周辺	Around Saginuma Station			
たまプラーザ Tama Plaza	武蔵溝ノ口駅周辺	Around Musasi-mizonoguchi Station			
	たまプラーザ	Tama Plaza			

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

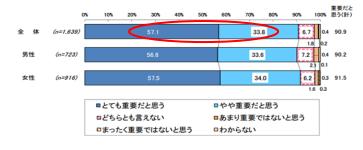
調査結果(区別·調査店舗合計)	Survey results (by ward, total of surveyed stores)
合計	Total
営業店舗のみ計	Total of operating stores
H14 H22	2002 2010
川崎区	Kawasaki-ku
幸区	Saiwai-ku
中原区	Nakahara-ku
高津区	Takatsu-ku
宮前区	Miyamae-ku
多摩区	Tama-ku
麻生区	Aso-ku
市全体	Entire City

Survey of shopping streets in Kawasaki City and report of problem-solving support project (March 2011) Kawasaki City <u>http://www.city.kawasaki.jp/280/cmsfiles/contents/0000009/9026/houkoku.pdf</u>

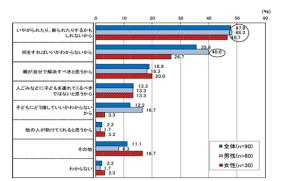
### [Data on childrearing support in the area]

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.

### Publish this page



図表 3-6-1 子ども連れの観の手助けをしないと思う理由<MA> (子ども連れの観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></ma>	Figure 3-2-1. What is important is to support
(全体·性別)	childrearing in the community <ma> (All, by sex)</ma>
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
子どもと大人が一緒に参加できる地域の行事やお祭りなどがあるこ	To have events and festivals in the community that
٢	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	To have people who can look after children when the
があること	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
	·

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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" <a href="http://www8.cao.go.jp/shoushi/shoushika/research/h25/ishiki/pdf/2-3.pdf">http://www8.cao.go.jp/shoushi/shoushika/research/h25/ishiki/pdf/2-3.pdf</a>

Ikkaru 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.

OAnnouncements 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!)

 $\downarrow$  •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.

# Step2: Get noticed

 $\downarrow$  ·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

 little

**Baby steps** 

# Step3: Message conveyed and publicized

 $\downarrow$  •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.
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# Step5: Actions become routine

 $\downarrow$  •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.

 $\ensuremath{\mathbb O}$  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."
- O 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.

