

# Inspiration tour Japan 2020

*'A different perspective on care for the elderly'*



**23 - 30 January 2020**  
Tokyo and Okinawa

With over 27% of the Japanese population being 65 years old or older, the expectation is that 40% of the Japanese population will be older than 65 years in 2050.

Also, the population is shrinking significantly. How is Japan coping with this phenomenon socially, medically and technically? What could we learn from Japan's perspective on ageing, work, retirement and family values?

This inspiration tour is your chance to find out.

This tour is for everyone who deals with and cares about elderly care issues, for managers and directors of care facilities, (primary & secondary) care practitioners, researchers, and policymakers, and anyone else who wants to exchange knowledge, share experiences and generate new ideas on the care for the elderly.

## Inspiration tour to Japan

Corine van Maar and Katinka Visscher invite you to join them on a special inspiration tour to Japan. We have experience from different perspectives in the field of integrated elderly care in the Netherlands. Together with you and a Japanese companion, we will get inspiration from Japan and think about the improvements that can be made in the Netherlands.

'Japan is ahead of us when it comes to policies for elderly care. During my travel experience in 2000, I saw that elderly people were motivated to stay physically fit because it enables them to keep 'having fun' and stay healthy. Also, at that time Japan already worked with community care, robotics and new ways of staff deployment. For example, the elderly were motivated to stay part of the company or health care organization they had been employed by after their retirement. For me, Japan was very interesting and informative.'

(Dr. Ate Dijkstra, Lector iHuman Welzijn Zorg Digitaal, NHL Stenden Hogeschool).

### The art of satisfied aging

We are all getting older and staying more vital for a longer time. At this moment, 1.3 million people in the Netherlands are over 75 years old. The expectation is that by 2030 this will be 2.1 million people. We can treat more and more diseases. At the same time, we see new challenges emerging. How do you become old "full of life"? What determines "good and satisfied" aging?

In Japan, experts will tell us all about the Japanese view on the art of satisfied aging.

For example, we hear more about the concept "Ikigai" (the Japanese raison d'être) and the meaning of work even after retirement. We investigate and experience Japanese culture, such as the food culture, a crucial part of healthy living. And we are going to see how well-being and care are organized, financed and experienced in Japan.

### Impressions of our tour in 2018

The "*Terugblik Inspiratiereis Japan - een andere kijk op ouder worden*", gives an impression of our inspiration trip to Japan in October 2018.

Participants with different backgrounds got to know each other during an adventure through the Japanese world of healthcare. View the video on YouTube or click: [here](#).



### What is the plan?

We have an inspiring program and visit an average of two or three locations per day in Tokyo and Okinawa.

### Okinawa

We fly directly from the Netherlands to Okinawa via Tokyo. Okinawa is an island group off the coast of Japan with a large number of longest living people in the world. Rich in their traditions, Okinawa's true health and longevity secret comes from their culture and environment. Look [here](#) for the causes of the blue zone in Okinawa.



Blue Zones are areas in the world where people live longer, healthier and have happier lives, often for over 100 years. How is it possible that these people live longer? Genetics? Diet? A different approach to life? Is the secret hidden in everyday life: the food they eat, the daily routine, the company they are in and their view of life? We travel to Okinawa to see what life as an elderly person is like in the countryside and how it differs from the city. After a few days in Okinawa we fly back to the metropolis of Tokyo.



## Tokyo

In Tokyo we start with information given by experts about the Japanese vision and policy on care for the elderly and well-being. We get an overview of how healthcare is organized. In addition, the Japanese strategy for the self-reliance of the old population is discussed. We also add a cultural anthropological perspective. Which (changing) values and customs become visible?

We visit a number of nursing homes. How do they shape personal care and contribute to 'good and satisfied aging'? How do they deal with the increasing average age of employees? And how do they organize transmural care, dementia and palliative care?

We will visit an inspiring community center, where we listen to the experiences of employees and clients and observe typical Japanese activities.

Our Japanese guide takes us to his own weekly "club" discussion. An official group, with members between 60 and 85 years old. They tell us about their living environment with formal and informal networks. How do they experience aging? How do they live, how do they view work, retirement and family values? How do they experience care and welfare organizations and possible technical aids? This will be a nice afternoon!

Japan is a world leader in robotics research. During the site visits we look at what we find in practice.

In addition to visiting organizations, we of course see and experience Tokyo itself and what a special city it is. We will visit a neighborhood with a high percentage of elderly people and perhaps have a chat with one or two people about their way of life. During our previous trip we met Mrs. Shimojima. We were impressed by her outlook on life.

The program is still subject to some changes. Feel free to contact us for the latest information about the interpretation of the week.



Mrs. Shimojima told us: "I was born in 1925, so 94 years old. I have always enjoyed sports. My work in the tea shop and a regular game of table tennis keep me healthy and fit."

## How will you get new inspiration?

Let your curiosity guide you and postpone your judgement as long as possible. In our experience, this provides the best new insights. During the journey we will therefore often just observe: what catches our eye in a train station, on the street or in a care home? How do young and old people interact? How do the elderly manage their lives in the busy city compared to the countryside? Back at the hotel, we discuss what we have seen. And we will exchange ideas about what ideas could help you in your own working environment in the Netherlands.

## Organisation

- Corine van Maar is a senior consultant and project manager and owner of Van Maar Advies. She has been working in elderly care for more than 15 years from different angles: as a care provider, as an advisor and manager at consultancy firms and as a business administrator (MBA). In her work, she connects people and organizations with each other on the basis of substantive care issues. She is happy to organize study trips, such as the Healthcare Study Tour for participants from New Zealand 2018 and Inspiration tours to Japan.
- Katinka Visscher (MA Japanese Culture and Language) lived in Kobe, Japan for 7 years. She has been working at a consultancy firm specializing in integrated healthcare issues for 15 years. For years she has been dreaming of combining her love of Japan with her work in health care in the Netherlands.
- Hiro and Judy Nakazato, a Japanese-English couple, are our Japanese guides. Hiro is a retired employee of Teraoka Seiko. As marketing manager of the Foreign department, he often traveled to Europe and Africa. His mother is in her nineties and lives in a care home in Tokyo. Hiro and Judy will provide input about Japanese culture.





## Costs and application

The costs for the trip are:

€ 3995 (including 21% VAT), € 3302 (excluding 21% VAT) per person.

There is a discount of € 400 (incl. 21% VAT) per person if you register with a colleague or acquaintance for a double room during the entire week (if available).

Included are all overnight stays in a middle-class hotel, visits to the site visits, guides, speakers and transportation within Japan, including the return flight Tokyo-Okinawa. Including dinner, breakfast and lunch.

You will book your own flight to Tokyo Kansai International Airport (KIX Airport). This gives you the option to stay in Japan for a longer period of time or to arrive earlier. As the date of departure is approaching, you may need to take into account rising flight prices.

If you are interested, we advise you not to wait too long with your registration because of the increasing price of your own airline ticket and the availability of the return flight from Tokyo to Okinawa, which we book for you.

Registration takes place based in the order of deposits received.

## Other

- After registration we will schedule a telephone interview with you.
- Before departure we will invite you to a kick-off meeting so that you can get to know other participants and the organizers.
- The mentioned dates include travel time.
- Not included: travel and cancellation insurance, personal expenses and flight.
- You do not need to apply for a visa.
- The program is subject to change due to circumstances
- The data is subject to availability.

## For more information and/or application you can send an e-mail to:

- Corine van Maar: corine@vanmaaradvies.nl      M: 06 – 216 59 559
- Katinka Visscher: katinkavisscher@gmail.com      M: 06 - 145 36 337

We now have enough applications to continue the inspiration tour.

**There are still places available. We therefore hope to hear from you!**

June 2019