Topic-Setting Program to Advance Cutting-Edge Humanities and Social Sciences Research

(Responding to Real Society)

Progress Report

(Summary of Final Report)

[Research for Developing and Socially Implementing Livelihood Support through a Multigenerational Collaboration Model]

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Position:　Team Leader

Research Period： FY2015 - FY2018

1. Basic information of research project

Research Area	Building an anxiety-free care system in a shrinking society; Establishing a lifeline infrastructure
Project Title	Research for Developing and Socially Implementing Livelihood Support through a Multigenerational Collaboration Model
Institution	Tokyo Metropolitan Institute of Gerontology
Core-Researcher (Name, Academic Unit & Position)	Yoshinori Fujiwara, Research Team for Social Participation and Community Health, Team Leader
Project Period	FY 2015- FY 2018
Appropriations Plan (¥)	FY 2015 2,390,000 JPY
	FY 2016 4,210,000 JPY
	FY 2017 3,030,000 JPY
	FY 2018 1,600,000 JPY

2. Purpose of research

Faced with a rapidly aging population, population decline, and financial constraints, and with a view to sustaining its long-term care insurance system, Japan has been pushing forward in developing the Community-based Integrated Care System that will offer integrated housing, medical care, nursing care, preventative care, and living support. However, since the population aged 75 and older is predicted to increase to 22.79 million people in 2025, with the demand for nursing care increasing accordingly, there have been doubts regarding the feasibility of local comprehensive care systems due to the lack of manpower. In the capital area in particular, where the demand for nursing care will increase by 45% compared to 2015, it is said that medical and nursing care personnel will be short-staffed by around 80,000 to 90,000 persons, and it is expected that achieving such a system will be extremely difficult.

In response to this situation, Ministry of Health, Labour and Welfare (MHLW) started "Sougou Jigyou" in 2015, which is a new comprehensive project to prevent the need for nursing care and provide daily living support (hereafter, "Comprehensive Project"). The Comprehensive Project (1) strengthened efforts to prevent the need for nursing care by helping elderly people to stay involved in society, and (2) set up various types of daily living support services (taking out garbage, assisting grocery shopping and house cleaning, etc.) offered through a variety of operation types (volunteers, NPOs, private companies, etc.) to address difficulties in daily living. The main population expected to use these services is elderly persons who experience some difficulties in daily living but not covered by the long-term care insurance system. However, one problem with the Comprehensive Project is the high likelihood that elderly people, who in general feel hesitant or resistant to accepting one-sided assistance from volunteer members and their neighbors, may avoid availing themselves of

it. At the same time, securing volunteers who provide assistances to the elderly has also been challenging, and there is a possibility of having a shortage of workers.

In addition, while elderly people may have a surplus of tens of millions of yen in their lifetime pensions, the generation under 40 years of age has excessive burdens, and there is concern that these aspects of the "generation gap" may lead to intergenerational conflict. In 2012 the government established the "Children and child-rearing support law" that should help sustain the social security system, but much of its funding is dependent on the extent to which medical and nursing care benefit payments are reduced. For these reasons, there are limits to what can be done with initiatives addressing elders' needs alone; rather than trying to decide whether to prioritize either child-rearing support or elder support, we propose that the solution should be sought in complementary and reciprocal links to child-rearing support initiatives.

In this study, the synergistic functions of "AsMama, Inc."*, with its progressive childcare support model, and the "Ota Elder Care Network" (hereafter, "Mimamo")**, a progressive community organization that supports elder care and elders' social involvement, were put to use in an integrated project, the effectiveness and feasibility of which was then verified. Our objective is to develop a highly versatile model that will allow multiple generations to help each other to solve their problems that arise from their daily life (e.g., picking up child from child care, taking garages, assisting grocery shopping and house cleaning).

In addition to this, if diverse populations of elders, such as frail elders, are to participate in various community group to be involved in community network that will be basis of their mutual assistance, we need system that help Community General Support Center (CGSC) to manage large number of information regarding various social groups and services. Therefore, we developed "MilmoNet", an internet-based system, with which CGSC can collect, manage, and search for information regarding social involvement activities and living support services for elderly people. In this way, we will be able to offer a model that facilitate intergenerational support (mutual aid model) and a tool that coordinates its functioning in the local area.

district of Ota Ward, Tokyo Metropolitan Area, the objective of whose activities is to watch over elders. CGSC of the Iriarai district is its administrative office, and it is composed of more than 90 nursing care establishments and businesses referred to as "supporting establishments" and elderly members referred to as "Mimamo Supporters". Supporting establishments and Mimamo Supporters host over 200 large-scale and small-scale classes and events in the Iriarai district each year to promote social involvement for the elderly.

3. Outline of research (including study setup)

In this study, we developed and implement a multigenerational mutual aid model that allows members who know each other to directly communicate regarding the exchange of childcare or basic living support services for elders (such as help with putting out the garbage, shopping, or housework) through "Yoriai", a web matching system developed based on the progressive childcare support model used in AsMama Co.'s system. "Yoriai" is a web-based matching system to match person who is seeking for help to solve problems of daily life and person who can help. In order to use Yoriai, person has to register to Yoriai as a member. Then, he/she has to be friends with other members in order to seek help for other members of Yoriai. Once he/she is registered as other members' friend, he/she can ask for help through Yoriai. Members who are requested for help can reply through Yoriai only when they agree to help. Within Yoriai system, members can ask for light help that can be done within 30 minutes, and person who is helped pay for person who provided support with 500 yen for per 30 minutes help. .In addition, members cannot provide assistances that require physical touch, such as helping for bathing, toileting, and changing clothes within Yoriai system.

For older elders and frail elders in particular, for whom using the internet is difficult, we developed the multigenerational mutual aid model with a combined internet and analog structure so that Yoriai can be operated on their behalf by local personnel (mainly staff at the community café that provide free space for neighbors to facilitate communication among multigenerational people).

In addition to this, if diverse populations of elders, such as frail elders, are to participate in designing a mutual aid community among multiple generations of the public, an efficient way of linking professional sectors with the region's human resources, such as through CGSC, will be indispensable. Therefore, we developed "MilmoNet", an internet-based system, with which CGSC can collect, manage, and search for information regarding social involvement activities and living support services for elderly people. In this way, we can offer a model that facilitate intergenerational support (mutual aid model) and a tool that coordinates its functioning in

the local area. Based on this, we carried out the following two areas ([1] and [2]) of research and development.

[1] Development of multigenerational mutual aid model:

Using a "Oomori Katarai no Eki (Oomori Chat Station)", which is multigenerational social interaction cafe in the Iriarai district of the Ota Ward of Tokyo Metropolitan Area, as a hub for mutual help, we carried out a variety of multigenerational social interaction events and classes in order to create social networks that will become basis of mutual aids among participants of these events and classes. In addition to this, we encouraged visitors of "Oomori Chat Station" to communicate and help each other, using Yoriai.

"Oomori Chat Station (The Chat Station) is opened by local medical institutions as a permanent hub for multigeneration social intercourse. Staffed by nurses and social workers with work experience at CGSC, and providing coffee and tea (each 150 yen), the Station offers professional advice regarding medical and nursing care. During the hours that it is open (Monday-Friday, 10:00-16:00), members of the community use the space freely: bringing in lunch and eating it, reading, and interacting with friends. In addition, Mimamo Supporting Establishments hold several classes related to health and childcare support at the Chat Station.

However, using the social interaction program and Hub to lead directly to mutual aid, proved difficult. For this reason, between October 2017 and June 2018, we held "Yoriai Social" for Hub users and social interaction program participants. Yoriai Social directly aimed at creating relationships among participants of the social to help each other, using Yoriai. These help include, such as child care for young parents and assistances for shopping for the elderly. We held the social twice a month (held a total of 13 times). This led to 26 instances of intergenerational mutual aid among participants of "Yoriai Social". This study provided clarification regarding methods of running social interaction events and hubs for promoting multigeneration mutual aid among neighbors in urban areas, as well as the factors that promote and interfere with mutual aid among neighbors when a coordinator is not used as an intermediary.

[2] Development of MilmoNet website:

Between April 2016 and October 2017, we held the monthly meeting with Ota municipal government, CGSCs in Ota Ward in the Tokyo Metropolitan Area, and the website developer (Wellmo Co., Ltd.) in order to develop the first edition of MilmoNet. At the meetings, we discussed necessary features of the system that will contribute CGSCs to manage numerous information about social programs and daily support services.

At the end of August 2018, the first edition of the "MilmoNet" (equipped with almost all of the website's intended features) was completed, and was launched in Ota Ward. One unique feature of this website is that during development we discussed necessary website features and specifications with the people who would be its primary users after development, the employees of CGSC, which has made it user-friendly. In addition, since the website was developed with municipal government cooperation, our work was also able to propel the creation of a system in which information about local resources, both those covered and not covered by local long-term care insurance (living support services and social involvement activities, etc.), can be centrally consolidated and managed in MilmoNet.

Research project setup

Principal investigator, group leader, or project member	Full name	Affiliated institution, department, position (professional field)	Responsibilities
Principal investigator	Yoshinori Fujiwara	Tokyo Metropolitan Institute of Gerontology, Research team for social participation and community health, research director	Coordination between all institutions, investigating initiatives for addressing high-risk elders' needs
Project member	Kumiko Nonaka	Tokyo Metropolitan Institute of Gerontology, Research team for social participation and community health, researcher	Planning and coordinating with cooperating working groups; planning, implementing, and analyzing surveys mailed to elders; planning and implementing the multigeneration mutual aid model, planning the interview survey, developing and evaluating the effectiveness of the MilmoNet
Project member	Fujiko Fukushima	Toho University Faculty of Nursing, Department of Family and Reproductive Health Nursing, professor	Developing and implementing volunteer training program (specialized for areas of childrearing)
Project member	Masataka Kuraoka	Tokyo Metropolitan Institute of Gerontology, Research team for social participation and community health, researcher	Developing and implementing volunteer training program (specialized for areas of elderly care). Developing the living support services and the multigeneration social

			interaction program, applying and monitoring them, developing the visualization website
Project member	Masashi Yasunaga	Tokyo Metropolitan Institute of Gerontology, Tokyo Metropolitan Center to Prevent the Need for Nursing Care, researcher	Evaluating the multifaceted effects of living support, childcare exchange, and events,
Project member (implementation)	Hisao Sawanobori	Regional Support Center (Omori Chat Station) Center Director, Ota Elder Care Network, Office Manager	Recruiting and keeping track of older volunteers.
Project member (implementation)	Keiko Koda	AsMama, Inc., CEO and President	Recruiting and keeping track of volunteers and participants of younger generations, coordination between supporting establishments
Project member (implementation)	Takeshi Tokuda	Life Publishing Co., Ltd., CEO and President	Reporting and disseminating research results to governing bodies nationwide
Project member (implementation)	Yoh Murayama	NPO "Japan Intergenerational Unity Association," Supervisor	Customizing domestic and international multigeneration exchange programs for this study's specifications

4. Study results and spillover effects

[1] Development of multigenerational mutual aid model:

Using the Chat Station as a hub for mutual cooperative help, we carried out a variety of multigeneration social interaction events and classes. We encouraged participants of these events and classes to communicate each other whenever they visited the Chat Station and help each other, using Yoriai. The staffs of the Chat Station assisted elders who have difficulty to use ICT to use Yoriai.

At the social interaction program and Hub, it became normal for elders and mainly the child-rearing generation with young children and babies to gather. However, it was difficult for the two generations to have the kind of interaction that might lead to mutual aid, or to lead them to mutual aid through their use of the social interaction program and Hub. For this reason, between October 2017 and June 2018, we held "Yoriai Socials"

for Hub users and social interaction program participants with the goal of bringing about multigeneration mutual assistance (held a total of 13 times). At the socials, participants enjoyed doing simple cooking together as part of a program aimed at encouraging interaction, played the "Otagai-sama game"* to help make their support needs evident to each other, and encouraged Yoriai registration and mutual aid among the participants. This led to 26 instances of intergenerational mutual aid among the participants.

*The "Otagai-sama game" is a game carried out by a group of 6-8 players under the guidance of a facilitator. The basic process of the game is the following 3 steps: 1) the participants fill out designated cards with something that they want to have help from their neighbors in their daily life (or a sticky note would work, with 1 problem on 1 note). 2) Participants share further information about their help needs while showing the completed cards (or sticky notes). 3) For each help need raised, the participants discuss ways of giving practical help from the perspectives of both the giver and receiver.

The game was developed to try to resolve the following 4 challenges that became evident in the course of the study: 1) Local residents had difficulty envisioning how "helping each other" should look, 2) They felt resistant to asking for help from acquaintances, 3) As they could survive without asking for help with the things they needed, they found it hard to be assertive and ask for help, and 4) They found it hard to visualize exactly what kind of help they needed.

The breakdown of mutual aid types was as follows: 1) mutual aid between elders, 4 instances (accompaniment when shopping, etc.); 2) assistance in the form of paid volunteer work performed by neighborhood business employees, 4 instances (carrying belongings, cleaning the bathtub, etc.); 3) elders assisting the child-rearing generation, 11 instances (mending clothes, giving advices to organize kitchen and rooms, etc.); 4) child-rearing generation assisting elders, 5 instances (sorting unneeded books and taking them to sell at the recycle shop, teaching them to use a smartphone, etc.), 5) between members of the child-rearing generation, 1 instance (cosmetic-related advice); 6) research group staff assisting elders, 1 instance (installing panel in front of bathtub). However, there were multiple cases that no assistances were offered for help needs that were announced in the game. Similarly, there were multiple cases that participants actually did not make requests for help even though they announced their needs in the game. In addition, the number of groups in

which the first exchange of help was the stimulus for repeated exchanges, was limited to one group.

The following insights emerged through observing people's participation at the socials and through the interview survey afterwards: 1) the childrearing generation had a high need for help related to sewing, such as mending clothes or making kindergarten bags, and this was a type of support need that elders could address, giving them a sense of purpose. 2) The elderly generation had a high need for assistance operating devices such as smartphones, and this was a support need that the childrearing generation could address with relatively little resistance. 3) However, both parties--the person providing help and the requester-- had relatively little objection only when 1) and 2) were done at the Chat Station. 4) It was easy for those using the Chat Station on a regular basis to arrange mutual aid at the Chat Station, but for those who used the Chat Station only at the socials, their feeling regarding mutual aid at the Chat Station was, "I can manage without going so far as to ask for help", so it was hard for them to bring themselves to request help. 5) Fellow participants at the socials knew each other from times when they used the Chat Station or from local classes, but "Yoriai Socials" were an opportunity for direct interaction. 6) In connection with what was mentioned previously in 5), people asked for help from other people when they had concluded, through the cooking activity or the "Otagai-sama game" at the Chat Station, that "our values seem compatible," or "she/he won't judge me for my request or my living conditions or tell anyone else about it". 7) When mutual aid had been carried out, the mutual aid was the stimulus for cultivating a trusting relationship and led to ongoing mutual aid for pairs who felt towards each other as described in 6). 8) For shopping assistance or assistance that entails entering someone's living room, helpers tended to avoid offering assistance, feeling that the responsibility was too great. While, 9) when assistance entailed entering, for example, the elder's living room, the elders hesitated, thinking "is it all right to ask that much?", whereas it was easier for them to ask for paid volunteer help from professionals or the neighborhood council.

Elder's independence level: High

Services should be provided by volunteer groups

Services can be provided by mutual aid among neighbors and friends of social groups (Yoriai can be utilized at this level)

Service should be provided by business, Social Welfare Councils

Required skill level to provide care: high
Degree of privacy invasion: high

Required skill level to provide care: low
Degree of privacy invasion: low

Service should be provided by Long-Term Care Insurance providers (professionals)
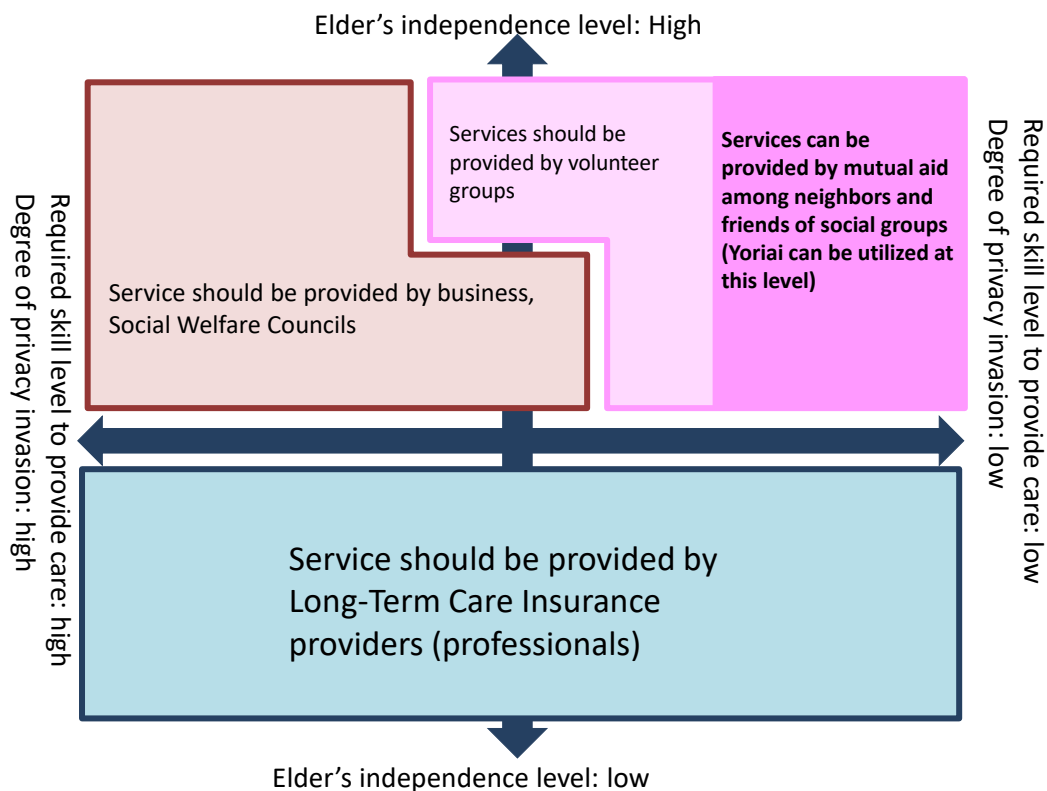
Elder's independence level: low

Figure 1. Type of support based on characteristics of the aid recipient and support needed

These findings suggested that to stimulate mutual aid among visitors of the Chat Station or participants of the Yoriai Social, the following steps may be needed. Step 1: Gather people from each generation at the Chat Station. Step 2: Help each generation to feel that the Chat Station is "our space." Step 3: Ensure that multiple generations (in this case, the child-rearing generation and elderly generation) interact with each other at the Chat Station. Step 4: When they have become familiar with each other, introduce interventions that will foster a trusting relationship and give them opportunities to help each other (for example, the "Otagai-sama game").

Our findings also suggested that upon offering assistance when mutual aid is not mediated by a coordinator who usually match person who provide help and person who seek help, the suitable person to provide help and the form in which it is offered may change according to the level of skill required for a task or the degree of invasion of privacy, such as if there is a need to enter the residence of the person who requested help (Figure 1). Mutual aid arranged directly among neighbors via Yoriai is meant for relatively independent elders, and it may even be simple assistance that can be completed at the Chat Station. For fellow users who have deepened their relationship somewhat through giving simple assistance, or for those whose resistance to mutual aid has decreased after experiencing simple assistance, more "invasive" mutual aid, such as entering a living room, may

be possible. In addition, mutual aid that involves some invasion of privacy, for example entering someone's living room, may be possible if it is "volunteer-based support" managed by a trustworthy organization such as a neighborhood council.

[2] Developing a website to visualize local resources:

At the end of August 2018, the first edition of "MilmoNet" (equipped with almost all of the website's intended features) was completed, and was launched in Ota ward. As of now, November 2018, MilmoNet was disseminated to various provides of social services and social participation programs in Ota Ward. MilmoNet is expected to be a critical tool for CGSCs to manage large number of information regarding social resources. In this way, CGSCs will be able to coordinate services most appropriate for each elderly.