

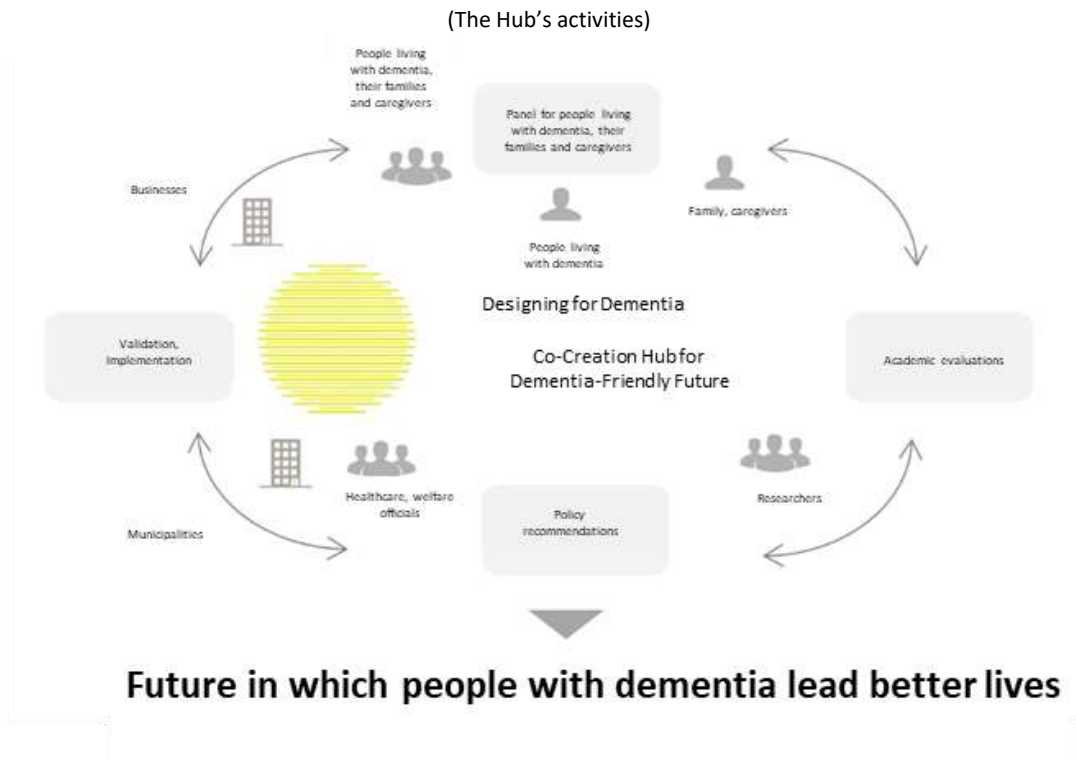
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The Health and Global Policy Institute, together with Keio University, launches Designing for Dementia – a platform for issuing recommendations about dementia

Together with Keio University’s Center for Wellbeing Research, issue+design, and the Dementia Friendship Club, the Health and Global Policy Institute (HGPI) – a non-partisan and non-profit independent think-tank working under the theme of realizing citizen-based healthcare policies – has launched Designing for Dementia to pursue a vision of a future in which people with dementia lead better lives.

The goal of the Hub is by creating plans based on the experiences and wisdom of people living with dementia in cooperation with people with dementia, their families and caregivers; community residents; healthcare, nursing care, and welfare practitioners; businesses; municipalities and related ministries and organizations; and researchers to accelerate the transition to this future.

Shunichiro Kurita, HGPI Senior Associate in charge of Designing for Dementia, has commented: “Because my grandmother is afflicted with dementia, I have come to face this challenge from the perspective of a family member of a person living with dementia. In recent years, policies for dealing with dementia have progressed both in Japan and around the world, and I feel that our understanding of dementia has increased considerably. In this context, I believe it is important that initiatives for dealing with dementia – be they products or policies – are based on the actual knowledge and opinions of people living with dementia and their families. I would like for Designing for Dementia to grow to become a platform that leverages the opinions of people with dementia and their families.” For more details about the Hub, please take a look at the reference materials.



The Health and Global Policy Institute

HGPI was established in 2004 as a non-profit, independent, and non-partisan private think-tank on healthcare policies. In its capacity as neutral think-tank, HGPI involves stakeholders from wide-ranging fields of expertise to provide policy options to the public to successfully create citizen-focused healthcare policies. Its gaze fixed to the future, HGPI produces novel ideas and values from a standpoint that offers a wide perspective. It aims to realize a healthy and fair society while holding fast to its independence to avoid being bound to the specific interests of political parties and other organizations. HGPI intends for its policy options to be effective not only in Japan, but also in the wider world, and in this vein the institute is very active in creating policies for resolving global health challenges.

For inquiries about this project, please contact
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Reference Materials

Currently, about 35.6 million people around the world are living with dementia. This number is projected to exceed 100 million by 2050. In 2012, there were about 4.6 million people age 65 or older living with dementia in Japan. Their numbers are expected to exceed 10 million in 2050. Even though initiatives for dealing with dementia have been progressing in Japan and abroad, improving the daily lives of people with dementia and their families remains a considerable challenge.

Reference Materials 1: Summary of activities to be undertaken by Designing for Dementia

1. Interactive panels for people living with dementia

1-1 Building a platform that allows people living with dementia to share their stories

With the goal of improving the daily lives of people living in dementia in the future, the Hub will create a narrative platform to collect stories from people living with dementia, their families, and their caregivers that involves them in editing and publicizing these stories. The Hub will also create financial as well as non-financial incentives for people living with dementia that participate.

1-2 Training coordinators and building networks

The Hub will train coordinators (or facilitators for Designing for Dementia) who will be able to create and promote plans that enable people with dementia, municipalities, and businesses to cooperate in producing measures, undertaking projects, providing services, and creating products that make a better future for people living with dementia. These coordinators would also understand and sympathize with people living with dementia and their families, as well as possess an appreciation of the principles driving government authorities, businesses, and the community.

2. Academic research and evaluation

2-1 Bringing structure to the experiences and wisdom of people living with dementia and combining them with academic knowledge.

Designing for Dementia will plan qualitative and quantitative surveys on many aspects of the lives of people living with dementia to discover what they wish to accomplish, the state of their daily lives, the things they cherish, what gives them trouble, and the challenges they face in their lives. The results of these surveys will be analyzed and then discussed with those living with dementia. The information obtained in these surveys will then be used to create a map that clarifies which challenges are facing each region and create a visual representation of a future in which these challenges have been overcome.

2-2 Creating infrastructure for promoting the social involvement and employment of people living with dementia

In order to help achieve universal employment for people with dementia, Designing for Dementia will develop a system to match people with dementia to jobs appropriate for their assessed cognitive and functional abilities. Concurrently, the Hub will examine possible social systems that would enable this universal employment, and will construct a system of job assistance and social engagement for people living with dementia.

2-3 Accumulating the knowledge generated by the co-creation of measures, businesses, services, and products, and confirming their effectiveness

Designing for Dementia will gather domestic and international examples of successful co-creation activities that involve people living with dementia. It will then investigate ways to publicize them and evaluate their social significance, and then evaluate them.

3. Demonstration and Implementation

3-1 Preparing guidelines for the development of dementia-friendly products and services

Designing for Dementia will work on a provisional definition of a “Dementia-friendly” certification, and will prepare guidelines outlining the standards and methods for obtaining that certification.

3-2 Promoting projects involving people living with dementia in the development of products and services that benefit them

Designing for Dementia, together with partner organizations and municipalities, will promote urban and business development projects based on the above-mentioned guidelines for dementia-friendly certification.

3-3 Promoting social investment in dementia-friendly projects

In order to increase social investment in initiatives certified as “dementia-friendly,” Designing for Dementia will promote dementia-friendly investments, similar in nature to ESG investments and health management branding, and that satisfy certification standards.

3-4 Creating demonstration fields or living labs

Designing for Dementia will erect a network of demonstration fields co-created by people living with dementia, government authorities, businesses, and researchers. In those demonstration fields, it will acquire real-time data on cooperative living between residents and healthcare, nursing care, and welfare officials, and develop social experiments with the involvement of multi-stakeholders.

4. Policy recommendations and their dissemination

4-1 Policy recommendations and outreach relating to co-creation

Designing for Dementia will define the meaning of “co-creation” between people living with dementia and those related to them and government authorities, businesses, and researchers, and will aim for its social dissemination.

4-2 Policy recommendations based on evidence and academic survey research, and their dissemination

Designing for Dementia will prepare plans that are based on the perspectives of people living with dementia and international trends to outline ideal measures relating to dementia. These plans will be well-grounded academically and cover areas including preparation, care, support for daily life, the social engagement and employment of people living with dementia, and research and development.

Reference Materials 2: Recruiting partner businesses and municipalities in Designing for Dementia

Conditions for participation

Business partner	Yearly contribution of 3,000,000 yen
Municipal partner	Free (Partners must provide interviews and opportunities to gather evidence)

Benefits of being a partner

① Participation in conferences on Designing for Dementia

Hosting frequency: Once annually

Participants: People living with dementia, their families and caregivers; healthcare, nursing care, and welfare officers; government authorities; researchers; employees of partner companies (from up to three companies); staff of partner municipalities (from up to three participating municipalities)

(Many stakeholder initiatives will be introduced and shared to cover the latest trends in research, social implementation, policy, and the creation of networks of people living with dementia, their caregivers, businesses, healthcare and welfare personnel, government authorities, researchers, and others.)

② Participation in Designing for Dementia design workshops

Hosting frequency: Four times annually

Event time: 10:00-17:00

Participants: People living with dementia, their families and caregivers; partner companies (from up to three companies); staff from partner municipalities (from up to three municipalities); Designing for Dementia facilitators

Potential themes: Each workshop would focus on a particular theme relating to daily life

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| - Dementia, nutrition, and cooking | - Dementia and dwellings |
| - Dementia, mobility, and transport | - Dementia and information, communication, and media |
| - Dementia and work | - Dementia and finance |
| - Dementia, culture, and the arts | - Dementia and urban development |

Workshop contents:

- Interview reports on the living conditions of people with dementia
- Classifying and sharing issues relating to themes mentioned above
- Depicting future scenarios in which the challenges attendant to dementia have been resolved
- Planning projects, services, and products that could help bring about the above-mentioned future scenarios

③ Sharing domestic and international case projects as well as international trends aiming for a society in which people with dementia can live better lives

④ Making effective use of a panel of people living with dementia for the implementation of projects and urban development

Reference Materials 3: Introducing the managing bodies and leaders

Managing body ① Keio University’s Center for Wellbeing Research – <https://www.tonomachi-wb.jp/>

The Center’s activities are focused on life science, information, and manufacturing. It unites Keio University with regional resources while bringing outstanding results from various disciplines together organically. This is done to accelerate technological innovation and social implementation and to build mechanisms for creating new sectors and industries in communities. At the same time, the center constructs consolidated social security databases on which to base these activities that are actively used to continuously improve public services and resident wellbeing in communities. The center is housed in Tonomachi Campus Town, Kawasaki City.

Managing body ② Health and Global Policy Institute (HGPI) – <https://hgpi.org/>

HGPI’s aim is the realization of citizen-based healthcare policies. The institute was established in 2004 as a non-profit, independent, and non-partisan healthcare policy think-tank. It is a specified non-profit corporation. According to a global ranking, HGPI ranked third domestically among healthcare policy think-tanks. As a leading Japanese think-tank on healthcare policy, HGPI is involved in global activities by conducting research surveys, making policy recommendations, and organizing conferences and meetings.

Managing body ③ Dementia Friendship Club – <http://dfc.or.jp/>

The Club (a specified non-profit corporation) is made up of regional network groups whose aim is to build dementia-friendly communities. It has 21 branches from Hokkaido to Okinawa that collaborate with municipalities, businesses, and civil society to promote the development of cities where people diagnosed with dementia can maintain the same lives they led before developing the disease.

Managing body ④ issue+design <https://issueplusdesign.jp/>

issue+design (a specified non-profit corporation) works under the slogan “Harnessing the citizens’ creativity for resolving social challenges.” It is a design team that aims to resolve the various challenges facing Japan and communities in fields such as healthcare, welfare, childrearing, education, disaster prevention, urban development,

and population decline. It implements many projects, which it “co-creates” with residents, disaster victims, and people with diseases.

Designing for Dementia’s Leader – Satoko Hotta

(Professor, Graduate School of Health Management, Keio University and member of Keio University’s Center for Wellbeing Research of the School of Medicine)

Professor Hotta assumed her current position after having worked as project associate professor at the Institute of Social Science at the University of Tokyo, and visiting professor at Utrecht University. She holds a PhD in International Public Policy, and has assumed public office in various councils. Professor Hotta is deeply involved in initiatives to accelerate and support the transition to humane and sustainable care and urban development. She is also involved in constructing national strategies against dementia and in the dementia-friendly urban design movement. She was selected as a NIKKEI WOMEN OF THE YEAR Award winner in 2015 in the leadership category.