

with high school students !

HYPOTHESIS

Is it possible for elderly people to maintain their health by being active in their local community ?

CONCLUSION

It is possible.
If the elderly can publish in a regional magazine, then they will become more active.



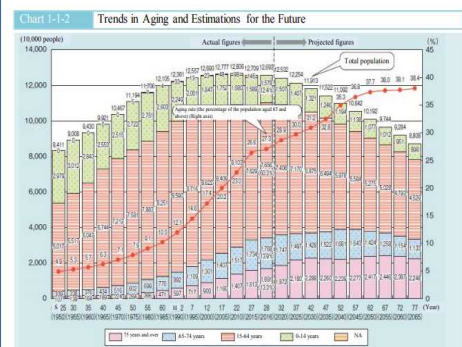
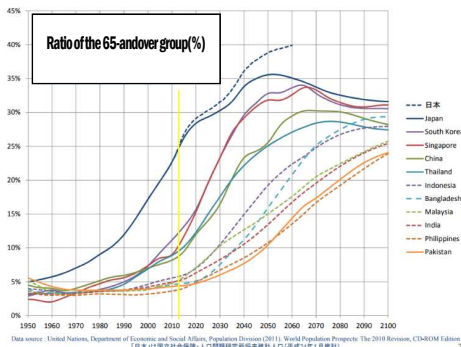
1 BACKGROUND

◆Global Aging

- Global aging is advancing in the world.
- It is remarkable in Japan.

~UNFPA says global aging

is "A Celebration and A Challenge".
("Ageing in the Twenty-First Century")



◆Elderly people will account for nearly 40% of the Japanese population in 2060

~The aging of the population has already become a big problem on our home city, Sammu.

4 ACTION PLANS

Students will hold "The picture cooperation" with the public hall and they will add to "The regional magazine".

☆About the regional magazine

When? October
How? We can use the iPad to take pictures.
Local people vote for their favorite.

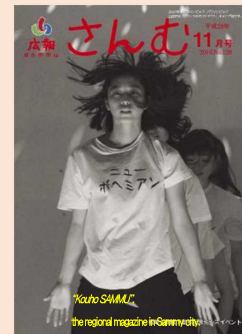
- The iPad with a wide field of vision was easy for the elderly to use.
- The tablet type computer was unusual for them.

☆Related event

- High school students hold an event.
- Example; dance, a play, etc..

☆Division of roles

- Students : Cooperate with the elderly as the event staff
- Elderly : Production of local contents and event staff
- Public hall : Offer the place
- Regional Magazine : Publicize information about the event and show their photos



2 POINT OF INTEREST

◆Japan's elderly are in an isolation trend.

- The rate of elderly people with no friends in Japan is projected to increase.

Compared to other Western countries, Japanese elderly do not have as many friends of different genders.

→A little exchange of people with different cultural backgrounds.

◆ But, elderly people want to have exchanges with the young generation.

- 60% of elderly people hope to have the opportunity to participate.

◆Interact with the young generations

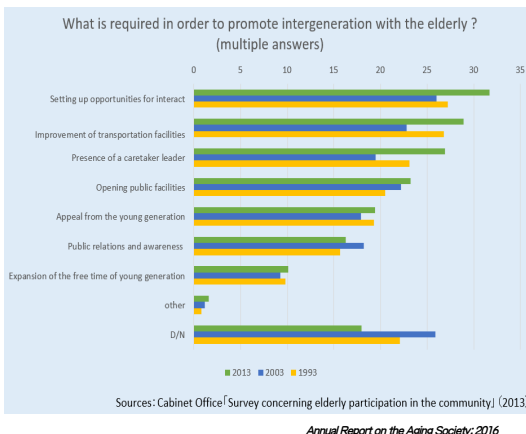
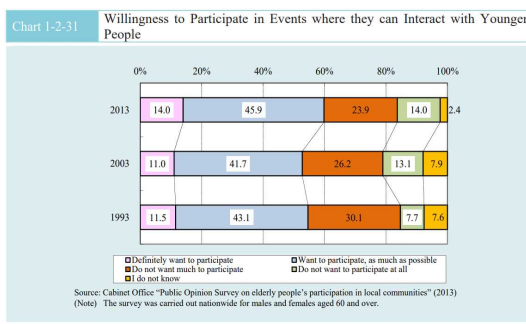
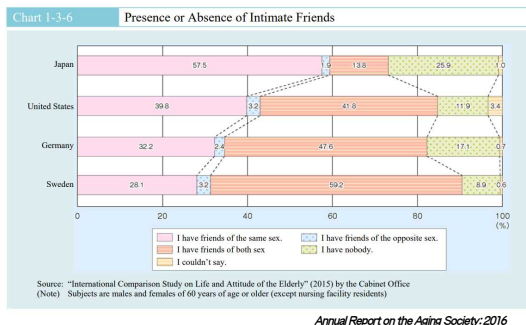
~The number of elderly people who answered "it necessary to have a chance to interact" is increasing.

• +Key is ...

- ensure transportation facilities
- leader
- facility

[approach by young generation]

→necessity of the young generation and their local cooperation



5 IMPLEMENTATION OF THE PLAN

◆Advertise the "Silver photo contest"

~◆How students can host events to advertise the contest.

- Instagram course by high school students.
- Introduction to digital photography by high school photography club
- Photo session by high school students.

~To include the elderly, take a picture with an iPad and teach them about instagram culture.

- The mobile phone and iPad are tools for the elderly.
- Elderly people's life long learning needs as a popular lecture.

◆Photo exhibition held at the regional community center.

◆Published on instagram.

◆Voting on photographs by regional residents.

◆Photos that were selected are posted in a public relations magazine.



The people said " iPad is easy to use to take photos. "

We can also enjoy talking with people we don't know while taking pictures.

Specifically, we use an iPad which has a wide viewing angle, at the time of shooting with the elderly.

6 EXPECTED EFFECT

◆Elderly people can communicate with students and local people, giving them a reason to live.

◆Students understand about old people.

◆The city gets to know the local magazine.

◆It will be easier for elderly people to live in the town and maybe stop the decreasing population.

→ This plan will bring

a win-win cooperation between the elderly and high school students.



3 WHAT TO DO

Creating a system that gives seniors incentives to participate in society.