

ILSI Japan CHP Newsletter

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Project PAN

Nishiki TAKE10! : The Training of “Leaders for Minimizing Elderly Healthcare” Started in Nishiki-cho, Iwakuni City

ILSI CHP Japan undertook a training project sponsored by the Iwakuni City Council of Social Welfare and started seminars to train people called “Leaders for Minimizing Elderly Healthcare” in Nishiki-cho, Iwakuni City, Yamaguchi Prefecture. We are holding 7 days of seminars from September to December 2010. The first seminar was about current knowledge in minimizing elderly healthcare and a general description of the “TAKE10!®” program and was held 14-15th September for 23 people who will be in charge of local initiatives for minimizing elderly healthcare.

As this group of people include social workers and welfare workers who are most familiar and responsible for elderly people living alone in local community, the greatest results can be expected from additional community-based services and activities initiated by them.



What's Project PAN (Physical Activity and Nutrition)?

To promote healthier aging, Project PAN seeks to prevent **lifestyle-related diseases** including **obesity** among middle-aged people and **keep the elderly out of being bedridden**. Project PAN develops science-evidenced programs to promote physical exercise and to improve nutritional status of people through changing their lifestyles.

ILSI Japan CHP is pursuing two programs named “TAKE10!®” and “LiSM10!®”.

LiSM10!®

ILSI Japan CHP developed “LiSM10!®” (Lifestyle Modification) that supports improvements of risk factors of lifestyle-related diseases of employees in **worksites**. This program focuses on health promotion for physical activity and dieting after medical check-ups in worksites.

“LiSM10!®” is consists of 1) Individual objective setting and recording implementation. 2) Individual and periodical counseling by professionals to support individual program for 6 months, and 3) Support programs from worksites and families of individuals.

TAKE10!® for the elderly

Aiming to support “Healthier longevity” among the elderly and to reduce costs of the national health care program, ILSI Japan CHP developed TAKE10!® for the elderly. The program is featured by effective and unique combination of **appropriate physical activity** and **proper dieting habits**, which is different from conventional programs for preventing lifestyle-related diseases of adults.

An Interview broadcast on NHK Morning News: TAKE10!® Effort on Nutrition for the Elderly

On 27 October 2010, NHK Morning News Show “Ohayo Nippon (Good-morning Japan)” reported on ILSI CHP Japan’s efforts for nutritional improvement among the elderly through the “TAKE10!®” program.

They featured “Malnutrition Among the Elderly” and introduced an 87 year-old man who had a severe problem walking. He had not eaten meats for about 10 years and his serum albumin level was found to be very low as he was poorly-nourished. Then his doctor advised him to start eating protein-rich meals to maintain his nutritional status. His weakened muscle strength gradually recovered through rehabilitation treatment and improved nutrition. After this story, Mika Kimura, PAN Program Manager, ILSI Japan CHP explained that many elderly people in Japan have the misunderstanding that because they are old they need less nutrition. The “TAKE10!®” Program recommends for them to eat a variety of different foods in order for them to achieve maximum longevity. Then the news program showed our “TAKE10!®” booklet and the announcer introduced the successful results of the intervention study in Nanagai Village, Akita Prefecture that used the “Eating Habit Check Sheet with TAKE10!®” which resulted in increased life spans for the participants.

Masuda TAKE10! : “Leaders in Minimizing Elderly Healthcare” makes a great success

“Leaders in Minimizing Elderly Healthcare” program of the Masuda Silver Human Resources Center has been doing well during its first year. Since last year, they have held 40 “Minimizing Elderly Healthcare Needs” classes and contributed to the local community. Last June, a location in front of the station was opened where seminar classes called “Masuda TAKE10!” are held two days a week.

<The health support program of the employee> **LiSM10!® counselor training**

In 2008, Nichirei Foods Inc developed a collaboration program with LiSM10!® with use of various Nichirei food products in a lifestyle-related disease prevention program outside the national health guidance system incorporating on-site experience, and started a new business based on this program. This year, aiming to increase the number of participants, Nichirei Foods Inc. asked the temporary staff service department of a healthcare equipment manufacturer for the participation of their counselors. Therefore we carried out LiSM10!® training with the counselors on August 26, 2010. We were able to complete a training course which included important knowledge for counselors and role-playing with Prof. Chizuko Maruyama of Japan Women's University. From October 2010, health support services conducted by the counselors who participated in this training session are planned in six places for about 200 subjects.

Moreover, once again this year, the Nichirei Group Health Insurance Union is scheduled to initiate an official (legally binding) health guidance promotion program incorporating LiSM10! ® scheduled for November 2010 in 20 places around the country and including 150 participants. The results of the fiscal year 2009 program will be released as a report from a major medical examination company that conducted the guidance study.

The second official report on LiSM10! ® was prepared by Prof. Chizuko Maruyama of Japan Women's University, and it was published in Preventive Medicine in June 2010.

Preventive Medicine 51(2010) p11-17 “Effect of worksite-based intervention program on metabolic parameters in middle-aged male white-collar workers: A randomized controlled trial”

LiSM10!® has been demonstrated scientifically to be effective, and peer review articles have been published. Therefore we plan to expand our efforts to promote the LiSM10! ® Program to help it grow and become useful for lifestyle-related disease prevention and the promotion of health to workers.

LiSM10!® Up To Now

Intervention Study:

<Phase 1> starting in Dec. 2001 with the support of 2 companies, male employees 40 years or older participated for six months in the LiSM10! ® Intervention study aimed at improving the measures for risk factors related to lifestyle related diseases such as overweight and high cholesterol. These results were published in Preventive Medicine, Vol. 45/2-3; 146-152 (2007).

<Phase 2> with the aim of expanding the program, counselor training and preparation of tools and manuals began. In Dec. 2004, Nichirei Corporation agreed to participate in the LiSM10! ® program. Analysis of the results following the initial 6 month intervention showed that overweight, HDL cholesterol levels, etc. had significantly improved.

<Phase 3> started from November 2006 at Nichirei Corporation. The LiSM10!® group has shown significant improvements by 7 outcome measures including BMI and blood glucose compared with the control group, and for the subjects with metabolic syndrome or at high risk, the LiSM10!® group showed significant improvement by 8 outcome measures. These results have already been presented at conferences

Reduction of Medical Expenses: A simulation of the economic effect of the accompanying reduction in medical expenses per 1,000 people will be conducted at the 5 year point of this study.

TAKE10!® Up To Now

An intervention study was conducted for 1400 elderly population in Nangai village, Akita Prefecture from July 2002 for one year. The study proved that TAKE10!® for the elderly can effectively be introduced to local communities and can improve regular physical exercise practices and dieting habits, maintain muscle strength and improve physiological functions.

The result of the study was reported at the Annual meeting of Japanese Society of Public Health in

November 2004. Three national newspapers and eight local newspapers covered the study. More than 8,000 inquiries have been received, including inquiries from local government offices and organizations, and more than 20,000 copies of the booklets have been sold. Many lecture sessions by ILSI Japan CHP have been conducted.

The “Sumida TAKE10!®” program was started by Sumida Ward Government of Tokyo in October 2005. The program was conducted at six sites and included lecture sessions on the program and physical exercise practices.

Project SWAN

Phase II Starts

Project SWAN2 started from April 2010. The second phase aims to establish a community support system in much wider areas to sustain safe water supply and nutritional improvements through enhancing capacity of local authorities. A new project management team was formed which is composed of Working Team at the central government level and 3 Supporting Teams at provincial/ district levels. In May, Japanese water experts investigated the current situations on water treatment facilities and developed a plan for technical training. In August, the training session was conducted to have the Supporting Teams define issues on water treatment operation, water management system and water supply system. In June Japanese social marketing experts investigated the current status of capability of local authorities. The investigation showed that though the authorities are capable and well organized, they need more capability on planning and coordination. The training session for



IEC programs was conducted in August, focusing on planning methods and Focus Group Discussion facilitation. From October the Supporting Teams will initiate activities in communities with the enhanced capability.



What's Project SWAN (Safe Water and Nutrition)?

WHO has reported that 1.1 billion people do not have access to safe drinking water, in many developing countries the intake of unsafe water and unhygienic environments cause diarrhea and infectious diseases among children. This interferes with the intake of necessary nutrients, resulting in malnutrition. Even if water treatment facilities exist, it is often found that these facilities are not properly designed and that proper treatment is not conducted, including the use of chemicals to remove contaminants, resulting in the failure to meet WHO microbiological and chemical standards.

Project SWAN aims to establish sustainable water supply and health management models in rural and suburban areas through a participatory approach with inhabitants by enhancing knowledge of drinking water, nutrition, food hygiene and sanitation at the household level, optimizing the operation of water treatment facilities to meet Vietnamese standards, establishing effective management systems to sustain safe water supplies and promoting health communication by community-based participatory approaches.

It is expected that these models will be applicable to and can be expanded to other rural and suburban areas in Vietnam.

Achievements of Project SWAN to Date

With an emphasis on rural areas in developing countries in Asia, where public water works are lacking, ILSI Japan CHP has since 2001 been investigating the quality of drinking water and the needs of local residents toward safe water supplies, food safety and hygienic environment. Through experiments we have confirmed that the water quality can be improved to meet the Vietnamese standards for drinking water by optimizing the operation of existing water treatment facilities.

Based on the preliminary investigations, a proposal titled "Participatory approach for improving safe water supply, nutrition and health environment" was proposed and approved by JICA (Japanese International Cooperation Agency) as a 3-year grassroots technical assistance project. In November 2005, the project was started in three communities (Hanoi-Tam Hiep· Hanoi-Dai Mo· Nam Dinh-Quang Trung) in northern Vietnam where 2,500 households are supplied from local water treatment facilities. The Water Management Union composed of a technical group and an IEC group has been working to generate a synergistic effect to improve the water supply and health management system. We have confirmed that the water quality has been improvement in the three communities following the WTF renovation.

Project SWAN was completed with great success in November 2008.

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Project IDEA

Cambodia: National Launch under planning



Market trial for two years was successfully completed in Kampot and Siem Reap Provinces. As a result it was demonstrated that regular consumption of iron-fortified fish sauce and soy sauce significantly improves anemia. It was also confirmed that the quality assurance system works and the social marketing programs are effective. National Sub-committee for Food Fortification of the Government was held on July 20 with attendants

from government agencies, industry, RACHA and ILSI Japan. The workshop decided that this fortification program will be launched on a nationwide basis. A proposal to implement the program was developed and submitted to GAIN on October 2 to seek funds for the national launch.

Philippines: Large-scale Market Trial for fortified rice underway

A pilot production line was completed to produce Premix Rice (6mg Fe/gr) with support of MAFF funds (Ministry of Agriculture and Forestry and Fishery in Japan). In cooperation with FNRI, a large-scale market trial is scheduled in Zambales Province from November.

Vietnam: Efficacy Study on rice underway

An efficacy study using Premix Rice from FNRI started in Hung Yeng Province is underway from May for 6 months in cooperation with NIN.



India: Study on Flour Fortification with Iron and Lysine

A joint meeting ILSI-India and ILSI Japan was held in Bangalore on August 30, inviting experts of food fortification to decide the direction our fortification project. In the meeting the importance to fortify wheat flour with iron and lysine was confirmed. The meeting decided to conduct an investigation on relevant regulatory framework, school lunch program in India and a protocol of an efficacy study.

Achievements of Project IDEA to Date

In the Philippines, ILSI CHP has worked with FNRI on the stability and acceptability of several alternatives for the fortification of rice with iron. The overall evaluation indicated that extruded rice with ferrous sulfate and micronized ferric pyrophosphate are the most stable and have the most acceptable taste and color. An efficacy study was conducted for 6 months in 2004 by means of an intervention program using primary school pupils 6-8 years old in Metro Manila. The intervention program demonstrated that both of fortification alternatives significantly improved anemia prevalence. A market trial started in April 2008.

In Cambodia, fish sauce fortified with NaFeEDTA was introduced in Kampot in March 2007 and Siem Reap in August. ILSI Japan CHP is working with RACHA to promote social marketing programs, to establish quality monitoring of the market and to establish a surveillance system for monitoring IDA. A baseline survey was conducted in Kampot and Siem Reap. Akzo Nobel is supporting the project by donating NaFeEDTA.

A literature search on complementary feeding resulted in the report "Towards improved infant and young child nutrition in Asia through appropriate complementary feeding" which can be used as a basis for the research and development of complementary feeding.

In Vietnam, in collaboration with National Institute of Nutrition (NIN), ILSI CHP has pursued iron fortification (NaFeEDTA) of fish sauce. A series of studies verified that regular consumption of iron-fortified fish sauce significantly reduced the prevalence of anemia. Iron-fortified fish sauce was launched in 2006 based on the scientific outcomes of the research and development. The current plans call for 10 large production plants to produce fortified fish sauce by 2009. With financial support from GAIN, the national launch is scheduled in 5 years, which will include programs for production/distribution, quality assurance, communication of nutrition and health and monitoring/surveillance. ILSI Japan CHP will continue to provide professional support to ensure a successful national launch.

What's Project IDEA (Iron Deficiency Elimination Action) ?

The difficulty in maintaining a variety of food sources results in malnutrition and micronutrient deficiencies in the developing countries. Iron deficiency anemia, one of the most prevalent threats to public health, impairs brain development, immune system functioning, and learning ability in infants and children. It can also be a major cause of death among pregnant women, and dramatically reduces productivity among working adults, which in turn hinders the struggle against poverty. The UN ACC/SCN (the United Nations Administrative Committee on Coordination/ Sub-Committee on Nutrition) reported that 3.5 billion people suffer from iron deficiency anemia, and that it has been more difficult to overcome this than other micronutrient deficiencies.

Project IDEA works to reduce iron deficiency anemia (IDA) in developing countries by adding iron to commonly-eaten and commercially-produced foods such as condiments and staples, based on the dietary patterns unique to each country.