

Fukuoka Prefecture

Promoting the Creation of an Active Senior Society



Situation

With the population ageing and fewer babies being born, most elderly persons enjoy good health and are motivated to be active in society.

In order to respond to this will of elderly persons, Fukuoka Prefecture aims to realise an Active Senior Society with multiple choices to allow elderly persons to remain continuously active by working or participating in an NPO or taking part in volunteer activities, according to their own will and ability, irrespective of age.



Impact

The creation of an Active Senior Society denotes the promotion of reverse thinking in that elderly people who were “supported” can now serve as “supporters.”

The “Fukuoka Senior Support Center”, functioning as the core of this project, was set up as a total support centre for the elderly to offer a wide range of choices including second jobs, work through the silver human resources centre, and NPO or volunteer activities.

Not only to provide support for employment or social participation but also to expand opportunities for elderly persons to be active, the centre staff visit companies and develop “companies where employees can work until the age of 70” while trying to raise the awareness of society as a whole through holding various seminars and conventions.

The “Project to Excavate and Create Job Categories for 70-year-olds” will be promoted to uncover those job categories where elderly persons can be active, according to industries including nursing care services, and match those elderly persons who want to work with any understaffed companies or offices.