

# “Sukoyakarada Project (Healthy Body Campaign)”

We started the healthier body project (We call “Sukoyakarada project”) as a reconstruction assistance activity from the Great East Japan Earthquake in 2015.

This project is aimed at reducing childhood obesity, one of social issues in three prefectures of the Tohoku region (Fukushima, Miyagi and Iwate) as well as promoting health and supporting healthy mental and physical development among the children that will lead the next generation.

In FY2018, the fifth year of the project, this project was held in Higashi Matsushima City, Miyagi prefecture. At the Kick-off event on March 30, 2019 the children experienced three types of sports with top athletes, and the health seminar was held by a medical specialist on lifestyle-related illnesses for their parents, and a nutrition education session was given soup kitchen using local ingredients. In four Follow-up sessions from April to June, the children experienced a variety of sports and help them establish healthy exercise habits.

Through this project, implemented in partnership with the Specified Nonprofit Corporation Sports We have implemented this project with SCIX, a non-profit organization called Sports Community and Intelligence.

The next project in Miyako City, Iwate prefecture, which was postponed from FY2019 due to the impact of the novel coronavirus infection (COVID-19), also could not be held in FY2021. Unfortunately, we have since decided to discontinue this project in Miyako City.

## Implementation results

| Year   | Location  | Total participants |
|--------|---|--------------------|
| FY2014 | Aizumisato, Onuma district, Fukushima prefecture    | 233                |
| FY2015 | Ishinomaki, Miyagi prefecture                       | 381                |
| FY2016 | Ofunato, Iwate prefecture                           | 207                |
| FY2017 | Soma, Fukushima prefecture                          | 131                |
| FY2018 | Higashi Matsushima, Miyagi prefecture               | 287                |
| FY2019 | Miyako, Iwate prefecture (Delayed by COVID-19)      | —                  |
| FY2020 | Miyako, Iwate prefecture (Re-delayed by COVID-19)   | —                  |
| FY2021 | Miyako, Iwate prefecture (Discontinued by COVID-19) | —                  |

## FY2018 Kick-off Event (Conducted in March 2019)



## FY2018 Follow-up Programs (Conducted from April to June 2019)



Session 1: Exercise basics (run, jump, throw)



Session 2: Relay race baton-pass and long-distance running



Session 3: Para-sport competition (blind soccer)



Session 4: Spaceball experience