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Fiscal year Reiwa 6 Chiba City Specific Health Guidance (ICT Equipment Utilization Type) Business Outsourcing, adopted for the second year in a row

On March 18, 2024, the Chiba City Specific Health Guidance (ICT Equipment Utilization Type) Business Outsourcing for fiscal year Reiwa 6 was adopted, continuing from the previous year.

In Chiba City, innovative programs are implemented for citizens receiving specific health guidance, utilizing smartphones, computers, and wearable devices. This initiative aims to enhance awareness of lifestyle habits that carry a risk of metabolic syndrome and promote self-management of health conditions.

The centerpiece of this initiative is a participatory incentive model that encourages individuals to visualize their health status and voluntarily engage in improving their lifestyle habits. Participants, based on their Specific Health Checkups (Tokutei Kenshin), are made aware of their lifestyle challenges and provided with motivation to improve.

As an implementation method, an incentive system is introduced where participants who achieve a weight loss of 2kg or more or a reduction in waist circumference of 2cm or more are rewarded with wearable devices or body composition scales. This approach aims to increase health awareness and support the maintenance of motivation towards achieving their goals.

Chiba City's innovative initiative, leveraging ICT devices and wearable technology, aims to enable each citizen to gain a deeper understanding of their health status and proactively engage in the prevention of lifestyle-related diseases. Through the incentive model, it is expected to contribute to the enhancement of public health by encouraging an increase in health awareness and continuous voluntary efforts.



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