

Turning Imabari into a ‘welcoming city where children can shine’ through its own version of Neuvola

Imabari City



Circumstances (background, objectives, etc.)

At the time of the city merger in 2005, Imabari had a population of approximately 179,000. However, due to the declining birth rate and ageing population, the city was listed as a ‘city at risk of disappearing’ according to the future population projections of Japan published by the IPSS in 2014. This prompted the city of Imabari to work on child-rearing support initiatives with its own version of Neuvola.

Details (project outline, etc.)

The Imabari version of Neuvola provides seamless support to all families with children from pregnancy up to age 18. In addition to comprehensive child-rearing support services, child-rearing households are also provided with accompanied consultation support as well as financial support.

Results (features, advancements, future developments, etc.)

In order to become a city of choice for child-rearing households, Imabari promotes the enhancement of consultation support and the development of base facilities that serve as landmarks for child-rearing. At the same time, it continues to develop familiar places such as day-care centres in various parts of the city as ‘consultation satellites’ and ‘playground satellites’ so that Imabari’s Neuvola child-rearing support is available everywhere in the vast city area.

Going forward, the city will continue to provide speedy and detailed child-rearing support services, such as the ‘Papa and Mama Smile Health Checkup’ and other programs unique to the city, as well as nation-leading full subsidies for the cost of infertility treatment and measures to create local resources such as the development of Neuvola base facilities and parks. Imabari is becoming ‘a welcoming city where children shine at the centre’, a place where everyone can feel glad they raised their children there.
