

Reconstruction from the Viewpoint of Gender Equality -Referential Examples-

Gender Equality Division,
Reconstruction Agency

- The basic concept underlying the “Basic Guidelines for Reconstruction in Response to the Great East Japan Earthquake” is to “promote the participation of women in every aspect/organization of the reconstruction” and “realize society of harmonious coexistence where everyone including children and people with disabilities can live comfortably”. Towards the realization of a gender-equal society where various lifestyles are respected, and everyone has an active role, there is a need for a gender equality viewpoint as regards reconstruction activities.
- The Gender Equality Division, Reconstruction Agency, is collating referential examples where women are active or where the women of the disaster stricken areas are being supported in the fields such as town development, job creation and promoting healthy living, as a reference material for local governments and the people who are active in each region.
- We plan to continuously collate and publish these examples.

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Town development: Initiatives to decide and propose town development plan. And discuss how towns are reconstructed by working together with with the Government.

Job creation: Initiatives for employment support, support for starting a business, creation of industry and revitalization of the regional economy.

Be healthy: Initiatives for the maintenance and improvement of mental/physical health.

Place to belong: Initiatives for creation of space to prevent Isolation, networks and spaces to allow various people to gather. Thus they can interact and exchange information.

Development of human resources: Initiatives for cultivating human resources who will take on the responsibility of reconstruction among the local residents, NPO and municipal employees.

Information transmission: Initiatives for conveying the current reconstruction status of the disaster stricken areas, and leaving records of the Great East Japan Earthquake.

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1. Deliver the Voice of the Disabled Persons to Develop Comfortable Towns Specified Nonprofit Corporation Yuitto



Go into town and ride low floor buses, etc. as the progress survey for the barrier free, and transmit the results

| | |
|------------------------|--|
| Main Organizations: | Private organizations |
| Targets/Recipients: | Physically, intellectually, mentally disabled persons affected |
| Implementation Period: | From December 2011 |
| Activity Area: | Disaster stricken areas in the coastal areas of Iwate Prefecture, centering around Miyako City |
| Keywords: | Recommendation to persons with disabilities, exchange meetings and public administrations |

The persons with disabilities themselves are providing the information on the current status to society, and asking for understanding and improvement, so that the disabled in the affected area can freely go into town, and live in the community as normal.

They are creating the chance for them to interact with people having no disabilities such as taking part in exchange meetings and festivals.

1. Background and Progress of the Initiatives

- 1) The support activity for the disabled persons affected by the disaster in the aftermath of the earthquake, the Disaster Area Support Center Iwate for Persons with Disabilities Areas was set up in April 2011 to support their lives. Since the transfer between inland and coastal areas became difficult during the winter months in Iwate Prefecture, Disaster Area Support Center Miyako for Persons with Disabilities was set up in December 2011 as a hub to offer continuous support. In April 2013 the center acquired NPO status and commenced its activity as NPO Yuitto.
- 2) Confirm the safety of persons with disabilities who live in a shelter, provide welfare equipment, and daily commodities, dispatch helpers, accompany and assist (going to hospitals and shopping) or provide transportation services to them who have no means of transportation, and support their daily lives such as meals, bath and changing of clothes.

2. Outline of the Initiatives

- 1) **Conduct surveys and information dissemination by checking the current status of the barrier free of the temporary housing, shopping districts, public transportation**, so persons with disabilities can live in a safe environment. The survey results of station elevators, boarding of buses, public toilets, entrance into shops, slopes/steps of temporary housing and pedestrian roads are disseminated through the website to encourage improvement.
- 2) Opportunities for seminars and training are created to cover one's own rights and lifestyle improvement towards the development of a town that is comfortable for anyone to live in, regardless of the existence of a disability or age. Study is made on the town development for disabled persons by the parties and how to lead self-reliant living.
- 3) **With a view to "develop a town where persons with disabilities can live normally", "Oyorensen Meeting" which are exchange meetings with residents were held once a month**, and 28 events that the disabled persons could enjoy with their families were held (as of May 2014). Events range from wheelchair exchange meetings such as Wheelchair Slalom Competitions, festivals of the shopping district, and bazaars in the reconstruction



The office set up in the shopping district in the station front of Miyako City. The shutters have been painted in various colors. *The photos have been reprinted from the website of Disaster Area Support Center Miyako for People with Disabilities

markets in the shopping area in front of the office. **Also a report meeting was held to announce the survey results of useful toilet map information.** When the person does not have transportation means to participate in exchange meetings, transportation is provided.

3. Improvements and Features

- 1) **Actively participate in the Reconstruction Meetings of the City and Council of Social Welfare, in order to stress the vulnerability of the people who live in temporary housing and call for improvement.** For example, since the visiting transportation vehicle of the city is for the physically unimpaired, and not easy for the elderly and disabled people to use. Therefore a proposal was made to provide a transportation service that would serve as a transportation means for the persons with disabilities.
- 2) Support is made unconditional to the types of disabilities and the existence or non-existence of physical disability certificates.
- 3) The office was established in the center of the shopping district so the persons with disabilities going out to town, the persons with disabilities being around and helping them will become normal. **Exchange opportunities are provided so the people of the community can understand the willingness and the abilities of the persons with disabilities.**
- 4) Collaborate between the Disaster Area Support Centers for People with Disabilities in Miyagi Prefecture and Fukushima Prefecture, and **promote the network building among organizations for persons with disabilities.**

4. Effects of the Initiatives

- 1) People with disabilities who have been mostly house bound now have the opportunity to go out on their own and have a voice.
- 2) **The exchange between the people with different types of disabilities,** such as physical, intellectual and mental disabilities are **being promoted.**

5. Contact or More Information

Disaster Area Support Center Miyako for the Persons with Disabilities
(Specified Nonprofit Corporation Yuitto) : <http://20110311iwate.blog27.fc2.com>

2. Reflect the Voices of Women and the Youth on Town Development

Town Development Steering Committee of Tamaura-Nishi District, Iwanuma City



| | |
|------------------------|---|
| Main Organizations: | Autonomous body, residents |
| Targets/Recipients: | People who have relocated to Tamaura-Nishi district, Iwanuma City |
| Implementation Period: | June 2012 - November 2013 |
| Activity Area: | Iwanuma City, Miyagi Prefecture |
| Keywords: | Town development workshop, group relocation |

“Town Development Steering Committee for Tamaura-Nishi District, Iwanuma City” was set up as regards the town development of the Tamaura-Nishi district, which is the relocation destination after the disaster. The committee consists of a head of the district, a representative of the youth and a women representative selected from each of six disaster-stricken districts at the coast. They are conducting town development mainly by the residents themselves, while listening to the advice of the town development experts.

1. Background and Progress of the Initiatives

- 1) Iwanuma City was established in 1971. Iwanuma-cho, Tamaura-mura and Sengan-mura were consolidated to the new Iwanuma-cho in 1955, and the new Iwanuma-cho was reorganized as Iwanuma City. In the disaster-stricken six districts (Ainokama, Fujisone, Ninokura, Hasegama, Kabasaki, Shinhama) in the east coast that were severely damaged by the earthquake, with the remnant from the old villages, **a coherent community lifestyle existed.**
- 2) After the earthquake, in order to promote the reconstruction speedily, Iwanuma City has decided to evacuate the residents to the evacuation shelters and temporary housings by the district where they were originally living. Furthermore, as regards the “Group Relocation Promotion Projects for Disaster Mitigation to the Tamaura-Nishi District” for relocating housings in the disaster stricken six districts into one district, Iwanuma City at the earliest opportunity held meetings with the leaders of the communities such as the chairman of the community council or the head of the district to exchange opinions with the residents, and reached a consensus with them. Obtained the approval from the Minister of Land, Infrastructure, Transport and Tourism in March of the year following the earthquake, the city **started the Group Relocation Promotion Projects for Disaster Mitigation, ahead of anywhere in the country.**
- 3) In parallel to the conference of representatives regarding the collective relocation for the target districts, the Town Development Steering Committee for Tamaura-Nishi District, Iwanuma City (hereinafter referred to as “the Steering Committee”) was established so that the opinions of the residents from all walks of life will be reflected in the town reconstruction and development, and that a place where everyone would want to relocate to would be created.

2. Outline of the Initiatives

- 1) The Steering Committee selected **1) a chairman of the community council or the head of the district playing a key role in the shelter and temporary housing, 2) a women representative who plays an important role in the relationships within the community, and 3) a youth representative who is a leader of the next generation of under 40 years old** from each of the six districts that are the relocation target districts. Furthermore, resident representatives from the surrounding districts of the relocation destinations were also added to the members, and people with experience or academic standing

concerning town development and experts of urban environmental planning and urban design originally from Iwanuma City participated in the committee to lead the residents who mainly conduct the town development, from a professional perspective.

- 2) The Steering Committee was held 28 times from June 11, 2012, to November 18, 2013. Workshops and exchange of opinions involving experts, surveys to residents of each district and the publishing of town development news letters were conducted. **During that time, a report was submitted to the mayor four times.**

3. Improvements and Features

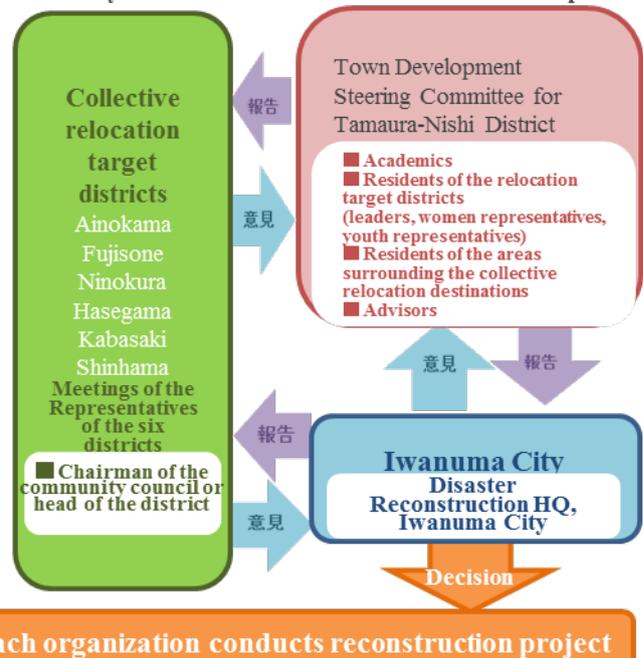
- 1) The members of the Steering Committee were selected from various generations and males/females so the **residents can voice their opinions and be involved in the town development proactively.**
- 2) Under the Urban Planning Law, detailed restrictions have been set in the Tamaura-Nishi district to safeguard a comfortable living environment. An explanation on this point was given by the administrative officers to the resident representatives, and with further appropriate advice from the experts, discussion was made on the town development policies and land usage plans with a view to build a community that is ideal for the residents as much as possible.
- 3) The Steering Committee **issued a newsletter periodically, and strived to inform all the residents in the region of the decisions, etc. made by the committee.**



4. Effects of the Initiatives

- 1) The Steering Committee **was able to proactively develop a town that is suitable for various types of residents, by implementing ideas from child-caring women and considering the lifestyles of the aged households.**
- 2) Swift consensus building in conjunction with the relocation was conducted between the residents and the administration. Since policies for the plotting and public facilities construction works were determined at an early stage, the housing construction was started at the relocation destination in December 2013.
- 3) The results of the discussions between the residents and administration are visible in the reconstruction project of the Tamaura-Nishi district.

【Promotion system of Tamaura-Nishi district town development】



5. Contact or More Information

Reconstruction and Urban Development Section, Construction Division, Iwanuma City
<http://www.city.iwanuma.miyagi.jp/>

3. Reforestation Leading to the Reconstruction of the Sea - Planting Trees with the Local Children - Omoe Fisheries Cooperative Women's Division, Miyako City



64 pupils from Omoe Elementary School, and 100 people of the Women's Division of the Omoe Fisheries Cooperative including the pupils' mothers and grandmothers, in total 200 people planted trees wishing for the reconstruction of the forest

| | |
|------------------------|--|
| Main Organizations: | Women's Division, Fisheries Cooperative |
| Targets/Recipients: | Residents |
| Implementation Period: | From October 2014 |
| Activity Area: | Omoe District, Miyako City, Iwate Prefecture |
| Keywords: | Reforestation, conservation of fisheries, self-help activities |

The Sanriku coast of Iwate Prefecture has suffered severe damage to its environment and the main industry which is fishery. The Women's Division of the Fisheries Cooperative in Omoe district, Miyako City came up with the initiative of reconstruction and recovery of the forests that protect the marine environment, together with the school children who are responsible for the future of the region. Together with the Tohoku Regional Forest Office, they realized planting of 400 trees in the National Forest.

1. Background and Progress of the Initiatives

- 1) Approximately 90% of the households are involved in fishery-related industries in Omoe district, Miyako City. The Women's Division of the Fisheries Cooperative have been working toward the prevention of seashore withering for the protection of young shell and young fish of sea of urchin, clam and salmon, and protection of fishery grounds of sea mustard, tangle and salmon, learning from the teachings of the ancestors who advocated the influence and prevention of the over-cutting of the forests. Also the movement to use natural soap instead of synthetic soap has continued for over 35 years as a part of the drainage measures.
- 2) Among those who have lost their foundation for fishery due to the tsunami, the 290 female members have been focusing on rebuilding their lives for a year after the earthquake disaster. In the second year, activities that will rejuvenate the community such as "Fureai Bazaar" and "Hama-no-Kachan Sports day" were restarted. In the third year in 2013, **tree planting for reforestation to recover fisheries together with the children who will play important roles in the future was planned with a view to reconstruct the community.**



Before the earthquake: Omoe fishing port, a fixed net fishing port in the Omoe peninsula located in the south edge of the center of Iwate Prefecture coast, utmost north of Honshu.



After the earthquake: The upper reaches of the fishing port, Omoe Yona district, Miyako City was hit by the tsunami and the area amounting to 3ha of forestry was damaged by the reversed stream of 500m from the river mouth. The broken bridge is shown lying around on the bare forest land.

2. Outline of the Initiatives

- 1) In collaboration with the Sanriku North District Forest Office, Tohoku Regional Forest Office, responsible for managing the National Forest, the land to plant trees was selected. Concurrently, a search was made for companies that could support the tree planting, and an approach was made to the general incorporated association, Sakura Project 3.11. The Women's Division of the Fisheries Cooperative approached the headmaster of Miyako Municipal Omoe Elementary School if the school children would like to participate in the tree planting. The school judged that **this would be an opportunity for the**

school children to deepen their understanding of the industry of the region and nature, by continuously monitoring the regenerative process of the wastelands through the growing of the trees. It also thought that **it would be meaningful as a way to enhance their love of hometown** through getting familiar with cherries and autumn leaves. **Therefore it was decided that the whole school will participate in the tree planting.**



- 2) The Tohoku Forestry Department, Sanriku North District Forest Office which manages the National Forest of the tree planting areas, gave a lecture titled “The experience of planting trees that will nurture the sea, the forest and the future” to the pupils of the Omoe Elementary School and also launched an environmental learning project.
- 3) All the 64 pupils of the Omoe Elementary School, 100 of the Women’s Division of the Fisheries Cooperative, that include their mothers and grandmothers, 15 teaching staff, and 20 Forestry Management officials, in total approximately 200 people worked closely together. Together they planted 280 cherry (Oyama) trees and 120 Yamamomiji (mountain maple) trees, and they promised to study their growth and to safeguard them.

3. Improvements and Features

- 1) Since the effect of the earthquake differs to each staff of the Women’s Division of the Fisheries Cooperative, there were gaps showing in their thinking. However, through various activities, events and through the tree planting with the children, the bond among the women members have strengthened.
- 2) Through the planting of the cherry tree and the Yamamomiji trees, it has been possible to create a **place where the residents can gather to enjoy the blossoming of the flowers and the colouring of the leaves.**

4. Effects of the Initiatives

- 1) The environmental learning project launched by the North Sanriku District Forest Office has enabled to place to become not only a place of memorial, but also a place to learn about the **revival and restoration of the natural environment.** It has also become a place to introduce the restoration status of the national forests that were affected by the disaster.
- 2) It has **provided the opportunity for school children to learn about the relationship between the sea that brings natural threats and enrichment, and the forests that enrich the sea.**



Pupils and the women’s Department of the Fisheries Cooperative planting the seedling

5. Contact or More Information

N/A



Women’s Department of the Omoe Fisheries Cooperative, who achieved the tree planting

4. In Pursuit of Town Development that Is Comfortable to Live in for the Disabled Persons

Michinoku TRY Executive Committee



Disaster affected coastal areas 150km between Miyako City and Rikuzentakata City. First year was headed southward, Second year was headed northward

| | |
|------------------------|---|
| Main Organizations: | Disabled persons groups, cooperators inside and outside of the prefecture |
| Targets/Recipients: | Persons with disabilities |
| Implementation Period: | August 19 - 30, 2012 / July 29 - August 9, 2013 |
| Activity Area: | Iwate Prefecture coastal regions |
| Keywords: | Disabled persons, recommendation to the government, exchange meetings |

After the earthquake disaster, the people with disabilities from the coastal regions of Iwate Prefecture and the support organizations have been conducting for 2 years in a row an information provision initiative to walk 150km over 12 days, aiming to persuade the government to let the people with disabilities participate in the discussions concerning town development. This has led to the empowerment of the parties, exchange between people with different disabilities and the same initiative spreading to other regions.

1. Background and Progress of the Initiatives

- 1) The disaster affected coastal areas were not sufficiently barrier free before the earthquake. However after the earthquake, the lives of the physically and mentally disabled people have become more difficult due to the inconvenience of using wheelchair in temporary housing, the inconvenience of using a wheelchair with the BRT (Bus Rapid Transit System) including the BRT stations, and the decline in the number of helpers. Due to these reasons the opportunity of them going outdoors has decreased and the chances of interacting with other disabled people and regions has also diminished.
- 2) Therefore, it was hoped that the opinions of the disabled people will be reflected in the reconstruction plan, such as the town development that enables outdoor visits with a wheelchair. However the local government did not have a strong enough recognition of the necessity of having the participation of disabled people when planning the reconstruction plan.
- 3) Therefore the initiative to request the participation of the people with disabilities in the planning of the town development that incorporates the perspective of barrier free was examined by the people with disabilities and their supporters. In addition the executive committee was organized for **the revival of the “TRY” event which was a nationwide effort by the people with disabilities requesting turning trains and buses into barrier free facilities** from 1986 to 2000. Written requests were created for the local authorities and the transport organizations and the 1st “TRY” event was held in the summer of 2012 followed by the 2nd “TRY” event in the summer of 2013.

2. Outline of the Initiatives

- 1) At the 1st time in 2012, **the request to improve the intangible aspects in the reconstruction, including not only the barrier-free aspect but also the need for the mutual support within the region and welfare services was compiled in the written request.** Issues that were listed were, that during the earthquake disaster people with disabilities will have more difficulties in evacuating than healthy individuals, disabled people experienced restrictive lifestyles in evacuation shelters and temporary housing that do not have barrier-free facilities, and that due to the lack of offices that provide home care services the number of disabled people who are able to live independently are low. At the 2nd time, **I As regards reconstruction (town development, improvement of housing and transportation system), II Support of the disabled persons in the disaster-affected regions, III**

Welfare improvement, IV Establishment of disaster mitigation plans for the future, were defined as the four key items and the written request was resubmitted.

- 2) The 1st time was attended by in total 196 people consisting of people with various disabilities, such as wheelchair users in response to the recruitment, and the 2nd was attended by 30 people from the 6 Tohoku prefectures. The number of caregivers and volunteers were 77 at the 1st time and about 60 at the 2nd time, and the events were held with the help of their coordination.
- 3) Participation fees were no charged, and the activities were raised by fund-raising, charity and selling T-shirt sales. The 12-day hostage was offered free of charge at the **Facilities that were used as evacuation shelters such as community halls and gymnasiums.**
- 4) The supporters with the disabled persons walked the distance of about 150km between Rikuzentakata City and Miyako City over 12 days. The 1st time the written request was handed over to the local governments and the railway companies. The 2nd time, was a revisit to ask the answers to the first written request handed over the 1st time, and also the handing over of a new written request. **With a wish for reconstruction, a tribute was paid to the earthquake disaster victims and interactions with residents and information exchange was made between the participants as the group covered the distance on wheelchairs and conveyed their requests at strategic points.**

A written request to develop towns that are comfortable for disabled persons to live in during the reconstruction efforts (Excerpt of the July 2013 Version)

I [As regards reconstruction]

Consideration given so disabled persons can participate in the planning of the Reconstruction Plan. Public buildings are to have barrier free specifications. Reconstruction housing are to include a certain number of housing that has been improved to comply with welfare needs. Improvements are to be made to pavements so that wheelchair users can pass through. Improvements are to be made to the transportation system such as implementation of buses with lowered flooring, equip bus stops with slopes.

II [Support of the disabled persons in the disaster-affected regions] The survey on the living conditions of the disabled persons living in temporary housing and housing deemed as temporary, and carrying out necessary housing improvement and appropriate provision of welfare services

III [Welfare improvement] Improvement of the promotion of helper usage and helper dispatch offices. Consultation organizations for disabled persons: Establishment of Peer Support Centers

IV [Establishment of disaster mitigation plans for the future] Creation of "Guideline on how to support disabled persons at the time of disaster" that reflects the voices of the disabled. Turning evacuation shelters into a barrier free zone. Enhance public awareness of where the welfare evacuation shelters are. Clarification of the standards for welfare temporary housing and creation of guidelines concerning temporary housing installation.

3. Improvements and Features

- 1) **Checks were made regarding the convenience of using wheelchairs by staying over at gymnasiums that were used as evacuation shelters during the earthquake disaster.** Also checks were made whether the mobile toilet cars, portable toilets, one touch tents and air mats were convenient.
- 2) During the TRY event, consideration was placed on the dangers of tsunami, such as Evacuation drills, excluding staying in areas where tsunami was anticipated and preparation of cars for all participants to evacuate in.



4. Effects of the Initiatives

- 1) **In Ofunato City the prefectural and city officials visited the disabled persons in temporary housing and conducted a survey on the suitable layout for reconstruction housing.**
- 2) **The participation to this event led to the confidence building of the disabled persons, and social exchanges increased with deeper understanding of one another.** Furthermore, with the participation of many caregivers and volunteers for the two events, **the collaboration and fostering of supporters were also materialized.**
- 3) The thinking among disabled persons to voluntarily involve themselves also gained momentum, and **such activities are now being considered in Miyagi and Fukushima prefectures.**
- 4) Meals were offered by roadside shops who were supportive of the initiative.

5. Contact or More Information

N/A

5. Restore the Activity Base for

Gender-equal Society Development

Minamisoma City Women's Organization Liaison Council



| | |
|------------------------|---|
| Main Organizations: | Private organization, local governments |
| Targets/Recipients: | Residents (women) |
| Implementation Period: | From June 2014 |
| Activity Area: | Minamisoma City, Fukushima Prefecture |
| Keywords: | Group restoration |

The Women's Organization Liaison Council, which has been active as the driving force of the gender equality movement for Minamisoma City was forced to suspend their activity temporarily due to the severe damages caused by tsunami, and the nuclear accident. However they have now resumed their activity based on a strong determination for reconstruction. They are slowly becoming a force to bring back the vitality to the community through diligent efforts.

1. Background and Progress of the Initiatives

- 1) Not only was Minamisoma City severely affected by tsunami but several citizens evacuated outside of the city affected by the accident at the Fukushima Daiichi Nuclear Power Plant, and the population reduced to about 70% of the pre-earthquake level. Severe problems as regards reconstruction are surfacing such as the insufficient progress of decontamination related works and infrastructure restoration, and not being able to organize an adequate sales system in shops and medical institutions due to lack of workers. Also there is a mixture of various evacuation zones, and because of the difference in the personal impression towards the disaster, some point out that it is not easy to share the experiences even when living within the same city. The Minamisoma City Women's Organization Liaison Council was set up as a coalition of the Women's Organization Liaison Council of Haramachi City, Kashima-cho, Odaka-machi that were merged in 2006. The secretariat was set up in the Gender Equality and Children's Division of the city, and the members of the 3 districts took turns in becoming officers. Before the earthquake there were more than 33 organizations including the women's society, JA, Women's Fire Brigade of each region, and events concerning Gender Equality were held and participated and also social gatherings were held with the mayor. However owing to the earthquake disaster, all activities including the Liaison Council of the 3 districts were stopped in FY2011. The officers were hardly in a position to conduct activities, because their houses were swept away, or they had to evacuate out of the prefecture, and could not afford to physically and mentally.
- 2) However while faced with difficult living conditions drastically altered due to the earthquake disaster, the citizens **became more determined to "get back to the normal lifestyle as before"**. The persons in charge of the secretariat from the city also had **a sense of awareness that "if we let the main organization continues to be dormant, then the Gender Equality activities will diminish"**.

2. Outline of the Initiatives

- 1) At the end of September in 2012, the secretariat contacted each of the officers who were scattered all over the country and the first board meeting after the earthquake was held. Although not all the officers were able to participate, **it was set as a future goal to hold a general meeting in the following fiscal year. Activities were resumed after it was decided that each district will develop project proposals and board meetings towards this.** Afterwards there were problems of the decrease in the number of member organizations due to the withdrawal of fishery concerned bodies who could not carry

out substantive activities, but activities were developed steadily based on operation plans formed at the board meetings. Apart from participation in Prefectural Gender Equality Festivals organized by the Gender Equality Center, **holding Gender Equality and reconstruction themed seminars, disaster mitigation seminars for men and women** were held by inviting the Mayor Meetings, Human Rights Protection Committee members and commissioned child welfare volunteers. In June 2013 the general meeting, which was the initial goal, was held. They are aiming to continue with the activities by each regions and a steady development in activities.

3. Improvements and Features

- 1) While the activity of the Women's Organization Liaison Council was taking hiatuses, the women's societies of each region organized support activities for disaster victims such as soup-runs, and recycle services to generate running costs for the meetings, and **these daily activities calling upon one another provided the foundation for the restoration of the meeting.**
- 2) **By aiming to bring the pace back to normal speed in small steps in line with the needs of the public, instead of trying to plan a large operation from day one, it was possible to nurture the desire of the relevant parties to participate.**
- 3) When holding the first meeting after the earthquake disaster, **the city that is also serving as the secretariat was able to gather the officers that had dispersed due to evacuation, etc. based on the safety confirmation list that was created.**

4. Effects of the Initiatives

- 1) Was able to capture the thoughts of "what we want to do for the community" of the women, and secure a foundation for translating into activities.
- 2) The fact that each woman has been able to regain strength and voice their opinions in the community has brought back the vitality to the region, and will become the foundation of the community and town development related to future restoration.

5. Contact or More Information

Gender Equality and Children's Division, Health and Welfare Department, Minamisoma City
<http://www.city.minamisoma.lg.jp/index.cfm/8,0,102,html>

6. Viewpoint of Gender-equal Society in the Town Development Addressing the Experiences of the Earthquake

Aomori Gender Equality Center



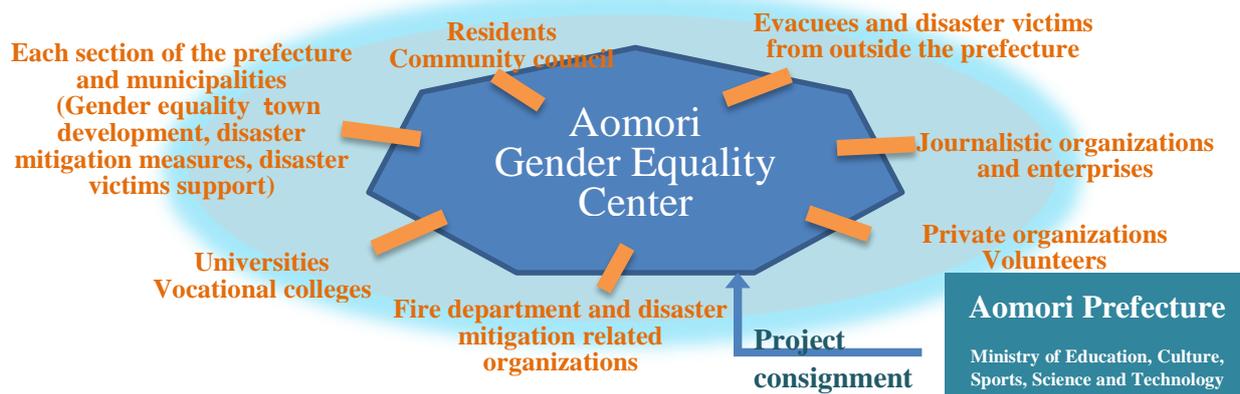
| | |
|------------------------|--|
| Main Organizations: | Gender Equality Center |
| Targets/Recipients: | Residents of the prefecture and evacuees from outside the prefecture |
| Implementation Period: | From June 2014 |
| Activity Area: | Aomori Prefecture |
| Keywords: | Workshops, networking events, support for evacuees from outside the prefecture |

Taking into consideration it is a disaster affected prefecture, and that it is receiving many evacuees from outside the prefecture, several projects regarding support for disaster victims and regional disaster prevention were deployed aiming at the town development from a standpoint of gender equality.

1. Background and Progress of the Initiatives

- 1) The Pacific coasts of the Aomori Prefecture was affected, and through listening from the municipality to the status of the evacuation shelters, **it was found that there was hardly any consideration was given to the differences in the needs between men and women, and the viewpoint of both genders. For example, only women have borne burden of cooking, and there was no dressing room for women.**
- 2) On the other hand, the number of evacuees from outside of the prefecture is high and in particular, it is feared that the evacuees from Fukushima Prefecture will have to prolong their stay in Aomori Prefecture due to growing concern about the effects of the radioactive materials. Under such circumstances, **there is a need for the establishment of a network for such as creating the opportunity for the evacuees from outside of the prefecture to discuss about the daily concerns and problems and building a community, to maintain their mental health.**
- 3) Therefore, it was decided that **the increase of disaster mitigation awareness and new community building will be promoted, through the creation of “a place for networking” that bring together the disaster victims and supporters, aiming at town development based on the earthquake disaster experiences from the viewpoint of gender equality.**
- 4) As regards the implementation of the project execution, the cooperation system was built after the explanation of the purpose was made repeatedly to community councils and fire departments.

Community Development based on Gender Equality and Disaster Mitigation and Reconstruction



2. Outline of the Initiatives

- 1) **Town development through the planning and management of training courses** In order to establish relationships within the community based on the perspective of gender equality, **people from various standpoints** such as community councils, voluntary disaster prevention meetings, women fire-fighters, Social Welfare Council, Welfare Commissioners, PTA and mothers with small children **got together and planned the training courses using the knowledge, strength and social resources that they have accumulated.** The trainees experienced evacuation shelter life in Aomori City where the Center is located, and Oirase-cho in the disaster affected area. Many residents participated in the training course. **The scenes from the training course were recorded on to DVD, and is shown in the disaster affected areas as educational material for town development.**
- 2) **Projects for the disaster affected residents to find motivation in life** study meetings on radioactive materials and exchange salons were held for the evacuees mainly from Fukushima Prefecture. By adopting the vision of gender equality, **a place was secured, where the women, who are taking on the sole responsibility of child raising or living the life of evacuation without having any emotional outlet, can foster their strengths to take the next step.**



3. Improvements and Features

- 1) **Through the process of working** with various organizations, **consideration was taken so the basic thinking of gender equality will disseminate to the residents and be reflected in the town development and reconstruction of the disaster affected areas.**
- 2) In order to nurture women leaders who will participate in the town development for reconstruction in each region, **collaborative organizations were requested to allow the participation of women to the executive committee as much as possible.**
- 3) **Attention was paid so participants will voluntarily partake in the plan,** to nurture human resources that will voluntarily participate in the town development from a viewpoint of gender equality in each region.
- 4) In the projects for the disaster affected residents to find motivation in life, **the evacuees were asked to partake in the running of the plan to realize the opportunity so they can voluntarily participate in the society.**
- 5) The records of each initiative was transmitted on the Centre's website and posted on the "Disaster restoration support for women archive" database of the National Women's Education Center of Japan.



4. Effects of the Initiatives

- 1) Municipalities of the coastal areas of the disaster affected area have **started planning the disaster mitigation exercises that incorporate a viewpoint of gender equality and projects to nurture women leaders who participate in town development. In the district where the Centre has been established voluntary disaster mitigation organizations have been set up** for deepening their learning about gender equality.
- 2) Through participating in the running of the projects, **people including women who became disaster victims did not remain as people who are on the receiving end of support but became quite active in community activities.**

5. Contact or More Information

Aomori Gender Equality Center : <http://www.aomoricombiz.co.jp/hinanjyo.html>

7. Link the Learning of Women's Groups to Policy Recommendation

Empowerment 11 (I)wate



Members of the Empowerment 11 (I)wate analyzing the results of the survey

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From May 2011 |
| Activity Area: | Iwate Prefecture |
| Keywords: | Recommendation to the government, training groups |

The women who studied at the course series “Empowerment Academy for Women” held by the Morioka Women’s Center between FY2009 and FY2010, set up the voluntary group “Empowerment 11 (I)wate” after finishing the course. They submitted a written opinion regarding the reconstruction plan of the prefecture deeming that the standpoint of women and minorities was necessary for reconstruction, and conducted a questionnaire survey targeting the disaster affected women and women supporters.

1. Background and Progress of the Initiatives

- 1) The Great East Japan Earthquake occurred while the members of the inaugural of the “Changing thoughts to power, Empowerment Academy for Women” held by the Morioka Women’s Center (between FY2009 and FY2010) were writing up the records of the courses. Since the majority were living inland and were able to escape direct damages, the members conducted the coastal area support activities while carrying on their perspective roles (local government officials, teachers, university officials, dental hygienists, and housewives).
- 2) 2 months later in May, 11 of the volunteer members set up “Empowerment 11 (I)wate” to continuously connect supporters moderately, stemming from the awareness that the viewpoint of women and minorities is lacking from the activity for support for disaster victims. The members range from 20s to 70s, with various backgrounds and places of residence, and are continuing with their study once a month at the Morioka Women’s Center.

2. Outline of the Initiatives

- 1) When the **“Iwate Prefecture Great East Japan Earthquake and Tsunami Restoration Plan Basic Restoration Plan (draft)”** was put up for public comment (June - July 2011), the members, though some of them experienced reading the Plan for the first time, **looked through the entire document and checked the items concerning women and minorities. They then submitted a written opinion requesting for more considerations to be given to gender equality and minorities.** Furthermore, a workshop titled “Turning thoughts into reality – The reconstruction of Iwate and what we could do” was held at the Morioka Women’s Center Festival, in autumn of the same year.
- 2) The “Earthquake Archives” created by each institutions and organizations are full of appreciation and impression regarding the support. **A questionnaire survey** of 30 items covering earthquake disaster experiences and reconstruction **was conducted** between April and May, 2012 **to record the experiences of the female disaster victims and supporters from the perspective of their gender.** The survey results were published in July 2013.
- 3) Based on the opinions written in the free answer column, a thinking was formed that “the awareness of reconstruction for women is defined by not only the women themselves but by the families and situations surrounding them”, and this led to a group discussion being held at the Morioka Women’s Center Festival

in FY2012, titled “My” reconstruction (to recover happiness) – the reconstruction of Iwate and the power to the women”. **Based on the mid-term report of the analysis of the survey, a discussion was held among approximately 30 participants on what is important for the reconstruction of the region, and also what the women can do.**

3. Improvements and Features

- 1) Although there were many members for whom “reading administrative plans and reports is the first experience”, the proposal for Iwate Prefecture was created through mutual learning. Thereafter, the members have shown interest in administrative policies and projects and some have researched about the gender equality and reconstruction related measures of not only prefectures but also local governmental bodies, and some have become lawmakers.
- 2) Members of the disaster affected women’s group of Rikuzentakata City and Miyako City, and the support group of Morioka City who have connected through the support activities right after the disaster were asked to cooperate concerning the questionnaire survey. In total 150 replies were received (collection ratio 47.5%) and detailed answers were written in the free-answer columns.

4. Effects of the Initiatives

- 1) **This case became the object of attention as an example of a voluntary group consisting of those who have completed the program that made policy proposals.** They were able to announce at Tokyo University and National Women’s Education Centre.
- 2) They are continuing with their activity by broadening their views from “gender equality” to “respect for diversity” including the issues of sexual minorities and foreign women.

5. Contact or More Information

N/A

8. Develop Human Resources Who Will Play a Leading Role in the Town's Future

Executive Committee to Develop An Energetic Taro Town



Members discussing at the “Town development coordinator training program”

| | |
|------------------------|--|
| Main Organizations: | Private sector organizations |
| Targets/Recipients: | Residents |
| Implementation Period: | From Autumn 2011 |
| Activity Area: | Taro district, Miyako City, Iwate Prefecture |
| Keywords: | Voluntary help activities, Training workshop |

The “Executive Committee to Develop An Energetic Taro Town” was established mainly by women in autumn 2011 to vitalize the Taro district, Miyako City, Iwate Prefecture that was severely affected by the tsunami. Efforts are being made to install solar lamps in dark towns, publish community newsletters for residents of temporary housing (once per month), foster human resources for town development and hold seminars for community studies.

1. Background and Progress of the Initiatives

- 1) Taro district, Miyako City suffered severe damage due to the destruction of its longer-than-average breakwater caused by the tsunami. Large scale temporary housing was constructed and the victims of Taro district settled in. However the number of residents that were initially around 400 families have now reduced to half the number in two years. Furthermore, in the investigation conducted by Miyako City, around half of the residents from the flooded areas have answered that “we will not return to Taro district”, and it has become increasingly difficult to predict the future of the town.
- 2) When affected, the women of Taro district came to question why the volunteers from outside of the region were distributing relief supplies that differed from the actual needs. Then, the women have individually made efforts for such as improving the way of delivery of the supplies and securing spaces for manual labour, to help the disaster victims solve the problem themselves.
- 3) Since the women and Miyako City officials participated in the “Town development coordinator training program” (Host: Shiwa-cho / NPO Kaze-Nami Design Community) held in Morioka City, a relationship was formed and led to the establishment of the voluntary group “Executive Committee to Develop An Energetic Taro Town”.

2. Outline of the Initiatives

- 1) The objective of the Executive Committee is to connect the people who have dispersed due to the earthquake disaster and **foster the players of town development within the community, not just relying on external support. In particular, salons are being held where town residents can participate and women can voice their opinions on town development freely, and efforts are being made to build a town that advocates gender equality.**
- 2) Initially obtaining the support from the “Disaster Area Emergency Support Project for Food and Relationship Building in the Community” of the Ministry of Agriculture, Forestry and Fisheries of Japan, 500 solar lamps were installed on routes to schools and close to bus terminals, to lighten up the pitch black town that had the buildings and utility poles swept away. Furthermore, an illumination (electric spectacles) that shows the word of gratitude for external support was set up on the school's fence that can be seen from the National Highway, involving the junior high school students.
- 3) In order to raise the quality of the life in the large scale temporary housing as much as possible, efforts are being made to improve the living environment with the cooperation of the livelihood support staff

dispatched from Miyako City, by creating display boards (tile art) showing the building number, for an example. Also once a month a community newspaper named "Towards Tomorrow" is issued for the residents of temporary housing. The newspaper introduces shops and people in the temporary housing estate, and community news such as the progress status of the town development. Furthermore information is disseminated through blogs.

- 4) It was identified that **for the regional activities to be conducted mainly by residents, it was necessary to rediscover the local charm and develop human resources that can plan town building.** With the support of "New Public Commons" of Iwate Prefecture, Mitsubishi Corporation Foundation and Toyota Foundation, inspection of advanced regions and human resources training programs were planned. Aside from community businesses study tours to Niigata Prefecture, a series of seminars like "Taro Chiiki-gaku - In search of the seed for the future" and "Training courses for Town Development Coordinators - What can be done now for restoration" were held, for **learning voluntarily and trying to increase like-minded people.**

3. Improvements and Features

- 1) **The woman, who initiated the efforts (in her 30s), collected the opinions of the women in their 10s-70s by holding a women's meeting in the temporary housing** after feeling a doubt over why there are so few women in the place of consideration for town development plans.
- 2) In the current Executive Committee, there are only three residents from Taro district, but people originally from the district, officials from Miyako City and members of the NPO of Shiwa-cho have also participated and ensured the inward and outward distribution of the resources.

4. Effects of the Initiatives

- 1) The residents realized that the disaster affected Taro district still has its charm, and a sense that the residents play a major role in the town development got stronger.
- 2) **As the Executive Committee with many women members is strengthening its presence, the whole district is of the atmosphere that the young and old, men and women should be involved in the town development.**

5. Contact or More Information

Executive Committee to Develop An Energetic Taro Town
<http://www.facebook.com/taro.gennkinamachidukuri>

9. New Town Development Planned by the People in their Child-rearing Years

NPO Miraito Corporation



Scene from the workshop

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From August 2012 |
| Activity Area: | Shinchi-machi, Fukushima Prefecture |
| Keywords: | Recommendations to the government, Town Development Workshops |

Shinchi-machi, Fukushima Prefecture suffered great damage such as one fifth of the town was flooded due to the Great East Japan Earthquake, and the JR Shinchi Station which is the gateway to the town was also completely destroyed. Sixteen town residents, who are of the child-rearing generation between the ages of 20s and 40s, established the “Non-profit Corporation Miraito” in August 2012. They have a female leader, and hold events aiming at promoting sports, commerce and tourism and workshops on town development involving high school students.

1. Background and Progress of the Initiatives

- 1) Shinchi-machi is located at the north tip of the Hamadori region in Fukushima Prefecture, at the border between Miyagi Prefecture with a population of around 8,000. The town’s main industries were farming and fisheries, but the port was completely ruined by the disaster and about 40% of the farmland was flooded. In the town restoration plan the station building is to be moved a few hundred meters inland, and the city center near the station is to be redeveloped.
- 2) A group of young people, who belong to the generation that used to do shopping and leisure activities outside of the town, gathered together in earnest to make an effort for the future of their hometown and future town development taking the earthquake as an opportunity, and set up a non-profit corporation.

2. Outline of the Initiatives

- 1) **The members of the “Miraito” are town residents of the child-rearing generation between the ages of 20s and 40s.** Some have previously been active as a member of the youth division in the Chamber of Commerce, and some have become interested in town development after the earthquake disaster. The corporation has 5 divisions, which are for sports promotion, community operation, urban environment, regional restoration and tourism & goods development.
- 2) **The Urban Environment Department and the Community Department are run by female leaders.** The female leader of the Urban Environment Department is familiar with town development since she is acting as the director and secretariat of the “Miraito” while also acting as the deputy head of the “Housing and Town Building Study Group” the secretariat of which is placed inside the Urban Planning Division of Shinchi-machi. The female leader of the Community Department is also implementing projects that aim fostering the next generation such as opening a meditation class for children using the town’s subsidies.
- 3) The Urban Environment Department held five consecutive workshops in FY2012, with a view to create opportunities for the young people to give them an opportunity to think the future of town development. The workshop was titled “The Strategy Session: Let’s create a “---”” to entice young people to Shinchi-machi, and ideas were exchanged on revitalization (what goes inside the “---”). In total over 100 people participated in the workshop and opinions such as “Let’s create a challenge shop where the young people can open stores” and “Let’s create a place of employment by setting up an information

transmission station that is combined with a café”, were exchanged. The results have been proposed to the municipal government.

3. Improvements and Features

- 1) Up until now it was not easy to grasp the activities of the NPOs in Shinchi-machi, so efforts were made to improve the recognition and reliability by using the town newsletter, to inform the residents of their activities.
- 2) In order to gather participants, efforts were made to encourage the participation of high school students by directly calling upon the high schools in town. Furthermore, town officials are also taking part and regional problems and ideas of their solutions are being shared, by breaking down the barrier between the residents and the government.

4. Effects of the Initiatives

- 1) The town lacks facilities such as community centers and childcare circles, and the **relationship between young women was weak. However the workshop has enabled the forming of their relationships and also a sense of residents’ participation is becoming stronger.**
- 2) As more workshops are held, discussions have begun to not only pursue dreams and hope such as “we want this facility” but also seek solutions to the harsh realities such as 80% of the graduates of the local high school have moved out of town, and the U-turn ratio is low.



A scene from the workshop

5. Contact or More Information

NPO Miraito Corporation : <http://www.miraito.info/>

10. Listen to the Opinions of Women

as Regards the Reconstruction Plan

Bureau of Reconstruction, Iwate Prefecture



The Opinion Exchange Meetings (1st) regarding reconstruction

| | |
|------------------------|-----------------------------------|
| Main Organizations: | Local government |
| Targets/Recipients: | Residents(Women) |
| Implementation Period: | From July 2011 |
| Activity Area: | Iwate Prefecture |
| Keywords: | Recommendations to the government |

As regards the reconstruction planning of Iwate Prefecture, Opinion Exchange Meetings have been held since July 2011 with around 10 female experts including the general manager of the Gender Equality Promotion Office, Iwate University with a view to consolidate the various opinions of mainly women. Opinions that were expressed at the meeting have been utilized as content for the planning and also to promote the planning.

1. Background and Progress of the Initiatives

- 1) “Basic Policy for Reconstruction from the Great East Japan Earthquake” states that “In every opportunity and organization concerning reconstruction, the participation of women is to be promoted”. In particular, the participation of women is deemed important in the decision making process of policies and objectives including the settlement of reconstruction planning of local governments.
- 2) The government has set up a goal to increase the proportion of women in the committee members such as the municipal councils to around 30% by 2015. However in reality the female committee members for committees such as the steering committee for reconstruction planning are significantly lower than 30%. Therefore, efforts are underway to increase the ratio of the female committee members and measures to reflect the various opinions of many people including women by providing an opportunity to hear the opinions of women at the assessment stage of the implementation status, and the plan review stage.

2. Outline of the Initiatives

- 1) “Iwate Prefecture Great East Japan Earthquake and Tsunami Reconstruction Basic Plan” (Established on August 11, 2011) was discussed by a reconstruction committee which consists of 19 experts of each field and academic experts, of which only 2 were women, who was the chairman of the regional women’s organization council and chairman of the nutritionist committee. Therefore, **in order to reflect the opinions of as many women as possible in reconstruction planning and its implementation, a separate “Opinion Exchange Meeting Regarding Reconstruction” was planned and implemented by inviting female experts within each field in the prefecture.**
- 2) Up until now the Opinion Exchange Meeting has been held twice. The 1st meeting was held on July 21, 2011, while regional briefing and public comments were being held regarding the Basic Plan (draft), and the 2nd meeting was held on June 4, 2012 while the implementation plan was being reviewed. At that time, questions and answers and the compiling of opinions were conducted about the implementation status of the plan.
- 3) The participating organizations in no particular order (some may be replaced): Chairman of the NPO Regional Women Associations Council, Prefectural Dietetic Association, Prefectural Nursing Association, Prefectural Dental Association, Prefectural Federation of Women’s Leagues of Societies of commerce and Industry, Prefectural Fisheries Cooperative Women’s Division Liaison Committee, JA Iwate Prefecture Women’s Association Council, IBC Iwate Broadcasting Corporation, Iwate University,

NPO Iwate Child Raising Net, NPO Participation Planning Iwate, Education related people (head masters of elementary schools and junior high schools)

- 4) Opinion exchange meetings with young people are also being held separately.

3. Improvements and Features

- 1) At the initial Opinion Exchange Meeting, an opinion was submitted saying that “there are not many statements from the viewpoint of gender equality”, and therefore in the “Chapter 6 How to proceed with the reconstruction” a statement saying “It will be ensured that developments will be made in the efforts from a perspective of social inclusion, that includes the viewpoint of women, the elderly, persons with disabilities, children, youth, foreign residents in order to realize the reconstruction for each and every disaster victim.
- 2) At the 2nd Meeting, questions and opinions regarding individual fields such as the treatment status of disaster waste, the future vision for disaster mitigation measures, the status of disaster related deaths, creation of playgrounds for children, food safety measures, and promotion of fishery were submitted, and many opinions were submitted regarding progress management and promotion systems of the reconstruction plan. In particular, the Office for Gender Equality, Iwate University proposed the “5 proposals for realizing Iwate Prefecture after the reconstruction that respects the diversity of people” and also it was suggested that such opportunities to exchange opinions shall take root in the coastal areas to ensure the participation of various women not only women who hold positions.

4. Effects of the Initiatives

- 1) **Not only were the views expressed at the Opinion Exchange Meeting reflected in the reconstruction plan, but grasping of gender and age statistics related to the disaster affection, which was requested by the participants at the initial meeting was started immediately.**
- 2) It became not only a place for hearing opinions regarding reconstruction plans **but also a place where women experts from inland and coastal areas can gather for the first time after the earthquake disaster to exchange disaster experiences and information that is based on their expertise of support activities of disaster affected areas.**

5. Contact or More Information

Bureau of Reconstruction, Iwate Prefecture: <http://www.pref.iwate.jp/info.rbz?ik=3&nd=4353>

11. Support for Town Development that Encourages the Participation of Women

Nonprofit Corporation Iwate Community Support Center



Meeting of the creation of records project. The discussions are held in a harmonious mood with the participation of the center staff = Sakihama district of the Sanriku-cho, Ofunato City

| | |
|------------------------|--------------------------------|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From July 2011 |
| Activity Area: | Ofunato City, Iwate Prefecture |
| Keywords: | Town Development Workshops |

As regards the post-earthquake town development of the Sakihama district of the Sanriku-cho, Ofunato City, Iwate Prefecture, the NPO within Hanamaki City acted as the secretariat of the district reconstruction committee from July 2011. They are promoting the active participation of women, and are contributing through the creation of records and the periodical gathering of women at the temporary housings.

1. Background and Progress of the Initiatives

- 1) As regards the post-earthquake town development, it is important to secure the participation of women and young children, who have not been able to voice their opinions up till now. The participation of supporters (consultants, advisers) who see things from a gender equality standpoint can lead to the promotion of the activities of women in areas where the participation of women have been rare so far.
- 2) The Sakihama district of the Sanriku-cho, Ofunato City is a community of about 218 families, who are mainly engaged in fishing. Forty-six families were affected by the disaster and there were 10 casualties including deaths and lost persons. In July 2011, the “Sakihama district reconstruction meeting” was formed centered around the regional bond group, and are making an effort in the group relocation for disaster mitigation and community restoration activities.
- 3) Non-profit Organization Iwate Community Building Support Center was established in 2005 mainly by a group of teaching staff and graduates of Iwate University. It is a group that supports regional development, and since FY2008 it has had a relationship with Sakihama district through interaction businesses between farming villages and fishing villages.

2. Outline of the Initiatives

- 1) From the 2nd Sakihama district reconstruction committee (July 2011) the chairman (professor of Iwate University) of the Iwate Community Building Support Center and the executive director (female in her 40s) started participating and it was decided that they would help with the secretariat of the meeting and workshops for consensus building. Since then, **based on the recommendation by the center, women who are in temporary housings or deemed temporary housings after being affected to the disaster joined the meeting where members were constituted of mainly males, and the female members counted 8 among 22.**
- 2) With the support of “the New Public Commons” and private aid funds of Iwate Prefecture, they are conducting the creation of material, holding of meetings and inspection of advanced local governments (visited the areas affected by the Niigata-Chuetsu earthquake disaster).
- 3) Apart from the general meeting, the activities are usually divided into 3 projects. The women are in charge of creating records of the district before and after the disaster, the men are in charge of the construction of the “Banya” which provides a gathering spot, and the young people are in charge of information dissemination over the internet.

- 4) **Of the women who participated in the reconstruction meetings, some people started demonstrating their leadership skills and they are holding a “women’s meeting” about once a month in temporary housings or shelters deemed as temporary housings.**
- 5) **The needs and problems are identified through the conversation of the women who come to the women’s meetings, and they are then utilized as careful support,** such as holding PC classes or “Rebuilding of houses financial planning consultation meeting” by experts at assembly places within the temporary housing.
- 6) A separate liaison group was set up that involves only the disaster victims who have a problem of rebuilding of houses, to look into the possibility of group purchasing.

3. Improvements and Features

- 1) Apart from the general meeting, the activities are usually divided into 3 projects. The women are in charge of creating records of the district before and after the disaster, the men are in charge of the construction of the “Banya” which provides a gathering spot, and the young people are in charge of information dissemination over the internet.
- 2) Of the women who participated in the reconstruction meetings, some people started demonstrating their leadership skills and they are holding a “women’s meeting” about once a month in temporary housings or shelters deemed as temporary housings.
- 3) The needs and problems are identified through the conversation of the women who come to the women’s meetings, and they are then utilized as careful support, such as holding PC classes or “Rebuilding of houses financial planning consultation meeting” by experts at assembly places within the temporary housing.
- 4) A separate liaison group was set up that involves only the disaster victims who have a problem of rebuilding of houses, to look into the possibility of group purchasing.

4. Effects of the Initiatives

- 1) **Leaders who have voices and are also active are being fostered from the women who up to now did not get involved much in regional activities.**
- 2) **The number of male officials in the district who listen to the opinions of women is on the increase.**

5. Contact or More Information

Nonprofit Corporation Iwate Community Support Center : <http://iwasen-sakihama.blogspot.jp/>

12. Expanding the Telecommuting Opportunities for Women in the Disaster-stricken Areas

Victims Telework Employment Support Council



| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents of the affected areas (women) |
| Implementation Period: | From November 2011 |
| Activity Area: | Ishinomaki City, Miyagi Prefecture, etc |
| Keywords: | Telecommuting, Telework |

They are creating new jobs by providing opportunities of work from home for disaster victims who have lost their jobs, or who are forced to be at home due to the disaster.

1. Background and Progress of the Initiatives

- 1) Telework is a flexible way of working that is not restricted to a certain place or time, utilizing information and communication technology. It can be envisaged to be utilized in various situations such as home, satellite office, and destination of a business trip.
- 2) Lifeness, Inc. provides services that are specialized in telework, such as telework implementation consulting, telework system sales and running of call centers using telework, focusing on working at home among various styles of telework.
- 3) In the coastal areas of Miyagi Prefecture, many companies were damaged by the disaster and it took a long term for recovering businesses, and many employees lost their jobs. Although the number of businesses that specialize in the infrastructure such as clearing away debris and construction work increased in the disaster affected areas, reemployment for women was difficult, and it was even more difficult for many of the women who lost their jobs to seek reemployment since many of them had family circumstances such as child raising and caring for the elderly. **With the aim to offer employment support to disaster stricken areas by using the characteristic of telework and offering jobs in areas outside the disaster affected regions,** Lifeness, Inc. established the “Victims Telework Employment Support Council” by calling upon companies that offer telework recruitment in the disaster affected region.

2. Outline of the Initiatives

- 1) Lifeness Inc. started the “Telework 1000 Project” using the Ministry of Internal Affairs, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport, and Tourism, who are the government ministries promoting telework, as advisors, and in collaboration with the local authorities of disaster affected areas, Japan Telework Association, Hellowork; Public Employment Security Office and private companies. The goal of the project is to secure job opportunities for 1000 people in disaster affected areas in one year.
- 2) The “Telework 1000 Project” utilizes the telework system, and **offers opportunities for job seekers in the disaster affected areas to find work using telework. Under the project, companies outside the disaster affected areas outsource a part of their operation.**
- 3) Firstly, with the cooperation of Ishinomaki City and Ishinomaki Telecommuting Support Center, the project kicked off in Ishinomaki City in July 2011. **A Telecommuting Briefing Session was held targeting the residents who want to telecommute, mainly female disaster victims who live in**

Ishinomaki City, and who cannot find work due to family reasons such as nursing care and child care, even if they want to find employment, and residents who have lost their jobs due to the earthquake disaster.

- 4) The Telecommuting Briefing Session in Ishinomaki City has been held about 28 times between August 2011 to the present, and the number of participants has totalled over 1000. Of that number about 700 participants have started telecommuting using telework.

3. Improvements and Features

- 1) **So that it would be easier for mothers who are raising children to participate, the accompaniment of children was permitted, and this encourage the people to attend the Briefing Sessions.**
- 2) Local authorities and ICT companies were called in for cooperation, and the selection of the place for the Briefing Session and public relations activities were carried out so that information will reach as many job seekers as possible.
- 3) Several companies outside the area was called upon to participate in the project so that people could choose work that is in line with their PC skill levels and needs. As of March 2014, 407 companies have participated from all over the country and provided a wide range of telework opportunities, such as the updating of blogs and websites run by NGOs and data entry for companies.

4. Effects of the Initiatives

- 1) The Briefing Sessions were attended by housewives who have pre-school children, and young people who have yet to find employment. Many have actually landed telecommuting jobs. Furthermore, it is proving useful to find new workers and human resources because telework is a new style of working for women.



5. Contact or More Information

Lifeness, Inc. (Run by Victims Telework Employment Support Council) : <http://www.lifeness.co.jp>

13. Stand with the Changes in the Evacuation Status and Support the Manufacturing Activities

Tomioka-machi Social Welfare Council “Odagaisama Center”



Main Organizations: Social Welfare Council
 Targets/Recipients: Residents of Tomioka-machi, and the evacuees from Futaba-gun
 Implementation Period: From July 2013
 Activity Area: Fukushima prefecture
 Keywords: Manual labour, employment support, exchange salon

Everybody in Tomioka-machi had to evacuate. While people had no means to support themselves financially, creative activities such as hand crafting became a moral support for the women. The Social Welfare Council of the town has been supportive of the activities, throughout the changes in the circumstance of the residents, from evacuation shelters, temporary/rented housing to relocation stages.

1. Background and Progress of the Initiatives

- 1) The convention complex “Big Palette Fukushima” in Koriyama City, was turned into an evacuation shelter for the residents of Tomioka-machi, Kawauchi-mura and other areas who were all forced to evacuate suddenly due to the accident at the Fukushima Daiichi Power Plant. In the complex a livelihood support volunteer center “Odagaisama Center” was established, and the evacuation shelter operation support team and Tomioka-machi Social Welfare Council and Kawauchi-mura Social Welfare Council jointly conducted various support activities in line with the needs of the evacuees. **In the “women only space” that was set up as a place where women can get change their clothes and also consult one another free from care, hand crafting was conducted using the material that they brought in, and became a place of emotional support for people who are worried about the prolonged evacuation lifestyle and their future.**
- 2) The “Big Palette Fukushima” evacuation shelter was closed about 6 months after the disaster, however the “Odagaisama Center” was relocated to a temporary housing complex within Koriyama City, and was continuously run by the Tomioka-machi Social Welfare Council. The center decided that **the priority is to offer fulfillment and hope for the evacuees who are forced to continuously lead a life of relocation, and with the outlook that it could lead to a cultural activity that will connect the residents wherever they may end up living.** and so the focus was put on the support of hand crafting activities for conducting manufacturing businesses.



The dyeing workshop in Koriyama City (top) and the textile workshop in Iwaki City (bottom)

2. Outline of the Initiatives

- 1) A full fledged natural dyeing workshop “Odagaisama Workshop” was opened in July 2012, by renovating a building near the center using the grant money from the prefecture, with a view to create purpose in life and work for the residents. Trainees were recruited from among the residents of Tomioka-machi and the evacuees from Futaba-gun. They started creating original bags and stoles under the guidance of dye artists. Many of the people who responded were women due to the fact it was manual work.

- 2) On the other hand, there was an increase in the number of people who left temporary housing and rented housing to relocate to Iwaki City which is near the community. Since some residents who had already evacuated to Iwaki City had been requesting that they “wanted a place to create” in the region, a workshop was opened in Iwaki City, focusing on the creation of textile, in September 2013. Trainees were also recruited and likewise those who applied were mostly women. They are actively creating craft items and the finished works are introduced in exhibitions and reconstruction events twice a year.
- 3) Apart from the activities of the workshop, group activities of the evacuees such as groups who enjoy making small craft items such as knitted items are also being supported. The small items that were made spontaneously mainly by the elderly women, as a showing of gratitude to the support volunteer workers, proved to be highly popular and requests have flown in for their purchase. Therefore the center has set up a brand called “Samantha Mommy” that links all such groups, and a joint catalogue was created. **They have adopted the made-to-order system to avoid any waste of products, and are cooperating as the contact point for ordering.** Within the workshop in Iwaki, an exhibition room for “Samantha Mommy” has also being set up for public viewing, which is contributing to the community revitalization of the region through the interaction between the creator and the visitors.



“Samantha Mommy” exhibition room that is a visualization of the nature of Tomioka-machi. Plans are underway to turn it into a permanent shop.

3. Improvements and Features

- 1) They are aiming for the creation of products that people will want to have. **External consultants have been called in to instruct on the running of the workshops and product planning, stemming from the thinking that creating products just portraying the earthquake disaster will have a limited shelf life. The creators are also actively involved in the quality checking and improvement proposal, ensuring the manufacturing of high quality products.**
- 2) “Odagaisama Workshop” **aims for a self-reliant management and business operation where the creators can secure income in the future.** The creators are not only striving for the improvement of their manufacturing skills but they are also making efforts to learn about the operational activities and business management.
- 3) With the “Samantha Mommy”, the center staff periodically make the rounds to each of the groups that reside around the prefecture, and deliver the products and the proceeds from the sale. This is proving to be beneficial for the reduction of the work load for the creators and also for connecting the town residents who have become isolated from one another.

4. Effects of the Initiatives

- 1) The creators who have lost their pace of life before the earthquake disaster, or who were too busy looking after their families while leading the life of evacuees, have become more lively by finding goals such as creating new work and aiming for exhibitions.
- 2) The works have received high evaluation from volunteers and project users. **The works have led to the forming of a supportive relationship, and the works are playing a role as a tool to convey the memories of the earthquake disaster.**
- 3) Some hand-crafting groups in the “Samantha Mommy” have started holding dinners for people who live alone, **and have begun to show community building efforts not limiting themselves to being on the receiving end of the support.**
- 4) **Dyed products incorporated with the impression of cherry blossom, which is the symbol flower of Tomioka-machi, and the results of the activities have played a role in bringing the town residents, who have become separated, closer together.**

5. Contact or More Information

Tomikoka-machi Social Welfare Council “Odagaisama Center” : <http://www.odagaisama.info/>

14. Utilize the Culinary Skills Using Fish and Prepare for the Restart of the Fishery Operations

Soma-Futaba Fisheries Co-operative Women's Division
Ukedo Branch/ Matsukawaura Branch



The members of the group of Women's Division Ukedo Branch, "Uo-Syoku tsunage-tai"

| | |
|------------------------|---|
| Main Organizations: | Fisheries Cooperative Women's Division |
| Targets/Recipients: | Women who are in fisheries in disaster affected regions |
| Implementation Period: | From June 2014 |
| Activity Area: | Fukushima prefecture |
| Keywords: | Revitalization of fisheries, sixth industrialization |

The fisheries in Fukushima Prefecture are faced with continuous trial operations due to the effect of the nuclear emergency situation. The Women's Division consists of the wives of the fishermen, and they are trying to devise creative measures to secure jobs and livelihood, so as to retain the local fish that use to sell at high prices prior to the earthquake, and also not to let the unique food culture of the town die out.

1. Background and Progress of the Initiatives

- 1) Fishery products in the coast of Fukushima Prefecture are named as "Joban-mono" and have been sold for a high price. Those fishery products are traded at a high price because of not only variety of fish species and fish catches, but also, meticulous care and selection of fish catches by fisherman's wives. However due to the disaster, fish industries have to reduce fish catches in the Soma Futaba Fisheries Cooperative, because of, not only the loss of union members and loss of fishing boats and houses due to the disaster, but also influences caused by the accident at the Fukushima Daiichi Power Plant. Although the fisheries industry has restarted test-fishing as from June 2012 and confirmed partially safety of the quality of fish catches to be shipped, full operation is not allowed and expected as of yet. There are some fish stations where nobody is allowed to enter, due to being designated as evacuation areas.
- 2) All of the local economy closely related to the fishing industry such as fish catches brokers and eating houses were also heavily damaged. Normal daily life based on secured fishing industry and sense of the season based on the in-season fish in local areas are deprived from the residents in the region all of the sudden. Under the circumstances, **the Women's Division consisting of fisherman's wives has started activities related to "what we can do now" in each district, for generating dynamism to rejuvenate local economy to recover the commercial value of the fish catches and hence creating employment opportunities.**



2. Outline of the Initiatives

- 1) The Women's Division Ukedo Branch, which moved from Namie-machi, a designated evacuation area to the adjacent Minamisoma City restarted their activities at the time when the prefectural government office asked them to apply the economic aid related to the Reconstruction Projects Utilizing Women. The division members have studied how to develop attractive merchandizes for consumers at training

sessions. **As the result, they provided the idea of compiling a number of recipes based on their culinary skills using local fish. Booklets of those recipes which deal with the home made cooking in the daily life were completed under the experts' professional advises.** The recipes were well received by the market and further publication has been planned. Also, calling themselves “Uo-tsunage-tai (which means the fish cooking team)”, they are actively attending events organized in various areas to cook seafood dishes to strive to keep the Ukedo’s fish eating culture alive.

- 2) The Women’s Division Matsukawaura Branch based in Soma City is also developing their cooking recipes using fish. Although currently food materials are from outside the prefecture, they are aiming at utilizing their local fish catches in the future. **The business model is based on activities of fishermen of the Youth Division who introduced a very popular local recipe“fish ball using liver of Donko” as the core product and created the employment opportunities for women in the region as processing workers. They plan to establish a sales network in collaboration with the Consumer’s Society and create continuous workplace in three years for women who have been engaged in fishing businesses.**



The Fisheries Cooperative staff involved in the Women’s Division who proposed the business (right) and the chief of the Youth Division (left)

The division, which has treated mainly fresh fish will endeavor to develop processed fish products, and in collaboration with the Youth Division, introduce new products at cooking seminars and sales promotion events held inside and outside the prefecture.

3. Improvements and Features

- 1) Efforts were made to learn marketing skills and how to expand sales networks at various training sessions held to support the disaster affected areas, since they had no experience of fish catch processing.
- 2) By developing products using local fish that will increase in value when the local fishing industry becomes fully fledged again, reconstruction of the whole region will be realized.
- 3) “Do things that are interesting” is the secret to engage continuously in the businesses tirelessly. Doing interesting things has naturally drawn more people who want to participate in the program.

4. Effects of the Initiatives

- 1) They recognized the value of local fisherperson’s superior techniques of treating fish, and started to devise measures for sales, processing and advertisement of the products in the market.
- 2) **Through the businesses, dispersed residents regained the opportunity to get together to cooperate and participate in the joint venture.** All the women members including evacuees residing outside the prefecture positively participated in the compilation of the local recipe publication by conducting questionnaire surveys. The food tasting events held in the region provided a good opportunity for the visitors to remind themselves of the taste of good local food and words like “this taste reminds me of how it was” were expressed.

5. Contact or More Information

JF Fukushima Prefecture Federation of Fisheries Co-operative Associations

<http://www.jf-net.ne.jp/fsgyoren/index.html>

15. Support Entrepreneurship of Women through Entrepreneurship Schools in Disaster Stricken Areas

Women Entrepreneurship Mederu Juku in Miyako



| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents (women) of the disaster affected areas |
| Implementation Period: | From May 2013 |
| Activity Area: | Disaster affected areas of Miyako City, Morioka City and the coastal areas of Iwate Prefecture |
| Keywords: | Support for entrepreneurship of women |



In the wake of the severe employment situation for woman in the disaster affected area, the course of entrepreneurship is held in order to provide appropriate hints encouraging establishing a new business by themselves. The activity focuses on providing meticulous supports such as setting up the course which helps to produce a business plan and to establish the networks among the participating members of the community based on the 7 years' past record of the entrepreneurship support courses.

1. Background and Progress of the Initiatives

- 1) Specified Nonprofit Corporation Planning for Gender Equality in Iwate was established in 2005, for the purpose of realizing the gender equality society in which each individual could demonstrate competency regardless gender, and has engaged in cultivating human resources, establishing networks and research works on the gender equality. In 2006, the organization was nominated as the designated manager of "Morioka women's center" which is the base for the gender equality promotion of Morioka City, and the organization has holding the "Women Entrepreneurship Mederu Juku" with the aid provided by Microsoft Corporation in Japan in FY2008 and FY2009 and as the entrepreneurship supporting regional employment creation program by the Ministry of Health, Labor and Welfare in FY2010 and FY2011.
- 2) There were disastrous damages caused by the earthquake for local economy in the seafont of Miyako City. Therefore it was decided that the Women Entrepreneurship Mederu Juku successfully conducted in Morioka City was to be established in Miyako City to support the financial independence of women. The program was held in FY2012 and FY2013 with the consignment of NGO Oxfam Japan's "program for supporting economic independence of women in the disaster affected area."

2. Outline of the Initiatives

- 1) "The education program of developing PC using skill" has been provided at the Women Entrepreneurship Mederu Juku to train people who are not familiar with PCs, since the utilization of PCs is the essential to manage business operations. **A beginners course for entrepreneurship was held in June, and an introductory course for PC skills was held in August, and both were designed for wider participants.** Support, provision of information, and consultancy services were rendered to the participants over a 6 month period aiming at promotion of exchange between senior women entrepreneurs and participants, and realization of participants' ideas of entrepreneurship.
- 2) **The courses were not fully compulsory but designed so they can attend the education program easily, such as one could just attend a PC education course only.**
- 3) Furthermore, the "follow-up courses" which provided practical ways for entrepreneurship was held

additionally for participants as requested.

- 4) In the program, a participant makes the presentation of “the most recommendable business unit” for presenting the most favorable goods or services, and then, the lecturer provides the comments and advises on each presentation.
- 5) The ideas of the business unit were shared and fed back by the attendants so as to cultivate them to produce the more matured business plan.
- 6) The presentations of goods and services were made at the entrepreneurship support forum at the year end.



Entrepreneurship Support Forum

3. Improvements and Features

- 1) **Lecturers who have been engaged in recruiting women entrepreneurs in Iwate Prefecture were assigned** as the business promotion support managers of Morioka City are fully involved in education in order to provide their expertise.
- 2) Women who have their own resources and motives, such as establishing the business to supply any merchandises required in the local market after the disaster, to protect a farm land inherited from their ancestors, and the wish to expand the market for the farm produce etc. are participating and materializing their plans.
- 3) It is recommended that participants make their presentation with numerical targets to gain confidence and their entrepreneurship plan is supported by many persons. During the seminars held over a 6 month period, free discussions are held among the attendants to exchange opinions and help each other in their business set up.
- 4) **A detailed support was provided as regards provision of information on grants, exploitable human networks and local resources, and consultations corresponding to the psychological status and the demand arising from the actual lives of women in the disaster affected area were conducted.**

4. Effects of the Initiatives

- 1) As an example of a successful business start-up, a woman who lost her husband in the earthquake disaster, and who was struggling to continue farming works of inherited land due to her mother-in-law becoming aged, changed the business from agro produce to herb cultivation. Grant money was provided by the Sanriku Mirai Suishin Center after her business plan was accepted, and this enabled her to construct cultivation houses and the dehydrating houses for harvesting the herbs. After a successful commercial law registration of the herb tea which she manufactures, she has started to sell the products.
- 2) An attendant who wanted to attend only the training course for PC using for obtaining job was encouraged to participate in other entrepreneurship course stimulated by other participants. Such a positive influence has been observed as a result of positive communication exchanges among the participants.

5. Contact or More Information

Specified Nonprofit Corporation Planning for Gender Equality in Iwate “Entrepreneurship support room MEDERU net” : <http://www.sankaku-npo.jp/mederunet/>

16. The Restoration Activities of Female Students That Connect the Hanshin and Tohoku Disaster Stricken Areas

Kansai My Do girls



| | |
|------------------------|---|
| Main Organizations: | Students |
| Targets/Recipients: | Residents in the disaster stricken areas |
| Implementation Period: | From August 2011 |
| Activity Area: | Otsuchi-cho, Kamaishi City, Kansai region |
| Keywords: | Reconstruction of disaster stricken temporary commercial districts, female university network |

The students of four female universities in the Kansai region worked together to support the reconstruction of disaster stricken commercial districts in Kamaishi City. These students found meaning in passing on their desire for reconstruction to the Tohoku region from the Kansai region and also participated in the reconstruction activities in the Kansai region. This project presents a model of the support for reconstruction in which students could participate in their daily life.

1. Background and Progress of the Initiatives

- 1) The voluntary students of the four female universities in the Kansai region (Konan Women's University in Kobe, Nara Women's University, Doshisha Women's College of Liberal Arts in Kyoto and Kyoto Women's University) that have close relationships with each other asked teaching staff of Konan Women's University for guidance and organized the Network of Women's Universities for Post-earthquake Reconstruction Support (Nickname: Kansai My Do girls). A friend of teaching staff presented an interim support organization called @ Rias NPO Support Center (hereinafter referred to as @Rias) that has supported town development of Kamaishi City. The students managed to plan the support for reconstruction of temporary commercial districts in Kamaishi City and the revitalization of tourism. **These students started to implement support activities in the Kansai region where they live and activities to support Kamaishi City when they can take long-term vacations.**
- 2) The students who live in the Kansai region considered activities suited for the needs of Kamaishi City in consultation with @Rias. They repeatedly visited owners of retail stores introduced by @Rias to ask for their opinions on necessary support and built up a relationship with them. They decided to implement activities that connect Kansai and Kamaishi in the Kansai region. In December 2011, a reconstruction event of the end-of-the-year sales planned by female students was held at temporary commercial districts.
- 3) **The branches were established at each university (named as Team Konan, Team Nara, Team Doshisha and Team Kyoto).** The share of roles was decided such as reconstruction support activities in the Kansai region, reconstruction of commercial districts in Kamaishi City, and promotion of tourism of Kamaishi City from the Kansai region. The students held a monthly liaison meeting in which they confirmed the progress of activities and discussed the project with the aim of sharing the purposes among the four universities, collaborating with parties concerned and passing the philosophy and activities down the next generation before the participating students have to graduate.

2. Outline of the Initiatives

- 1) The students held study sessions for students in the Kansai region where they live. They asked the participants how to promote tourism and transmit the attractive features of Kamaishi to students in the Kansai region and what they can do as students. In FY2012, the students organized the coastal region support tour in summer and winter to visit the disaster stricken areas and temporary commercial

districts. They were able to come to know the actual state of those areas and extended the network of support.

- 2) In Kamaishi City, the students planned to sell “collaborative sweets” in cooperation with a pastry shop in the temporary commercial district as a new product that contributes to reconstruction. They made proposals and had discussions repeatedly. Finally, sample products were made by integrating the local flavor and ideas of female students.
- 3) In FY2012, a small school festival was held in the temporary commercial district in Kamaishi City and a sake garden was opened. The students asked local sake breweries and liquor companies for participation for the purpose of inviting more visitors and visualizing the ties between the Kansai region and Kamaishi City.
- 4) In FY2013, the students created “Travel MAP for women” to promote the tourism of Otsuchi-cho next to Kamaishi City. They repeatedly visited Otsuchi Town to gather information and asked local people to explain the local attractive features and found popular shops that have been reconstructed after the earthquake by walking around the town. This map was made from the viewpoint of female students.



Aoba part Temporary Commercial District in Kamaishi City

3. Improvements and Features

- 1) It was difficult for the students to build up the relationship with people in the disaster stricken areas and to find out their needs immediately after the earthquake. However, **the students looked for what they could do as students by often visiting the disaster stricken areas to listen to experiences from the owners of retail stores and hotels, government officials and high school students. They spent two years to build up the relationship of trust and came up with support suited for the process of reconstruction of the commercial districts.**
- 2) The local attractive features are reflected in “Travel MAP for women” by listening to opinions of local people in the process of creating the map. The students gave consideration to local people so that they can reassure the attractiveness of their home town.
- 3) In addition to the collaboration between the four women’s universities in the Kansai region, the students has aimed to provide continuous support by building up the network with university students and the owners of retail stores in Iwate Prefecture, related NPOs in Kamaishi City and support organizations in the Kansai region.

4. Effects of the Initiatives

- 1) The activities implemented by the students in the Kansai region and Kamaishi City have encouraged the temporary commercial districts to move forward, and promoted the restoration support in the Kansai region.

5. Contact or More Information

Kansai My Do girls Team Konan (Konan Women’s University Team)

<http://www.facebook.com/pages/My-Do-girls/>

17. Support the Enhancement of IT Skills for Women

Returning to the Skill Force

Specified Nonprofit Corporation Niiza Childcare Support Network / NEC



IT Workshop held in Rikuzentakata City, Iwate Prefecture, in October 2013 (Photo: NEC)

| | |
|------------------------|--|
| Main Organizations: | Private organizations and companies |
| Targets/Recipients: | Child-caring women who desire to return to the skill force |
| Implementation Period: | From July 2012 |
| Activity Area: | Iwate Prefecture and Miyagi Prefecture |
| Keywords: | Support for employment |

The NPO Niiza Childcare Support Network sponsored by NEC has held “NEC IT Workshop for Child-caring Women” with the aim of helping women to return to the skill force in cooperation with organizations that provide child-caring support in the affected areas.

1. Background and Progress of the Initiatives

- 1) The NPO Niiza Childcare Support Network was established in 1997 with the objectives of enhancing the support for child caring in the entire society and home education and contributing to the development of next generations through activities conducive to improved child-caring environments. This Network manages and operates the Niiza City Child Center and the Fukushima Child Center under the designated management system and implements child-care support activities in cooperation with a number of local governments, companies and universities.
- 2) We are living in an age when it is essential to have PC skills to find a job. **However, it has been difficult for child-caring women to participate in general PC courses due to limited time and difficulty in finding someone who can take care of their children.** In response to these issues, the NPO Niiza Childcare Network sponsored by NEC has implemented a social contribution program of NEC for child-caring women titled “NEC IT Workshop for Child-caring Mothers” since 2003 in cooperation with the local child-caring groups, boards of education and local governments. By the end of FY2010, the Workshops were held in 39 local governments and a total of 698 persons participated in the Workshops.
- 3) The NPO Niiza Childcare Support Network started to implement child-care support activities in the disaster-stricken areas from May 2011 after the Great East Japan Earthquake occurred. It was found, by exchanging information with local child-caring support organizations, which **the number of vacancies for clerical job was increasing and it was necessary for women to apply for such jobs to make a living. However, many women had problems in reentering the skill force due to lack of PC skills.** The NPO Niiza Childcare Support Network decided to hold the NEC IT Workshop for Child-caring Mothers sponsored again by NEC in the disaster-stricken areas as reconstruction support activities taking advantage of the experiences obtained by holding the Workshops in the past.

2. Outline of the Initiatives

- 1) The child-caring support organizations that operate in the disaster-stricken areas hosted the IT Workshops and the NPO Niiza Childcare Support Network r cohosted them.
- 2) The NPO Niiza Childcare Support Network took charge of the overall operation and coordination of the project such as the development of project programs, operation and management, public relations and accounting management. The local organizations took charge of arranging the venue, soliciting participants, operating the event on the day, and summarizing the results of questionnaire survey.

- 3) NEC sponsors the IT Workshops as a part of its activities for support of Tohoku titled “NEC TOMONI (Together) Project” through social contribution activities. NEC dispatched former employees who have expertise in IT as lecturers, provided funds and lent PC as needed. In Rikuzentakata City, Iwate Prefecture, a NEC’s affiliate company, NEC Networks & System Integration Corporation, lent a co-working place established by the company in the city called “Himawari House” as a venue for the IT Workshops and provided lectures using the teleconferencing system connecting the NEC headquarters in Tokyo and the Himawari House.

3. Improvements and Features

- 1) The IT Workshops were designed in a way **that child-caring women could easily participate by providing child-care services** in all workshops and adjusting the program (2 hours per day x 3 days ⇒ 3 hours per day x 2 days).
- 2) The NPO Niiza Childcare Support Network has played a leading role in planning the content of the IT Workshops and prepared texts together with volunteer lecturers of former employees of NEC. **The program was designed to equip women who look for administrative works with basic Excel skills, which are required for them to look for administrative works taking into account the needs of participants in the IT Workshops. In this way, the participants could efficiently acquire skills in a short period of time.**
- 3) The content of texts is updated every time the versions of software are updated so that beginners are not confused. Moreover, materials with CD and DVD that contain movies were distributed to the participants so that they can review what they learnt in the IT Workshops and keep their motivation to learn IT skills.

4. Effects of the Initiatives

- 1) The NEC IT Workshops for Child-caring Mothers in the disaster-stricken areas were held 8 times from August 2012 to November 2013 and a total of 73 persons participated in the Workshops. **After participating in the IT Workshops, some participants found jobs for clerical positions which they had looked for.**
- 2) The cooperation with child-caring support organizations that operate in the disaster-stricken areas helped local organizations to grow by transmitting the know-how of project operations such as how to solicit participants and public relations.
- 3) Women can spend time for improving their skills away from their children and this has helped them to take the first step for re-entering the skill force.

5. Contact or More Information

NPO Niiza Childcare Support Network : <http://ccn.niiza-ksdt.com/>
NEC CSR/Social Contribution Office : <http://jpn.nec.com/community/ja/>

18. Turning Handmade Work for a Continuous Income for the Women in the Disaster Stricken Areas

Heart Knit Project



The mascot of the Heart Knit Project was designed by a volunteer (Left). It is tied to all the products to link the heart through knitted products.

| | |
|------------------------|---|
| Main Organizations: | Private organizations |
| Targets/Recipients: | Residents (women) in the disaster stricken areas |
| Implementation Period: | From March 30, 2011 |
| Activity Area: | Morioka City, disaster stricken areas in the coastal areas of Iwate Prefecture |
| Keywords: | Manual labor, development of sales channels, support for employment, exchange salon |

This initiative has started from an idea of supporting knitting as mental support in the course of sending relief supplies to the evacuation shelters. Wool has been donated from all over the country and guidance is provided to produce knitted products with commercial value in an organized manner. This has helped person who produce knitted products to raise the motivation and it has become one of large income for women in the disaster stricken areas. The sales at reconstruction support events mark a national level.

1. Background and Progress of the Initiatives

- 1) The female staff of a ski school in Morioka City continued to send relief supplies to the evacuation shelters soon after the earthquake for half a months and they started to feel the need for providing mental support for the women in the disaster stricken areas who tended to suffer from depression due to the life in the evacuation shelters. The female staff considered **that knitting is ideal, because it is well known for manual labor of women in the Tohoku region.** They explained the purpose and asked their friends, parties concerned of the ski school, and manufacturers of ski suits to donate wool through blogs and emails. As a result, wool and knitting tools in thousands of cardboard boxes were sent by individuals and manufacturers in Japan and overseas. They ended up renting a warehouse to store all donated goods.
- 2) As knitting was very popular as a side job at midwinter in Iwate Prefecture, the quality of final products is very high. Thus, a lecturer of knitting was invited as a project **leader to commercialize knitted products so that women in the disaster stricken areas can have an income. Products with high value have been considered. The activities were well systematized. For example, the whole amount of profits of sales is sent to knitters in cooperation with volunteers.**



Donated wool is sorted by product and the necessary amount is placed in one bag



Strawberry hat for babies and its design figure. The value of products is ensured by producing samples, providing tags and dispatching instructors to give women on-site guidance.



The heart knit café with the instructor. Talking with women in the disaster stricken areas and putting their soul into knitted products result in the recovery from the disaster and the acquisition of an income sources. Thus, they are more motivated to create knitted products.

2. Outline of the Initiatives

- 1) The secretariat received the donation of wool and the representatives designed products and created their design figures. Kits consisting of wool and knitting needles sorted by the staff were sent to the

temporary housing in the coastal regions such as Yamada-machi Otsuchi-cho, Miyako City, Kamaishi City, Ofunato City and Rikuzentakata City. Letters of appreciation and invitations of sales events were sent to donors to **invite them to continue to donate and to increase sales.**

- 2) Kits were sent to 87 women knitters in the disaster stricken areas who goes the name by “amima-san”. They worked in meeting places of temporary housing, talking and deepening friendship with their friends. **The instructors give guidance at the knit cafe every time new products are proposed and the representatives check final products to ensure the quality.**
- 3) **Delivered products have been sold in reconstruction support events and cooperating shops.** Volunteers who sell knitted products in various places are solicited through blogs. A total of 80 persons have cooperated.
- 4) **All knitted products are bought when they are delivered to the Secretariat and the knitters receive the whole amount of profits.** The sales event was held about 240 times and a total of 430 days as of the end of November 2013.

3. Improvements and Features

- 1) The support and cooperation have been strengthened by opening the knit café and holding individual exhibitions and sales events in big cities keeping in mind of exchanges among the knitters and of the cooperation and exchanges with buyers and volunteers.
- 2) **The attention is paid to design of products, product development, setting of prices and expansion of sales channels so that women in the disaster stricken areas can become economically independent.** The representatives and the Director-General of the Secretariat are responsible for improvement so that people can buy knitted products due to their attractive features. **They examine the needs through the web and sales events and focus on product development and improved quality.** In addition, efforts for branding have been made by placing projects tags and inserting leaflets describing knitters. Moreover, the Secretariat strives to raise the motivation of consumers to buy knitted products and gain regular customers by changing details of packaging to enhance commercial value.
- 3) This project is based on the donation of wool and by one-coin (500 yen) supporters. Thus, **efforts have been made to build up continuous relationships** by sending letters of appreciation and reports to donors, and transmitting information on the website and Facebook.



Bazaar held in an office building in Tokyo. High-school students from Morioka City sold products. Volunteers take care of sales at each events.

4. Effects of the Initiatives

- 1) There are twenty types of products such as plastic bottle holders and hair accessories and there are 18,500 items. The project has progressed and products were produced upon order in response to a request for collaboration by a magazine.
- 2) **It is difficult to find other income streams, but products knitted by hand with high value bring The disaster stricken women stable income. And they have a relationship with women in other disaster areas and buyers at exchange events and individual exhibitions.**
- 3) Many women knitters commented as follows; **“The reality is very hard, but knitting makes me relax”**, “This is the first time in my life to knit something, but it was encouraging to see that my products were actually bought”, and “the Heart Knit Project saved me.”

5. Contact or More Information

Heart Knit Project : <http://heart-knit.jp/>

19. Fostering the Reconstruction of the Disaster Stricken Areas by Supporting the Entrepreneurship Deep Rooted in the Region

Yappesu Entrepreneurship Support Fund/
Ishinomaki Reconstruction Entrepreneur Seminar



| | |
|------------------------|---|
| Main Organizations: | Private organizations |
| Targets/Recipients: | Entrepreneurs (women and youths) |
| Implementation Period: | From May 2012 |
| Activity Area: | Northern coastal areas of Miyagi Prefecture |
| Keywords: | Support for startup of business, socially-responsible companies |

The project aims to support the startup of business by women and the youth who plan to start a business in Ishinomaki City and promote the reconstruction through efforts of socially-responsible companies and activities of NPOs so that they can stay in Ishinomaki City.

1. Background and Progress of the Initiatives

- 1) The number of the unemployed has increased in Ishinomaki City due to the earthquake. Particularly, the outflow of population of productive age has become an issue.
- 2) The NPO Ishinomaki Revival Support Network planned to provide support so that women and the youth who intend to start up a business for the purpose of hiring people and promoting reconstruction of towns and communities can settle in Ishinomaki City without concerns.
- 3) In FY2012, the Ishinomaki Revival Support Network accepted the Reconstruction-support Type Job Creation Project in Local Communities by the Cabinet Office and **started the Yappesu Entrepreneurship Support Fund to provide only women and the youth who intend to start up socially-responsible companies with necessary support in Ishinomaki City and the neighboring areas.** The start-up grant is provided up to 2.5 million yen and the support system by experts and entrepreneurs has been organized. This fund has supported the startup of business that promotes the reconstruction of the disaster stricken areas.

2. Outline of the Initiatives

- 1) In FY2012, the NPO Ishinomaki Revival Support Network and the NPO edge provided participants with support for the startup in such fields as Accounting, Marketing and Fund Raising which are the basis for organization management during the period of making preparations for the startup.
- 2) In FY2013, the NPO Ishinomaki Revival Support held the Ishinomaki Reconstruction Entrepreneur Seminar once a month as a place where the participants get together and learn with the aim of solving problems and questions they faced in the process of starting up the business and actually operating the business. **In addition, the Reconstruction Business Seminar and the Fund Raising Seminar were held. Experts and entrepreneurs have supported the projects as advisors in accordance with the nature of problems.**

3. Improvements and Features

- 1) **The project was operated by an alliance of two organizations by combining the ties with local people, which is the advantage of the Ishinomaki Revival Support Network, with approaches for supporting young social entrepreneurs, which is the advantage of NPO “Edge” .**
- 2) The participants visited Kobe City as leading models of reconstruction of towns and communities and the startup of business and had discussions with social entrepreneurs to provide them with tips for ideas of long-term reconstruction of towns and communities.
- 3) In order to maintain the motivation of the participants to start up a business, opportunities for giving presentations and mentoring were provided. Such opportunities helped them to cultivate the positive attitude.

4. Effects of the Initiatives

- 1) The number of participants was 8 in the first term, 7 in the second term and 5 in the third term. The total number of participants was 20 (11 female and 9 male participants). They started their business based on ideas they had cultivated.
- 2) The types of businesses include job creation for women living in temporary housing, learning support in temporary housing, job creation for local residents, project to provide day service, expansion of project to support the transportation of the elderly, creation of places to belong, and opening of restaurants in the disaster-stricken coastal areas. **The comprehensive network has expanded across the borders to promote local reconstruction of towns and communities.**

5. Contact or More Information

Specified Nonprofit Corporation Ishinomaki Revival Support Network : <http://yappesu.jp/>

Yappesu Entrepreneurship Support Fund
May 2012-March 2013

Financial, technical and mental support has been provided to women and the youth who intend to start up a business in Ishinomaki City to promote reconstruction.

- The Consortium was established and operated by two organizations (NPO) Ishinomaki Reconstruction Support Network (NPO) edge
 - The Consortium provided support for three terms to a total of 20 participants

Backup after startup

Ishinomaki Reconstruction Entrepreneur Seminar

August 2013 down to the present

Programs in which participants in the Yappesu Entrepreneurship Support Fund and entrepreneurs who started a business through this fund, and NPO leaders get together to learn the know-how of making business plans and organizational operation in the form of seminar

- **Reconstruction Business Seminar**
Product development and marketing approaches are taught for people who are involved in restaurants and bars, retail industry and service industry.
- **Fund Raising Seminar**
NPOs acquire the know-how to sustainably raise funds as organizations such as membership fees and donations.

Comprehensive Startup Support System

Yappesu Entrepreneurship Support Fund

- 1) Soliciting entrepreneurs (three terms)
- 2) Examining business plans
- 3) Deciding persons subject to startup support and concluding contracts with them
- 4) Starting to provide mentoring support
- 5) Holding management seminars and training camps: marketing, accounting, etc.
- 6) Providing startup support funds
- 7) Starting up the business



Ishinomaki Reconstruction Entrepreneur Seminar
Support for fund raising after the startup, financial management and review of business plans is provided

20. Revitalize the Bay Area with Watatsumi Accessories

Miyagi Prefecture Fisheries Cooperative Women's Division Council



The production of accessories *Photo by Miyagi Prefecture Fisheries Cooperative Women's Division Council

| | |
|------------------------|--|
| Main Organizations: | Fisheries Cooperative Women's Division and private organizations |
| Targets/Recipients: | Fisheries Cooperative Women's Division |
| Implementation Period: | From October 2011 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | Manual labor, employment support |

The Miyagi Prefecture Fisheries Cooperative Women's Division Council resumed activities of the coastal Women's Society that have been suspended due to the earthquake. Shell accessories are produced and sold with the aim of revitalizing the bay area.

1. Background and Progress of the Initiatives

- 1) The Miyagi Prefecture Fisheries Cooperative Women's Division Council is an organization consisting of women who engage in fisheries in the jurisdiction of the Miyagi Fisheries Cooperative and has its branch in each fishing area. Before the earthquake hit the area, the Council boasted around 2,150 female members in 22 areas in Miyagi Prefecture and carried out local production for local consumption activities of marine products and PR activities of wearing life jackets on the sea, held cooking classes using marine products, and cleaned the coasts.
- 2) • The coastal areas in Miyagi Prefecture were devastated by the earthquake and fishermen have lost their houses, household belongings and fishing boats. They were forced to live in temporary housing for a long period of time. As a result, the Women's Division of many branches have been shutdown, because many female members were forced to move inland and withdraw from the Women's Division. Thus, it has become difficult to collect the membership fees that are the principal source of operational costs. In addition, the life in temporary housing away from fishing villages changed the lifestyle of women from fishing villages. Women who could not get used to new life tended to stay home.
- 3) After that, **the Miyagi Fisheries Public Corporation consulted the Miyagi Prefecture Fisheries Cooperative Women's Division Council if it could produce products processed by utilizing disposed young abalone shells to implement a reconstruction support project as one of the initiatives for marine restoration and reconstruction.** In response to this request, the Women's Division Council decided to do manual labor using young abalone shells as a business taking into account the current state of each branch.



Earrings that processed young abalone shells

2. Outline of the Initiatives

- 1) The Miyagi Prefecture Fisheries Cooperative Women's Division Council has started the initiative with the aim of **1) ensuring the place to belong for women from fishing villages and restore their energy by communications with their friends through work and 2) using the sales as operational costs of the Women's Division.**
- 2) The Miyagi Fisheries Corporation and other seedling production facilities in Miyagi Prefecture provided young abalone shells. The Miyagi Prefecture Fisheries Cooperative Women's Division Council and a metal craftsman from Higashimatsushima City repeatedly produced samples. Finally, the shell accessory series "Watatsumi" has completed.

- 3) The initial costs of tools and parts were borne by NPO JEN that carries out reconstruction support activities mainly in Ishinomaki and Ojika Peninsula. Then, backup support for sales and public relations has been provided.
- 4) After the product design was decided, the Women's Division branches in Miyagi Prefecture were invited to participate in the project. So far, the production has started in 7 branches. **The women's society members of different age groups get together through manual labor and produce Watatsumi accessories and talk about future reconstruction and life of the coastal areas.**



Detailed manual labor (Photo: Miyagi Prefecture Fisheries Cooperative Women's Division Council)

3. Improvements and Features

- 1) **The meeting places in temporary housing have been utilized as working spaces** so that women who do not have cars can easily get together.
- 2) The Miyagi Prefecture Fisheries Cooperative Women's Division Council asked the local metal craftsman to design products. Four types of products were designed in a way that consumers of wide age groups are attracted to them.
- 3) The Miyagi Prefecture Fisheries Cooperative Women's Division Council asked the craftsman to cooperate in holding the production workshop, because it was the first time for most of participating women to produce accessories. They could learn the working process.
- 4) The Miyagi Prefecture Fisheries Cooperative Women's Division Council **describes the names of branches on packages of final products to give an impression for purchasers that products were made by manual labor in each coastal area and to manage information on quality of products for future product development.**

4. Effects of the Initiatives

- 1) A total of 1,667 Watatsumi products were sold mainly to nationwide Fisheries Cooperative Women's Divisions and individuals. The total amount of sales was 1,368,560 yen. As a result, local Women's Division that had been closed resumed their activities little by little.



5. Contact or More Information

N/A

21. Creating Jobs for the Women Evacuees

Utilizing the Traditional Industries

IIE&Co.Ltd



| | |
|------------------------|--|
| Main Organizations: | Private organizations |
| Targets/Recipients: | Female victims |
| Implementation Period: | From October 2011 |
| Activity Area: | Aizuwakamatsu City, Fukushima Prefecture |
| Keywords: | Traditional industries, employment support |

As a project of providing side jobs for the women who live in temporary housing in the Aizu area in Fukushima Prefecture, products utilizing traditional industrial products (Aizu wool) have been designed, produced and sold. All participants bring their ideas and they can gain income and rewarding experiences in accordance with their lifestyle as evacuees.

1. Background and Progress of the Initiatives

- 1) Many residents have evacuated to Aizuwakamatsu City, Fukushima Prefecture, from the coastal areas due to the accidents that occurred at the nuclear power plants. They managed to start new life in temporary housing after living in various evacuation centers and evacuation to other prefectures. However, many people have lost their jobs or the meaning of life before the earthquake and commented that it was painful not to have anything to do.
- 2) Moreover, quite a few mothers could not find jobs, because they don't know when they have to move again in spite of double life of evacuation and economic instability about future life. That's why they wondered, "what should I do?" and "what can I do?"
- 3) A young local man came to know such situation of the evacuees at an exchange salon and started to create jobs for the women evacuees. At the beginning, he tried to offer side jobs of sewing, but it requires advanced skills and it didn't go well. **He converted the sewing project into a project to produce and sell products utilizing local and traditional product "Aizu cotton." He and the women evacuees brought ideas and designed stoles that can be made by a simple working process without using sewing machines.**



2. Outline of the Initiatives

- 1) In fall 2011, this initiative gained the reconstruction-related grants as a voluntary organization. Its name (IIE) means that "it will turn over sadness and suffering that started from 3.11, 2011." About 10 producers were solicited in notices circulated in temporary housing and explanatory meetings were held at meeting places. The project to produce and sell Aizu cotton stoles has started on a full scale. The producers make fringes with warps that remain by pulling out wefts from the both sides of clothes at home. The staff regularly visit temporary housing and hand over materials in accordance with the number of products they want to produce and receive products from them.
- 2) In FY2012, two staff were hired utilizing the emergency employment grants provided by Fukushima Prefecture. **As the business scale expanded, the organization was converted into a stock company from FY2013.**

3. Improvements and Features

- 1) The staff and producers hold a meeting once a month in the name of “Tea Party.” In addition, they closely communicate by phone and mails. **These activities help everyone to be involved in the project** by expressing various ideas and making proposals on improvement.
- 2) The wage is set high for side job, although it is paid by the job. When a producer engages in works at the office such as cutting of materials and finishing jobs, the wage is paid separately by the hour. **It gives producers the flexibility in terms of time and they can perform rewarding works without concerns in accordance with their life.**
- 3) Materials and tools can be stored in small temporary housing without occupying much space. In many cases, the producers live in the same temporary housing so that this requires less work of the staff in charge of distributing materials and collecting final products.
- 4) **The sophisticated brand image has been created in a way that both producers and users feel satisfaction through products.** Moreover, products are sold by mail-order service through the Internet and at select shops in Aizuwakamatsu and other cities.



4. Effects of the Initiatives

- 1) All producers work together with motivation. Some producers started up their business taking advantage of experiences they acquired through this project.
- 2) This project has attracted publicity as manual labor utilizing high-quality natural materials that have come down in the region and the sales are very strong. Overseas buyers are interested in products due to Japanese taste.
- 3) The company has provided local welfare working places with unused clothes and yarns for producing pins and paper and cooperated in study tours for high school and university students in Fukushima Prefecture. **The company has expanded its activities as a community-based company and contributed to the local communities in various forms.**



5. Contact or More Information

IIE&Co.Ltd: <http://iie-aizu.jp/>

22. Fostering Industry Reconstruction through the Ingenuity of the Local Students and Product PR

Iwate Prefectural University Regional Contribution Event Organizer
Reconstruction girls*



The Association was used for the advertisement created by the Iwate prefectural government in FY2012 for other prefectures to transmit the desire of Iwate Prefecture for reconstruction. It has had a great impact.

| | |
|------------------------|--|
| Main Organizations: | Students |
| Targets/Recipients: | Disaster-stricken companies |
| Implementation Period: | From May 2011 |
| Activity Area: | Neighboring areas of Morioka City, Iwate Prefecture, the coastal areas of Iwate Prefecture, Tokyo and other places |
| Keywords: | Students, product development, advertisement, public relations |

This is a student association founded mainly by female students two months after the disaster with the aim of providing support as university students of the disaster stricken prefecture. They faced students of the same generation whose informal job offers were cancelled after the disaster and came to know that the industry reconstruction is an urgent issue. Therefore, the students started new product development and PR of disaster stricken companies in the coastal areas from scratch. The presence of the female students' association itself attracted attention and empowered the disaster stricken companies.

1. Background and Progress of the Initiatives

- 1) **The female students in second grade of Iwate Prefectural University** faced the reality of students of their generation who suffered from the cancellation of informal job offers from local companies due to the disaster. **8 female students felt the needs for reconstruction of the disaster stricken companies and formed a support organization.** They decided to focus on “industry reconstruction” of the disaster stricken companies that provide them and next generations with a way to make a living.
- 2) The students consulted their teaching staff for a course of action. They received guidance from Mr. Raizo Sasaki who is familiarized with local collaboration and served as Promotion Director of the Morioka Handi - Works Square. They decided to hold events to support the disaster stricken companies as target activities. The students were presented the coastal disaster stricken companies and **started to negotiate PR events and product development of such companies on their own.** They were tested by the severe business world. They visited the companies with project proposals many time, but they had their proposals back and had to go back with reviewed proposals. Finally, their enthusiasm, sincerity and ideas were accepted.
- 3) This project was adopted by the Support System for Development of Employment Capability of Iwate Prefectural University called “IPU-E PROJECT” and received the subsidies for its activities. Such a stable internal system for support and consultation stabilized its activities and it has now 30 members including male students.



Key rings designed by a female student using a pine tree swept away by the tsunami in Rikuzentakata City

2. Outline of the Initiatives

- 1) Example of collaborated product with NPO and companies

- * STUDIOS@bo (Morioka City): 4 types of Makkou key rings and straps were designed. Hemp bags are also sewn by producers.
- * NPO Haku's House (welfare working place, Tanohata Village): Torn-
rage coasters, sweets such as pound cakes.
- * Collaborated bread of ground cherry jam produced by Shop Hayano (Iwaizumi Town) and hakkuru bread produced by Haku's House



In an event hosted by Reconstruction Girls* at the Iwate Ginga Plaza, products produced by the disaster stricken coastal areas were sold. It marked the record sales of about 700,000 yen in two days (September 2011)

2) Exchanges with people in the disaster stricken areas

The students planned the exchange with the "Association for the Preservation of Takatamatsubara" in Rikuzentakata City, the exchange between university students and people of the coastal areas and tree planting events taking into account issues such as weathering memories of the earthquake and the collapse of local communities.

3) Holding events for sales and PR of products of the disaster stricken companies inside and outside Iwate Prefecture

The events for sales and PR of products produced in the coastal areas have been held more than 40 times in two years after the Association was founded. In an antenna shop of Iwate Prefecture in Tokyo Prefecture, "Iwate Ginga Plaza", the Iwate Reconstruction Fairs were held for the second consecutive year. In addition to sales and PR of products produced by cooperating companies and welfare facilities, key rings planned and designed by Reconstruction girls* were sold. The profits were returned to each company or organization.

4) Transmitting information through the media

The actual state of the disaster stricken areas has been transmitted through Facebook and the media so that people get to know the reality faced by such areas. The Association has actively utilized opportunities for media coverage and presentations of its activities to prevent the interests in the disaster stricken areas from being weathered.

3. Improvements and Features

- 1) A project was established for each company subject to support with a strong emphasis on the collaboration based on "trust." Detailed information is shared by reporting the sales at a regular meeting. The Association contacts each collaborating company before and after an even is held and sends accounting reports to eliminate excuses that it is a students' association.
- 2) Although more companies desired to participate in the project in response to PR activities, the Association has not changed its stance and only collaborates with companies in the disaster stricken areas.
- 3) In order to prevent the graduation of students from affecting business continuity, students visit supporting companies for smooth handover. The Association aims continue to provide companies in the disaster stricken areas with support on a long-term basis with the help of the university's internal support system.

4. Effects of the Initiatives

- 1) Continuous PR of companies and sales and development of their products have empowered companies in the disaster stricken areas.
- 2) The presence of Fukkou (Reconstruction) girls* who provide on-site support led by a female student has attracted attention and they have been featured in many opportunities. This has raised the interests in reconstruction. Male students started to participate in the Association in response to the growing attention to its activities, but a female student was elected as the second leader. The creativity of female students is used for events and planning of new products as Fukkou girls&boys*.

5. Contact or More Information

Iwate Prefectural University Regional Contribution Inventor Reconstruction girls*&boys*

<http://www.facebook.com/fukkougirls>

23. Develop Self-sustaining Industry in Disaster Stricken Area toward Regional Regeneration

Specified Non-Profit Organization The People



| | |
|------------------------|--|
| Main Organizations: | Specified Nonprofit Corporation, Supporters Inside and Outside of the Prefecture |
| Targets/Recipients: | Residents |
| Implementation Period: | From March 2011 |
| Activity Area: | Iwaki City, Fukushima Prefecture |
| Keywords: | Creation of New Industries, Study Tour, Exchange Salon |

The assistance donors have supported victims in various ways as occasion may demand based on recycling of secondhand clothes, which they have worked on before the disaster. This community activities started by women is now supporting the area, as a project to reconstruct industries involving various people and to raise the next generation.

1. Background and Progress of the Initiatives

- 1) In 1999, housewives in Iwaki City participated in an overseas training “Iwaki Josei-no Tsubasa,” and made an inspection on how women’s independent participation to the society should be. They gathered together to set up “The People” to apply what they learnt in the training to the regional activities. Centered on secondhand clothes recycling activities, they have made efforts to address imminent environmental issues.
- 2) They acquired an NPO status in 2004. Aiming at developing towns where residents themselves make efforts to address issues, they expanded their activities to such areas as services and supports for persons with disabilities, support for overseas education, and disaster recovery assistance by providing secondhand clothes in stock, etc. in cooperation with companies and administrations.

2. Outline of the Initiatives

- 1) In the Great East Japan Earthquake, secondhand clothes and other rescue supplies were delivered to shelters immediately after the occurrence of the earthquake. Also, they supported a “system where the victims can cook what they want to eat.” They adopted vegetables and processed food made by the local people who suffered from harmful rumors or misinformation. A volunteer center was opened in a month after the disaster. Functioning as a regional branch of a Volunteer Center set up by the Iwaki City Council of Social Welfare, it accepted volunteers nationwide to meet the needs of tsunami victims such tasks as mud removal and cleaning of houses.
- 2) Three months after the earthquake, the supports shifted to those for maintenance of communities and helping victims to live their own lives, such as help with relocations, operation of exchange solons, etc. To create jobs for middle-high aged women, which diminished because of the earthquake, they started a project to make and sell box lunches that were cooked by the women who are accustomed to the large-scale emergency rice feeding.
- 3) Since 2012, they have started organic cultivation of indigenous variety of cotton strong against salt damage, which is not edible. Iwaki City has been troubled by an increased abandonment of cultivation.



This tendency became worse due to harmful rumors caused by the accident at the Fukushima Daiichi Nuclear Power Plant. Collapse of agriculture that supported regional economy is worried. **Acquiring know-how from experts they got acquainted with at a women leader exchange meeting involved in reconstruction**, they have proceeded with activities with local farmers and agricultural support volunteers at the farmland of which use was provided by the victims.

- 4) Cultivated cotton is processed to manufacture T-shirts for sale under the “Fukushima Organic Cotton Project” responsible for the cultivation to sale. As one of projects conducted by “Iwaki OtentoSUN Enterprise Cooperative” which was established together with other organizations going active for community planning around Iwaki City, **the project aims to build a new business model which can survive disaster of tsunami and the nuclear accident by promoting regional textile industry for residents themselves.**

3. Improvements and Features

- 1) With detailed communication in mind, they have gained people’s backing and cooperation through reconstruction support activities meeting with needs of the victims.
- 2) They always tried to expand their ideas based on awareness of the problems and make efforts for businesses from a viewpoint of social participation.
- 3) They asked women living in temporary housings and other people to make cotton dolls named “Cotton Babe” with pay. For the doll, the cultivated cotton is used and cotton seeds are put inside the body. Persons who purchase them will support the reconstruction by cultivating cotton and sending back the crop.
- 4) For the sake of continuity of activities, they have made every effort since the start so that staff were not involved in unpaid work no matter how difficult the business management was. After the earthquake, persons in 20s - 30s have participated in the business by taking advantage of an employment support system and grants related to support of the disaster victims, for development of staff of the next-generation and enforcement of office functions.



4. Effects of the Initiatives

- 1) Started by several housewives, the corporation has been **developed for performing regionally-oriented activities to which the old and the young, men and women are concerned**, aiming at thinking about problems of the community by residents themselves and making efforts to solve the problems independently.
- 2) Experienced various activities, they were aware of Minamata City, a local community faced a collapse by massive pollutants, like Iwaki City, a disaster-stricken community. They then conducted a study tour to Minamata City for school students who lived in the city. They learned how the citizens had recovered their daily lives and communications by themselves. The reconstruction support activities started after the disaster **have grown to those for development of human resources of the next generation for regional reconstruction.**

5. Contact or More Information

Specified Non-Profit Organization The People : <http://www.iwaki-j.com/people/>

Reconstruction Support Volunteer Center, Onahama, Iwaki City : <http://onahama-volunteer.jimdo.com/>

24. Support through Things That can Be Done Remotely - Such as Shopping ("Doonto Tohoku! From Iwate, Miyagi and Fukushima," exhibition of hand-made products by women in Tohoku) General Incorporated Association Osaka Gender Equality Foundation



| | |
|------------------------|--|
| Main Organizations: | Gender Equality Centers |
| Targets/Recipients: | Disaster Victims |
| Implementation Period: | September 2012, June 2013 |
| Activity Area: | Osaka Prefecture |
| Keywords: | Support from Far-away, Exhibition of Products, Handiwork |

Handiwork of accessories and others has been conducted by women victims to obtain cash income. However, it is quite difficult to develop sales routes. "Doonto Tohoku!" exhibition of hand-made products by women in Tohoku sponsored by Osaka Gender Equality Foundation is a model for sales expansion.

1. Background and Progress of the Initiatives

- 1) Osaka Gender Equality Foundation has been entrusted by the Cabinet Office with "the female trouble and violence consultation enterprise in a Great East Japan Earthquake stricken area" from FY2011, and the foundation members have continuously visited the disaster-stricken areas.
- 2) One year has passed since the disaster and **serious restoration of victims' daily life is picked up as an important issue.**
- 3) Members of the foundation had paid attention to **handiwork as a means to obtain cash incomes for the affected women. Therefore, the foundation decided to support such economic activities by holding exhibition of hand-made products in Kansai area to expand sales.**
- 4) Information on hand-made products was collected from a gender equality center in each prefecture, municipalities, women's groups, etc. in addition to that stored by the foundation members.

2. Outline of the Initiatives

- 1) The 1st **exhibition of hand-made products by women in Tohoku, "Doonto Tohoku! From Iwate, Miyagi and Fukushima" held in September 2012** gathered around 1,000 visitors in total. 91 items including foods (sea weeds, rice, etc.), dish cloth, and accessories sent by 22 women's groups and individuals in Iwate, Miyagi, and Fukushima Prefectures were displayed on the first floor of the Center for Youth and Gender Equality (Dawn Center), Osaka Gender Equality Foundation. **They were all produced by corporations established by the affected women or hand-made by old women living in temporary housings.** Total sales exceeded 2.40 million yen.
- 2) On the second day of the exhibition, "the 46th Dawn Cinema Club" held the screening of "311: We Live Here," a documentary of women living in the disaster-stricken area. The club also held a talk show of movie director Kyoko Gasha.
- 3) With regard to the second fair (June 2013), 38 organizations and individuals, including women's groups in the disaster areas as well as NPOs in Iwate, Miyagi and Fukushima, exhibited 104 kinds of foods



(sea weed, rice, pickles, jam, bread, etc.), pouches, house cloths, accessories and other items. About 800 people in total attended the fair held for 2 days, and the amount of sales reached 1.5 million yen.

- 4) To respond to requests “Please exhibit more foods” presented in answers to a questionnaire survey conducted for the first fair, a cafeteria corner was opened. Lunch boxes assorted with local cuisines of the 3 Tohoku prefectures were very popular and each of the 2 days of the fair saw them sold out.

3. Improvements and Features

- 1) The foundation’s staff members have directly contacted with hand working women to listen to what they said about situations of the disaster areas and their lives in temporary housing, and visited the women’s local paces every time they travelled on duty tours to build up face-to-face relationships.

- 2) **The foundation’s staff members proposed to hand working women, volumes as well as good-looking packages for their products, which would make their products attractive so that consumers would purchase their products.**

- 3) **In order to surely support exhibitors, the foundation had purchased all products beforehand and sold them during the fair, as the foundation’s not for profit business.**

- 4) Because purchasers of the products were very interested in how much would be paid to the products’ producers, easy-to-understand graphs were prepared for explanation.



4. Effects of the Initiatives

- 1) Opportunities could be provided to residents in Osaka Prefecture to support people living in the disaster areas even though such residents lived far away from the disaster areas.
- 2) Because many people helped this project’s sales activities voluntarily, **those helped and those being helped could recognize the sure existence of networks both had been regularly cultivating.**
- 3) The foundation continues its sales in the Dawn Center after the local product and good fair. Furthermore, **in order that other organizations and municipalities could hold similar local product and food fairs, the foundation have procured large amount of products, and have provided cooperative support such as lending panels for explanation, which resulted in expanded markets for the products.**

5. Contact or More Information

Staff for Business Operations, General Incorporated Association Osaka Gender Equality Foundation
<http://www.ogef.jp/>

25. Assisting Foreign Women in the Disaster Stricken Areas to Obtain Certificates for Employment

Certified Specified Nonprofit Corporation
Japan Association for Refugees



A Picture of A Class Held in A Community Center

| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Foreign Women with Statuses of Residence |
| Implementation Period: | From June 2011 |
| Activity Area: | Miyagi and Iwate Prefectures |
| Keywords: | Employment Assistance, Support to Foreigners |

Because many foreign women lost their jobs due to the earthquake disaster, the “Japan Association for Refugees,” which is an specified NPO located in Tokyo, opened special classes from June 2011 to March 2012 in three coastal areas of Miyagi and Iwate Prefectures in order to help those foreign women who had appropriate statuses of residence to acquire qualifications for nursing care helpers. All who had attended the classes became qualified for nursing care helpers, and about half of them were employed by welfare facilities, becoming more closely involved in local communities.

1. Background and Progress of the Initiatives

- 1) In Miyagi Prefecture, the total number of registered foreigners was 16,101 before the earthquake disaster (2010), and the number of Filipinos was 1,027 which was the third following those of “Chinese people” and “South and North Koreans.” Similarly, in Iwate Prefecture, the number of registered foreigners was 5,942, and that of Filipinos was 889. In Kesenuma City, there was a group of Filipino women who settled down there.
- 2) Most of them had been part time workers working at fish processing companies, but lost their jobs because their working places had been carried away by the tsunami or because of other reasons. When they sought new jobs, many wanted to be engaged in the welfare field. However, many were “good at speaking Japanese but not well at reading and writing Japanese,” and thus gave up becoming nursing care helpers because nursing care helpers must read documents written in Japanese and write reports in Japanese.
- 3) The Japan Association for Refugees, a specified NPO, changed its articles of incorporation in 2008 and 2010 so that the association can perform wide range of activities such as disaster relief activities in Japan and abroad as well as support activities for foreigners other than refugees. Also, with regard to the Great East Japan Earthquake, the association has established its support at operation center in a disaster area (currently Rikuzentakata City), and **performs various kinds of support activities, such as** dispatching refugees who live in the metropolitan area and want to be volunteers and directly supporting refugees who live in disaster areas, as well as **giving legal advice to foreigners and other people with inadequate access to information, supporting female disaster victims in shelters (distributing bags containing commodities which women need, such as sanitary napkins, portable bidets and whistles), and so on.**

2. Outline of the Initiatives

- 1) The association found that while visiting a group of Filipino women with statuses of residence in Kesennuma City and Ofunato City, there were needs among them **“to acquire qualifications for home helpers,”** and that there were many job offers to employ care workers there. Therefore, the association has been conducting **an employment assistance project to help relevant foreigners to acquire qualifications for care workers** since June 2011, with subsidies from the Japan Platform, a specified NPO.
- 2) Because there were no special schools offering lectures required for the qualification in coastal areas, the association asked help to a special school in Kitakami city and had the special school to offer special classes in easily accessible places.
- 3) The association dispatched experts beforehand to survey Japanese capabilities of applicants for the special classes. The association **prepared support materials in which** “swallowing,” “bedsore” and other **technical terms in kanji were accompanied by small furigana for reading aid and furnished with easy-to-understand descriptions.** It also gave supplementary lessons to teach Japanese. Total 24 people (18 Filipinos, 5 Chinese people and 1 Chilean) attended qualification courses offered at 3 places in Kesennuma City, Rikuzentakata City and Ofunato City. **All who had attended the courses were qualified for level 2 care helpers,** and 12 of them were employed by welfare facilities

3. Improvements and Features

- 1) A Filipino women, who was teaching at a special school for care, was invited from Gunma Prefecture, and held an explanatory meeting to enhance motivation of the special class attendees, so that they could be convinced that “they can do it if they try.” The attendees in Kesennuma City gathered in their member’s home to hold study meetings voluntarily, and strengthened their ties.
- 2) Although the Japan Association for Refugees sponsored the project for a single fiscal year, a follow-on network to help female foreigners to be employed is about to be established because the association tried to establish collaborative relation with local municipalities, international exchange groups and volunteers for Japanese classes when it was offering the special classes.

4. Effects of the Initiatives

- 1) **By providing opportunities to foreigners with statuses of residence to learn Japanese to acquire qualifications, the association created opportunities for them to be newly employed as helpers.** At the same time, the association could satisfy the needs of local care facilities which were in need of more care workers to provide actual care services.
- 2) Through their study of Japanese language (reading and writing in Japanese) to acquire qualifications and performance at their new work places, those who had attended the special classes became more confident, and, as a result, their relation with others such as their families and local communities apparently became better.

5. Contact or More Information

Certified Specified Nonprofit Corporation Japan Association for Refugees : <http://www.refugee.or.jp/>

26. Cultivate Various New Work Opportunities for People Who Have Difficulty Finding Employment

General Incorporated Association Personal Support Center “Wakku Work”



Exterior of Scandinavian-style Cafe Quône

| | |
|------------------------|---------------------------------|
| Main Organizations: | Private Organization |
| Targets/Recipients: | People Who Need to Be Employed |
| Implementation Period: | From March 2011 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | Intermediate Employment Support |

The “Personal Support Center” (a general incorporated association) , which has been supporting disaster victims in Sendai, has been operating its employment consultation center “WakkuWork” since FY2012 to support with due care, disaster victims who cannot find jobs due to their own or family matters. The center has been operating a cafe where a single mother can work since the end of December 2012.

1. Background and Progress of the Initiatives

- 1) Job offers in disaster areas have been gradually improving mainly in the construction industry related to the reconstruction. However, with regard to clerical positions for which many women want to be employed, there are mismatches, such as the number of job seekers is greater than that of job offers. Also, left behind are people who can only work for shorter period of time at work places nearer to their homes due to their own or family matters, and those with little experience and skill.
- 2) In order to create places for people in social distress to belong as well as to help such people to find jobs, several NPOs in Miyagi Prefecture joined forces to establish the Personal Support Center, a general incorporated association (hereinafter, referred to as the “PSC”) on March 3, 2011. Because the Great East Japan Earthquake occurred soon after its establishment, the PSC decided to focus its activities on supporting disaster victims for the time being, and, under a contract with Sendai City, carried out a “cooperative project to watch over people for security” and sent Kizuna (meaning ties in Japanese) care workers to prefabricated temporary dwellings as well as housing for public servants and other leased apartments for temporary living. Thereafter, the PSC operated “Engawa” a multi-purpose facility for employment support where disaster victims could perform hand works, under a “Community Network Creation Project” of Sendai City from December 2011, and have been operating “WakkuWork,” an employment consultation center from June 2012.

2. Outline of the Initiatives

- 1) Included in those people who visit “WakkuWork” to receive advice for employment, there are many needy persons who suffer from domestic violence, NEETs and hikikomori (social withdrawal), in addition to those who have visited Public Employment Security Offices (HelloWork) but could not find appropriate jobs. When conducting interviews with visitors, the PSC’s staff members carefully listen to their work experience and what jobs they want to work for, and give advice on how to seek jobs and how to prepare their curricula vitae. However, depending on cases, the staff members may introduce the PSC’s life support service department as well as outside welfare and medical care organizations. In 8 months, the staff members conducted interviews with about 180 people. Of them, 65 people have been employed, and 40 people are still seeking jobs. With regard to the remaining people, about half of them have started handcrafts and intermediate working (which incorporates support to people who have difficulty in being engaged in ordinary working in order to make them self-reliant), and about other

half of them have to be supported by life support service because they have problems too serious to seek jobs.

- 2) While the PSC's staff members visit companies to find opportunities for ordinary working, the PSC has been providing a "Hands-on Job Training for Disaster Victims" as a model for intermediate working since October 2012. This training is **a project under which trainees work for companies or NPOs in the prefecture for 2 to 3 weeks to understand work contents and to become confident to start working by themselves**. The PSC proposed its concept to Sendai City, and the PSC is carrying out the project under contract with the city.
- 3) The PSC also continues **to plan and sell handcraft small items such as stuffed toys as a means for those who have hard time to find jobs to obtain motives for living and secure income**. The PSC utilized the Cabinet Office's "Project to Create Jobs in Local Communities to Support The Reconstruction" to open a "Cafe Quône" in Sendai City in December 2012, as a working place for single mothers and those who are raising their children and therefore cannot work full time.

3. Improvements and Features

- 1) If the gender of a person seeking advice is different from that of a consultant, the person in question may not sufficiently talk what he or she needs to talk. Therefore, the PSC endeavors **as much as possible to have a pair of male and female consultants attend a first interview**. Also, the PSC is **careful not to have its consultants have prejudice against job types or business types because of their gender types** when they introduce potential employers.
- 2) Three fourths of about 60 PSC staff members were disaster victims, whom the PSC employed under Sendai City's "Emergency Job Creation Project," and they received care worker trainings for 2 weeks or longer. Because the PSC has many cooperating organizations which have knowhow to support victims of DV, youths and poor classes, its training contents for human support are extensive, and therefore, its care workers having received such trainings can give advice even to difficult cases of disaster victims. In addition, **all PSC staff members are encouraged to acquire qualifications for career consultants and others and to participate in external trainings offered by others**, so that they can enhance their careers toward social workers.

4. Effects of the Initiatives

- 1) It is anticipated that there will still be people who have difficulty in restoring their lives or in finding jobs, and the PSC's effort is one of safety nets for such people.
- 2) In the newly opened cafe, single mothers who are also disaster victims are learning skill for a cafe, and vividly working toward next step up.

5. Contact or More Information

General Incorporated Association Personal Support Center : <http://www.personal-support.org/>

27. Turn Emergency Employment to Economic Independence

Specified Nonprofit Corporation Planning for Gender Equality in Iwate



| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From August 2011 |
| Activity Area: | Miyako City, Otsuchi-chou, Noda-mura and Ofunato City of Iwate Prefecture |
| Keywords: | Employment Support, Safety Confirmation, Shopping Agent |

An incorporated NPO in Morioka City, Iwate Prefecture has been employing local women of disaster victims in coastal area cities and towns struck by the tsunami to provide shopping agents and safety confirmation services since August 2011. Currently, It provides such services in 4 cities and towns. It plans to provide trainings for business start-up to its staff members, so that they will be able to start their own business activities in the future.

1. Background and Progress of the Initiatives

- 1) In coastal areas which were struck by the tsunami, stores were also damaged. Although some of them have been restored, to go shopping is difficult for those who have difficulty in walking outside by themselves, such as elderly people living in temporary housing, and isolation of such people is also a concern.
- 2) Although the number of jobs offered to women by food manufacturing companies is relatively high in normal cases, the effective ratio of such job offers is decreasing, and the female employment condition is still severe in areas struck by the earthquake disaster.
- 3) After the earthquake, Equality Planning Iwate, an incorporated NPO conducted “Delivery-to-care” activities to deliver relief supplies to individual women in shelters to satisfy their own needs, so that it could help disaster victims to regain their ordinary lives.

2. Outline of the Initiatives

- 1) It is a **trial to hire women having been struck by the earthquake disaster to have them act as shopping agents for elder people living in temporary housing as well as to have them conduct safety confirmation, in order to help both such women having been struck by the earthquake disaster and such elderly people living in temporary housing as users to be self-reliant.**
- 2) 3 to 5 positions for women in each of 4 coastal cities and towns struck by the tsunami (Miyako City, Otsuchi-chou and Noda-mura (since FY2011)/Ofunato City (since FY2012), and one position for a woman for the secretariat office in Morioka City where the operation center of the incorporated NPO responsible for the project is located were recruited for employment through a public employment security office (Hellowork). In total, **17 women were employed.**
- 3) Under a contract with Morioka City for an emergency job creation project (job creation in prioritized areas) in FY2011 and one with Morioka City for a job creation project (life-long work style, participation by all, and job creation through transfer of knowledge between generations) in FY2012 and thereafter, the organization is carrying out its project activities while combining the project activities with support from foreign NGOs and other private organizations.
- 4) The staff members are asked by mobile phones to purchase foods and daily goods on behalf of requesters, and drive small automobiles (Mede-ru (meaning sprouting in Japanese) cars) attached with the same decals to deliver purchased items to their requesters. Even orders to purchase one item will

be accepted. The service's price is 100 yen per request. The number of the service's customers is 146 in total as of September 2012.

3. Improvements and Features

- 1) While delivering items purchased on behalf of their requesters, the staff members conduct safety confirmation of requesting users and neighbor residents to watch over disaster victims so that the staff members can find out whether they suffer health problems, have troubles with their families or neighbors, or need mental care.
- 2) Because women staff members who are familiar with local places in disaster areas are in charge of tasks, they can share disaster experience with their users, can speak local dialects so that they make their users feel assured, and can satisfy their users' detailed requests, such as "I need AA of BB store."
- 3) The staff members strictly observe rules, such as "not to enter into rooms of users' homes" and "not to handle cashes and cash cards other than for cash payments" in order to keep appropriate relationship with their users. Efforts are being made to keep troubles from happening. For example, the secretariat appropriately administers sales slips, and the staff members fill in job sheets or operating reports to record what they have found while they are performing their duties and to share such findings among all the staff members.
- 4) Because women engaged in this project are hired for emergency employment with fixed terms, the organization responsible for the project are **making preparations for their future, such as providing with them opportunities to acquire PC operation skill, to participate in communication trainings and furthermore to attend lectures for women's business start-up, so that they will be economically self-reliant when the project is finished.**



Staff speedily purchase items requested by users, and drive a Mederu car to deliver them to temporary housing in Otsuchi-chou.

4. Effects of the Initiatives

- 1) Having someone go for shopping on their behalf, users can do cooking by themselves and preserve their health, as well as they can feel assured because they can ask the staff members to contact organizations related to medical care and welfare when they feel sick. The safety confirmation can prevent people from dying solitarily and killing themselves.
- 2) Some of the staff members employed lost their homes, but many of them say that they have regained their vigor because they customarily work, especially because they are engaged in worthwhile jobs of supporting disaster victims in their home town. **Some express their hopes of tarting up business activities, such as selling lunches made by safe food materials, operating group hems and providing life support service after the project is finished.**

5. Contact or More Information

Specified Nonprofit Corporation Planning for Gender Equality in Iwate : <http://www.sankaku-npo.jp/>

28. Job Creation and Community Reconstruction through Collaboration with Women Farmers

Council for Ka-tyan No Chikara Project



Leader Speaking about Her Future Hope

| | |
|------------------------|--|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Women Engaged in Agriculture and Residents |
| Implementation Period: | From October 2011 |
| Activity Area: | Fukushima prefecture |
| Keywords: | Creation of New Industry, Sixth Industry |

Female Farmers, who were engaged in development of special regional products in the Abukuma area of Fukushima Prefecture for a long time, started a “Ka-tyan No Chikara Project” in October 2011, with support from a local university, and have established their operation center in Fukushima City, their place of refugee. They have been producing and selling processed agricultural products again, and have been producing and selling lunch boxes as their new effort.

1. Background and Progress of the Initiatives

- 1) In the Abukuma area, which is located east of Fukushima Prefecture and between Hamadori and Nakadoori, there are regions, such as Iitate-mura and Namie-machi, where people are not allowed to live there currently as a result of the nuclear accident. Before the nuclear disaster struck the area, “Ka-tyan” (meaning female farmers in Japanese) there actively developed special regional products, produced processed food, and operated guesthouses.
- 2) The project’s leader, who is a female in her fifties, served as the president of an “Iitate Baked Potato Study Group” to produce original breeds of potatoes and pumpkins and to process them, and further started “Madeikoubou-Bisairento” to make such produced and processed potatoes and pumpkins become popular. However, she was forced to stop her business activities due to the earthquake disaster. After the earthquake disaster, she has been in Fukushima City for refugee, and has been challenging to grow seed potatoes and pumpkins there.
- 3) In Fukushima University’s Institute of Small-Scale Local Government, there are many teachers and students who have been conducting town development assistance and community research activities in Iitate-mura and other areas. Thinking that if female farmers can restart their works in their refugee places, it can contribute to the reconstruction, the teachers with the students have been supporting the project. For example, they have been cooperating for the council’s operations.

2. Outline of the Initiatives

- 1) The Main Organization **established a Council for Ka-tyan No Chikara Project**, and has been carrying out the project as a disaster area emergency support project of the Ministry of Agriculture, Forestry and Fisheries, an integrated regional development project of Fukushima Prefecture, and a regional job recovery and creation model project (a project for job creation through life-long work style, participation by all, and transfer of knowledge between generations of the Ministry of Health, Labour and Welfare). For the time being, the organization aims to continue the project for 3 years, and **has created jobs for 12 people**.
- 2) Specifically, in order to utilize capabilities, knowledge and skill of “Ka-tyan” and revitalize the Abukuma region with hometown cuisine gourmet, the organization **produces and sells processed agricultural crops (sweets, rice cakes, pickles, etc.) as well as lunch boxes**. “Ka-tyan’s smiling lunch boxes are

sold in Fukushima University's co-op stores as well as various event sites, and are also provided to people visiting the organization for inspection.

- 3) The organization **established its operation center called an “Abukuma Teahouse,” a community salon which serves as a processing facility and a community salon**, and have been making the operation center available to all people concerned including evacuees in houses loaned from private entities and evacuating local residents. With such and other efforts, it is **aiming to develop new types of communities**.
- 4) **In order to create a sixth industry, the project plans to open in the near future a cafe along a street in front of Fukushima Station, which directly sells local special products**. As its ultimate goal, the project aims to participate in events in the prefecture using a kitchen car.

3. Improvements and Features

- 1) Because of the project's desire to have people eat safe food, it has asked a “Abukuma Citizen's Radioactivity Measuring Station” to measure radioactive materials per individual food materials. The project has adopted 20 Bq/ kg, half of the “Ukraine Standard” which is even lower than the world standard, and has been patching seals to those which are lower than the adopted value.
- 2) Fukushima University's Institute of Small-Scale Local Government has been supporting the project in various ways. For example, the institute has been urging residents and organizations surrounding the university to lease their immovable estates to be used as the project's farmlands and operating center, and helping the project to prepare forms to apply for grants.



An Inspector Conducting a Radioactive Material Inspection at the Abukuma Teahouse

4. Effects of the Initiatives

- 1) In addition to female farmers in Iitate-mura, **those female farmers in the whole Abukuma area, including Kawamata-machi, Namie-machi and Katsurao-mura have been participating in the project. The project is expanding its network to the whole prefecture and further to all over Japan, and is building a new implementation structure for its production and physical distribution systems.**
- 2) Through the network mentioned above, information on difficulties related to lives of evacuees can be exchanged, so that “Ka-tyan” female farmers can cheer up such evacuees based on such information, and thereby they can aim to reconstruct the whole region.

5. Contact or More Information

Ka-tyan No Chikara Project : <http://www.ka-tyan.com/>

29. Transfer Support for Residents

Who Have Difficulty with Transport

Specified Nonprofit Corporation Transportation Support Rera



| | |
|------------------------|--|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents Who Have Difficulty in Moving Around Because of Advanced Age, Physical Disability, Ill Health, Not Easy or Difficult in Access, Inconvenient Public Transportation Systems |
| Implementation Period: | From April 2011 |
| Activity Area: | Ishinomaki City, Higashimatsushima City, Onagawa-cho |
| Keywords: | Transportation Support |

The organization provides transportation support to transport those residents who have difficulty in moving around, so that they can go to hospital and go for shopping, mainly in Ishinomaki City, Miyagi Prefecture which was heavily damaged by the earthquake.

1. Background and Progress of the Initiatives

- 1) Because areas around Ishinomaki City are lands surrounded by nature such as mountains and seas, people absolutely need public transportation systems and other automobile transportation as means to go for shopping and go to hospital for their daily lives. Because elderly and physically disabled people especially have difficulty in using public transportation systems, such people were in situations where they could not help but rely on private automobiles owned by their families before. Having been in such situations, many people lost transportation means because many private automobiles and public buses were lost due to the earthquake disaster.
- 2) Many residents who had lost their private automobiles have bought new private automobiles to go to work or to school. On the other hand, many elderly people gave up buying new private automobiles, and thus have difficulty in living their daily lives because they have lost their transportation means.
- 3) In addition, because the damage incurred to Ishinomaki City was enormous, and because disaster victims who could move from shelters to temporary housing were selected by using lotteries, such temporary housing did not have local community networks like before, and mutual assistance among residents, such as sharing private automobiles and taxis among them, was not practiced.
- 4) Because of this, the HOP Regional Life Support Center for Disabled People, an incorporated NPO and Sapporo-kyoudoufukusikai, a social welfare service corporation used 4 welfare vehicles loaned by the Nippon Foundation **to provide free transportation support to elderly and physically disabled people, and disaster victim residents with no transportation means**. For 2 years since April 2011, that is the year when the earthquake occurred, they performed their activities in Ishinomaki and surrounding areas, as Disaster Transportation Support Volunteer Rera, a voluntary group. Having transformed into a new organization in February 2013, they now continue their activities as Transportation Support Rera, an NPO.

2. Outline of the Initiatives

- 1) When it started support activities, the organization continually provided support activities **to satisfy various needs of residents having difficulty in moving around, such as transportation of people between their shelters and damaged houses, to temporary bathhouses and coin-operated laundries, to the city hall for administrative procedures, and to temporary housing, which was related to recovering their respective lives, as well as transportation of residents to and fro**

hospitals who suffered chronic conditions or physical disabilities, and therefore needed artificial dialyses and other periodic medical examinations.

- 2) In 2012, Transportation Support Rera, an NPO, founded a Ishinomaki Area Disaster Transportation Support Liaison Committee to establish a network connecting Rera with Ishinomaki City, the Ishinomaki City Council of Social Welfare, the Ishinomaki Taxi Association, temporary housing neighborhood associations and other relevant entities, and, **while building up a cooperative implementation system by gathering regional forces, have been discussing with the entities to enhance transportation means for people having difficulty in moving around in various situations and establish associated methodologies.**

3. Improvements and Features

- 1) **In order to establish a continued support provision system**, the organization used funds furnished by supporting groups in the first fiscal year of the reconstruction to carry out 24-hour-a-day free transportation support activities. In the second fiscal year, the organization **used the Miyagi Prefectural Government’s NPO project subsidies for “New Public commons” as funding for its activities, and at the same time asked our users to kindly provide 100 yen per 3 kilometers as their contributions.** This was implemented based on the concept of “scope that is not for profit” defined by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), under which to collect actual costs for transporting people is not deemed to be done for the purpose of profit (refer to a Welfare Transportation Guidebook of the Passenger Transport Division, the Road Transport Bureau, the MLIT).
- 2) The organization proactively employ local residents as its staff members. At the same time, in order to secure time for employed local residents to take leaves of absence, the organization recruits volunteers from the outside of the prefecture to compensate for lack of manpower due to such leaves.
- 3) In order to satisfy as many user requests as possible in a day, if users’ departure places are the same and their destinations are near, the organization asks such users to share their transportation means.
- 4) Furthermore, **in addition to providing transportation support, the organization is carrying out its activities, so that local support networks will be enhanced and developed.** For example, the organization helps local residents to develop mutual transportation assistance using car sharing in their temporary housing, in cooperation with the Japan Car Sharing Association, a general incorporated association.



4. Effects of the Initiatives

- 1) Because people having difficulty in moving around can now go outside using the organization’s transportation support when they wish, the support helps such people to maintain their mental health.
- 2) **The organization’s support serves as transportation means for those people who need help to live self-reliantly** although they are not residents in economic distress or not covered by the care insurance, disability insurance or other public assistance.
- 3) Through providing the transportation support, the organization has been successful in building up a cross-functional collaborative system with regional medical care, welfare and other relevant functions to establish an implementation system to watch over people who have difficulty in moving around.
- 4) Transportation shared by local residents may provide opportunities for them to get acquainted with each other, thus helping them to promote communication among them.



Rera in Action, Courtesy of Transportation Support Rera, an incorporated NPO

5. Contact or More Information

Specified Nonprofit Corporation Transportation Support Rera : <http://www.npo-rera.org/>

30. Promote the Exchanges between Regional Residents in the Healthy Cafe

General Incorporated Association Japan Primary Care Association



| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents in Temporary Housing |
| Implementation Period: | From August 2011 to September 2012 |
| Activity Area: | Meeting Places within Temporary Housing in Kesenuma and Higashimatsushima Cities |
| Keywords: | Health Cafe, Primary Care, Medical Support, Networking Events |

The Japan Primary Care Association used meeting places of temporary housing to have medical doctors, health nurses and other professionals provide health advice and conduct health examination activities, as well as to hold tea drinking and chatting meetings. The association provided the residents with opportunities to easily lessen their anxieties about their daily health conditions and to exchange their views about their experience from and worries due to the earthquake disaster, so that they could create their own local communities.

1. Background and Progress of the Initiatives

- 1) The Japan Primary Care Association, a general incorporated association is an organization which promotes and implements comprehensive community health care, and conducts academic activities. Immediately after the earthquake, it initiated a reconstruction support project, and sent various types of healthcare professionals to disaster areas in cooperation with municipalities and medical associations there. It conducted medical support, mainly by visiting shelters and temporary housing to perform medical checkups there.
- 2) Medical professionals, having participated in support activities, were concerned that majority of residents who were suffering from chronic illnesses were unwilling to go to hospital or go outside because of their loss of families or transportation means, or missing health cards or medicine records, except when they had apparent changes in their health conditions, and therefore such residents might become ill conditioned.
- 3) Beginning in July of the year when the earthquake occurred, residents in shelters began to move into temporary housing. **For elderly people or those living by themselves who were suffering from chronic illnesses and who had lost their previous community ties due to the earthquake disaster to build up mutually assisting relation in their new communities to lessen their social and mental anxieties or worries about their health conditions due to their lives in refugee, it was needed to create local communities as soon as possible.**
- 4) Because of this, in order to support people not receiving necessary health care sufficiently because of their old ages or solitary living, the Japan Primary Care Association, a general incorporated association, in cooperation with local health centers, played a central role to initiate a health cafe aiming **(1) to create palaces for communication in temporary housing, (2) to provide physical and mental health care by means of continued listening and health counseling, and (3) to find residents needing medical treatments or care and introduce them to health nurses or local medical institutes.**

2. Outline of the Initiatives

- 1) From August 2011 to February 2012, temporary housing's meeting places in Kesennuma and Higashimatsubara Cities were used to hold health cafe meetings, with a support team consisting of about 10 medical professionals sent to attend an individual meeting. Each of the health cafe meetings was held 1 to 2 times a month for 4 to 5 hours, and about 70 people attended each of them.
- 2) During a health cafe meeting, medical professionals, after observing blood pressures, pulse rates and other physical findings, listened to what attending people said about their health problems, problems to go to hospital, environment of temporary housing, and troubles to live lives such as having no work or nothing to do, and provided advice based on professional knowledge as required.
- 3) In parallel with ordinary sessions, art therapy and other mental treatments were conducted for elderly people and children by mental care professionals. Through such efforts, medical doctors and clinical psychologists observed effects of emotional trauma on residents, and conducted listening and health consultation for them as required.
- 4) **In cooperation with local governments, residents in need of continued care were transferred to local health nurses, so that their health conditions could be maintained, except when they did not hope so.**

3. Improvements and Features

- 1) When the healthy cafe was held in Kesennuma City, Onodera Corporation, Ltd., whose company building was also damaged by the earthquake disaster and which manages coffee shops "Anchor Coffee," cooperated the health cafe, and provided coffee and herbal tea as well as dispatched its cafe staff members for the health cafe.
- 2) **In order to understand what individual people visiting the health cafe talked about, and identify and find solutions for their health problems, a team composed of both males and females of various professions,** such as medical doctors (generalists, psychotherapists), nurses, midwives, pharmacists, clinical psychologists, and acupuncture and moxibustion therapists, **were dispatched**. Not only the doctors but also the nurses and the pharmacists listened to what visiting residents talked about, and the clinical psychologists examined visiting residents suffering from mental stress. Furthermore, **special attention was paid to assuring continued care**. For example, residents in need of continued care were introduced to local public nurses.
- 3) **In order that residents could create ties with local communities so that they would not be isolated,** meeting and communication opportunities were provided to residents in need of various support, such as those who were suffering from hypertension or unstable mental conditions but could not go to hospital, or those who tended to stay their homes because they had lost their jobs.



4. Effects of the Initiatives

- 1) Residents with chronic illnesses, who could not go to hospital because hospitals they had used to visited for examination had been struck by the earthquake disaster or who could not receive medical checkups because they had been moved to places far from their hospitals, could be introduced to comprehensive regional support or visiting examinations furnished by local governments.
- 2) Because whole local residents living in temporary housing where the healthy cafe was held were allowed to participate in it, newly acquainted residents, husbands and wives, parents and their sons or daughters and other people could visit the healthy cafe as they wished, and it served as a place for residents living in the same temporary housing to get together and communicate with each other.

5. Contact or More Information

General Incorporated Association Japan Primary Care Association : <http://www.pcat.or.jp/>

31. Healing and Ties through Field Work on a Temporary Housing Unit Basis -Creation of Fulfillment for the Elderly Men and Women and Inactive Lifestyle Disease- Iwate Prefectural Takata Hospital Hamarassen Farm Project



As “Hamarassen or Ohairikudasai,” means “Let’s join us,” many people are smiling because field work activities based on initiatives of Dr. Takahashi, a medical doctor are expanding.

Main Organizations: Medical Doctor
 Targets/Recipients: Residents in Temporary Housing
 Implementation Period: From May 2012
 Activity Area: Rikuzentakata Area, Iwate Prefecture
 Keywords: Preventive Medicine, Preventing Isolation

Tendency of disuse syndromes and depression can be seen in elderly people living in temporary housing. A medical doctor, working for a prefectural hospital and playing an important role in regional medical care, opened farms for individual temporary housing groups, which have enormous effects to revitalize residents’ physical and mental conditions and promote their communication. Their activities in the farms have realized their meeting and communication with nursery school pupils and university students, rehabilitation of their communities and creation of their living purposes.

1. Background and Progress of the Initiatives

- 1) When one year had passed since the earthquake disaster occurred, Dr. Sho Takahashi, a medical doctor working for the Iwate Prefectural Takata Hospital, became concerned about **physical and mental health conditions** of residents, because although many of the residents had been engaged in farming and fisheries, and lived in big houses all of them built on land areas of several hundred tsubo (1 tsubo = 3.31 square meters) before the earthquake, they were forced to move into temporary housing, and they were expected to live in narrow rooms of the temporary housing longer than what had been expected before.
- 2) Therefore, he **focused on farming**, with which residents there had been familiar, and submitted a project proposal to the Iwate Prefectural Takata Hospital to initiate a project which was to take advantage of farming based on 3 pillars, “Exercises, Farms and Delights.”
- 3) The hospital inquired presidents of temporary housing residents’ associations to survey potential participants, **searched fallow farmlands** close to respective temporary housing groups, **negotiated with such fallow farmlands’ owners and realized free loan of such fallow farmlands**. The hospital cultivated the farmlands and made them available to residents one month later. In 2013, 11 farms adjacent to temporary housing groups were opened, and they were collectively named as a “Hamarassen Farm.” In order to let residents become self-reliant, the hospital does not provide seeds or agricultural equipment. About 100 people in total participate in Hamarassen Farm activities to grow vegetables and flowers (the participants’ average age is 70 years old, and the male to female ratio is about 1 to 8).



Gradually, the number of male participants has been increasing.

2. Outline of the Initiatives

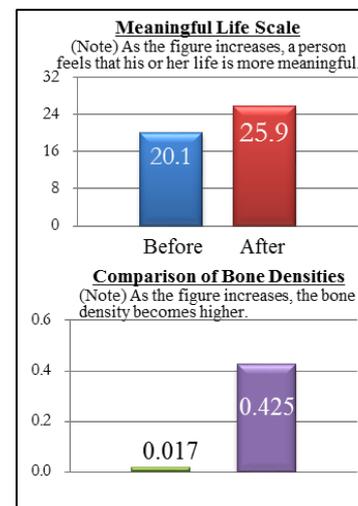
- 1) Under the common name of “Hamarassen,” **each farm adjacent to a temporary housing group has one leader, and its activities are performed under its residents’ lead**. Members of each farm discuss what vegetables and flowers to grow, individual members are assigned tasks by sharing farm works, and raising plants and harvesting them have made their lives worthwhile.
- 2) **Joint works and Ochakko (meaning tea drinking and chatting meetings in Japanese) have become their favorites, and provided them with places to get together and communicate with each other and opportunities for exercises, or otherwise they tend to be in their own rooms alone**. Although participants were mainly females when the farm activities started, the participating

females asked their husbands to join the activities or asked them to perform heavy physical works, so that the number of male participants has been increasing. The participants really feel joy to share harvested plants among themselves and present such plants to victims not living in temporary housing and to those people who have supported them.

- 3) With the main support from the Iwate Prefectural Takata Hospital, **the participants are encouraged by meeting with new people and gaining new experience because of their farming**, such as communication with nursery school pupils and university students when planting seeds and harvesting plants, interviews by newspaper and TV media, and information transmission by Facebook.
- 4) **New “Hamarassen” opportunities to meet people, which are not bounded by boundaries of individual temporary housing groups, are emerging through the farm activities** initiated by the Iwate Prefectural Takata Hospital: celebrating harvest festival, attending health classes and going to Tokyo for the first time to sell harvested plants at a harvest event in Tokyo.
- 5) In order to build up people’s ties through mutually transmitting information and encourage them to continue their information transmission, the project has been using Rikuzentakata City’s subsidies since 2013 to provide tablet terminals to them based on Dr. Takahashi’s initiative. Participants in the farm activities received lectures to become familiar with tablet operations, and they transmit information about their farm works and harvest as well as their activities in their temporary housing to promote communication with temporary housing residents in other areas.



40 people celebrated Thanksgiving Day. Playing shamisen, singing folk songs and dancing Bon dances, they were all smiles with their favorites.



Data Showing Significant Changes Appeared in Participants

(Note) Prepared for and presented at the 9th Congress of the European Union Geriatric Medicine Society by Dr. Takahashi

3. Improvements and Features

- 1) **An attitude to support but not care people, to watch over them, and to continue to stimulate them.** Dr. Takahashi who leads the project is thoroughly committed to the principle of keeping talking to and watching over people. He accepts interviews by newspaper and TV media to transmit information about the project’s activities, so that the project’s participants can raise their motivation. He tries to provide opportunities to them to participate in events and sell their vegetables, so that they can be stimulated.



They had an opportunity to visit Waseda University and sell their vegetables because they had received volunteer students of the university before. The vegetables were sold out.

4. Effects of the Initiatives

- 1) According to a survey conducted by Medical Dr. Takahashi, **the participants’ “Meaningful Life Scale” has increased, they feel that their lives have become better than before, and they have become more willing to do things, implying that the farm works have helped them to make their lives meaningful. Their bone densities have improved significantly in less than 6 months, resulting in continued preservation of their health conditions.** The project’s efforts have attracted outside people’s attention, and they were presented at the 9th congress of the European Union Geriatric Medicine Society.
- 2) Outside people have noticed good effects such as the participants who receive checkups at the Iwate Prefectural Takata Hospital can lead their lives without relying on the elderly care insurance system, and that they take less amounts of anti-depression medicine.

5. Contact or More Information

Hamarassen Farm Project in Rikuzentakata : <http://www.facebook.com/Hamarassen>

32.Support by the Midwife Regarding a Safe and Secure Child Nurturing from Early Pregnancy Specified Nonprofit Corporation Kosodate-Ship



An expert midwife visits a baby, making the baby and the mother feel assured and smile. Introducing her to the Mothers' Salon has a synergetic effect for her to make friends with other mothers participating in the salon.

| | |
|------------------------|---|
| Main Organizations: | Midwives |
| Targets/Recipients: | Expectant and Nursing Mothers, Pre-school Children and Their Parents |
| Implementation Period: | From May 2011 |
| Activity Area: | Ofunato City, Rikuzentakata City and Sumita-cho in Iwate Prefecture |
| Keywords: | Support for Expectant and Nursing Mothers, Postpartum Care, Support for Nurturing |

In coastal areas where there are only a few hospitals practicing obstetrics and gynecology and no midwifery homes, local midwives have volunteered to operate a “Kosodate (meaning parenting in Japanese) Ship” which manages a Mothers’ Salon and regularly visits homes for care, so that women there can bring up their children safely and securely, starting from their early phases of pregnancy. It aims to support communication among women participating in the Mothers’ Salon, and help mothers who cannot receive child care advice because they live in temporary housing.

1. Background and Progress of the Initiatives

- 1) 2 midwives, having retired from a prefectural hospital, started their local activities in May 2008 mainly to conduct works requested by the Ofunato City Health Care Center (hereinafter, referred to as the “Center”). In May 2009, 4 members joined forces to found an association of visiting midwives, and they worked for the Center and served as lecturers for its Daddy and Mammy Class and consultants for mothers and children. **Because there were only a few hospitals practicing obstetrics and gynecology and no midwifery homes in the Kesen district, they provided advice about pregnancy, postpartum and babies.**
- 2) The earthquake disaster had damaged a facility where their consultation room had been located and had killed some of their members, and therefore they lost their base to provide their advice to people. However, the remaining members felt it necessity to restart their consultation activities while they were regularly visiting temporary housing groups to support expectant and nursing mothers as well as babies, and reopened a consultation room for mothers and their children in a commercial area within Ofunato City 2 months after the earthquake.
- 3) Thereafter, **in September 2011, they opened a Salon for Mothers and Babies in Ofunato and Rikuzentakata called a “Kosodate (meaning parenting in Japanese) Ship.”** In January 2012, because the “Center” restarted its operations, they closed the consultation room for mothers and their children, and since then they have been focusing on the Kosodate Ship’s operations. The Kosodate Ship became an incorporated NPO in 2013.

2. Outline of the Initiatives

- 1) Since October 2011, Mothers’ Salon meetings have been held once a month in 2conference rooms in Ofunato and Rikuzentakata Cities. **Covering those from unborn babies to one year old children, the midwives have been conducting professional care activities for babies, such as consultation for pregnant women and mothers, massages for babies, body weight measurement, oral health care and baby food as well as convening communication meetings for mothers, such as a “Meeting to Exchange Information about How Victim Mothers Escaped from the Earthquake Disaster.”**



- 2) Since April 2013, **based on requests from mothers, events have been held for those from one year old to pre-school children**, such as rhythm plays, puppet shows and mothers' and children's riding on Sanriku Railway trains.
- 3) In order to transport mothers and their children who have no transportation means to attend Mothers' Salon meetings and to conduct regular visits for care, the the Kosodate Ship has asked J'espère for help, which is a general incorporated association located in Tokyo and support mothers and their children in disaster areas, and **2 midwives have been conducting regular visits** four about 4 days in a month.

A Mothers' Salon meeting where mothers and their children can feel assured and talk with each other at ease, and feel physically and mentally relaxed.
- 4) During their regular visits, the midwives provide advice about how to lead a life during pregnancy, feed mother's milk and nurture children, conduct examination of babies and other professional care support, as well as provide relief supplies.
- 5) In addition to visits based on requests by phone or mail, the Kosodate Ship **visits temporary housing to check whether there are any mothers who are in trouble because they have nobody to consult with about parenting and, if any, support such mothers.** Such visits and support have given opportunities to such mothers to join the Mothers' Salon.

3. Improvements and Features

- 1) During the Mothers' Salon's meetings, **health nurses of the Rikuzentakata City Health Center act together with the Kosodate Ship to complement the city's health service.** Also, it performs continued activities **in cooperation with midwives and organizations supporting parenting in the prefecture's inner areas and outside of the prefecture.**



A pair of 2 midwives drive the "Kosodate Ship" to visit homes. While one midwife hold and check a baby, the other midwife provide advice to the baby's mother.
- 2) Having obtained support for its web activities, the Kosodate Ship also makes efforts to create its homepage and Facebook using as many photos as possible to explain and report its activities, and promotes communication among its participants. Furthermore, since August 2013, it has been publishing "Letters from the Mothers' Salon," which its staff members prepare in cooperation with participating mothers as media to connect pregnant women, mothers and their children. **It encourages mothers and their children living in temporary housing to join the Mothers' Salon as well as to take advantage of its consultation visits.**

4. Effects of the Initiatives

- 1) 1,124 pairs of mothers and their children attended the Mothers' Salon's meetings in Ofunato (1,452 people) and 635 pairs in Rikuzentakata (855 people). There were many who repeatedly participated in the salon's meetings. During home visits, 265 cases (239 pairs of mother and their children, and 26 pregnant women) were consulted. (The figures are all cumulative as of November 2013.)
- 2) The Kosodate Ship has been saving mothers and their children as well as expectant and nursing mothers who could not easily ask for help and consult about their troubles because they were living in temporary housing, and has been introducing them to supporting organizations.
- 3) The Mothers' Salon's meetings have become places for mothers and their children in temporary housing to be relaxed. They have become communication and meeting places not only for mothers and their children struck by the earthquake disaster, but also for those mothers and their children who have moved into the coastal Kesen district after the earthquake.
- 4) The Kosodate Ship's home visits and mother's attendance to the salon have made fathers to be involved in nurturing their children.

5. Contact or More Information

Specified Nonprofit Corporation Kosodate-Ship : <http://kosodateship.org/index.html>

33. 24Hour Post Natal Care Facility by Midwives

General Incorporated Association Fukushima Midwives Association



Staff Members of Aizu Midwives' House Ohisama

| | |
|------------------------|--|
| Main Organizations: | Midwives Association |
| Targets/Recipients: | Expectant and Nursing Mothers, Babies and Their Mothers |
| Implementation Period: | From July 2011 |
| Activity Area: | Fukushima prefecture |
| Keywords: | Support for Expectant and Nursing Mothers, Postpartum Care |

Having supported pregnant women and babies in shelters immediately after the earthquake occurred, the Fukushima Midwives Association opened an “Aizu Midwives’ House Ohisama (meaning the shining sun in Japanese)” in Aizuwakamatsu City in July 2011, 4 months after the earthquake disaster. In cooperation with regionally acting midwifery homes, the association has been accepting postpartum mothers and their babies for care and helping mothers to feed mother’s milk to their babies, so that mothers and their children can live at ease without becoming anxious or annoyed.

1. Background and Progress of the Initiatives

- 1) Expectant and nursing mothers can be seriously damaged by a disaster and their refugee lives thereafter, their mental stresses badly affect their health conditions including their mother bodies and breastfeeding. Furthermore, a mother with her baby must pay attention to others in the same shelter, and a mental burden on her must be enormous.
- 2) Mothers were hastily moved from shelters shared by multiple people (first shelters) to shelters with private rooms (second shelters owned by private entities), and further to houses loaned from private entities or temporary houses. In case of women who had been visiting hospitals practicing obstetrics and gynecology in restricted areas for examination, they were isolated because the hospitals were closed. In case of women living in areas surrounding such restricted areas, they were worried whether they should escape to safety evacuation areas.
- 3) In FY2011, the Fukushima Midwives Association was awarded a contract named a “Project to Support Expectant and Nursing Mothers in Fukushima Prefecture Who Were Struck by the Earthquake Disaster,” and **visited** 357 cases of **pregnant women as well as mothers and their children** 1,020 times in total. In FY2012, under a contract named a “Project to Support Health Conditions of Mothers and Their Children in Fukushima Prefecture,” the association also conducted “Telephone Consultation Activities for Health Conditions of Babies in Fukushima.”
- 4) **Having heard wishes from mothers to have safe places after giving birth, the association seriously felt the necessity to support expectant and nursing mothers as well as mothers and their children even after shelters were closed.** Supported by private organizations, the association **rent a private house to open “House of Aizu Josannshi Ohisama”** in Aizuwakamatsu City in July 2011.

2. Outline of the Initiatives

- 1) “Ohisama” can be used for about 2 weeks, and its accommodation fee is 3,000 yen a day. Midwives are in service for 24 hours a day, and meals are also served. From its opening to March 2013, 52 pairs of parents and their children used it.
- 2) The association uses “Ohisama” **to support breastfeeding and administer the salon’s activities.** In January 2013, the association relocated it to Inawasiro-machi in order to expand the salon’s activities.

From now on, the association will make efforts to serve single-day users, and offer baby massage classes and parenting lectures for fathers in the association's midwifery home.

3. Improvements and Features

- 1) In Fukushima Prefecture, the number of babies born for 5 months from March, the month when the earthquake occurred, to August, 2011 is 20% down compared with the same period of the previous year. Especially, the number of "births given in parent' homes" or births that pregnant women gave in their parents' homes in Fukushima Prefecture to which they had returned from outside of the prefecture is 40% down. **In order to make such expectant and nursing mothers as well as infants living in temporary dwellings feel assured as much as possible, the association had its midwives in service for 24 hours a day.**
- 2) At the same time, the association have been actively making speeches outside of the prefecture to present the situations in which expectant and nursing mothers in Fukushima Prefecture are placed, so that the association may put the brakes on decreasing support, ask for continued support and establish networks.

4. Effects of the Initiatives

- 1) There was a case where a husband and his wife holding a crying baby visited "Ohisama," saying "We want to shut the baby's mouth" while showing jaded looks, they became relaxed after having slept well, the baby also became relaxed, and the baby's crying at night became less frequent.
- 2) The rate of breastfeeding in Fukushima Prefecture is 34% (according to a "questionnaire survey about breastfeeding" conducted by Fukushima Prefecture's Health and Welfare Department and Fukushima Bonyunokai (meaning a breastfeeding association in Japanese) in 2007) and is less than the average all over Japan. However, it was found that mothers breastfeeding their babies could be more relaxed than those not breastfeeding in shelters where hot water and powdered milk were hard to find, and the Midwives Association has been making further efforts to make breastfeeding popular.



A Baby 10 Days after its Birth

5. Contact or More Information

House of Aizu Josannshi Ohisama : <http://fukushima-midwife.org/ohisama/>

34. Opening of Female Outpatient Clinics in the Disaster Stricken Areas

Iwate Prefectural Takata Hospital “Queen’s Clinic”



In the Dispensary
(a Doctor and a Nurse)

| | |
|------------------------|--|
| Main Organizations: | Medical Organization |
| Targets/Recipients: | Residents (Females) |
| Implementation Period: | From July 2011 |
| Activity Area: | Rikuzentakata City, Iwate Prefecture |
| Keywords: | Opening and Operating a Dispensary for Women |

Since April 2012, the Iwate Prefectural Takata Hospital has been operating a “Queens Clinic” for female outpatients. Up to now, the Queens Clinic has examined 140 women in total both living in the town and coming from outside of the town, and efforts are being made to publicize the Queens Clinic.

1. Background and Progress of the Initiatives

- 1) Because all the floors excluding its rooftop of the Iwate Prefectural Takata Hospital were flooded by the tsunami, the hospital lost all of its functions, and 15 inpatients and 12 staff members were killed. Its current temporary clinic was opened in July 2011, and its inpatient facility, which the citizens had been waiting for earnestly, was reopened in February 2012. However, due to the continued shortage of medical doctors, the hospital had closed its department practicing obstetrics and gynecology 8 years ago. Therefore, the Prefectural Ofunato Hospital, which is located in a neighboring city, provided most of perinatal cares for Rikuzentakata citizens.
- 2) In order for people to maintain their health conditions throughout their lives, they need to receive proper health advice based on their gender, and therefore attentions are being aid to gender-based medical treatments.

2. Outline of the Initiatives

- 1) Since March 2012, a male medical doctor of his sixties has been employed by the Prefectural Takata Hospital as **a temporarily-hired physician** to support the reconstruction. Up to now, **the doctor has examined elderly female, majority of outpatients**, and **it has been found that** about one fourth of the female outpatients have shown symptoms of diseases specific to women, including menopausal disorders and those related to unary organs, and **majority of them could be treated by a dispensary for female outpatients. It was decided therefore to open a “Queens Clinic” in the hospital in April 2012.**
- 2) At first, the hospital did not have either medical equipment for female outpatients, or dedicated examination tables or medicines. Therefore, its male medical doctors asked their acquaintances as well as medical equipment makers to help them, and conducted necessary coordination and preparation activities. As a result, at the same time when the clinic was opened, its medical doctors were able to conduct uterine cancer tests and prescribe medical prescriptions.
- 3) The Prefectural Takata Hospital, **through the city’s public relation section as well as radio and the internet, is making efforts to conduct public relations activities to notify Rikuzentakata City’s citizens that it can provide care for diseases and worries specific to women as well as that they can visit the hospital for their examinations whenever they wish.**

3. Improvements and Features

- 1) Under the recognition that declining medical capability accelerates decline of the region's population, the "Queens Clinic" hopes to help affected regions to recover from the earthquake disaster through maintaining and improving their residents' mental and physical conditions by medical treatments.
- 2) Having worried that many people started smoking again due to stress after the earthquake disaster, its doctor provides smoking cessation outpatient services using medicines and counseling.
- 3) Because it was difficult for the hospital to purchase items when the clinic was opened, a nurse who is also a midwife sewed partition curtains by the hand, which are necessary for a female outpatient when she is to be examined.

4. Effects of the Initiatives

- 1) In addition to the clinic's steady medical care activities, its publicity activities and its patient's word of mouth communication have steadily made **the clinic known to local residents more and more, and even some outpatients come to the clinic from neighboring towns.** From its opening **to October 2012, 140 outpatients came to the clinic for examination, and the clinic contributed to improving conditions of diseases specific to women.**
- 2) For example, an elderly woman, who had been using the internal medicine clinic, demanded to get stronger medicines, saying that she had been suffering from insomnia. After the Queens Clinic's examination, it was found that her insomnia was caused by night urination, and her disease condition was improved with proper treatment accordingly. In addition to this case there are several general malaise cases which a gynecologist can examine, such as urine incontinence and vaginal discharge/metrorrhagia. Therefore, needs for the Queens Clinic are increasing because the number of elderly females living in Rikuzentakata City is high.



Iwate Prefectural Takata Hospital

5. Contact or More Information

N/A

35. Convey the Actual Status of the Patients with Intractable Diseases after the Earthquake disaster

Iwate Prefecture Liaison Committee of Groups for Incurable and Intractable Diseases/Iwate Prefectural University



| | |
|------------------------|--|
| Main Organizations: | Private Organization, University |
| Targets/Recipients: | Patients Suffering from Incurable Diseases and Their Families |
| Implementation Period: | From March 2011 |
| Activity Area: | Morioka City, Iwate Prefecture; Coastal Areas of Iwate Prefecture Affected by the Earthquake Disaster |
| Keywords: | Patients Suffering from Incurable Diseases, Survey on Actual Conditions, Recommendation to Local Governments |

In order to find out how harsh conditions were under which patients suffering from incurable diseases were placed, the Iwate Prefecture Liaison Committee of Groups for Incurable and Intractable Diseases cooperated with Iwate Prefectural University to conduct a large-scale survey. The survey's results, having been informed to local governments and other relevant organizations, are serving as reference materials for such local governments and other relevant organizations to plan and develop towns accommodating people in various conditions.

1. Background and Progress of the Initiatives

- 1) The Iwate Prefecture Liaison Committee of Groups for Incurable and Intractable Diseases (hereinafter, referred to as the "Committee") was established in 2000 as a committee where patients suffering from incurable diseases and groups of their families can collaborate, and 34 groups are participating in the Committee as of March 2014. **Under the cooperation of groups established for their respective incurable and intractable diseases, the Committee aims to promote the general public's understanding about incurable diseases for which no treatments are established yet, and to function as contact points with local governments to urge them to enhance their social and public measures.**
- 2) As a representative of groups for patients suffering from incurable diseases, the Committee has been lobbying the prefectural assembly and meeting with the Director of the Prefectural Public Health and Welfare Department each year since 2000. Furthermore, under a contract of the prefecture, the Committee operates a "Iwate Prefecture Center for Consultation and Support of Incurable Diseases" to conduct various consultation and support activities for patients suffering from incurable diseases and their families as well as to conduct telephone consultation for patients suffering from incurable diseases.
- 3) After the earthquake disaster, the Committee conducted safety confirmation of its 4,200 members as well as delivered relief supplies to shelters, provided life support by telephone calls and visits, introduced residents needing medical help to medical organizations and provided other information services. In doing so, the Committee felt it necessary to conduct **a survey on actual conditions of patients suffering from incurable diseases after the disaster accident.** Therefore, **the Committee decided to cooperate with a group led by a professor of the Faculty of Nursing of Iwate Prefectural University to conduct a survey** on all patients suffering from incurable diseases living in coastal areas affected by the disaster, because the group had been studying incurable diseases as its theme, and because the Committee had been cooperating with the group even before the earthquake disaster.



2. Outline of the Initiatives

- 1) From September to December 2011, the Committee conducted a "Questionnaire Survey on Daily Lives of Patients Suffering from Incurable and Other Diseases and Their Needs for Social Welfare after the

Disaster,” covering 2,069 patients belonging to the Committee’s member groups as well as 1,702 patients suffering from incurable and other diseases in coastal areas affected by the disaster, that is, 3,771 patients in total.

- 2) The Committee prepared draft questionnaires, and Iwate Prefectural University prepared survey slips based on the draft and printed the slips. The Committee delivered the slips to various groups and collected their answers. The Iwate Prefectural Government’s Health and National Insurance Division helped the Committee’s delivery.
- 3) Iwate Prefectural University aggregated and analyzed survey slips having been collected by the Committee, and prepared a report. **Iwate Prefectural University sent copies of the report to municipalities and health centers in the prefecture as well as the Iwate Prefectural Government.** Thereafter, **the Committee prepared a executive summary of the report, and placed copies of the executive summary at counters of 4 health centers in cooperation with Iwate Prefectural Government, so that copies can be picked up by people visiting the health centers to renew medical care certificates for intractable diseases.** Results of the survey’s analysis is also posted on the Committee’s website.
- 4) The results of the survey have revealed that with regard to the people who were surveyed and answered the survey slips, 95.3% of them said that “electricity outage” had bothered them the most, which is the highest, 78.0% said that “shortage of gasoline” had, which is the second highest, and 76.4% said that “disconnected communication means” had, which is the third highest. **With regard to evacuation during the disaster, the survey results have found that 30.4% of patients suffering from incurable diseases could not evacuate by themselves alone.** Furthermore, **with regard to the Support System for People Requiring Assistance during a Disaster,** 83.2% said “they do not know the system,” and 80.1% said “they have not made registrations or applications. Therefore, **the survey results have revealed the fact that the system is not well known to the surveyed.**

3. Improvements and Features

- 1) The survey did not require its respondents to specify their names, and the Iwate Prefectural Government’s Health and Welfare Department sent the survey slips to those who had been receiving medical care for intractable diseases and living in coastal areas, so that the Act on the Protection of Personal Information would be observed. Hence, this large-scale survey became possible.
- 2) The Committee informed the Prefectural Government’s Health and Welfare Department, when a yearly meeting was held, as well as 33 municipalities about the survey results as its requests, hence **enhancing its efforts to inform local governments about opinions of the interested parties.**
- 3) Iwate Prefectural University is **feed backing information obtained by the survey to regional residents.** For example, the university is conducting open lectures for residents of Iwate Prefecture to report what were actual conditions of patients suffering from incurable diseases during the disaster.

4. Effects of the Initiatives

- 1) **Because the survey was conducted and its report was publicized, local newspapers reported articles about the survey and the report, saying that name lists of patients were not developed well and that the support system was not well known.**
- 2) Electricity outage during a disaster makes artificial respirators unavailable, and thus threatens people’s lives. Hence, the Committee asked local governments to take measures to deal with electricity outage during a disaster. Furthermore, because it became apparent that there were many narrow roads and slopes in evacuation routes, and that shelters were not made barrier-free, the Committee asked the governments to consider such points when planning town development.
- 3) Iwate Prefectural University provided the survey results and associated information to a group in charge of a Project to Study and Overcome Intractable Diseases Funded by a Grant-in-Aid for Scientific Research of the Ministry of Health, Labour and Welfare “Research on How to Improve Medical Treatments for Patients Suffering from Rare Intractable Diseases and How to Support Such Patients. **The survey results were incorporated in documents prepared by the group: “Proposals on How to Review Manuals to Care Patients Suffering from Incurable Diseases When a Large-scale Disaster Occurs” (FY2012) and “Guidelines on How to Develop Manuals to Care Patients Suffering from Incurable Diseases When a Large-scale Disaster Occurs” (FY2013).**

5. Contact or More Information

Iwate Prefecture Liaison Committee of Groups for Incurable and Intractable Diseases

<http://www17.ocn.ne.jp/~iwanan/index.html>

Faculty of Nursing, Iwate Prefectural University : <http://www.iwate-pu.ac.jp/>

36. Create the Link between the Party That Have Mental Illness and their Families

Morioka Heartnet



| | |
|------------------------|---|
| Main Organizations: | Organization for Handicapped Persons |
| Targets/Recipients: | Mentally Handicapped Persons, Their Families, Supporters, Citizens |
| Implementation Period: | From March 2011 |
| Activity Area: | Morioka City, Iwate Prefecture; Disaster-stricken Coastal Areas of Iwate Prefecture |
| Keywords: | Handicapped Persons, Networking Event, Family Support |

The “Morioka Heartnet,” which is a network of mentally handicapped persons, their families, related organizations and citizens, has been providing family assistance, such as providing information about care for mentally handicapped persons, since immediately after the earthquake disaster. Since 4 months after the earthquake disaster, it has been holding meetings of “Ochakkonokai” (a tea club) where parties concerned gather once a month and are provided opportunities to feel relaxed, talk with each other and exchange their views, thereby helping them to create family ties.

1. Background and Progress of the Initiatives

- 1) The Morioka Heartnet, a network of mentally handicapped persons, their families, related organizations such as psychiatric hospitals and consultation centers, and citizens, the first in Iwate Prefecture, was established in October 2007 by the initiatives of volunteers from families of mentally handicapped persons for the purpose of “promoting communication among mentally handicapped persons, their families, related organizations and citizens and enhancing their mutual understanding.”
- 2) Main activities performed are “regular meetings” for participants to be lectured by experts of psychiatrics, health, medicine and welfare about subjects, such as medication, counseling, peer support, and working and reinstatement of mentally handicapped persons. At first, families of mentally handicapped persons participated in regular meetings. However, the number of mentally handicapped persons, related organizations and citizens attending a regular meeting has been increasing as the number of times of regular meetings held has increased. **Each time when a regular meeting is held, about 80 people come from various places of the prefecture to participate in the meeting. Thus, regular meetings have been assisting families of mentally handicapped persons in various regions.**
- 3) There are no representative, office and annual fee for regular meetings. Participation fees of regular meetings are used for their operations. No qualification is required for a person to participate in a regular meeting. People of their teens to eighties participate in regular meetings, and the range of their ages is wide.
- 4) Immediately after the earthquake disaster, the Morioka Hartnett took advantage of a human network it had developed through regular meetings held so far, to confirm safety of Morioka Heartnet participants living in coastal areas as well as to distribute leaflets about care information and to provide relief supplies.
- 5) It was concerned that conditions of mentally handicapped persons would become worse or burdens on their families might increase after the earthquake disaster, because of mental stresses due to lives in shelters and temporary housings, and anxiety about their future. Furthermore, it was anticipated that

because many psychiatric hospitals in Iwate Prefecture concentrate in Morioka City, many patients of hospitals in coastal areas might move into psychiatric hospitals in Morioka City after the earthquake disaster. **Therefore, the Morioka Heartnet started holding meetings of “Ochakkonokai” in Morioka City where mentally handicapped persons and their families can be relaxed and talk, as well as activities to “Support Families of Mentally Handicapped Persons in Disaster Areas” by volunteers of participating families.**

2. Outline of the Initiatives

- 1) As its “Support for Families of Mentally Handicapped Persons in Areas Struck by the Disaster,” the Morioka Hartnett holds meetings for families of mentally handicapped persons in cooperation with related regional organizations, mainly in the prefecture’s coastal, middle and south areas which were damaged by the earthquake disaster heavily. Under the support, **it conducts activities to encourage families of mentally handicapped persons, such as revitalizing family associations which have become less active due to aging, and supporting families in disaster areas where family associations were dissolved.**
- 2) “Ochakkonokai” was started in July 2011, and its meetings are held once a month in the Morioka City Welfare Center and other places, with about 30 people participating in each meeting. **It is operated to function as a “peer support (or mutually supporting) group” so that mentally handicapped persons and their families participating in it can regain their mental health and rebuild their lives.** Participants in its meetings receive lectures by organizations for mentally handicapped persons as well as consultation support experts in disaster areas, with themes such as “disaster safety notebooks” and “talks of mentally handicapped persons and their supporters about what they experienced from the disaster, and lessons learned from their talks” as well as the participants teach each other.

3. Improvements and Features

- 1) **The Morioka Heartnet also has a function to introduce mentally handicapped persons and their families in difficult conditions to relevant outside organizations, because it carries out its activities in cooperation with various outside organizations in charge of mental health activities,** such as hospitals working for regional mental care, regional public universities having faculties of social welfare and nursing, and NPOs making efforts to promote welfare for handicapped persons in disaster areas and to enhance welfare for regional mental healthcare.

4. Effects of the Initiatives

- 1) With the Morioka Heartnet’s visits to, and support activities for families in disaster areas, such families may regain hopes for their future lives, their family quarrels and mental stresses may be lessened, and especially opportunities are provided for families of handicapped persons to regain their mental spirits.
- 2) Since 2012, at the request of a member of the prefecture’s Morioka Regional Committee to Support Regional Lives of Mentally Handicapped Persons, the Morioka Heartnet has been presenting proposals to the prefectural government about how network events should be planned to support mentally handicapped persons and their families, and other subjects.

5. Contact or More Information

Secretariat of Morioka Heartnet : <http://opentolove.exblog.jp/>

37. Support the Play Environment to Solve Physical Inactivity of Children in the Disaster Stricken Areas

Specified Nonprofit Corporation Iwate Kosodate Network



A “Chibikko Gym JUMP” Project which provides indoor playgrounds in coastal areas struck by the disaster where outdoor playgrounds are not easily available.

| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Families Raising Their Children in Iwate Prefecture, and Children |
| Implementation Period: | From March 2011 |
| Activity Area: | Morioka City, and Coastal Areas of Iwate Prefecture |
| Keywords: | Support to Parenting |

Having been providing support to parenting since 2003 to respond to worries of mothers raising their children and to improve environment for parenting, the Kosodate (meaning parenting in Japanese) Network complemented functions of parenting support centers, including a project to accommodate and support infants and their mothers and other family members in disaster areas starting 3 days after the earthquake disaster. Since 2012, it has been promoting “Chibikko (meaning children in Japanese) Gym” and “Experiencing Plays” projects to provide opportunities to children who have lost their playgrounds, so that they can physically exercise and experience plays. It has been making efforts to support mothers and to assure parenting.

1. Background and Progress of the Initiatives

- 1) Having its operation center in Morioka City and carrying out projects to support parenting, the Iwate Kosodate Network, an incorporated NPO, was originally established as a “Iwate Kosodate Network Liaison Committee” in April 2001. It became an incorporated NPO in January 2004, and was awarded a contract for a specified service project of Iwate Prefecture’s Parenting Support Center in 2006. It is making efforts to improve environment for parenting. For example, it holds networking events for parents raising their children, makes advice for parenting, provides information, and holds seminars for parents and their children.
- 2) On March 14, 2011, immediately after the earthquake disaster, it started a “Support Project to Accommodate New Born Babies as well as Their Mothers and Other Families,” and its support activities focused on “those related to people’s lives and living.” Thereafter, mainly aiming to support mothers and supporters for parenting and to complement regional support centers for parenting, it conducted a visiting parenting support center project called “Demae Poko Poko”, visiting 20 coastal areas struck by the disaster. It supported mothers and their children as well as fathers and their children in disaster areas.
- 3) From FY2012, mainly aiming to “help children to regain their ordinary lives,” **the Iwate Kosodate Network deems it necessary to secure play environment which promotes children’s healthy growth, and acts to help children to grow well as well as their mothers**, so that obesity and other problems due to inadequate exercise of children in disaster areas who cannot easily find playgrounds can be resolved, and help mothers to ease their anxiety about raising their children and lessen their mental stress.



2. Outline of the Initiatives

- 1) Currently, the Iwate Kosodate Network is making efforts so that supporters for parenting can learn how to help children to play and therefore can be trained, in order to support children's play environment so that they will regain their ordinary lives, and to "help children to grow and their mothers."
- 2) With regard to its project to support children's play environment, the Iwate Kosodate Network carries out the "Chibikko Gym JUMP" project in coastal disaster areas, under which it prepares large play equipment, such as a cyber-wheel and a trampoline, with which small children can play indoor as well as horizontal bars so that children can resolve their inadequate exercise problems, and their parents can play together to lessen their mental stress.
- 3) With regard to its project to train parenting supporters, it conducted a "Project to Help Children to Experience Lively Play More and More!" under Iwate Prefecture's "FY2013 Practical Projects to Strengthen Management Capabilities of Actors Supporting the Reconstruction."



"Play with Arts" Conducted in a "Project to Help Children to Experience Lively Play More and More!"

3. Improvements and Features

- 1) After the earthquake disaster, **the Iwate Kosodate Network carries out its support projects as required by the reconstruction phase.**
- 2) In order to promote regional communication through physical trainings for health and to make residents consider that their regions will raise children who will play important roles for the next generation, it held "dietary education seminars" and "body trunk trainings" for parents, grandparents and other adults caring children, in conjunction with the "Chibikko Gym JUMP Project."

4. Effects of the Initiatives

- 1) 327 pairs of mothers and their children as well as fathers and their children, totaling 839 people, participated in activities conducted 10 times in total in Kamaishi, Miyako and Kuji Cities under the "Chibikko Gym JUMP Project."
- 2) Including participants attending study seminars for parenting supporters held at the same time, 732 people in total participated in activities conducted in 12 coastal cities, towns and villages including Hirono-chou, Fudai-mura and Noda-mura under the "Project to Help Children to Experience Lively Play More and More!"

5. Contact or More Information

Specified Nonprofit Corporation Iwate Kosodate Network : <http://iwate-kosodate.com/>

38. Exchange Salon for Mothers Who have Returned to Fukushima “Mama Cafe”

Fukushima Child Support Care Center



| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Mothers who have returned to Fukushima Prefecture from their refugee places |
| Implementation Period: | From June 2013 |
| Activity Area: | Fukushima prefecture |
| Keywords: | Isolation Prevention, Communication Salon |

Have returned from their refugee places outside of the prefecture, quite a few mothers worry about radiation effects and/or human relations with local people. The Fukushima Child Support Care Center has been continually making efforts to create places for such mothers to belong, in cooperation with child care support centers of various areas.

1. Background and Progress of the Initiatives

- 1) There are many families in Fukushima Prefecture, whose mothers had worried about health damage due to radiation, and voluntarily escaped with their children to areas outside of the prefecture. Recently, the number of mothers and children who stopped escaping to outside of the prefecture and have returned to prefecture has been increasing, because their remaining family members had to live separately in the prefecture, and such separate lives inside and outside of the prefecture put economic and mental burdens on them more and more. However, after having returned to their home towns, quite a few of such returning mothers have lost their places to belong, and thus feel mental pressure seriously, because they have to raise their children while worrying about radiation, become embarrassed to find out that people who have remained and lived in Fukushima have different opinions, or become overwhelmed with guilt of their having escaped to outside of the prefecture.
- 2) Then Fukushima Service Counter of the Central Child Support Care Center of the Great East Japan Earthquake (its name has been changed to the “Fukushima Child Support Care Center of the Great East Japan Earthquake” since April 2014), in charge of supporting children and their families struck by the disaster, has been regularly holding meetings of a communication salon in various places outside of the prefecture, for mothers and their children who lead refugee lives, as a project under Fukushima Prefecture’s contract since FY 2012. Because many participants in the meetings said “It is nice if a place is arranged where I can safely consult various anxiety and worries once I have returned to Fukushima,” **it has been opening “Mama Cafe” for mothers and children who have returned to Fukushima from their refugee places since FY2013.**



Nursing staff members let children play in a room where their mothers can watch them.

2. Outline of the Initiatives

- 1) Meetings of “Mama Cafe” are held once a month for 2 hours in principle, using meeting rooms of a health and welfare center, a parenting support center and other facilities to which mothers can access easily. **When mothers plan to attend a meeting of “Mama Cafe”, they do not have to apply for their attendance in advance, and they can directly come to the meeting’s place and join the meeting.** After having introduced them briefly, participating mothers can talk with each mother freely, while taking tea and cakes. Sometimes, health nurses and/or recruitment consultants may attend meetings of “Mama Cafe”, and they will **accept attending mothers’ request for individual consultation if the mothers wish such consultation.**

- 2) **A special room will be arranged for those attending mothers who wish to discuss selected themes in calm environment.** Having selected a specific theme, such as how to select cooking ingredients and outdoor play time period, information exchange about recreation programs, and worries about regional human relations, the nervous participating mothers become relaxed, as the participating mothers as well as a staff member serving as a moderator talk with each other.
- 3) **If a certain number of participants want to have further opportunities for discussion, a group program called “Mama-wakai” will arrange separate discussion opportunities for them,** so that they discuss regularly each time with a specific theme they have selected before, such as “how to lessen mental stress” and “children’s health,” with a staff member serving as a moderator to guide their discussion.

3. Improvements and Features

- 1) **“Mama Cafe” is making efforts to create welcoming environment where individual opinions are respected, so that participants can be relaxed who seriously worry about how their neighbors see them all the time;** for example, “ some may think how people in my hometown think about me because I took refugee from Fukushima.”
- 2) Every time when a meeting of “Mama Cafe” ends, all the staff members review what was conducted, and share information about what they found and how participants behaved, in order to realize support activities which will satisfy participants’ needs in all aspects. Every 3 months, they review the overall trend of their project, and verify how the project is proceeding.
- 3) **“Mama cafe” cooperates with child care support centers and organizations in region where its meetings are held, and have employees of such centers and organizations work as staff members for its meetings, so that participants in its meetings will have opportunities to find out supporters whom they can trust in their home regions.** It tries to share information with staff members of communication salons for mothers and their children in refugee life outside of the prefecture, so that **it can create continued human relations not to make its participants isolated.**
- 4) In its leaflets and other publicity media, it uses soft expressions, such as “Won’t you join us to talk about your life in Fukushima after a long time, about your child and about yourself as a mother?” to show that it is a project for people who have returned from refugee places to Fukushima. Thus, **it provides meeting places where mothers who once took refugee from Fukushima can gather to meet and talk with each other without hesitation.**



Measures are made to make disaster victims feel connected. For example, “Mama cafe” provides cakes made by a cake shop operating in a refugee place.

4. Effects of the Initiatives

- 1) Some may participate in “Mama Cafe” while worrying about their lives in Fukushima Prefecture very much because they are pregnant or nursing their babies, but they gradually become relaxed more and more as they participate in “Mama Cafe” more and more.
- 2) Some participants in “Mama Cafe” have become capable of conducting their own voluntary activities more and more, such as starting similar communication salons, and planning and implementing projects to sell charity goods in order to support Fukushima children.
- 3) **Because the Fukushima Child Support Care Center has been dealing with various needs carefully, it has succeeded in developing communication salons not only for mothers who have returned to Fukushima, but also for fathers who are their partners as well as mothers who have not evacuated from Fukushima.**

5. Contact or More Information

Fukushima Child Support Care Center (Operated under Contract to a Specified Nonprofit Corporation Beans Fukushima) : <http://ccscd.beans-fukushima.or.jp>

39. Grief Support for Families of Orphans from the Earthquake Disaster

The Department of Health, Welfare and Environment,
Coastal Region Development Bureau, Iwate Prefecture



大切な家族をなくした方
のための分かち合いの会
会場

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|------------------------|--|
| Main Organizations: | Prefectural Government |
| Targets/Recipients: | Parents, Children, and Grandparents of One Parent Families due to the Earthquake |
| Implementation Period: | From April 2012 |
| Activity Area: | Jurisdiction of the Coastal region development Bureau, Iwate Prefecture (4 cities, 4 towns and 1 village including Miyako, Kamaishi, Ofunato and Rikuzentakata Cities, and Otsuchi-cho/Yamada-machi) |
| Keywords: | Surviving Families with Orphans, Grief Support |

In Iwate Prefecture, the number of orphans one of whose parents were killed by the disaster is 487, and that of orphans both of whose parents were killed by the earthquake disaster is 94 (as of March 1, 2013). Over 90% of them live in coastal areas. Since immediately after the earthquake disaster, the Department of Health, Welfare and Environment, Coastal Region Development Bureau has been having health nurses visit surviving families with orphans to provide advice for living. The department has been conducting consultation activities and training seminars called “Tsudoinowa Salon” to nurture support work forces to implement its grief support.

1. Background and Progress of the Initiatives

- 1) The Department of Health, Welfare and Environment, Coastal Region Development Bureau in Iwate Prefecture is in charge of administering regional health, medical care and welfare, and its missions include child care and parenting support, the elderly care insurance system, welfare service for handicapped persons and the livelihood protection.
- 2) After the Great East Japan Earthquake, the Health, Welfare and Environment Department visited surviving families with orphans in its jurisdiction, who lost their fathers or mothers due to the earthquake disaster, to provide advice and support their lives and help them to be familiar with support systems, so that their worries and solitarly would be lessened.
- 3) **Because if people have lost their loved ones due to the earthquake disaster, such people may grieve over their loved ones’ deaths very seriously: therefore, the department have had experts conduct grief support** (which comprehensively provides mental and social support to people who have lost their loved ones) **and other measures in cooperation with related organizations and groups, so that such people can resolve their mental stress caused by parenting of their children and stop abusing their children, as well as they can get mental care as parents of their children and strengthen their ties with their children.**
- 4) The department has decided to have experts and other staff members continually support such people and their children in cooperation with their local residents, and has been conducting a “Tsudoinowa (a get-together circle)” project since FY2012. The project has been implementing 3 major efforts: **(1) a consultation project including home visits to all target families by “Expert Supporters for Surviving Families with Orphans,” unique to Iwate Prefecture, (2) a “Tsudoinowa Salon” which provides opportunities to members of target families to communicate with each other, and (3) training seminars to nurture supporters who help one parent families.**

2. Outline of the Initiatives

- 1) For the consultation project, if employees are qualified as child care workers or have administrative experience, they are assigned to experts who support surviving families with orphans, and visit and provide telephone consultation for them. With regard to various administrative systems for one parent families, they help such families to be familiar with a financial support system, help them to follow application procedures, and provide guidance on procedures to apply for the “Kibou (Hope) Foundation,” the Iwate Prefectural Government’s child benefit program.
- 2) The “Tsudoinowa Salon” provides opportunities for parents and their children of one parent families to exchange their emotional feelings, and experts function as facilitators to let them talk about their grieves and other sad feelings, so that their loneliness and worries may be lessened.
- 3) In addition, the Tsudoinowa Salon is making various plans to provide support: consultation meetings with experts in legal affairs, consumer affairs, parenting and other fields; meetings for parents and children, or parents only of motherless families to discuss their worries and feelings; concerts; and hand care salons to make participants physically relaxed.
- 4) As its training seminars to nurture supporters, it conducts “Seminars to Nurture Volunteers Who Support Orphans One of Whose Parents Were Killed by the Disaster and Their Surviving Parents” to nurture supporters for surviving families with orphans in their local regions as well as follow-up seminars for support specialists.
- 5) Participants in such Seminars to Nurture Volunteers study basic knowledge about statuses of one-parent families and administrative support systems for them, as well as why grief support is important to surviving families with orphans and how to implement it, and how to play with children to communicate with them.
- 6) Participants in such follow-up seminars for support specialists study caseworks on grief support for one-parent families and surviving family members, as well as self-care methods for supporters using play therapies.



A follow-up seminar for specialists

3. Improvements and Features

- 1) **The department implements, as its important projects, 3 efforts of consultation by experts to support surviving families with orphans, a salon to prevent isolation of surviving family members as targets, and seminars to nurture supporters for regions, in order to provide comprehensive support to orphans and their surviving family members.**
- 2) Because fathers of motherless families may be busy working and doing housework, not many of them participate in communication meetings. However, cooking classes for fathers are very popular, and they promote communication among their participants.
- 3) There are many fathers of motherless families who have daughters, and have difficulty to deal with their daughters who have become adolescent. Therefore, expert supporters for surviving families with orphans provide detailed advice and other measures to such fathers.

4. Effects of the Initiatives

- 1) Because the department’s projects to support surviving families with orphans have been covering more and more surviving families, people can realize the projects’ results, and **the increasing number of people participating in training seminars for supporters. Thus, more and more residents are motivated to support surviving families with orphans living in their regions.**

5. Contact or More Information

N/A

40. Children's Playgrounds Made by the Community

Iwanuma City Health and Welfare Division,
Livelihood Support Office for Victims/ Child Welfare Section



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|------------------------|---|
| Main Organizations: | City Government, Public Health and Welfare Office, and Private Organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From May 2013 |
| Activity Area: | Iwanuma City, Miyagi prefecture |
| Keywords: | Child Care, Community Development |

Iwanuma City, which once did not have enough playgrounds for children due to the earthquake disaster, is implementing community development after relocation, while aiming to secure safe places to develop playgrounds where children can play without any restriction, in cooperation with local residents.

1. Background and Progress of the Initiatives

- 1) The Iwanuma City Government is promoting a collective relocation project to move residents in 6 areas (Ainokama, Fujisone, Ninokura, Hasegama, Kabasaki and Niihama), where houses and farmlands there were damaged heavily, into safe inner areas.
- 2) Children, who had once lived in the 6 coastal areas, were living in temporary dwellings built in the city before their collective relocation would be implemented. Fortunately, the Tamaura elementary school, where they had studied before the earthquake disaster, had not been damaged heavily by the disaster, and was reopened earlier. Therefore, **the children could go to school by the city's school buses again, but they could not play in the elementary school's playground or a child's hall like they had done so before the earthquake disaster because they had to return to their temporary dwellings soon after their classes ended. In addition, because their temporary dwellings were small, and because there were no open spaces within their temporary dwelling areas, they really lacked playgrounds for their physical exercise.**
- 3) Dangerous cases were noticed. For, example, some children living in temporary housing climbed to a roof of a nearby public facility while they were playing. Some voiced their worries about children's potential injuries or accidents, and some complained about how badly children played in a meeting place.
- 4) Worried about such situations, the Iwanuma City Government had discussions with the Miyagi Prefectural Sendai Public Health and Welfare Office about living environment surrounding children and decreased playgrounds due to the earthquake disaster.
- 5) In May 2013, the Iwanuma City Government and the Miyagi Prefectural Sendai Public Health and Welfare Office asked the Sendai-Miyagi Network for Bouken Asobiba (adventure playgrounds), an incorporated NPO to cooperate with them as an implementation organization. The network specializes in developing playgrounds for children, and has been conducting its playground development activities for a long time. As disaster support, **activities have been conducted in which anyone can participate, being focused on developing playgrounds for children and local communities since then.**

2. Outline of the Initiatives

- 1) In July 2013, the Iwanuma City and the incorporated NPO: the Sendai-Miyagi Network for Bouken Asobiba which responded to a request by the Miyagi Prefectural Sendai Public Health and Welfare Office used a "Miyagi Prefectural Government Project Subsidizing Support Fund to Improve or Otherwise Enhance Measures for Living" (for Projects to Revive "Kizuna" (ties) with Local Societies), as funding for their activities, and **asked local residents for their understanding and help to (1) develop playgrounds for children to play freely, (2) conduct seminars to train regional**

volunteers for playgrounds, and (3) create grounds for local communities after they have been collectively relocated to new places.

- 2) Since July 2013, parks adjacent to temporary dwellings have been used to hold a “playground” event for children twice a month. People can see children play vividly after school, under the lead of play leaders from the Sendai-Miyagi Network for Bouken Asobiba, an incorporated NPO. In addition, because of the Iwanuma City Government’s notice, the number of parents and local residents participating in the event has been increasing gradually. Since October of the same year, a playground event for infants and their parents has also been conducted in facilities nearby.
- 3) **The city government’s departments in charge of supporting surviving people and the NPO have been holding meetings about developing “playgrounds” for children twice a month in order that local residents can continue to play proactive roles in playground development activities even after their collective relocation.** In order to continue to develop playgrounds for children, the city government will further call for support from people living in temporary housing and local residents.
- 4) Furthermore, **foreseeing activities after the planned relocation is complete, the city government held “Volunteer Training Seminars for Adults” so that local residents could actively participate in volunteer activities.** It aims to develop towns comfortable to live for both children and adults as part of its reconstruction support activities.

3. Improvements and Features

- 1) In order to formulate a project speedily, first, **the city government elaborated the project’s concepts while analyzing the current statuses of living conditions and other elements. Then, it developed a specific framework to promote the project, and explained to, and negotiated with, a private organization which was to implement the project and assisted the organization so that it could obtain subsidies.** In addition, it carries out the project in cooperation with the Fukkou (reconstruction) University Volunteer Station and many other related organizations.
- 2) The Iwanuma City Government has to collectively relocate the Tamaura area in 2014. By conducting the playground activities involving the city government, private organizations and local residents without any restriction, it aims to make the “playgrounds” for children firmly accepted by collectively relocated local residents and to operate the “playgrounds” to promote communication among local residents.

Volunteer Training Seminars for Adults

From December 2013 to February 2014, 7 seminars were held in total.

| | |
|-----|---|
| 1st | <ul style="list-style-type: none"> • What is Bouken Asobiba? Efforts to Develop Playgrounds for Children (Before and After the Disaster) • Current Statuses of Iwanuma Children |
| 2nd | <ul style="list-style-type: none"> • Looking Back to Childhood • How Adults Should Communicate with Children |
| 3rd | <ul style="list-style-type: none"> • Why Local Residents Should be Involved in Developing Playgrounds for Children? |
| 4th | <ul style="list-style-type: none"> • Values of Risks (Risks and Hazards) • From the Standpoint of Risk Management (How to Forecast and Prevent Possible Accidents) |
| 5th | <ul style="list-style-type: none"> • How to Respond to An Accident When It Happened (Simulation) • First Aid (Practice) |
| 6th | <ul style="list-style-type: none"> • Lecture on Standard Paramedic |
| 7th | <ul style="list-style-type: none"> • Think about Why “Playing” and “Playgrounds” Are Important Again |

(Note) The number of participants per seminar is 20 to 30. Various people such as local residents, volunteers, association staff members, and local government officials participated in the seminars.

4. Effects of the Initiatives

- 1) In addition to mothers who mainly take care of their children, local residents who are good at making playground equipment as well as volunteers who serve the city are now actively participating in the “playgrounds for children.”
- 2) Not only children but also their parents as well as elderly people and persons living alone in local regions are now involved in such communication between new residents collectively relocated to local regions and original residents in the local regions. Therefore, children can enjoy playing safely because many adults watch over them.

5. Contact or More Information

Office for Survivors’ Life Support, Health and Welfare Department, Iwanuma City

<http://www.city.iwanuma.miyagi.jp/>

41. Discover Common Issues through Consultation and Connect It to Mental Recovery of Women

Specified Nonprofit Corporation Women's Space Fukushima



| | |
|------------------------|-------------------------------------|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents (Women) |
| Implementation Period: | From March 2011 |
| Activity Area: | Koriyama City, Fukushima Prefecture |
| Keywords: | Open Lectures, No Isolation |

In addition to consultation activities for women, female staff members, who are also survivors from the disaster, analyze worries presented to them to extract needs. Based on extracted needs, they plan and hold meetings for women where they can learn how to successfully live their social lives after the earthquake disaster and communicate with other women.

1. Background and Progress of the Initiatives

- 1) The Women's Space Fukushima, which is a feminist group based in Koriyama City, conducted salon activities for women in shelters and meeting places of temporary housing. The salon was welcomed as a place where women participating in the salon could spend time safely and communicate with each other. **The Women's Space Fukushima felt it necessary to create opportunities so that it could give advice to problems which women could not easily disclose if their acquaintances were present.** Thus, it started "Telephone Consultation for Women" in September 2011, in cooperation with local governments and gender equality centers and with a grant from the National Council of Women's Centers. Although the consultation was only offered once a week, quite a few women used the consultation.
- 2) Since February 2012, it was in charge of providing advice for "Fukushima Telephone Consultation for Women" as part of the Cabinet Office's "Project for Consultation about Women's Worries and Abuses in Areas Struck by the Great East Japan Earthquake." Women taking refugee inside and outside of the prefecture were also covered as users, and the total number of cases consulted was more than 2,000. Because it found while conducting the consultation that many women, who were taking care of their children under conditioned affected by the disaster, were apparently suffering from mental stress, it held "MAMA-TOMO Salon" (social gathering for women who are in the term of child raising) meetings for tea drinking and chatting with child care service provided in Koriyama City. Each time a salon meeting was held, it had participants of its full capacity.
- 3) In each meeting, participating women spoke about difficulties they had faced one after another and their serious worries because they had to endure them patiently. Their lives and human relations having being drastically changed by the disaster, affected women were exhausted mentally and physically. While in charge of daily consultation activities, its staff members **strongly felt that the society where women were easily forced to take care of their children was one of main reasons for such women's worries, and realized that such women might be rehabilitated if they had gender equality views.** Then, the staff members analyzed details of various consultation cases presented to them to extract such women's needs. **The staff members planned and held a series of open lectures titled a "Support Seminar for Women Affected by the Disaster: Living in Areas Struck by the Disaster in Fukushima," whose themes were based on such women's needs. The staff members decided not only to deal with individual worries of such affected women, but also to analyze common causes of such worries and to hold meetings to provide suggestions**

to such women so that they could solve their problems and to feed back the analysis results to such affected women in local regions.

2. Outline of the Initiatives

- 1) A series of the open lectures were held 5 times in fall of 2013. Their contents were arranged so that affected women, whose had to take care of their families more after the disaster and who could take care of themselves only after they had taken care of their family members other than themselves, could gradually regain their self respect.
- 1) Starting from having its participants pay their attention to their physical and mental conditions once again, the seminar's open lectures intended to let them learn changing values of families as the society changed as well as how important equal human relations were. For those women who had been raised and taught "not to express your opinions explicitly," the seminar provided opportunities for them to acquire the knack of communication. The seminar's last lecture provided opportunities for its participants to look back how they had endeavored since the earthquake disaster occurred and to discuss their future directions.
- 2) Asked to give lectures for the seminar were counsellors specializing in consultation for women who were from other areas and had experienced disaster support activities for the Great Hanshin-Awaji Earthquake and other earthquake disasters, in addition to those from Fukushima. Cumulative total of about 120 women aged from their twenties to seventies earnestly participated in the seminar. Although 2 years had passed since the earthquake disaster, the seminar revealed that women affected by the disaster looked mentally stable at first glance, but they still hid their worries inside, and that such affected women had strong wills to use what they had learned from the disaster to realize their hopes in the future.

Support Seminar for Women Affected by the Disaster: Living in Areas Struck by the Disaster in Fukushima (Titles)

1st: Aren't You Tired? - Listen to Your Bodies and Minds.

2nd: Not Enough, or Too Much? - What Is My Position in My Family?

3rd: How to Get Rid of Inconvenience Due to Your Disconnected Society – How Not to Be Ruined by Your Community.

4th: Between "Care" and "Patience" – How to Become Self-reliant in Your Human Relations.

5th: I Have Kept Running Since March 11, 2011. – Then, What Shall I Do?

3. Improvements and Features

- 1) All the lectures provided child care service. In fact, many participants said "we can receive the seminar because child care service is provided."
- 2) **The lectures provided many opportunities for their participants to be divided into small groups for discussion, so that they could share information about their disaster experience, and think about respective themes based on what they had experienced.**
- 3) When planning the lectures, the staff members **made their efforts to stay on the side of victims affected by the disaster, including themselves, and they created titles of respective lectures based on issues they had discovered so that such issues could be communicated to affected women having similar worries.**

4. Effects of the Initiatives

- 1) As the seminar proceeded, its participants looked relaxed more and more. Because its participants had limited opportunities in their daily lives to discuss with others while explicitly expressing what they had experienced from the earthquake disaster as well as their fears about radiation, the staff members worried about their reaction at first. However, **the seminar provided opportunities for women participating in it to learn common views, so that they could understand each other although their ages and statuses were different, and could also talk about their future hopes.**

5. Contact or More Information

Specified Nonprofit Corporation Women's Space Fukushima: <http://nwsfukushima.jimdo.com>

42. Realize Men's Participation in the Community through Fun Activities

Social Welfare Corporation Koori-machi Council of Social Welfare



Main Organizations: Town Council of Social Welfare
Targets/Recipients: Residents (Male)
Implementation Period: From June 2012
Activity Area: Koori-machi, Fukushima Prefecture
Keywords: No Isolation

Under the support of the Koori-machi Council of Social Welfare, a group of volunteers from the town's residents implement a event program for males. The group has made various efforts to have males being involved in local community activities, and has established a community salon where both original residents and refugees living in temporary dwellings can communicate with each other pleasantly.

1. Background and Progress of the Initiatives

- 1) Even before, the Koori-machi Council of Social Welfare (hereinafter, referred to as the "Council") made efforts for salon activities, but only females participated in such salon activities. **As the ratio of elderly residents is increasing, the Council has been seeking measures to let male residents participate in the town's community activities for the purpose of preventive care.** A "Healthy Mah-jongg Salon" to be held under the conditions of "no gambling, no smoking and no drinking alcohol" was expected to be a promising measure, but the town's many residents strongly thought "mah-jongg is a gamble," and the Council could not implement the salon's idea.
- 2) After the earthquake disaster, temporary housing for then Namie-machi residents was built in Koori-machi, and many elderly people moved into the temporary housing. However, many males tended to stay in their homes, and people worried that their health conditions and relations with their families might become worse.

2. Outline of the Initiatives

- 1) Desiring to improve such situations of elderly people living in the town, the Council contacted "Kenko Mah-jongg Zenkokukai" ("All Japan Association for Healthy Mah-jongg"), an incorporated NPO, and the association expressed its desire to support areas affected by the disaster and agreed to send a instructor for free. Having used donations and support materials to acquire mah-jongg tiles, tables, chairs and other equipment, the Council could open a "Training Seminar for Healthy Mah-jongg Regional Instructors" for Koori-machi residents first the first time in June 2012 at last. 16 residents participated in the seminar. Having received the seminar, the residents have formed a volunteer group to hold meetings of the Healthy Mah-jongg Salon: 2 meetings per month in the Council's facility, and one per month in a meeting room of the Namie-machi temporary housing. The volunteers teach novices how to play mah-jongg in detail, and all participants in the salon keep pace with those who are not familiar with playing mah-jongg. The salon has become very popular to male residents, especially to those of male baby boomers who are familiar with mah-jongg, and about 20 males participate in each meeting of the salon and enjoy their mah-jongg games very much. Every 6 months,



A photo of the "Movie Club for Fathers," showing that participating fathers are served with hand-made lunches. Deserts are also served, so that the fathers can enjoy their communication in a relaxed manner.

a mah-jongg competition is held where participants compete for their scores, and they are excited very much.

- 2) On the other hand, **how to approach males having no interests in mah-jongg was pointed out as an issue. Therefore, having reached to an idea of a film club for every one, the Council has been holding film festivals of a “Movie Club for Fathers” in the temporary housing’s meeting room once a month, and the club has also become very popular to the town’s residents.** Furthermore, in order to promote communication among participants in the festivals, the Council have asked “Peach-Peach,” a volunteer group of females in the temporary housing (named after peaches which are Koori-machi’s special regional products) to serve their hand-made lunches after the festivals. The group’s females also participate in lunch conversations after the festivals, and thus vivid communication opportunities are provided to the town’s residents.

3. Improvements and Features

- 1) In addition to distributing leaflets to inform residents in the temporary housing and those participated in previous film festivals about the next film festival of the movie club, **the Council’s staff members and volunteers invite residents to come and join the next festival whenever they have chances, as well as they ask residents to help them to select a movie for a future festival, prepare a place for the next festival, and to clean up the place after the festival is over, so that male residents may be able to participate in the festivals without hesitation.**
- 2) The Mah-jongg Salon and the Movie Club are programs in which even residents whose health conditions are declining can participate. The Council has been making efforts, so that all of their participants can talk with each other as much as possible, and the salon and the club will continue to serve for their communication.
- 3) Either program is a voluntary activity conducted by volunteer groups, or the Council’s volunteer center provides support to formulate and administer such groups. Such volunteer groups do not compete for their performances such as the number of participants they collected, they deem it more important to let participants join events and go back with joy, and they have been continuing to conduct their activities friendly to the town’s residents.
- 4) The Council instructs volunteers supporting the programs to listen to what residents in refugee lives talk about their conditions as much as possible.



Although the Healthy Mah-jongg Salon was initiated by the Council’s staff members proposal, some of its participants say “I will manage to attend the salon by any means.”

4. Effects of the Initiatives

- 1) So far, many male residents participated in the programs because their wives had urged them to participate in the program. Recently, **the number of male residents participating voluntarily in the programs has been increasing, and both such male participants and their families are grateful for the programs.** The volunteers are also enjoying their support activities, and they now feel that they are proactively supporting the town’s residents. **Having participated in the programs, male residents have started participating in paramedic seminars and other regional activities, as well as hosting their independent salon activities.**
- 2) The programs are providing natural communication opportunities for residents of both Koori-machi and Namie-machi, and regional welfare activities have been realized beyond the local municipality governments’ borders.

5. Contact or More Information

Social Welfare Corporation Koori-machi Council of Social Welfare : <http://www15.ocn.ne.jp/~vc-koori/>

43. Supports the Families of Children

with Developmental Disability

HIKARI:place to communicate



| | |
|------------------------|--|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Families Having Children with Developmental Disabilities as Their Family Members |
| Implementation Period: | From May 2012 |
| Activity Area: | Fukushima prefecture |
| Keywords: | Exchange Salon, Support to Parenting |

Having considered that families having children with developmental disabilities had experienced hardships because they had lost ordinary support systems for them due to the earthquake disaster, the organization has been operating an exchange salon. While paying due attention to differences and capabilities of individuals of such children, it is conducting its activities to create a society where anyone can lead their daily lives happily.

1. Background and Progress of the Initiatives

- 1) Having been forced to evacuate from their home towns due to the earthquake disaster, families having children with developmental disabilities **suddenly became unable to receive various support services they had once received in their home towns, and experienced hardships in leading their ordinary lives.** Many children with developmental disabilities were vulnerable to environmental changes, and such children tended to become unstable when they were placed in shelters where they saw many people unknown to them. Frequently, ordinary people thought such children to be queer and had prejudices with them, and such children's families were mentally and physically exhausted. Many cases were seen where mothers thought that their children with developmental disabilities might annoy or irritate other people, and they with their children tried to hide in cars or stay in their temporary dwellings in place of refuge not to be seen by other people.
- 2) Nonprofit Organization FUYOUDO 2100 has been conducting support activities to rehabilitate victims affected by the disaster, and implementing various projects, such as one to have such victims living in temporary housing enjoy hot springs. 2 male directors of the NPO realized hardships families having children with developmental disabilities were experiencing, and felt sympathy for such families because their own children also have developmental disabilities. **The directors also saw cases in Koriyama City and other municipalities which had limited number of facilities for day service to accommodate and care children with developmental disabilities, and which had accepted many evacuees, such families had to apply for and use multiple facilities for day service for children.** Hence, "in order to accommodate and care the least demanding victims affected by the disaster," the NPO has been renting a house in Koriyama City since May 2012 and operating "HIKARI(light):place to communicate" which temporarily accommodate and care children with developmental disability and provide opportunities for families having such children to communicate with each other.

2. Outline of the Initiatives

- 1) In "HIKARI:place to communicate," **its staff members stay in the salon 24 hours a day, and provide temporary day care service for children with developmental disabilities at low prices. Such service can be used on an hourly basis, so that parents and other family members caring their children with developmental disabilities can have their own free time.** Such parents and other family members can ask the salon to send their children to, and escort from, schools.

- 2) The salon provides friendly and healing environment, and children with developmental disabilities as well as their family members and people concerned can visit the salon whenever they wish. Its users exchange information, disclose their hardships to each other, and give consultation or advice to each other without any restriction. Depending on their developmental stages, children enjoy playing toys or reading picture books, as well as play physical exercise and spend their time to communicate with the salon's staff members and their friends.
- 3) In the salon, experts may massage mothers who play major roles in parenting their children, and consultation meetings to support people who experience hardships in parenting their children or family members having children with autism or developmental disabilities in their families, as well as seminars on rehabilitation are also held. While learning hand in hand with children with developmental disabilities and local residents, the salon implements its activities one by one in order to create a society where any people can live their lives comfortably throughout their lives.

3. Improvements and Features

- 1) **The salon tries to satisfy needs of those people, as much as possible, who cannot meet conditions to get official support and therefore are experiencing hardships**, such as after school care of children who must attend ordinary schools because rehabilitation certificates are not granted to them, escorting mentally handicapped persons who have become adults, and childcare service for single mothers who must take care of their infants but go to work early in the morning because of their jobs they can only get. **The salon puts emphasis on flexible support it can provide as a private organization.**
- 2) The salon employs people as its staff members, not depending on whether they are qualified for helpers but rather putting emphasis on whether they can get along well with any people.
- 3) The salon uses various types of grants for its activities. Because its projects cannot efficiently show how effective they are compared with their costs, the salon makes various efforts to explain actual cases of its activities in detail whenever possible, so that the activities will be understood.
- 4) The next step the salon must take is to establish a framework to secure its funding other than grants. Its staff members have been actively participating in study meetings about NPO activities to obtain information on such funding. Hereinafter, the salon will make its efforts to use SNSs to transmit information on its activities, and to encourage supporters outside of the prefecture to become its members.



A Photo of staff members after their training took in front of "Exchange Salon HIKARI" in Koriyama City

4. Effects of the Initiatives

- 1) Having contacted with various people in the salon irrespective of types of handicaps, family members who were forced to believe in the sense of values of "Healthy conditions are normal," broadened their horizons, and therefore could live their daily lives with their energy restored. Staff members, who performed their tasks by trial and error at first, now have their specific hopes for their future, such as opening a free school, and can have long-term views about their future.

5. Contact or More Information

"HIKARI : place to communicate" Operated by Nonprofit Organization FUYODO 2100
<http://fuyodo2100-hikari.jimdo.com/>

44. “Magokoro Bento” Binding Communities with Food

General Incorporated Association Magokoro no Sato



A Photo of “Usuzawa Girls”*1: All lunches are made by their hands. They feel happy when they hear people saying that their lunches tasted good.

| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From December 2011 |
| Activity Area: | Otsuchi-cho, Kamihei District, Iwate Prefecture and Surrounding Areas |
| Keywords: | Communication Salon, Support for Employment |

“Magokoro-hiroba” was created when people started gathering to an open space area of a shelter in Otsuchi-cho, which was heavily affected by the tsunami, and some of such people expressed their opinions of creating a new local community. As a result of rice feeding cooperation, a lunch shop has been open, which is mainly operated by women, uniting the local community through food, and thus creating jobs for people affected by the disaster.

1. Background and Progress of the Initiatives

- 1) Almost all the central part of Otsuchi-cho was destroyed by the tsunami. The number of the town’s residents was about 15,000, and about 6,000 people of them had to live in 37 shelters and took meals there with other people after the disaster. About one and a half months after the earthquake disaster, volunteers completed the construction of a “Magokoro-hiroba Usuzawa” prefabricated community space in a Usuzawa-area shelter, whose roof was composed of pipes. It served as a place for a barber shop and a beauty parlor under an open sky, a tea ceremony, consultation service and other mental care service, an open sky town development council and other communication projects and recreation events, and some women in the shelter started participating in activities such as those to cook rice in a kitchen and feed it to evacuees.
- 2) In August 2011 when 5 months had passed since the earthquake disaster, all victim affected by the disaster moved into temporary housing, and shelters were closed. However, many people expressed their hopes, saying that **they would be happy if Magokoro-hiroba would not be closed and continue to serve as a place for local residents to meet and communicate with each other there.** Hence, having cooperated in rice feeding for evacuees, 10 female victims played a central role to **open a “Magokoro Bento Usuzawa” lunch shop, so that the original form of Magokoro-hiroba would be retained.** At the same time, it was decided to refer to females in charge of cooking for the shop as “Usuzawa Girls” named after the place there.



Photo of shops in a “Magokoro-hiroba” community space : Residents living in nearby temporary housings gather to the space.



Photo of a wood deck serving as a local community center: Some frequenters regularly go there to spend time.

2. Outline of the Initiatives

- 1) Magokoro-no-sato, a general incorporated association was established to run Magokoro Bento Usuzawa, and its notification was submitted to a public health center. Tono Magokoro Net, an incorporated NPO set up the open space area for its operations and helped it to start its business activities. In addition, networks of volunteers and private companies provided cooking equipment and technical guidance support to it.

45. Promotion of Understanding and Information Exchange of the Sexual Minorities in the Reconstruction after the Earthquake Disaster

Iwate Rainbow Network



Hand-in-Hand Symbol: It represents a tie between LGBTI s and LGBTI allies in Iwate created for the first time in Iwate Prefecture. A rainbow has a meaning to represent social diversity and equality/LGBTI.

| | |
|------------------------|--|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Sexual Minorities and Their Families |
| Implementation Period: | From March 19, 2011 |
| Activity Area: | Morioka City, Iwate Prefecture and Surrounding Areas |
| Keywords: | Sexual Minorities, Lectures, Information Exchange Meetings |

With regard to large-scale disasters occurred in the world so far, many have pointed out that sexual minorities had to endure restricted lives in shelters and temporary housing after such disasters occurred. With regard to the Great East Japan Earthquake, people could not see whether the earthquake caused any inconvenience to LGBTIs. Soon after the earthquake, a network connecting LGBTIs and their supporters was established for the first time in Iwate Prefecture, mainly by those engaged in protecting human rights of LGBTIs and supporting them. The network has been continually developing opportunities to connect those concerned, and conducting publicity activities and transmitting information to make people more understand LGBTIs.

1. Background and Progress of the Initiatives

- 1) Those taking care of LGBTIs and their supporters recognized that some LGBTIs had to endure inconvenience. For example, people with gender identity disorder and other transgender problems had to endure inconvenience when using rest rooms or taking baths, some had their health conditions worsened because they could not get hormone injections, some “could not apply for relief supplies whose distribution depended on gender,” and homosexuals feared other people’s prejudice and discrimination and could not ask consultation service at ease.
- 2) In order to create **spaces and loose ties by which LGBTI people in Iwate Prefecture can safely share information among themselves about worries and conditions they face** after the disaster, LGBTIs and their supporters started a “Iwate Rainbow Network” on March 19, 2011 soon after the disaster occurred, and opened their blog for information sharing and transmission to appeal people about their problems.
- 3) About 20 people, LGBTIs and their supporters and of various ages, gathered responding to the Iwate Rainbow Network’s initiative, used a Morioka Women’s Center as their operation center, and conducted various activities such as transmitting/sharing information, advising to people directly involved in, or related to, LGBTI issues, holding regular meetings, and receiving support from outside of the prefecture and foreign countries. **As a group for LGBTI established in Iwate Prefecture for the first time, it started developing a community to connect LGBTIs in their daily lives to prevent their isolation during emergency situations.**

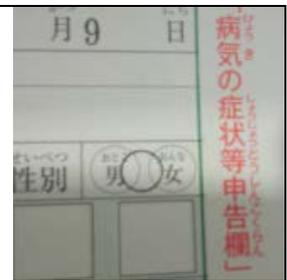


Photo of a question: Many LGBTI people feel uneasy when answering such questions. Many say that it would be better if columns indicating “neither sex” are provided.

2. Outline of the Initiatives

- 1) **Using its blog as its information exchange tool**, the Iwate Rainbow Network transmitted information which were necessary to LGBTIs and their supporters, such as places where sexual minorities could obtain relief supplies at ease as well as consultation counters where they could ask for advice. It

planned and notified of information exchange meetings as well as responded to consultation requests. At first, the daily number of access messages and comments for encouragement was more than 100, and it served as a place for information exchange.

- 2) **Information exchange meetings are held once a month**, and depending on participants' needs, various meetings are held on weekends with 10 to 20 people participating in each meeting for about 2 hours, such as Ochakkokai where participants exchange information about what they experienced from the disaster, flower viewing parties, Christmas parties, year-end parties and New Year parties, which serve as **meeting places for their participants to talk with each other and exchange information at ease**.



October 2012, panels were displayed for the purpose of promoting people's understanding about LGBTI issues (at the Morioka Women's Center). There was a written memo asking people who saw the panels to attach seals. Many seals were indeed attached.

- 3) Furthermore, **in order that views and opinions of people concerned would be incorporated into reconstruction planning, the Iwate Rainbow Network joined forces with Empowerment 11 (Iwate, as its partner organization to conduct a questionnaire survey targeting women in Miyako City, Rikuzentakata City and other coastal areas affected by the disaster as well as women in Iwate Prefecture who supported disaster victims. A report was prepared based on the survey's results: its copies were distributed to centers working for women's issues, and meetings and workshops were held based on what was found by the report in Tokyo and Morioka City.**
- 4) Before, few sexual minorities discussed how to live lives after a disaster. Based on experience from the earthquake disaster, the Iwate Rainbow Network has revealed specific hardships sexual minorities may incur due to a disaster. **It has been planning and holding lectures to transfer know-hows to deal with future disasters may bring, so that people concerned can learn as well as ordinary people can receive information from such lectures.**
- 5) The network has been making efforts to promote people's understanding, and transmit information, about sexual minorities. For example, it displayed panels about "LGBT and Disasters" at an event held at the Morioka Women's Center, and its member spoke about support activities in affected areas by people concerned as a panelist of a "National Conference for the Support of Sexual Minorities."

3. Improvements and Features

- 1) The Iwate Rainbow Network has created a place for people concerned to exchange opinions and information with each other, which did not exist in Iwate Prefecture before, and has been carefully maintaining loose ties through its blog, thereby strengthening collaborative relations even in ordinary times. Its representative has been making efforts to transmit information about Japan and abroad, and potential participants discuss to determine events, hereby activities of people concerned being enhanced more and more.

4. Effects of the Initiatives

- 1) Having built the network in Iwate Prefecture, the Iwate Rainbow Network has strengthened its relations with other regions and support groups. Its partner group in Morioka City conducted a questionnaire survey in April and May 2012, and monitored 150 women who were affected by the disaster or who supported such affected women. There was a question about sexual orientation in the questionnaire, and 5% of the surveyed answered that they were homosexuals or bisexuals.
- 2) In order to contribute to the reconstruction and make preparation for future disasters, the Iwate Rainbow Network has succeeded in building some grounds to make ordinary people aware that sexual minorities and associated issues do really exist as well as to record and transmit information about what sexual minorities experienced from the disaster. It raised issues to local governments so that sexual minorities could live in dignity in shelters or temporary housing. Also, it asked more organizations concerned to make speeches, thereby making more people in the region better understand LGBTI issues.



Photo of a workshop on how to take care of children with LGBTI problems in schools: More than 30 people participated in it. Group work was conducted so that the participants could think about actual cases, and they showed their keen interests and potential needs.

5. Contact or More Information

Iwate Rainbow Network : <http://ameblo.jp/iwaterainbownetwork/>

46.Reconstruction Support Activities of the Fathers

Who Protect the Schools

Network of Fathers



Photo of the “11th National Oyaji Summit in Miyagi” held in October 2013 in Miyagi Prefecture: The summit serves as a place for fathers to expand their human networks.

| | |
|------------------------|---|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Teachers, Pupils and Students of Elementary and Junior High Schools |
| Implementation Period: | From March 2011 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | Males’ Participation in Parenting, Lecturing |

In more and more regions in Japan, “Oyaji-no-kai” (fathers’ associations) have been formed, under which mainly fathers make efforts to support school events and to implement regional activities. In Miyagi Prefecture, such associations there, taking advantage of their ordinary activities they conduct in collaboration with schools and regions, have been making efforts to conduct support activities for the reconstruction.

1. Background and Progress of the Initiatives

- 1) Around the 1980s when violence and bullying in school became social issues and thereafter, **fathers whose children were elementary school pupils and/or junior high school students decided that they themselves should play active roles in school events and parenting their children, have been voluntarily forming associations** in various regions in Japan to support school events and perform activities for their regions. Such associations are called “Oyaji-no-kai,” and fathers have been forming such associations in more and more regions in Japan.
- 2) In 1998, “Network of Fathers” (fathers’ network) was formed as an assembly of “Oyaji-no-kai” or fathers’ associations acting in Miyagi Prefecture, which has been holding “Meeting for Network of Fathers” several times a year, and, through group studies and information exchanges, **meetings for males to get acquainted and exchange information with each other have been held.**
- 3) Since 2003, meetings of a “National Oyaji Summit” have been held once a year, to which “Oyaji-no-kai” come from all over Japan to communicate and strengthen ties with each other. Taking advantage of such ties, in the end of March 2011 immediately after the earthquake disaster, volunteers of such “Oyaji-no-kai” initiated a “Ties! Oyaji Power Now” project to collect and provide donations to the “Network of Fathers”. The project collected about 300,000 yen in a month. In addition to this, “Oyaji-no-kai” in various regions provided food, school supplies and clothes, and other relief supplies.

2. Outline of the Initiatives

- 1) Immediately after the earthquake disaster, volunteers of “Oyaji-no-kai” in Ishinomaki City, Sendai City and other cities inquired or visited to ask schools or boards of education in Ishinomaki City and Higashi-matsushima City, which were affected by the disaster, what relief supplies they needed. While collecting requests from the schools and boards of education, the volunteers found that **many schools needed various tools**, including electric saws, mowers and other tools to repair equipment or clean up school yards, as well as saws and radio pliers for classroom use. **On the other hand, such tools were not included in relief supplies sent from all over Japan, and such relief supplies could not satisfy all demands of the schools affected by the disaster.** Therefore, the “Network of Fathers”, having been regularly conducting its activities in cooperation with schools, started efforts to collect and deliver to the schools, tools they needed.

- 2) First, the fathers' network used donations provided through the "Ties! Oyaji Power Now" project to procure tools the schools had requested, and delivered them to the elementary and junior high schools in Ishinomaki and Higashimatsushima Cities from May to July.
- 3) In addition, when it posted information about types and quantities of tools requested by the schools and requested aid from the general public on the Network of Fathers homepage, companies and other entities kindly donated engine-operated mowers to cut grasses on school yards as well as electric tools to it.
- 4) **While visiting schools to deliver tools they requested, it heard some school members saying that before they had used trailers to clean up their school yards and to carry items, the trailers had been carried away or destroyed by the tsunami, and they were in trouble. Therefore, it decided to make new efforts to collect and provide trailers.** It could not get trailers in Miyagi Prefecture, but it could get acquainted with a specified nonprofit corporation called the Association for Aid and Relief, Japan, which was donating trailers to developing countries under the Inai Oyaji-no-kai in Ishinomaki City. With the NPO's help, it could donate 10 trailers to elementary and junior high schools in Ishinomaki and Higashimatsushima Cities. Also, with the NPO's help, it could provide 200 bicycles to high school students in Ishinomaki City to attend school.
- 5) The "Network of Fathers" **has also been continuing to conduct its support activities for the reconstruction thereafter, such as maintaining meeting places as well as holding concerts to cheer up junior high school students in affected areas while trying to satisfy varying needs.**

3. Improvements and Features

- 1) **Because we have been regularly making efforts through the "Oyaji-no-kai" to nurture children in collaboration with our schools and community, we have been able to find out needs different from those requesting standard relief supplies and satisfy them; for example, we could find out what assistance the schools affected by the disaster needed, and took advantage of existing networks of fathers involved** to provide tools and trailers.

4. Effects of the Initiatives

- 1) **As information transmission from areas affected by the disaster,** the "Network of Fathers" was reporting how it was supporting the reconstruction in various places in Japan such as a "9th National Oyaji Summit in Kumamoto" held in September 2011. Having heard such reports, "Oyaji-no-kai" all over Japan further strengthened their ties with each other, and, in order to confirm their will to continue support activities for the reconstruction, they held a "11th National Oyaji Summit" in October 2013. During the summit, **two subcommittees were held: one to discuss issues born by motherless families as revealed by the earthquake disaster, as well as that to discuss future disaster measures especially for schools based on speeches made by persons about their experience from the earthquake disaster who had headed a board of education or had served as a director of an elementary school when the disaster occurred.**

5. Contact or More Information

Network of Fathers : <http://kreis.sakura.ne.jp/tochannel/hp/>

47. Create the “Motivation in Life” by Offering a Place Where People can Stay in the Community

General Incorporated Association Community Space Umineko



| | |
|------------------------|--|
| Main Organizations: | Private Organization |
| Targets/Recipients: | Residents Affected by the Disaster |
| Implementation Period: | From September 2011 |
| Activity Area: | Onagawa-cho, Miyagi Prefecture |
| Keywords: | Creating motivation in life, Community Salon |

Community Space Umineko (a black-tailed gull) uses a community space or a meeting place in temporary housing to create a community salon as well as offers opportunities to local women and elderly people to make handicrafts by their hands so that they can find life worth living.

1. Background and Progress of the Initiatives

- 1) Before the earthquake disaster, Onagawa-cho in Miyagi Prefecture was a town where people's main means to earn their living were fisheries and many of them co-lived with the sea, while women played their roles to support fisheries on the shore, such as culturing scallops or selecting fishes by their types.
- 2) Majority of a city area and almost all residence areas of Onagawa-cho were totally or half destroyed by the tsunami, and an area which escaped the tsunami was only a part of an area west to the city area. Therefore, the town's people are now forced to live in temporary housings built on uplands or deemed temporary houses in Ishinomaki City.
- 3) When many of the town's residents moved from shelters to temporary housings and started their new lives, many women and elderly people there were shocked because they had to live lives in places which were totally new to them, in addition to the fact that they had lost their family members and places to work by the tsunami.
- 4) A citizen's group called "Supporters for Mothers" started to make nuno-zori (cloth sandals) as an initiative **to make participants feel their lives worthwhile**. The group established Community Space Umineko, a general incorporated association, and while receiving grants, it has been **providing opportunities to women and elderly people for creation of motivation in life**, who are living in Onagawa and Ishinomaki.



Completed nuno-zori are sold at the Umineko House as well as food and product fairs held in various places in Japan.

2. Outline of the Initiatives

- 1) Initially, when nuno-zori were made, different people weaved such sandals differently. By trial and error, a standard form of such sandals was finally created, and people even place orders to get such sandals because they are very popular now.
- 2) Produced nuno-zori are sold for 1,500 yen a pair at product fairs held in various places in Japan to support the reconstruction. Two thirds of sales amount or 1,000 yen a pair go to women who made such sandals, and one third or 500 yen a pair are used as the organization's activity funds.

3) **When nunozori business was on track, an Umineko House with a shop and a rest place was opened in Onagawa-cho. It has been serving again as a place where women and elderly people in affected areas meet and communicate with each other like they did before the earthquake disaster.**

4) Because many residents started coming to it to meet and communicate with each other, the Umineko House **started gardening and farming as tasks which males could be engaged in actively.** It has devised several features. For

example, small fig trees have been selected and raised, so that even elderly people can harvest from them. Candied sweets or jam are made from figs and sold.



Local residents gathered to plant fig trees.

3. Improvements and Features

1) **In order to keep its activity cost low, used T-shirts are used as raw materials for handicrafts.**

2) At first when it was just started to produce nunozori, some made sandals different from others. However, Community Space Umineko helped them to practice producing sandals more and more and to produce good ones.



Women at work to produce nunozori

4. Effects of the Initiatives

1) **Elderly people and women in the local region**, who had not gone outside of their shelters or temporary housings due to various reasons after the earthquake disaster, **now come to the community salon to produce nunozori or conduct gardening activities, and have become active.**

2) Because **many people raised interest when they saw elderly people** producing nunozori, **shelters and facilities for elderly people in Ishinomaki City requested** Community Space Umineko **to provide job opportunities to their people to produce handicrafts.** Now people at 4 places produce handicrafts, making use of characteristics of people who come to the respective places.

5. Contact or More Information

N/A

48. Support Child Raising for Parents Busy with Changes in the Working Environment

Specified Nonprofit Corporation Child Care Support Assist F1



| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Parents who are raising children and their children |
| Implementation Period: | From April 2011 |
| Activity Area: | Sendai City and Ishinomaki City, Miyagi Prefecture |
| Keywords: | Child-care support, sick child care, single parents families support |

Due to the earthquake disaster, it became difficult to raise children in the same way as before the disaster, due to the changes in the working environment of the parents and the changes in the family structure. Childcare and play areas for children are offered for such families.

1. Background and Progress of the Initiatives

- 1) Specified Nonprofit Corporation Child Care Support Assist F1 has been conducting sick child care support, child raising support for single parents, services in visiting to pediatrician, chore management during pregnancy and after birth, bathing support, and transport support to assist the parents who work in Sendai City and their children. Support activities are aimed at preventing the neglect and abuse of children by supporting the parents who are busy raising children to reduce their mental and physical burdens.
- 2) After the earthquake disaster, **the need for child-care support has sharply risen due to the changes in the family structure and the changes in the work environment of the parents.**
- 3) Specified Nonprofit Corporation Child Care Support Assist F1 has been **expanding its activity content and region** targeting the parents and children who have been affected in these ways by the disaster, with the aim to enable **both the parents who are child-rearing and the children themselves to live a worry-free lifestyle.**

2. Outline of the Initiatives

- 1) The NPO **has been providing opportunities for parents and their children to have physical contact by planning excursions for parents and children who cannot normally experience recreational activities** together, such as families where the parents have to work irregular hours or who have to work away from home on job assignments, or families with children with disabilities. Projects are being so organized that parents and children whose lives have turned upside down due to the earthquake disaster can continue with child-rearing activities by mutually relieving stress.
- 2) The group temporary housing in Ishinomaki City has been entrusted with “the consultation and support project to support children who were the victim of the earthquake disaster, and has organized **children’s playground classes, patrolling support and child-rearing consultation.** Similar to Sendai City, there are many parents whose job has become extremely busy due to the disaster, and also parents who have been reemployed after experiencing job losses. Therefore it is serving its purpose as a place where children from toddlers to the elementary school age can gather.

3. Improvements and Features

- 1) **Expert staff such as pediatricians and counselors has joined as supporters to enable an accurate grasping of the mental and physical changes of the child being supported**, so the parents or guardians can feel secure in putting their children in the child-care support.
- 2) Children's playground classes have been held on every other Saturday at the temporary housing district in Ishinomaki City. By offering a place where the children can gather while the support staff are keeping an eye on them, the parents can temporarily be free from child-rearing duties and rejuvenate themselves both mentally and physically.



A scene from the playground class * Photo provided by NPO Child Care Support Assist F1

4. Effects of the Initiatives

- 1) Parents who have been reemployed after experiencing job losses due to the disaster, are hesitant to discuss family situations in their new workplace. When a child becomes ill, by the support staff accompanying and taking and bringing back the children to the hospital will enable the parents to carry on with their normal work schedules. The initiative is **assisting the parents so that they can restart a stable lifestyle by reading the worries of the parents and offering them support.**
- 2) Children's playground classes enable busy parents to utilize the time for them while their children are playing in a safe place. **It has a rejuvenating effect on the parents who are child rearing and proves to be beneficial for reducing the stress that occurs during child rearing.**

5. Contact or More Information

Specified Nonprofit Corporation Child Care Support Assist F1 : <http://f-one.kids.coocan.jp/>

49. Offering a Place Where Expectant and Nursing Mothers and Parents with Children of Pre-school Age can Stay

Specified Nonprofit Corporation Baby Smile Ishinomaki



baby smile

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Expectant and nursing mothers, pre-school age children and their parents |
| Implementation Period: | From May 2011 |
| Activity Area: | Ishinomaki City, Higashi-Matsushima City, Onagawa-cho, Miyagi Prefecture |
| Keywords: | Support for expectant and nursing mothers, child-rearing support |

A support activity is being conducted targeting expectant and nursing mothers, children of pre-school age and their parents to assist them to adapt to the changing of the child rearing environment due to the disaster. A place for interaction where parents and children can gather to become healthy both mentally and physically was established. Also a network where expectant and nursing mothers and parents can share child rearing information has been built.

1. Background and Progress of the Initiatives

- 1) Before the earthquake disaster, in the Ishinomaki medical service area that covers Ishinomaki City, Higashi Matsushima City, and Onagawa-cho, the General Hospital in Ishinomaki City and 4 obstetrical and gynecological hospitals were in charge of childbirth, but due to the damages caused by the tsunami 2 obstetrical and gynecological hospitals closed down. Expectant and nursing mothers and parents who are child rearing all rushed to the remaining 3 medical institutions and government run child rearing support centers for medical checkups and medical information. However due to the chaos after the earthquake disaster, they were not getting enough information on pregnancy, birth and child rearing. **In particular, evacuees who had trouble receiving information and the parents with children of pre-school age who do not have a strong relationship with other parents were in an unstable environment of sometimes not receiving information related to child rearing.**
- 2) Since also for about half a year since the earthquake disaster, community centers and gymnasiums were used as evacuation shelters, and children of pre-school age tended to lose the opportunities for stress release through study while playing. Moreover, at the evacuation shelters the parents who had children who cry in the night were spending their lives in the shelters feeling uncomfortable worried about disturbing the other victims living as evacuees.
- 3) Women living in Ishinomaki who were pregnant and also had a pre-school child, who were concerned about the **deterioration of the child rearing environment due to the earthquake disaster**, established the voluntary association "Child Rearing Support Baby Smile Ishinomaki" in the May of the year of the disaster, targeting the expectant and nursing mothers, pre-school age children and their parents, with **a goal to offer a "place" where parents can conduct child rearing confidently, and create a network for information provision.** The organization obtained juridical personality in April 2012, and became an Incorporated NPO Baby Smile Ishinomaki.

2. Outline of the Initiatives

- 1) Opportunities to become healthy both mentally and physically are being provided for the **expectant and nursing mothers and parents who are worried and stressed about child rearing in the evacuation shelters and temporary housing.** Specifically yoga and exercise classes, mental care

seminars, article publications and children's playgrounds are being provided. **Also child rearing support that is lacking in regions**, such as courses for babies under the age of one and classes for mothers **have been actively taken up in the activities**.

- 2) **"Places" where expectant and nursing mothers and parents and children can confidently have fun through various events** was created. Through these opportunities, **the exchange between victims who have relocated and provision of necessary information** was promoted.
- 3) At the same time, the interaction of participants was promoted and a network to offer information regarding birth and child rearing was established. The initiative is playing a role in enabling the expectant and nursing mothers and parents to share their worries and true feelings, and when necessary involving the advice of the experts.

3. Improvements and Features

- 1) **A mobile website was created** with the help of the web design company in Sendai City, Create One Co. Ltd. with **a view to enable easy access to birth and child rearing information via the mobile phone and smartphone**. Furthermore, the staff who are raising children gathered to **create a free paper that lists child rearing information** useful for the community. They are making an effort in increasing the opportunities to provide information such as leaving free papers in noticeable places such as city offices and supermarkets.

Main Contents of Events and Salons

Tea receptions, cooking class, parent and child aerobics, craft salon, seminar on radiation, mental care seminar, zero year old course, classes for mothers, salon for children with allergies, art classes for mother and children, baby massage classes, maternity yoga classes, pelvis exercise for mothers



- 2) **Information exchange meetings are conducted in collaboration with expectant and nursing mothers support groups, child-rearing support groups, medical professionals and child-rearing experts** who are active in the community, and are aiming for a smooth and streamlined support offering.

4. Effects of the Initiatives

- 1) Every month 10 - 15 events are held, and are attended on average by 15-20 groups. It is contributing to the promotion of information provision and stress release, and a "place" where the participants can help one another is being established.
- 2) The number of participants is growing thanks to the free paper and word-of mouth, and the network is expanding.
- 3) Many mothers have turned into group staff and volunteer staff, due to the desire to proactively be involved in child rearing support, and this is **leading to the implementation of various plans and improvement of activities from the standpoint of the targets**.



Publication : "To the children – What the mothers want to convey right now –"
NPO Baby Smile Ishinomaki. Published March 2012.
Activity where mothers and children can share their disaster experiences

5. Contact or More Information

Specified Nonprofit Corporation Baby Smile Ishinomaki : <http://www.forbabysmile.com/>

50. Facility That Is a Hub for Exchange Events and Voluntary Improvement Activities for Women and Children Who Live in the Disaster Stricken Areas

Caro Fukushima



| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From October 2012 |
| Activity Area: | Fukushima City, Fukushima Prefecture |
| Keywords: | Exchange salon, OJT, residing within Fukushima prefecture |

A restoration activity base was established for the local women with a mid-term view, taking into consideration the situation of Fukushima Prefecture relating to the nuclear disaster. It is functioning as a place where women who tend to be isolated due to the disaster can empower themselves.

1. Background and Progress of the Initiatives

- 1) Since the accident at the Fukushima Daiichi Power Plant, Fukushima Prefecture, opinions among the community and families within the prefecture are sometimes divided due to differences in opinions such as “will evacuate/will not evacuate” or “eat local produce/ not eat local produce”.
- 2) In particular, the stress level of the women who are raising children in the growth phase, for whom there is concern regarding the effects of radiation, is high. These women tend to become isolated due to avoidance of connecting with people because of the inability to say what they think.
- 3) Moreover, many families have stopped the evacuation of mother and children due to the financial and mental burden. However many of the mothers who have returned cannot stop worrying about the impact of the radiation, and feel a sense of inferiority of having evacuated, and in many cases they are feeling difficulty in reestablishing their lives in the community.
- 4) YWCA of Japan who learned of this current situation through local visits and reports from Fukushima YWCA, felt **it necessary to support the women who can easily become isolated**.
- 5) Therefore as a place where participants to the recuperation and evacuation support programs can meet up again, **they established an operation base facility for activities related to the support and empowerment of women and children**, in October 2012. The name of the facility is “Caro Fukushima”, so as to conjure up the meaning of connecting with the disaster stricken areas, and the connection between women (the word “Caro” means “beloved, dear” in Italian).

2. Outline of the Initiatives

- 1) **Various programs are being conducted aiming to create a place where women and children of the community can interact comfortably.** Especially efforts are being made to support women who are child rearing, and programs that will lead to stress release such as hand massage, candle making, mini lessons on how to brew coffee are being held. Furthermore, study groups featuring themes that are of strong concern for the mothers such as about radiation and farm produce are held with special attention being paid to the advertising pamphlet and the atmosphere of the venue on the day.
- 2) Voluntary projects by women users include free rental of venues and cooperation on public relations. They are **supporting women who live in Fukushima Prefecture to expand self-motivated activities**



* The photos have been reprinted from the Caro Fukushima website

and regain vitality.

- 3) **A female local resident has been employed as full-time staff** using the grants for the encouragement of career formation of disaster victims. The staff are studying the business knowledge from YWCA of Japan, and the planning and operation of programs that reflect the needs of the women who live in Fukushima.

3. Improvements and Features

- 1) **Consideration was given to respect the diversity of the users regardless of the differences concerning the effect of radiation.** There are various programs that include casual one time only events like selling vegetables to a series of seminars that enables learning in depth. **Efforts are being made to ensure that it is easy to use without restraint, and has an open atmosphere.**
- 2) A staff meeting is held once a month, and a program that will be effective for the empowerment of women and children and nurturing of leadership, while checking on the program results and the current situation of the victims.
- 3) Since the members of the local YWCA are also affected by the disaster, the relaying of the support from across the country and the functions concerning the foundation building for organizational activities such as activity funding are carried out by the YWCA of Japan.



* Photos have been reprinted from the website of Caro Fukushima

4. Effects of the Initiatives

- 1) With the rise in the number of users the relationship with the neighborhood association is also strengthening. Activities that are deep-rooted in the community and long lasting are being hoped for.
- 2) After the commencement of the project some users have voice their opinion that “we cannot just be the receiving end of the support”. People have gathered to give suggestions. **Awareness has developed that the local women themselves should do their best on their own and not rely on the support from outside the prefecture.**
- 3) Visitors who are also from outside the prefecture are also strengthening their **mutual understanding that the support should aim for the empowerment of the local women,** and not a one way support. This is promoting the nurturing of the people who will be involved in the project, including the women from the local community.



Photos have been reprinted from the website of Caro Fukushima

5. Contact or More Information

Caro Fukushima : <http://www.ywca.or.jp/caro/caro.html>

51. Offering a Familiar Place Where Women can Spend Time Carefree When Alone

Iwaki Fureai Support



Main Organizations: Private organization
Targets/Recipients: Women evacuees, residents (women)
Implementation Period: From October 2011
Activity Area: Iwaki City, Fukushima Prefecture
Keywords: Prevention of isolation, exchange meetings

Offering a place where women can look out for each other and gather with feeling safe, the support are giving the overcome differences of various positions owing to the disaster.

1. Background and Progress of the Initiatives

- 1) Since its establishment in 2002, Iwaki Fureai Support has been conducting various support activities for women in collaboration with the local town Iwaki City, aiming for a gender-equal society where all women can live with respect to their human rights.
- 2) They were preparing to create a space where women who are living a lonely life detached from the community due to ageing and divorce. However the staff also became victims of the Great East Japan Earthquake. They run into difficulties securing a safe meeting space and had to postpone their plans.
- 3) On the other hand, many victims evacuated due to the nuclear disaster to Iwaki City from the coastal areas of the prefecture. Among those were many people who **as elderly couples or those on their own who had to lead a life of evacuation**, as they lost their family to the disaster, the young generation moving outside the prefecture, or due to the separation from the families they were living with because the temporary/leasing accommodation being too small. Furthermore stories regarding women who were suffering from differences of opinions on whether to return to their local community where the living restrictions had been lifted or the usage of compensation, or **those who were feeling isolated or stressed out even when living with their families, or those who had become victims of violence such as domestic violence (DV)**.
- 4) Therefore Iwaki Fureai Support decided to offer a place where participants including women who are victims can gather. From October 2011, a local community center near the temporary housing was chosen as a meeting space for the “Oshaberi Café COSMOS”.

2. Outline of the Initiatives

- 1) “Oshaberi café COSMOS” is free to attend and is held once a month for 2 hours. Each time the members participate in a program that varies on the day such as group singing or simple stretches for 30-40 minutes, and then after that they enjoy a chit-chat over tea and cake.
- 2) Efforts are being made so for people who tend to be isolated in their families and communities, this café will be a place for forging new relations. **Staff will follow-up with the participants who are thought to be in need of support. The participants are at ease because they feel it is a place safe to talk and introductions to the appropriate support organization is made after consultation.**



3. Improvements and Features

- 1) Efforts are being made to make the participants feel at ease, and taking time to build the relationship of trust by ways such as having the same staff welcome the participants every time as much as possible.
- 2) Although the participation was not limited to a particular age group, the majority of the participants were in their 60s. It is **regarded by the elderly women who are prone to being isolated during the day as a valuable link to the local community**, as the younger generation continues to rebuild their lives by getting new jobs and building new human relationships.



4. Effects of the Initiatives

- 1) **It is becoming a place where people can converse freely with the attendance of the staff.** Soon after the disaster there had been confrontations due to conflicts in interests, however since it has led to mutual understanding of the difficulties of one another as a result, many are voicing their opinions that they are “glad that they were able to talk”.
- 2) There is also an atmosphere where all new participants are welcomed by everyone. The various fun programs that everyone participates in at the beginning is serving as a good opportunity for first time participants to initiate conversation.
- 3) **Women have become more proactive**, such as some participants have offered to actively contribute to the running of the initiative, or voluntary groups making the craft items that were included in the programs have sprung up.



5. Contact or More Information

N/A

52. Support the Independence of Women through Community Hubs Community Cafe Hana So, and others



| | |
|------------------------|---|
| Main Organizations: | Local government, private organization |
| Targets/Recipients: | Residents (women) |
| Implementation Period: | From October 2011 |
| Activity Area: | Kazuma Minami, Ishinomaki City, Miyagi Prefecture |
| Keywords: | Exchange salon, employment support, self-help |

Many local residents meet up everyday at the Community Café Hana So, and conduct various activities. The Eye For Future program that supports the independence and social participation of women is implemented. The program includes technic support that is useful for employment and also make-up courses.

1. Background and Progress of the Initiatives

- 1) Kazuma Minami, Ishinomaki City has been severely affected by the tsunami as it is fairly close to Ishinomaki fishing port.
- 2) Straight after the earthquake disaster the Emergency humanitarian organization NPO Jen started supporting the coastal areas of Ishinomaki City where support is hard to reach. After the emergency support phase, from May 2011 the activity goal was changed to vibrant community regeneration". Based on the request from the local residents to have a place where they can gather after the disaster, using the donation by L'Oreal Japan, **the Community Café Hana So** was established in November 2011 as a part of the **reconstruction support for communities that had been divided by the tsunami disaster**. It is being utilized as a place where the residents can gather and talk to one another in a care free atmosphere.
- 3) At the Community Café Hana, the local residents gather and pursue regional town building. Since **it came to light that there are several women who due to the earthquake disaster have to raise children and concurrently be the wage-worker of the family**, with the support from L'Oreal Japan, and in collaboration with Ishinomaki City and NPO Ishinomaki Reconstruction Network **a program titled "Eyes For Future - To become a woman that can be oneself and shine" using the Community Café Hana as a base.**

2. Outline of the Initiatives

- 1) Several local residents have been hired as staff at the Community Café Hana, and since someone is constantly there the local residents can use it care-free.
- 2) The Eyes For Future program for the women to shine, holds **seminars to enhance the motivation to become independent**, and make the women shine beautifully from inside and out.
- 3) Various programs are implemented ranging from PC classes, business manner seminars, communication seminars to make-up, skin-care, hair-make seminars, and inviting visiting instructors. **Things have been designed so the women who were feeling depressed due to the disaster will be able to recover previous vigor.**



Make-up Seminars
taught by
professionals

- 4) After finishing the course, **applicants can as a part of their employment activity register on the “Ishinomaki City Female Human Resources List” that is owned by Regional Gender Equality Exchange Promotion Group in Ishinomaki City Reconstruction Policy Section.**
- 5) Ishinomaki City **is hoping as a part of the initiative of the city, women can play a central role in future town development and that their knowledge, experience and skills can be utilized for the restoration.**
- 6) At the Seminar graduation ceremony held end of August, during the presentation titled “Presentation for shine from now on”, presentations were given by all the students using the PC skills that they acquired during the courses. Presentations covered themes such as what they could do to support the restoration of Ishinomaki city.



PC Business Skill Seminar

3. Improvements and Features

- 1) The Ishinomaki Revival Support Network who is extensively conducting restoration support activities in Ishinomaki City and relevant female victims have become involved as staff running the courses, and this has led to regaining confidence and balance of the mind.
- 2) In collaboration with Ishinomaki City, the whole town is enhancing the understanding and interest in employment support for women.
- 3) At each seminar a childcare room has been prepared, so as to enable the participation of mothers who are raising children.



Scene from a childcare room

4. Effects of the Initiatives

N/A

5. Contact or More Information

N/A

53. Create a Model for Supporting Single Parent Families

Specified Nonprofit Organization Inclu Iwate



The members of “Inkle Iwate” discussing at their office = Morioka City

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Single parent families |
| Implementation Period: | From October 2011 |
| Activity Area: | Iwate Prefecture |
| Keywords: | Single parent support, child rearing support |

Specialists from a wide range of fields, such as health and welfare, education and law, gathered and formed this organization in October 2011, with the object of building a society that is along the lines of the principle of social inclusion through the support of fatherless homes and mother less homes that have fallen into difficulties after the disaster.

1. Background and Progress of the Initiatives

- 1) Before the earthquake there were an estimated (as of 2008, survey by the prefecture) 13,409 single parent families in Iwate Prefecture (of which 92% were fatherless families). However the prefecture lacked a self-help group for single mothers like the other prefectures. Many fatherless families are struggling financially. Moreover, there are a number of people, including motherless families, who are struggling to connect with their children, or struggling with the prejudices from other people.
- 2) As the number of new motherless families and fatherless families rise as spouses are lost due to the disaster, fatherless families and motherless families due to separation are also drawing attention.
- 3) Answering a call from the representative (40s) who has been involved in consultation for people with multiple debts and support for the poor, female counselors, maternal and child support staff, lawyers, midwives, judicial scriveners and supporters of child rearing who had been supporting single parents independently established “Inkle Iwate” in October 2011, and obtained NPO status in January 2012.

2. Outline of the Initiatives

- 1) In June 2012, an “Inclu Fair” for female victims and single mothers was held in Morioka City. It attracted audiences with various content such as explanations on the systems for fatherless households, consultation sessions by lawyers, participant exchange meetings, skin-care sessions, and a survey was conducted there to grasp the status and needs of the women participants.
- 2) As a result, **various needs were identified** such as, ▽want to enable the children to experience many things, ▽want to discuss things with people in the same situation, ▽want support with employment, ▽looking for a place where one can get consultation on money troubles and human relationship troubles.
- 3) **Various support projects are being run**, such as the parent and child social experience class “Ohisama Club”, “Ochakko Salon/ Single mother’s Café” a café where women in the same situation can talk to each other without restraint and “Inc Room” which is a mid-term work place where one can gain some practical experience while job hunting, helped by the financial support of the International NGO and private organizations. Human resources nurturing seminar that support single parent families such as awareness raising symposiums is held.
- 4) The staff of the Iwate Prefecture Coastal Wide Area Promotion Administration Office who had participated in Inkle Fair requested for cooperation with the exchange/consultation salons in the coastal areas. This led to the opening of the “Inclu Café On Demand” in Kamaishi City and Miyako City. So as to ensure a soft mood the counselors carried out hand care (massages) and the counseling was conducted in a relaxed atmosphere.

3. Improvements and Features

- 1) A chit-chat meeting at the café is held alternatively on weekdays and the weekends, and it was devised so there would be a wide range of participants.
- 2) With the employment support, **a mid-term employment support was implemented and trainees were hired as a part of a “comprehensive support program”**. Personal supporters who have been trained for lifestyle support are allocated and together with the child rearing support that subsidizes child care costs, and practical skills are being nurtured through helping out with the group projects. For example it is aimed so people will build self-confidence, through activities that have been designed so one can gain tangible results such as setting up rental business for suits that can be worn to job interviews, learning how to use excel sheets for inventory management, also home bookkeeping through using PCs as a basis for livelihood rebuilding.
- 3) Initially **the slogan was “support the single mothers”**, however human resources development is now also being carried out **including the support for motherless families**. Staff members also include men, and are ready to provide advice for fatherless families who have difficulties dealing with boys and motherless families who have difficulties dealing with girls.

4. Effects of the Initiatives

- 1) Mobilizing the supporters of various fields who had been carrying out activities separately up till now, has enabled more effective support, and there has also been collaboration with the government such as through support activities for disaster orphans’ families.
- 2) The support is gradually shifting from the individual support in the form of emergency response, to mid-term employment support, creation of a place to belong, seminars “to increase the people who help support” and survey recommendations to “change society”.
- 3) Based on the principle of social inclusion (the three pillars such as livelihood support, child rearing support and employment support and a one stop service for everyone), Inclu Iwate is tying to make the support model that “anyone is easy to spend including single parent families” not “the support for poor mother and child families” , and sponsors are gradually on the increase.

5. Contact or More Information

Specified Nonprofit Organization Inclu Iwate : <http://includiwater.blog.fc2.com/blog-category-5.html>

54. Prevent the Isolation of Men

Oohashi Men's Club



Health classes

| | |
|------------------------|--|
| Main Organizations: | Local governments, City Council of Social Welfare, Nursing Association |
| Targets/Recipients: | Male residents of temporary housing |
| Implementation Period: | From July 2012 |
| Activity Area: | Ishinomaki City, Miyagi Prefecture |
| Keywords: | Prevention of isolation, health classes |

The government, the visiting support staff and the Nursing Association have jointly been holding health classes since July 2012 in Oohashi temporary housing in Ishinomaki City, Miyagi Prefecture targeting men who tend to be isolated. It is gaining popularity with offerings of various programs such as lectures, cooking lessons, health counseling, and practical sports activities and with the operation being delegated to the participants by using their skills.

1. Background and Progress of the Initiatives

- 1) From the past disasters it had been known that the middle aged men are prone to isolation and alcohol addiction in the temporary housing and the public housing for the disaster-affected. However even with the exchange meetings and consultation meetings it was difficult to get the men to participate, and an effective support menu could not be found.
- 2) In the Oohashi temporary housing in Ishinomaki City there are about 700 families, 1700 residents, and 1/7th are single elderly people (as of January 2013). However the occupants come from various regions, resident associations have been formed and 19 visiting support staff who belong to the City Council of Social Welfare have been allocated.
- 3) Ishinomaki City had devised and implemented a unique self-development menu called "Izakaya Seminar" where a nutritionist teaches healthy ways of drinking alcohol and also how to make low calorie snacks before the earthquake.

2. Outline of the Initiatives

- 1) Due to **the increase in the number of men who often experience isolation in the Ohashi temporary housing**, nutritionists, public health nurses, dental hygienists in Ishinomaki city and visiting support staff and their coordinators of the Councils of Social Welfare, healthcare coordinators of the Miyagi Nursing Association gathered and examined what measures can be taken. As a result, it was concluded that **there is a need for a place where just men can gather**, and from July 2012 **a health class called "Ohashi Men's Club"**, calling on the cooperation by resident associations and good eating habit promoters.
- 2) During the first class they can offer the menu (practice for cooking and sports execution, etc.) and asked the participants what they wanted to do, there were positive responses such as "I would like to do all", which led to the decision of holding in total 6 seminars every month. On average a total of around 30 people participate each time, and more 2 extra programs are held.
- 3) By managing from the perspective of promoting the interaction of participants and **bringing out special skills (such as learning confectionery making from former patisseries), participants delivered a voice of joy such as "I was able to meet people with similar interests at the health class "and "I was able to find life worth living again"**. Voluntary groups have also been formed by participants after the programs have ended.

3. Improvements and Features

- 1) **The hurdle to participation has been lowered by calling on all men who are living in temporary housing regardless of the age and medical history, and emphasizing “living healthy”.**
- 2) Due to the proactive recruiting by the visiting support staff that are trusted by the residents of the temporary housing, they were able to gather a more than expected number of people.
- 3) Efforts were made to **make a pleasant atmosphere** by decorating the meeting space like a Japanese bar (izakaya), and putting a photograph of a glass of beer on the table and advocating “let’s talk with one another as if we drink”.

4. Effects of the Initiatives

- 1) Volunteer staff for the practical guidance for exercises and the management gathered from inside and outside of the temporary housing, and lead to the expansion of the support network.
- 2) People who had trouble with neighbours have changed their attitudes through participation in health classes and there is now less trouble.
- 3) Some have expressed their desire to set up a health class for women, "Ladies Club".

5. Contact or More Information

N/A

55. Management of Salons and Temporary Child Care for Mother and Child Refuges Yamagata Displaced Mothers' Network



Food education classes of Fukushima potato hot pots

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Evacuees to outside of Fukushima Prefecture |
| Implementation Period: | From October 2011 |
| Activity Area: | Yamagata City, Yamagata Prefecture |
| Keywords: | Support for mother and child evacuees, child-rearing support, interchange meetings |

Mothers who have evacuated to Yamagata City, Yamagata Prefecture opened the Fukuyama district “Fukushima Kodomo Mirai Hiroba” to make a community and support each other at May 2012. They had planned and held many events, such as temporary child care service, open space for mothers and children, interchange meetings, cooking classes, utilizing qualifications of themselves.

1. Background and Progress of the Initiatives

- 1) In relation to the accident at the Fukushima Daiichi Nuclear Power Plant, people from Fukushima prefecture have evacuated to areas all over the country. Of which the number of evacuees to the neighboring Yamagata Prefecture is the highest with the number reaching approximately 13,000 at its peak, and even as of December 2012 the number is above approximately 10,000. The number of evacuees to Yamagata City is the highest, standing at about 4,000.
- 2) Until now a voluntary association “Little Fukushima” had been conducting the acceptance and consultation of evacuees in Yamagata City. However in order to expand the voluntary activities, mothers who are evacuees themselves set up “Yamagata Voluntary Displaced Mothers Network” in October 2011 (name was changed to “Yamagata Displaced Mothers’ Network” in January 2011).

2. Outline of the Initiatives

- 1) Yamagata Evacuee Mothers Association received a subsidy from the FY2012 Fukushima Prefecture “Local Collaboration Model Support Program”, and established the Murayama district “Fukushima Kodomo Mirai Hiroba (open space)”. It was established on the 2nd floor of the cinema “Yamagata Forum” in Yamagata city. Opening times are 9:30 - 14:00, closed on Saturdays, Sundays, and holidays.
- 2) At the open space, **events such as child rearing salons, temporary childcare, cooking classes and parent and child exercise** are held every day.
- 3) The magazine “A. haha”, which the mothers themselves carry out the interviews and also the editing has been published since January 2013.

3. Improvements and Features

- 1) **Some of the evacuee mothers** who are involved in the running, **who are qualified nursery teachers, nurses, vegetable sommeliers, have also become lecturers of eurhythmics and piano lessons.** Nursery teachers who are in charge of temporary care are finding it rewarding opening classrooms at the evacuation sites.
- 2) The staff of the Association improved the environment so the **staff can work while bringing their children.** This was based on the request by the evacuee mothers that although one would like to preserve some costs of living at Yamagata in order to maintain and continue the double life, the child

care cost is a burden when one puts a child into a care center while working, and it does not make sense to work.

- 3) The planning of the open space is shared with the NPO Little Fukushima Evacuee Support Network, who are based in Yamagata City and are conducting evacuee support from the same Fukushima Prefecture, and are jointly creating a framework where self-help group can do things without strain.

4. Effects of the Initiatives

- 1) In Yamagata Prefecture, there are several voluntary evacuee mothers with children, whose husband has stayed behind in Fukushima. **By the evacuees themselves running and managing the base that specialized in mother and child evacuation, it was possible to conduct planning and care in accordance with the needs of the evacuees.** Also by improving the base, it has become easy not just for the evacuees themselves but the support organizations and volunteers to gather the information about the evacuees as well.
- 2) **Hiring evacuees enabled the latent needs of “can only talk between evacuees” to be satisfied.** Furthermore, by offering a place where evacuees can work, this has led to the prevention of isolation and also securing a place where the evacuees can find fulfillment.



Halloween Party

5. Contact or More Information

Yamagata Displaced Mothers' Network : <http://yamagatahinanaha.jimdo.com/>

56. Self-help Organizations Who Support Evacuees to the Kanto Region

Fukushima Evacuee Mother and Child Association in Kanto



The workshop held in the office in Togoshi

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Evacuees to outside of Fukushima Prefecture |
| Implementation Period: | From June 2011 |
| Activity Area: | Tokyo, Kanagawa Prefecture, Saitama Prefecture |
| Keywords: | Mother and child evacuees support, child rearing support, interchange meeting |

Since June 2011, the “Fukushima Evacuee Mother and Child Association in Kanto” which was established by the voluntary evacuees from Fukushima Prefecture, have been periodically holding exchange meetings and study meetings for the voluntary evacuees. Various activities have been carried out such as the refresh tour to Nagano prefecture which combines the reunion with the fathers who have not evacuated and remained in Fukushima, and the exchange meeting in Ishinomaki City with mothers who are from other regions that have been affected by the disaster.

1. Background and Progress of the Initiatives

- 1) In relation to the accident at the Fukushima Daiichi Nuclear Power Plant, people from Fukushima Prefecture have evacuated to areas all over the country. In some cases, due to the fear of the disaster effect to the children, only the mothers and children have left Fukushima and this has led to the families being separated.
- 2) Although volunteers who support the evacuees are active in the evacuation sites of each region, there are moves by the evacuees themselves to create a network organization, and exchange information, and conduct interactions and study meetings.
- 3) The “Fukushima Evacuee Mother and Child Association in Kanto” **was set up in June 2011 by three mothers who voluntarily evacuated to Tokyo and Kanagawa Prefecture** from Fukushima Prefecture Nakadori. The three have been friends for a long time and after their evacuation while they were keeping in touch with one another, they came to think that “there must be people in similar positions who are at a loss how to proceed”. As a matter of fact, as of 3 months after the accident in mid-June, the number of evacuees to Tokyo was about 3,000, to Saitama and Chiba accounted for about 2,500, and Kanagawa was 1,200, all showing a rising trend every month. Therefore the name of the association was changed to “Kanto” aiming to encourage people from wider areas to become involved.

2. Outline of the Initiatives

- 1) Since the 3 founders had experienced evacuating as mother and child separated from their husbands, they called upon women in the same situation. 9 months after the association was founded a office and salon was set up in Shinagawa-ku, based on the cooperation from the supporters. An interaction meeting is held at the office 2 or 3 times a month.
- 2) Since the association cannot solicit individuals due to the Act on the Protection of Personal Information, in cooperation with the Social Welfare Council, a pamphlet of the association is distributed by welfare volunteer during their rounds.

- 3) Through the invitation by support organizations the association participated in music listening and sports enjoyment. **Furthermore, study tours to disaster stricken areas other than Fukushima Prefecture was held, and interaction and networking with mothers in Ishnoimaki and Onagawa was held. The refresh tour to Nagano Prefecture which combines the reunion with the fathers who have not evacuated and remained in Fukushima was also conducted.**
- 4) Information transmission efforts were made such as holding lecture activities and talks aiming to convey the current situation of the evacuation lifestyle, and information on the recruitment of supporters.

3. Improvements and Features

- 1) The stress of the mothers who have to live in shelters with no prospect of when they can return to their home, or were suddenly thrown into a life of family separation is immeasurable, and efforts are being made to **run salons that people can experience something other than just interaction, where they can gain knowledge, such as organizing hand-craft workshops and seminars teaming up with support groups and individual supporters.**
- 2) Consideration is taken so information is shared and at the same time the necessary support reaches the appropriate places, by having the supporters actively participate in the salons. For example, efforts are being made such as **introducing free cram schools to victim pupils and making a request to support groups for home electrical appliances.**

4. Effects of the Initiatives

- 1) Since new participants follow, even if the number of users are usually not so many, they feel secure with the knowledge that a place like this exists.
- 2) For the husbands who have been living apart from their wives and children to interact with one another when they join them at the place of evacuation, a “Father’s Committee” will be set up in the future.



Father and children enjoying their reunion in Nagano

5. Contact or More Information

Fukushima Evacuee Mother and Child Association in Kanto : <http://hinanboshi.blog.fc2.com/>

57. Continuous Effort to Build Community in Evacuation Places

Specified Nonprofit Organization Single Mothers Forum Fukushima



Working at the center

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Evacuees within Fukushima Prefecture |
| Implementation Period: | From March 2011 |
| Activity Area: | Fukushima Prefecture |
| Keywords: | Support for long term evacuees, exchange meeting |

From the time of the disaster, “Single Mothers Forum Fukushima” has been involved in the “Women Only Space” set up in the shelter (Koriyama City) and have been carrying out activities for women until it was close. In June 2012, “Fukushima Women Support Center” was set up for the long-term support for the victims with the subsidy from Fukushima Prefecture. The center is been utilized for the place for community building.

1. Background and Progress of the Initiatives

- 1) “NPO Single Mothers Forum Fukushima” is one of the **cooperative organizations of the “Women Only Space”** established within the Big Palette Fukushima, the largest shelter in Fukushima Prefecture that at its peak housed about 2,500 evacuees. From back then, it had realized that affected women would be able healed mentally by gathering in a safe space and talking about their experiences and feelings.
- 2) After the shelter was closed in August 2011, Forum had held opportunities periodically in meeting spaces on temporary houses where the victims could interact doing some handiwork. However due to the space restrictions, an application was made to Fukushima Prefecture for some funds to secure a large space where anybody can come, and to offer support to the victims on a long-term basis.

2. Outline of the Initiatives

- 1) Adopted by Fukushima Prefecture “Community Building Comprehensive Support Project” and Fukushima Gender Equality Centre “Project to Support the Plans by the Residents in the Prefecture to Promote Gender Equality”, the “Fukushima Female Support Center” was established in a rented room in a building near the temporary housing in Koriyama City in June 2012. Chitchat Tea Receptions, Handicraft workshops that create cloth slippers, eco-sponges and scarves, and individual consultations by lawyers are held everyday from 10 o'clock to 15 o'clock, and it is being utilized as a place for community building.
- 2) The handicraft workshop that is being held in the meeting room of the temporary housing, and “Odagaisama Center” which was established to support the restoration of livelihoods for Tomiokamachi on demand is attracting 20-30 people each time, and men are also starting to participate in them.
- 3) Cohosted with universities in Tokyo, refresh tours to places outside Fukushima prefecture for purpose of health is also co-hosted. The tours to Kamogawa City in Chiba Prefecture were conducted with the cooperation of the student volunteers, nurses and nursery teachers, targeting the children living in Fukushima Prefecture and setting the transportation fee as free.

3. 2

- 1) **Free individual consultation meetings are being held by female lawyers, using the network of the forum itself that have created by supporting the single mothers.** The women who would be

more willing to open up about their problems under normal circumstances, are having difficulty talking due to the various experiences, such as the disaster and also the circumstances they are under. Forum utilized the know-how on approach to draw out the true intention that they have obtained throughout support service to date.

- 2) The collaborating organizations are helping once or twice a month, and there have been cooperation regarding the selling of the handicraft items that were created at the workshops. The acceptance of student volunteers who are utilizing the summer holidays, etc. are also being carried out.
- 3) The evacuees who reside in Koriyama are being hired as members of the organizations, and hence contributing to the job creation in the disaster stricken areas.

4. Effects of the Initiatives

- 1) There was a rise in the number of the repeaters among the evacuees who have continuously been a user since the “Women Only Space” of the shelter. The number of users has increased by word of mouth and a community is being created on a continuous basis.
- 2) The people who have been living in the shelter together had drifted away by taking up occupancy in the temporary housing and deemed-temporary housing. However with the center being established, people are delighted that they have a place they can gather and meet companions again.



A scene from a visiting workshop, there are participation from men as well

5. Contact or More Information

Specified Nonprofit Organization Single Mothers Forum Fukushima

<http://singlemothersforumf.blog.fc2.com/>

58. Regional Reconstruction Support Activity that “Connect” the Disaster Stricken Areas and the Outside Areas

FUKUSHIMA Community Activation Project MUSUBU



The two women who started the project

| | |
|------------------------|----------------------------------|
| Main Organizations: | Private organization |
| Targets/Recipients: | Residents |
| Implementation Period: | From April 2011 |
| Activity Area: | Iwaki City, Fukushima Prefecture |
| Keywords: | Organizing events, advertizing |

In April 2011, 2 women from Iwaki City, Fukushima Prefecture formed “MUSUBU”, to act as a go between for humans resources and resources within and outside of the prefecture for the reconstruction of Iwaki City. They are organizing events with the cooperation of artists from within and outside. Through the activities taking advantage of the women’s perspective, they are providing regional reconstruction support while collaborating with local merchants and governments.

1. Background and Progress of the Initiatives

- 1) As a city that has the largest population in the prefecture, Iwaki City has been various problems such as the damages caused by tsunami and nuclear disasters, and harmful rumors. The fisheries and travel industry of Its coastal areas are severally affected by the earthquake disaster.
- 2) Although there are many artists who have the desire to support Fukushima, there was not many who can stay in the local area, and also have a mediator, hence they could not be involved in any activities.
- 3) The two women from Onahama district, Iwaki City are both roughly 30. They got to know each other through volunteer work to transport relief supplies conducted immediately after the earthquake disaster. For a while they were involved in the setting up and running of “Onahama district Disaster Volunteer Center”. After the emergency support activities have been done, they thought that “rather than look back at what we have lost, what this town needs is new hope” and started “MUSUBU”.

2. Outline of the Initiatives

- 1) **Based on the slogan of “Connecting people, community, art and design (MUSUBU)”** the two women are **active in generating new creative industries for Iwaki city, utilizing the help from domestic and foreign artists.** Starting off with the “Event to clean to buildings that were damaged in the disaster on occasion of the live concerts of famous musicians”, **numerous unique town building events are being staged, through flexible thinking** such as “Planning and selling of T-shirts designed through collaborations”, “A visiting photo exhibition of the photographs of Tomioka-town, Futaba county, that became a restricted zone due to the nuclear accident taken by a photographer from Iwaki City”, “A fashion show of clothes that were designed by the children of London and Fukushima with the cooperation of the designers based in London” and “Created calligraphy classes taught by calligraphers.
- 2) Conducting the rediscovery of the appeal of the region and information transmission such as opening experience-type workshops for people to experience “grilled sea urchin” the local cuisine of the region, cooperation to the events held by local shopping districts and the promotion of a new-type of sport.
- 3) The current project is utilizing the “Grant for Disaster Recovery for Towns and Future Creation Support Projects (Soft)”.

3. Improvements and Features

- 1) The characteristic of the project is that it has a flexible activity style without any permanent offices and with no corporate character, and that it conducts information transmission via social medias such as blogs and Twitter.
- 2) They are trying to increase potential supporters by proposing new activities such as designing websites that are of high quality design and selling of goods that are fully competitive merchandise.
- 3) A team is set up for each project and the right person is placed in the right place, so each person can do whatever they can do within their own position and location.

4. Effects of the Initiatives

- 1) The project is providing both domestic and foreign artists with the opportunity to contribute to society who “does not know what they can do for Fukushima”.
- 2) The project had been making the efforts enhance its recognition and improve reliability through participation in local townbuilding group meetings and actively responding to media interview requests, so increasingly being asked for consultation on events by local governments and coordination.



The mobile exhibition truck for the “Sakura no mori Yoru no mori” project that continuously films the famous cherry blossom attraction in Tomioka-machi, Futaba-gun the “Yoru no mori”

5. Contact or More Information

FUKUSHIMA Community Activation Project MUSUBU : <http://www.musubu.me/>

59. Become Leader of Administrative Organization of Temporary Housing

Wami Temporary Housing and Nishi Koen Temporary Housing Association in Miyako City



Users interacting in the community venue (5th from the left: Chairman of the Administrative organization)

| | |
|------------------------|---|
| Main Organizations: | Administrative organizations of temporary housing (female chairman) |
| Targets/Recipients: | Residents of temporary housing |
| Implementation Period: | From August 2011 |
| Activity Area: | Miyako City, Iwate Prefecture |
| Keywords: | Isolation prevention, exchange meetings |

It is run by a female chairman in the temporary housing in Miyako City, Iwate Prefecture. The young and old residents are collectively involved in the building of the regional community by holding various events based on the women's perspective.

1. Background and Progress of the Initiatives

- 1) It is important for women to participate in the decision process of measures and policies in the region, but the ratio of the female chairpersons of the administrative organizations is about 4%.
- 2) Since the "Wami Temporary Housing" (16 families) and "Nishi Koen Temporary Housing", that are adjacent to the residential areas of Miyako City, did not obtain support like the other large temporary housing when newly occupied, even though it was located in the urban area, the residents themselves had to help each other in various situations of everyday life. However, although there was a common room in the "Wami Temporary Housing", there weren't any in the "Nishi Koen Temporary Housing" where there were many people of the child-rearing generation.
- 3) Since then, the Miyako City Council of Social Welfare and private organizations that support the temporary housing began to participate in the residents meeting of the two temporary housings and lobbied for the establishment of the administrative organization. Consequently **it was decided that an administrative organization for the two temporary housing was to be established** in December 2011. **The female resident of the Nishi Koen Temporary Housing in her 30s run for the chairman of the administrative organization position, and initiated efforts together with the residents to try and improve the life in the temporary housings.**

2. Outline of the Initiatives

- 1) Soon after the administrative organization was established, the communal room was underutilized and was always used by the same users. **Therefore various exchange events were planned and held with the cooperation from the private support groups to help stimulate the exchange among the residents.** For example events that were held ranged from the "Hinamatsuri" was in March 2012, the "Ohanamikai" in Nishi Koen where the temporary housing is located in April of the same year, "Nagashi Somen" gathering the children in the summer, and "Bonodori" held with the interactions with the neighbourhood associations.
- 2) In particular the "Yoru no shokujikai", where the residents gather and bring their own food and drinks in the night is highly popular. Initially, it was intended as an opportunity for an interaction with the residents who are working during the day. However due to it becoming extremely popular to an extent where everyone could not fit in the meeting place which was the communal room, it is currently held in two parts, one during the day and the other at night, once a month. They are still continuing with one

during the day being popular with the elderly, and one during the night being popular with the young generation.

3. Improvements and Features

- 1) Initially, **there were voices of concern about the establishment of the administrative organization, and that a woman was going to be the chairman of the administrative organization. However with the sheer determination shown by the woman who ran for the position, this led to obtaining the understanding and the cooperation by the residents.**
- 2) The exchange event is planned and held by listening to the opinions and the needs of the residents on an as needs basis, every person is participating voluntarily while feeling enjoyment.
- 3) During the day there are a high number of elderly people in the temporary housing. Since the communal room is predominantly used by women compared to men, inevitably the women are carrying out the creation of handicraft items in the communal room. From this year, the number of men who live alone participating in the events held in the communal rooms have increased and so has the number of children using the facility during the winter holidays.
- 4) Recently efforts have been made to interact at each other's events and meeting places, by calling on the administrative organizations near the temporary housing.

4. Effects of the Initiatives

- 1) **The young and old residents are collectively involved in the building of the regional community by holding various events,** and the common room is also being actively utilized.
- 2) A person shared their honest opinion with the chairman of the administrative organization that they were "really lonely". Some people decide to join saying "initially I did not join, but since everyone said it was fun I decided to join", **and through the activities of the administrative organization, the residents of the temporary housing are building relationships with one another.**

5. Contact or More Information

N/A

60. Support Center for the Prevention of the Isolation of Women in the Disaster Stricken Areas

Tome Women Support Center



Female staff gathered on the night before the café opening (partial)

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Women who relocated to Tome City after the disaster |
| Implementation Period: | From September 2012 |
| Activity Area: | Tome City, Miyagi Prefecture |
| Keywords: | Isolation prevention, exchange salon, child rearing support |

“Tome Women Support Center” where the women’s group from Tome City, Miyagi Prefecture play a key role in women sharing information and can discuss their concerns opened on September 29, 2012. The goal is to prevent the isolation of women victims and create new places and communities for women to interact and carry out activities.

1. Background and Progress of the Initiatives

- 1) There are said to be over 2,000 evacuees (of which 350 families are occupants of temporary housing) who have relocated from the coastal areas to Tome City, Miyagi Prefecture. The highest number of are from “Minamisanriku-cho”, and about 200 children have transferred to the elementary and junior high schools in the city from outside the city. Therefore it can be concluded that there quite a high number of people who have relocated are of the child rearing evacuees.
- 2) **The victims who have relocated to the area from outside the city tend to become isolated. In particular,** compared to men, **many of the women who are raising children** are not in employment and can become **easily isolated in the community** since they find it difficult to go out with their young children.
- 3) At the start, the woman’s social gathering group “LaLaLa CLUB” dominated by women in 30s and 40s from Tome City and Minamisanriku-cho was established. Afterwards, many women decided to meet up and create a place where they can exchange information and discuss their concerns. A committee was set up by three parties consisting of Oami Chamber Promotion Committee, LaLaLa CLUB and Tome City Office, and activities towards the establishment of “Tome Women Support Center” was initiated.

2. Outline of the Initiatives

- 1) It was selected as a model business (a new public support business) for the creation of a new public space for Miyagi Prefecture, **as a project that will build a community for the women victims who have relocated to Tome City and the women of Tome City. The “Tome Women Support Center” was opened** in September 26, 2012 by **renting and partially renovating a wooden one-storied house (built in 1965)** in a residential area about 2 kilometers away from Tome City Town Hall. **The main projects are café space “Tsumugi” and child-care center “Pata Pata”.**
- 2) Café space “Tsumugi”
Opened as a place where the child rearing generation can share information and you can relax with your child or with friends. Offers home cooking recipes by the staff.
- 3) Child-care “Pata Pata”
The staff such nursery teachers were recruited from the public. It is run as a small-group child care facility where anyone can freely use in a relaxed atmosphere. The target age are pre-school children from 1 to 6 years old.

3. Improvements and Features

- 1) The café space are **procuring and selling the items handmade by the women victims** of areas in Miyagi Prefecture such as Minamisanriku-cho. **The part of the sales** is a commission towards the activity money for the center. However **it is helping the expansion of the sales channel for the women who have started their own business in other areas.**
- 2) Although there are dedicated staff in the day-care centers, **they are continually recruiting women who have finished child rearing or women who like children as care center volunteers.** **It is also aiming to offer opportunities for women who wish to try out community activities and also aims to become a place for meeting and interaction between various women in the region.**

4. Effects of the Initiatives

- 1) Although the Tome Women Support Center **has not long opened, it is hoped that it will become a place where the women of the community will help each other, the women raising children can use with ease and rejuvenate themselves, and help prevent the isolation of the women who have relocated from outside the town.**
- 2) By the people of Tome city (inland) and Minamisanriku-cho (coastal) to work together, awareness is growing that as “peers” they will from now join forces and make the community a better place, and the victims will not rely on the supports in a unilateral way.

5. Contact or More Information

N/A

61. Create Children's Playgrounds

in the Disaster Stricken Areas

Specified Nonprofit Organization Adventure Play Park – Sendai Miyagi Network



The playground within a premise of temporary housing

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Children who live in the disaster affected area |
| Implementation Period: | From October 2011 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | A visiting style building of children's play area |

A Non-profit organization that is the designated manager of the “Seaside Park Adventure Field” in Sendai City started of creating a visiting style playground resulting from Adventure Plaza being affected by the disaster and closing down. They are continuing with their activity aiming to offer “mental care” to the children of the disaster stricken areas.

1. Background and Progress of the Initiatives

- 1) In the coastal areas that were affected by the tsunami, the number of places where the children can play safely and unencumbered by inhibitions is decreasing. There are many children who are continuously living in temporary housing, since they cannot go back to the regions they were living before the disaster.
- 2) The “Adventure Playground – Sendai Miyagi Network” was set up against the backdrop of the citizen-driven activities, and became a Specified Nonprofit Organization in 2005. It was collaborating with the adventure playgrounds in various locations in Miyagi Prefecture, and pursuing disaster prevention education. The “Seaside Park Adventure Field” (located in east Wakabayashi-ku, area size 6.9 ha, the number of annual visitors approximately 180,000) which the organization was managing as a designated manager of Sendai City, was severely damaged due to the tsunami, and currently the surrounding area is being used as a treatment facility for “debris from the earthquake”.
- 3) In the disaster stricken areas affected by the Great Hanshin Awaji Earthquake, playgrounds were set up with the support from all over the country. This led to the mental care for the children in the disaster affected regions. With the Great East Japan Earthquake, support in the form of donations, etc. came in from all over the country for creating such playgrounds.

2. Outline of the Initiatives

- 1) **From the behavior of the children who were victims of the disaster, the need to create a playground and providing psychological care at the earliest possibility was being felt.** Therefore a **“visiting playground” was held in areas** surrounding the shelters and temporary housing, and **in the elementary schools and parks that are in the areas** where many families who have evacuated from the coastal areas reside. For conducting the visiting playgrounds, the NPO Japan Adventure Playground Association has loaned cars to carry equipment, and the NPO Play Park Setagaya has dispatched staff.
- 2) Currently the organization is **periodically operating playgrounds in 6 locations in Sendai City and the peripheral disaster stricken areas,** receiving various grants such as those from Miyagi Prefecture’s “The Model Project to Create New Public Spaces” and the Ministry of Healthy, Labour and Welfare’s “Social Inclusion/ “Relationship” Restoration Project”.

- 3) Playground of Rokugo Elementary School in Wakabayashi-ku (Sunday), Arai 2-Go Park (Wednesday), Wakabayashi Nippe Ground temporary housing (Thursday), Kamiarai Public Hall Playground (Thursday), Oroshi-machi 5-chome Playground (Saturday), Arai 4-Go Park (Saturday)
- 4) The Seaside Park Adventure Plaza is still closed. However they are preparing for reopening by storing records, environmental surveys and planting trees.

3. Improvements and Features

- 1) The basic philosophy is to embrace the children, who express themselves in various ways, as they are. Therefore with the motto, "play freely responsively", which is the same as from before the earthquake, importance is put on the creation of an environment where the children can play freely at their own pace, and adults treating children as their equals.
- 2) Many of the disaster victims in Sendai City are residents of "private housing used as temporary units" and their living areas are widely dispersed. Therefore it is not easy to grasp the status of the children, and finding suitable places for the playgrounds was not easy. However it is being promoted through discussions with the relevant people in the community, and school and obtaining their understanding and cooperation which were nurtured in operating Seaside Park Adventure Field.
- 3) Furthermore, other child rearing organizations have also being cooperative, and the persistent activities and networking have been paying off.

4. Effects of the Initiatives

- 1) **It is contributing to the reducing of the anxiety and the stress of the children who have been affected by the earthquake disaster.** This is helping the parents and guardians feel a sense of relief.
- 2) **The playgrounds are becoming a place where the evacuee children and the children from the region, or the children and adults can meet and establish new relationships.** Through continuous small efforts over a long period, the number of users of the playground is gradually increasing.

5. Contact or More Information

Specified Nonprofit Organization Adventure Playgr Park – Sendai Miyagi Network
<http://www.bouken-asobiba-net.com/network/play-oroshi5.html>

62. Developing Human Resources that Conduct Restoration Support from the Viewpoint of Gender Equality

Iwate Prefectural Center for Gender Equality



Regional course held in the coastal disaster areas “The promotion of regional gender equality that can be learned from the examples from the activities of senior supporters”

| | |
|------------------------|--|
| Main Organizations: | Gender Equality Center, Local municipalities |
| Targets/Recipients: | Residents of the Iwate Prefecture |
| Implementation Period: | From July 2011 |
| Activity Area: | Entire Iwate Prefecture |
| Keywords: | Nurturing leaders of the community, Study groups |

Aiming to develop human resources that will promote the gender equality of the region, the Iwate Prefectural Center for Gender Equality has been holding Gender Equality Supporter Training Courses from FY2006. After the earthquake disaster, the courses have been designed to incorporate the perspectives of gender equality in earthquake disaster and restoration, and supporters are promoting restoration using the standpoint of gender equality.

1. Background and Progress of the Initiatives

- 1) With the aim to nurture human resources who will promote gender equality in the region, Iwate Prefecture has been conducting “Gender Equality Supporter Training Courses” that runs 14 courses over a period of about 6 months from FY2000. From FY2006, the running of this course has been outsourced to Iwate Prefectural Center for Gender Equality.
- 2) The courses are in the form of classroom lectures and workshop styles and is designed so one can learn about gender equality from various aspects, such as the summary of gender equality, the measures of the prefecture, the world trend, DV issues, work life balance, the participation of the women in the prefecture in the policy decision making process.
- 3) **Programs that incorporate the viewpoints of gender equality in terms of disaster and restoration has been promoted since FY2011.**
- 4) By FY2013, 769 people (of which 89 are men) have been certified as Gender Equality Supporters (hereinafter referred to as “supporters”) by the prefectural governor.
- 5) The supporters play the role of gender equality promotional committee members of the prefecture and municipality and are carrying out their activities in collaboration with the government such as holding courses for the understanding of gender equality in the region.

2. Outline of the Initiatives

- 1) In November 2011, “The Symposium on Restoration after the Great East Japan Earthquake in Iwate” that focuses on the role and meaning of gender equality in restoration support and aims to provide ongoing support for reconstruction efforts was held jointly with Iwate Prefecture and the Cabinet Office. In FY2012 a chairman of an organization that is conducting restoration support from the perspective of gender equality was invited to hold a course titled “Disaster Prevention from the Viewpoint of Gender Equality”. Furthermore, in FY2013, with the cooperation from Women’s Network for East Japan Disaster (from FY2014 active as “Training Center for Gender & Disaster Risk Reduction”), 2 courses titled “The Perspective of Gender Equality in Times of Disaster” and “Gender Equality in Reconstruction and Disaster Reduction”. The points to pay attention to when running a shelter and the gender equality perspective to be included in the restoration plans are being taught by the experts who support and survey the actual restorations.

3. Improvements and Features

- 1) The courses are mainly held at Iwate Prefectural Center for Gender Equality in Iwate city, and in the 3 cities, towns and villages other than Morioka city, “Regional Events” are held where the senior supporters who are active in the region report examples of their activities. It is an opportunity for learning about the activities of the senior supporters and also is a chance for the supporters and students to network.



Sharing their thoughts and experiences at the workshop “My 3.11”

* The photographs have been used with the permission from the Iwate Prefectural Center for Gender Equality website

4. Effects of the Initiatives

- 1) The supporters who have been active in each of their own regions have been engaging in support activities utilizing the perspective of gender equality in material support and consultation support since after the disaster.
- 2) Among the supporters there are people who are conducting activities to give the women a voice in politics, and they are making achievements such as holding symposiums where female leaders of the disaster-affected regions can make proposals to the government, and meetings where the women of the disaster affected areas and the mayor can discuss matters.
- 3) The supporters who have been appointed as members of the Restoration Plan Promotion Committee of the prefectures, cities, towns and villages are also making proposals to the government to incorporate the perspective of gender equality in restoration.
- 4) Moreover, many supporters are making use of what they learned in the courses and are the tackling the issues of the community from the perspective of gender equality, such as holding children’s book reading and tea parties, promoting children’s mobile library projects that go around the temporary housing for children who have difficulty getting to libraries.

5. Contact or More Information

Iwate Prefectural Center for Gender Equality : <http://www.aiina.jp/danjo/>

63. Support for Fishery for Women

PASONA, Inc.



| | |
|------------------------|---|
| Main Organizations: | Businesses, Guidance Department of Fishing Cooperative |
| Targets/Recipients: | Women who are in the fisheries business in the disaster affected area |
| Implementation Period: | From October 2012 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | Revitalization of fishery, sixth industrialization, training programs |

PASONA, Inc. in collaboration with the Guidance Department of Fishing Cooperative of Miyagi Prefecture, is holding “Classes to Support the People Engaged in Fishery: “Courses for the Women of Fishing Villages” for the women from the fishing villages, so they can solve the issues the people in the fishing industry in Miyagi Prefecture have, and put into practice with the restoration of the bay and the fisheries and new initiatives. The goal is to use the ideas of the women to revitalize the fisheries industries of the region.

1. Background and Progress of the Initiatives

- 1) Kesennuma, Ishinomaki, Onagawa, Shiogama, etc. all had large fishing ports, but almost all the fishing villages, fishing ports and aquaculture farms suffered severe damage due to the tsunami.
- 2) From FY2011, PASONA, Inc. began support projects in Iwate Prefecture, Miyagi Prefecture and Fukushima Prefecture to assist the restoration of the fishermen who were affected by the disaster. In FY2013, they were entrusted with the Project for the workplace assimilation for the agriculture, forestry, and fisheries industries (Project to support the employment of fishermen) of the Ministry of Health, Labour and Welfare (MHLW), and conducted support projects that are in line with the issues and desires of the community.
- 3) In Miyagi Prefecture, **there were more women participating in the courses to support the fishermen than other regions, and there were requests by the participants for courses catered to women. Therefore with the cooperation from the Fishing Cooperative Guidance Department of Miyagi Prefecture, the PASONA, Inc. newly started a “Course for the Women of the Fishing Villages”.**

2. Outline of the Initiatives

- 1) The theme for the courses were titled “women to be the energy source for the bay” and **was held over 5 sessions, with the goal for women to be in the lead in rejuvenating the fishing villages.** PASONA, Inc. created the programs for the courses, and also took care of the overall operation such as organizing the lecturers and coordinating the inspection sites.
- 2) The courses were held in the Ishinomaki Main Office, Shiogama General Branch Office and Kesennuma General Branch Office with the cooperation from the Fishing Cooperative Guidance Department of Miyagi Prefecture.
- 3) Each time several lecturers were invited to lecture on fisheries, fishing villages and the distribution system of the marine products. **Concurrently the lecturers introduced actual cases they were working on, for example, the development of new products, sales activities, the running of fishermen’s restaurant and food education as a part of the activities for the women of the fishing villages.**

- 4) Moreover, through the product development using local product, the manufacturing of processed food and organizing food tastings opportunities as well as the inspection of the diner “Kachan-no-Mise” run by the Ibaragi prefecture Oaraimachi Fishing Cooperative Women’s Division, content that could lead to concrete activities were presented by providing new fishing business ideas that envision the future such as.

3. Improvements and Features

- 1) Each course **was conducted as group work in small groups, so women who are unfamiliar with voicing their opinions will not feel hesitant. Attention was paid so all the women can express their views fairly.**
- 2) Each course was taught by lecturers who have extensive experience on-site, and who are knowledgeable such as entrepreneurs of the fishing business, the female managers of a popular inn and academic experts.
- 3) For the final session of the course for women, the attendants visited the Oaraimachi Fishing Cooperative Women’s Division in Higashi Ibaraki gun, Ibaraki Prefecture had the opportunity to hear concrete talks direct from the members of the Women’s Division, and hear about the struggles to open their diner “Kachan-no-Mise” and how they turned it into a success story where people now queue to get in.



Tasting new food products (top)
A photo shoot with the lecturer at the end of the course (bottom)
All the photographs have been reproduced with the permission of PASONA Group from their website.



4. Effects of the Initiatives

- 1) The women participants were greatly inspired by being able to attend the courses that were full of realism taught by lecturers who are active in the forefront.
- 2) At the product development courses on processed foods and prepared food, people were able to discover new ideas that they would not have come across in their existing jobs, such as trying out cooking methods that were different to normal.

5. Contact or More Information

Consulting Department, PASONA Agri-partners, Inc. : <http://www.pasona-nouentai.co.jp>

64. Fostering Young Women Leaders

Involved in Reconstruction

Incorporated Public Interest Foundation
Sendai Gender Equal Opportunity Foundation



An interview with the female Members of the Parliament of Norway. (The photographs have been reproduced with the permission of Incorporated Public Interest Foundation Sendai Gender Equality Foundation from their website.)

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Students living in the affected area |
| Implementation Period: | From 2012 |
| Activity Area: | Miyagi Prefecture, Norway |
| Keywords: | Fostering women leaders, training programs |

Using the “Women Leadership Fund for the Reconstruction from the Great East Japan Earthquake”, it was established with the aim of sending the women of the young generation who will engage in the restoration in the future to Norway, and so the participants can use the training result in the reconstruction of the regions where the participants reside.

1. Background and Progress of the Initiatives

- 1) Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation was established in 2001 to promote the independence and social participation of the women in Sendai City and to encourage the creation of a social culture for gender equality, etc. The Foundation manages and runs the Sendai City Gender Equality Promotion Center, receives the consignment from Sendai City and supports the research and survey, and citizen activities. After the disaster, it is actively pursuing the consultation projects and network building for the restoration support.
- 2) In Norway, following the earthquake in Japan, the government, businesses and NGOs jointly established the Great East Japan Earthquake Support Program “Team Norway”, and provided restoration support for the disaster affected areas. Norway is known as one of the foremost gender-equal societies in the world, and regarding the restoration support, many activities were deep rooted in gender equality.
- 3) As a part of this initiative, Norway, Sendai City and the Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation **signed a cooperation agreement for over a 4 year period between November 2012 to September 2016, regarding the “Women's Leadership Fund for Recovery from the Great East Japan Earthquake” that aims to foster women who will be engaged in the restoration of the disaster affected areas using the contributions from Norway.**
- 4) This fund is used for gender equality promotion projects such as conducting programs to foster women who will play an important role in the reconstruction and the building of a nationwide network of women.

2. Outline of the Initiatives

- 1) Over an 8-day period from September 29 to October 6, 2013, as a part of activities of the Women's Leadership Fund for Recovery from the Great East Japan Earthquake, the Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation sent 6 university female students living in Miyagi Prefecture and Fukushima Prefecture to Norway as a part of a training project based on the theme to foster young leaders who will be engaged in the reconstruction. The 6 students were selected from female university students who have been involved in reconstruction support and also who have

shown interest in gender equality and were endorsed by their universities. The 6 students who received endorsement attended a pre-training seminar before their trip.

- 2) In Norway they viewed the activities of the Members of the Parliament who promote the gender-equal society within the country and the students of the same age, and also attended opinion exchange meetings. **They learned how the female leaders of the next generation in disaster affected areas promote gender equality in the reconstruction and town development.**
- 3) In the opinion exchange meeting with the female Members of Parliament, they received explanations on “Papa Quota”, a childbirth leave system adopted in Norway whereby of the 59 weeks or 49 weeks of childbirth leave, 14 weeks are allocated to the fathers. Moreover, they received explanations on the “Quota” system that will increase the number of female representative candidates to over 40%, and exchanged opinions comparing it to the current status of Japan.
- 4) Also visits were made to the “Ombudsman for Children”, an independent administrative institution set up in Oslo for the protection of children’s rights and their monitoring, the student committee of Oslo University and the rights advocate organization for sexual minorities. **They learned that in order to build a society that is easy for each person to live in, it is important to accept the gender differences and uniqueness of each person, and also to promote active social participation of women and young people.**
- 5) Upon their return from their 8-day training the 6 participants held a report meeting at the “Gender Equality Promotion Sendai Forum 2013” hosted by the Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation. They introduced to the citizens what they had heard and saw and learned in Norway, and each 6 of them mentioned their thoughts and future aspirations on the reconstruction of the disaster affected areas.



“Norway Inspection Tour 2013 Report Meeting: The impression of Norway by the female students from the disaster affected areas” held by Incorporated Public Interest Foundation Sendai Gender Equality Foundation

3. Improvements and Features

- 1) The training was designed so as to interact with the people of Norway who have pioneered in promoting the initiative towards gender equality, and learn how the principle of gender equality is reflected in everyday life, and for it to become an opportunity to think how the restoration from the gender equality perspective can be promoted in one’s own town.

4. Effects of the Initiatives

- 1) The students who participated introduced what they learned about gender equality at the training and the efforts at the report meeting upon their return, and answered to the questions from the citizens who came to listen to them as the leaders who will take the future lead in town development. Based on these results the Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation will continue with their project to nurture women leaders using the Women's Leadership Fund for Recovery from the Great East Japan Earthquake.

5. Contact or More Information

Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation
<http://www.sendai-l.jp/>

65. Collaboration between the Women of the Disaster Stricken Areas and Women of the Metropolitan Areas in Promoting Reconstruction

Non-Profit Organization JKSK Empowering Women Empowering Society



The “6th Kurumaza Exchange Meeting” held in Minamisoma City in Fukushima prefecture held in December 2013.

| | |
|------------------------|---|
| Main Organizations: | Private organization |
| Targets/Recipients: | Female leaders in the affected area and the Metropolitan region |
| Implementation Period: | From May 2011 |
| Activity Area: | Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture and the Metropolitan region |
| Keywords: | Fostering women leaders, creating new businesses |

Non-Profit Organization JKSK Empowering Women Empowering Society are promoting the “JKSK Yui Yui Project” which aims to connect the women of the disaster affected areas who are working to solve the issues that the disaster areas face and the women who are active in the metropolitan areas, and continuously conduct initiatives to solve these issues.

1. Background and Progress of the Initiatives

- 1) Ms. Mitsu Kimata’s background involves working in the cooperative operation to foster technical human resources in Asia, Africa and South American countries as the Director of Overseas Technical Cooperation at the Ministry of Labour, and the minister and Representative of Japan to the UN, and after retiring from the office being active in the international society as the founder and president of a private company. Through the various situations she encountered throughout her career, she felt that in Japan the ratio of women that were participating in policy measures and decision making were low in comparison to world standards, and that the fact that women were not fully utilized is leading to the loss of the society as a whole. Based on these experiences with the aim to use the abilities of the women for the benefit of the society, and to nurture women who have leadership skills and can act for themselves, the Non-Profit Organization JKSK Empowering Women Empowering Society (hereinafter referred to as “JKSK”) was established in 2002.
- 2) JKSK has from early on held study groups and symposiums on themes about work life balance and diversity, and the periodic study group “JKSK Salon” involving the JKSK members and guests, and encouraging the nurturing of female leadership and network building.
- 3) After the Great East Japan Earthquake in May 2011, **the “JKSK Yui Yui Project”, a reconstruction project that is promoted through the collaboration and cooperation between the women who are active in the disaster affected areas and women experts who are active in the metropolitan areas,** was established based on the thinking the reconstruction should be led by women from past experiences.
- 4) Specifically, they are **(1) the periodic “Kurumaza Exchange Meetings” at the disaster stricken areas that promotes the interaction and information exchange between the women experts from the metropolitan area who visit the disaster stricken areas and the women who are active on site, inspection of the activities and workshops,** **(2) network building between the female leaders of the disaster affected areas and female experts in the metropolitan areas,** and **(3) the creation of new businesses based on the initiatives promoted by the women who are active in the disaster affected areas and the ideas presented at the Kurumaza Exchange Meetings.**

2. Outline of the Initiatives

- 1) In July 2011, the Kurumaza Exchange Meeting was held in Watari-cho, Miyagi Prefecture as the first activity. By the end of 2013, apart from Watari-cho, Miyagi Prefecture, the Kurumaza Exchange Meeting has been held 6 times including Iwaki City Fukushima Prefecture, Ishinomaki City Miyagi Prefecture, Minamisanriku-cho and Osaki City of Miyagi prefecture, Kesenuma City Miyagi Prefecture and Minami Souma City Fukushima Prefecture. These have been attended by 124 people from the metropolitan area and 161 people from the disaster stricken areas, in total 285 people.
- 2) Initially, at the workshops held at the Kurumaza Exchange Meetings, emphasis was placed on seeking out the issues faced by the disaster affected areas and how the local women and women from the metropolitan areas could cooperate with one another. Over time as the problems faced by the disaster affected areas became more clear, it is becoming more of an opportunity to **develop the activities led by the local women as a solution to the problems into a continuous operation that utilizes the women's power as a reconstruction activity, and consider concrete methods to materialize a full-fledged reconstruction of the disaster affected areas.**
- 3) The female leaders who are active in the region are executing the business ideas that were proposed and considered at the workshops held at the Kurumaza Exchange Meetings. On the other hand, the women experts from the metropolitan areas are providing the know how or human network of how to promote operations using their experiences, such as how to raise funds, how to market, and how to set up a community business, and offering continuous support.
- 4) From November 2013, new initiatives are being pursued such as "Tohoku no Utsukushii Mirai Souzou Juku" that teaches how to plan new projects and how to process business schemes and mental health projects that aim to relieve the stress of the supporters and mental and physical health maintenance.

3. Improvements and Features

- 1) **By having the women leaders who are active in disaster areas as the driving force, the problems faced by and the needs of the disaster stricken areas are accurately grasped, which in turn is enabling the initiatives that addresses those issues to be turned into a business.**
- 2) Apart from the Kurumaza Exchange Meetings, continuous support is being provided by holding symposiums and report meetings on a regular basis, and having several activity report offered by the people active on-site, which in turn heightens the understanding of the recognition towards the activities and offers opportunities to follow up so they can be developed into a business.

4. Effects of the Initiatives

- 1) **An initiative that was started aiming to build a network between the women active in the metropolitan areas and the women active in the disaster stricken areas have led to the network building among the women who are active in the disaster areas, and also between women leaders. The activities pursued by each initiative are being combined and have started to show them developing into new initiatives.**
- 2) With the discussions at the Kurumaza Exchange Meetings as a starting point, the weekly serialization of the "Disaster Reconstruction Diary" on Tokyo Shimbun, where the people who are conducting restoration at the disaster stricken areas can report on local situation, began in August 2012 (the following week the article is also repeated on Kahoku Shinpo). By continuously transmitting information from the disaster affected areas, it is helping to prevent the fading of memories.
- 3) The number of men who approve the JKSK Yui Yui Project is also growing.
- 4) **Of the projects proposed at the Kurumaza Exchange Meetings, as of December 2013, 14 projects have commenced aiming to turn them into businesses,** such as Iwaki Otento SUN Project (growing and selling organic cotton, utilization of natural energy, study tours of the restoration of disaster affected areas) and mental health projects in the disaster affected areas.
- 5) Initially the Kurumaza Exchange Meetings were only planned to be held 5 times. However with the growing number of participants and as more requests came in for its continuity, the 6th Meeting was held in December 2013. The Meetings are expected to be continuously held in FY 2014.

5. Contact or More Information

Non-Profit Organization JKSK Empowering Women Empowering Society : <http://www.jksk.jp/j/>

66. Sharing of Perspective of Disaster Mitigation and Reconstruction as Regards Gender Equality Measures

Fukushima Prefecture/Fukushima Gender Equality Centre



| | |
|------------------------|--|
| Main Organizations: | Local governments, Gender Equality Centre |
| Targets/Recipients: | People newly in charge of the Gender Equality Center and the gender equality section of municipalities |
| Implementation Period: | From May 2013 |
| Activity Area: | Fukushima Prefecture |
| Keywords: | Training courses |

Of the training courses that are held every year for the new staff at the sections in charge in the prefectural municipalities and the Gender Equality Center, they specifically focus on the necessity and the initiatives by the government and the prefecture about reconstruction and disaster prevention and gender equality. It is also serving as a place where the participants can exchange opinions.

1. Background and Progress of the Initiatives

- 1) Training courses for the personnel of the municipalities and the Gender Equality Centre, which are organized by the Fukushima Prefecture/ Fukushima Gender Equality Centre are held twice a year. The first term is for the newly assigned staff. **The aim is for each municipality, prefecture and Gender Equality Centre to learn about the basics and business implementation methods so they can work together to promote the building of a gender equal society, and enhance mutual cooperation.**
- 2) A variety of problems have arose due to the Great East Japan Earthquake and the nuclear disaster, and Fukushima Prefecture have found themselves in a situation where any policy cannot be discussed without a viewpoint concerning reconstruction and disaster prevention. **In the Basic Plan “Fukushima Gender Equality Plan” of the prefecture amended in March 2013, a new goal “The Promotion of Gender Equality in Reconstruction and Disaster Prevention” has been added and positioned as a number one basic goal.**
- 3) At this training course, discussions centered on the direction of the initiatives and measures concerning gender equality in reconstruction and disaster prevention from each participant’s own perspective, and exchanges of information was carried out in an enthusiastic atmosphere, given that these are current issues.



2. Outline of the Initiatives

- 1) In the keynote lecture, Director Chiba of the Fukushima Gender Equality Centre mentioned about the international indicators, the social structure of Japan and the example of Iitate-mura, where “the farmers brides” who are seen as playing “a role of supporting the head of the family” were sent on a training course overseas using the budget of the village, and had them to become actively involved in town development. The director explained the necessity of gender equality, and went on to encourage the collaboration between the residents and other departments stressing that the “municipalities are the front line of the promotion of measures in the region”.



- 2) In the lecture by the Fukushima Youth/Gender Equality Department, they touched on the Basic Act for Gender Equal Society, the flow of how the plan of the prefecture was modified and the issues that became apparent at the shelters, etc. They called for **“let us pursue a gender equal society where people can choose to live various lifestyles without any conflict of interests even more so at this time of post-disaster”**. 
- 3) The Fukushima Gender Equality Centre gave talks on “The Lecture for Improving Women’s Protection Skills against Disasters” and “Miraikan Talk Salon”, and the summary of their annual plan that includes operations concerning disaster prevention and restoration, and they showed people around the facility.
- 4) The Gender Equality Division of the Reconstruction Agency called for the implementation of measures that bears in mind the **“promote the participation of women in all places and organizations concerned with reconstruction”** and **“realize a symbiosis society that is comfortable to live for everyone including children and the disabled”** that is anchored in the **Basic Guidelines for Reconstruction**, and gave examples of initiatives relating to reconstruction and disaster prevention from a gender equality perspective, where town development was carried out by creating a framework which reflects women’s voices and consideration was made to ensure diversity. They also introduced “Referential Examples” and the advice support function of the Reconstruction Agency.
- 5) Lastly a report on the example of Minamisoma City, where a collaborative activity in the region was re-established despite of severe damages, and after this report enthusiastic discussion were made by the participants who were divided into small groups to talk about the issues and thoughts of each staff member of the municipalities.

3. Improvements and Features

- 1) The viewpoint of “it is important to pursue initiatives on a daily basis more so at this time of disaster” was brought out to the forefront, and it was structured so the awareness would be enhanced.
- 2) By putting the municipalities with similar population and background in the same groups, it was designed so they can learn what specific things need to be done by hearing firsthand the examples of other municipalities.



4. Effects of the Initiatives

- 1) **It has led to the enhancement of the understanding of the participants regarding the importance of initiatives that respond to restoration and disaster prevention from the viewpoint of gender equality.**
- 2) There were participants from various roles ranging from the government to municipalities, which made it easy to understand the flow of policy making and the importance of collaboration.
- 3) There are no other opportunities where people from different municipalities can talk to each other. By meeting face to face, the gap between the organizations decreased and a foundation was created where they can mutually exchange information and cooperate in operations.
- 4) The Fukushima Gender Equality Centre was able to notify others about its dispatch of lecturers and information exchange function, which has led to the increase in enquires about the dispatch of lecturers and information queries.

5. Contact or More Information

Operation Division, Fukushima Gender Equality Centre : <http://www.f-miraikan.or.jp/gaiyou/index.html>

67. Continuous Lectures concerning “Disaster and Gender”

National University Corporation Fukushima University



Main Organizations: Universities, Gender Equality Center
 Targets/Recipients: Students and Residents
 Implementation Period: May ~ July 2011, May ~July 2012
 Activity Area: Fukushima Prefecture
 Keywords: Open Training courses

People who are active in various scenes were invited as lecturers to talk about the support of disaster victims, restoration and gender equality, and the current situation of Fukushima was highlighted. The criteria for enrollment to the courses were not limited to Fukushima university students, and in collaboration with the Fukushima Gender Equality Centre the lectures were opened to the public.

1. Background and Progress of the Initiatives

- 1) Fukushima University had already been offering comprehensive course that brought together arts and sciences titled “thinking about gender”, and had continuously provided lectures particularly on understanding regional issues from the perspective of gender equality. The lectures were open to students from all faculties and it was providing valuable opportunities to the students to learn about the perspective of gender equality.
- 2) In FY 2011, due the Great East Japan Earthquake the commencement of the lessons was delayed until early May, due to the safety confirmation of students and teaching staff, and the security measures concerning radioactive material. However due to the suggestion by the teaching staff that **“the Fukushima of today cannot be considered without mentioning about the disaster” a curriculum which puts the focus on “disaster and gender” was created.**

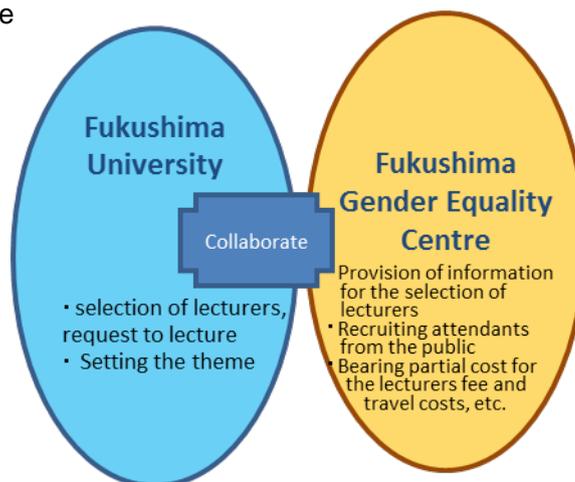
2. Outline of the Initiatives

- 1) The course was held as a series of eleven lectures in FY2011, and ten lectures in FY2012. Various personnel who are active in various fields including town building, disaster prevention, healthcare, consultation, reporting, law, education were invited as lecturers and the topic of disaster prevention and gender equality was taken up from various angles.
- 2) Themes such as “support activities for the disaster victims from the viewpoint of gender”, “disaster prevention and women”, “measures to prevent domestic violence”, “town creation for reconstruction” were taken up, and initiatives of other disaster areas were introduced such as the disaster areas of the Niigata Prefecture Chuetsu Earthquake and the initiatives of Sendai city with the Great East Japan earthquake.
- 3) Women of the mountainous areas of Fukushima prefecture who from normal times had been active in gender equality were also invited to give talks, and examples of initiatives that pursue restoration of the region after the disaster from the viewpoint of gender equality were introduced such as the 6th industrialization of special local products and active participation in the policy making of the village. Specific regional issues of Fukushima prefecture were investigated.

| 日程 | 講師 | テーマ |
|------|----------------------------|--------------------|
| 5/13 | 千葉 悦子教授 (山梨大・経済学 野村 謙司氏特別) | 「ジェンダーも考える」のイロハ |
| 5/20 | 佐野 ハジメ氏 (国研) 大塚隆雄 秋田県立大学) | 福島県つくし町復興一周年の振り返り |
| 5/27 | 坂本 道徳教授 (福大) 中野 幸子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 6/3 | 藤原 真子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 6/10 | 大島 悦子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 6/17 | 金子 幸子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 6/24 | 佐藤 真由美氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 7/1 | 藤原 真子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 7/8 | 金子 幸子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 7/15 | 藤原 真子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |
| 7/22 | 金子 幸子氏 (山梨大) | 被災地の人々の生活と復興の現状と課題 |

3. Improvements and Features

- 1) Although there was a time restraint during the year of the disaster to think about the framework of the lessons, however **Fukushima University and Fukushima Gender Equality Centre worked together in selecting the lecturers and also making a request to them, and an effective structure that utilized each of their own networks was realized.**
- 2) In collaboration with Fukushima Gender Equality Centre the courses were made available to the public through an application via the center. The participants who attended the lecture more than five times were issued with an “attendance certificate” designed to motivate them to continue their desire to study.
- 3) Efforts were made to create an atmosphere where the older Generation (participants from the public) and the young generation (students) can exchange opinions in an active way, and where they can learn from each other.



4. Effects of the Initiatives

- 1) The number of attendants including the general public exceeded 200 each time. By bringing in people who are active in the field in each of their areas as lecturers, the lectures were able to grasp the current issues in an up to date manner, and were popular among the students who found them to be extremely interesting.
- 2) Through the course assignments that the attendants were obliged to submit each time, it was apparent that the attendants were able to increase their understanding of gender equality and disaster prevention and reconstruction related issues. For example, a lecture that introduced the issues where women who tend to be put in weak positions in the society due to stereotyped perceptions of gender roles are not receiving as much disaster relief and reconstruction support as men was received with impression such as “I realized that support that is catered to various needs such as gender and age will lead to the damage mitigation, and restoration”, “I would like to begin from seeing the importance of the realization of a gender equal society and initiatives to close the gaps between different levels, as my own problem.”
- 3) The lectures provided an opportunity for the ongoing initiatives and issues of the reconstruction to be shared among the attendants.

5. Contact or More Information

N/A

68. Develop Human Resources for Disaster Mitigation and Reconstruction through Public and Private Alliances

Miyagi Prefecture / Incorporated Public Interest Foundation
Sendai Gender Equal Opportunity Foundation



Staff of the municipalities discussing how to respond to the earthquake disaster from the viewpoint of gender equality and consideration to diversity

| | |
|------------------------|---|
| Main Organizations: | Municipalities, Gender Equality Center |
| Targets/Recipients: | Staff in charge of disaster prevention and town development in municipalities |
| Implementation Period: | November 2012 |
| Activity Area: | Miyagi Prefecture |
| Keywords: | Training courses |

In November 2012, the Miyagi Prefecture / Incorporated Public Interest Foundations Sendai Gender Equal Opportunity Foundation expanded the target audience for the “Municipality Liaison Committee for the Promotion of Gender Equality” which they had been holding for the staff in charge of gender equality in the municipalities in the prefecture to personnel in charge of disaster prevention and town development. The foundation conducted staff trainings for the disaster reconstruction and preparation for future disasters from the viewpoint of gender equality and consideration to diversity while using the expertise of the private groups of support for women.

1. Background and Progress of the Initiatives

- 1) In order to counter act based on principles such as gender equality in times of emergencies such as the disaster, staff belonging to all the divisions in the municipalities are required to act based on a viewpoint of gender equality. However in reality, many times this is seen as an issue solely for the Gender Equality Division and as regards the Agency as a whole, responses based on consideration for women tend to be postponed.
- 2) The Incorporated Public Interest Foundations Sendai Gender Equal Opportunity Foundation who runs the Sendai City Gender Equality Promotion Center had been conducting various operations such as telephone consultations for the women after the Great East Japan Earthquake, delegate service for washing cloths through the “Sentaku Net” (a network that listens to the women’s true feelings and offers support to them) and activities for teenagers to support each other. Also together with Miyagi Prefecture, liaison meetings targeting the staff in charge of gender equality at the municipalities in the prefecture have been held twice a year. In FY2011 after the earthquake, meetings on mental care were held in two places within the prefecture by the female staff of the municipalities and in the first half of FY2012 a work shop was held where people could share their earthquake experiences and lessons learned from the experiences.

2. Outline of the Initiatives

- 1) In November 2012, the target audience for the “Municipality Liaison Committee for the Promotion of Gender Equality” which had been held periodically was expanded. **With the participants consisted of 25 staff from 17 municipalities including staff in charge of disaster prevention and town development, a personnel training titled “Prepare for the future restoration and disaster - Let’s include a viewpoint of consideration for diversity” was conducted.** In the first half of the committee meeting, the Miyagi Prefecture Gender Equality Social Promotion Division reported on the

“Situation Research on the Gender Equality Regarding Support, etc. for Victims of the Great East Japan Earthquake”.

- 2) In the latter half of the training course, the lecturers of the “Women’s Network for East Japan Disaster” who are creating education materials and curriculums to nurture a perspective of gender equality **talked first about themes such as “in each stage from the emergency evacuation phase to the restoration phase, how do the disaster experience and needs differ between men and women” and “the situation of the persons with disabilities, patients with chronic diseases, and foreigners”.** They then held a participation-style workshop where discussions are made based on the education material that portrays actual scenes at the disaster affected areas (relief goods distributions at the shelters, etc.), and tried to increase the understanding of the participants.
- 3) After the training course, a study tour to the Sendai City Gender Equality Center was conducted, and the material and information on the courses that the center possesses were handed over.

3. Improvements and Features

- 1) Questionnaire were conducted previously targeting the participants, asking what they had heard from the “people who have difficulty conveying their thoughts” or “people whose thoughts are not very likely to be hired even after they are conveyed” concerning their experiences of the disaster and problems they faced in the process of reconstruction and what responses were made for them. The participants were asked to attend the training courses with concrete images on the types of problems that were experienced by the victims, and by printing and distributing the collected answers, the participants were urged to share the awareness of the problems.
- 2) At this training course, the curriculum developed by a private organization is being implemented, and after the training course, points to be improved concerning contents of the training courses and ways of conducting the training, and an effective method for performing the personnel training by a public-private alliance are being examined.

4. Effects of the Initiatives

- 1) **With the participation of staff from various divisions from one municipality, it provided an opportunity to widely distribute the viewpoints concerning gender equality including consciousness of differences of the needs of men and women in times of disaster and reconstruction, and consideration on diversity, in the whole of the municipality office.**
- 2) At the workshops it is emphasized that “when listening to the wishes of the residents, do not listen to just the head of the family, but also listen to each individual”, and also with the participation of staff in charge of town development, it is anticipated that the implementation of the practice that is suitable to each region’s needs is carried out.

5. Contact or More Information

Incorporated Public Interest Foundation Sendai Gender Equal Opportunity Foundation
<http://www.sendai-l.jp/>

69. Listen, Share and Distribute the Disaster Experiences of the Women

“Fukushima, Our 3.11” Testimony Catalog Production Committee



The report meeting at the Fukushima University, Faculty of Administration and Social Sciences (The photo was copied with permission from the website of Specified Nonprofit Organization: Citizen's Media Equal)

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | People who have experienced the disasters living in Fukushima Prefecture |
| Implementation Period: | From July 2013 |
| Activity Area: | Fukushima Prefecture |
| Keywords: | Testimony catalog |

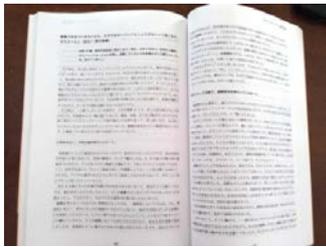
A testimony catalogue that interviews the disaster experience of women who live in Fukushima was compiled and distributed into the society. The difficulties that the women face that usually remain unnoticed were highlighted, and the various restoration process of each person was specifically shown.

1. Background and Progress of the Initiatives

- 1) Townspeople who were involved in the editing of the gender equality information magazines issued by Koriyama City took leading part to set up Specified Nonprofit Organization: Citizens' Media Equal in 2000, aiming a society that advocates gender equality and is free from any prejudice. Thereafter they have promoted activities such as publishing information magazines and holding study meetings.
- 2) After the earthquake disaster, through the discussions among the members about their experiences, **they realized that the women who have to take on the role of the career were facing more difficulties due to the earthquake disaster.** The women who live in Fukushima Prefecture were facing increasing problems such as whether to have their children evacuate, the need to establish a creative lifestyle and cope with worries in order to protect themselves from the effect of radiation, and caring for relatives who had suffered from ill health due to the earthquake disaster. However it became a concern that they are living life normally if they are not evacuees, and as the time elapsed after the disaster, that the “difficulties” faced by these women and their efforts to overcome their circumstance will go unnoticed.
- 3) This led to the decision to create a catalog that is a compilation of the voices of the women who do not appear in the normal media. **The group “Women’s Forum in Fukushima” that had been promoting the development of a regional society that advocates gender equality in Fukushima Prefecture was invited, and hence the activity of the “Fukushima, Our 3.11” Testimony Catalog Production Committee was initiated.**

2. Outline of the Initiatives

- 1) The face-to-face interviews were conducted between July and September 2013 with 30 women who were living in Fukushima Prefecture at the time of the disaster.
- 2) Women who do not have a method to convey their thoughts to the outside were chosen as the speakers, and their cooperation was obtained through introduction from their acquaintances. After ensuring that the attributes such as age and profession were well-balanced, women between the ages of 20s and 80s who are in various positions such as single mothers and people with disabilities were involved. They were allowed to remain anonymous but some participants said they wanted to “convey our story by showing our own name”.



The first edition of the testimony catalog. It was crafted so it was easy to read and yet conveyed the diversity of the women, such as using the words of the speakers as is in the introduction sections.

3) Everything was transcribed from tapes so as to reflect the speaking style of the speaker and collated into a manuscript by the listener, and after confirming with the speaker, the content was turned into a booklet. The sub title is “Her Story –History of 30 Women-”. The English word “History” was used so as to convey this is a story of each of the women.

4) In November 2013, a report on the activities was made based on the completed catalog at the Public Symposium held by the Waseda University Gender Studies Institute. **The various current status of the**

women living in Fukushima Prefecture was described and from the viewpoint of the victims themselves it was explained that “for restoration there is a need for consideration for diversity that cherishes the voices of women and the minorities”, and there was overwhelming support from the audience.

3. Improvements and Features

- 1) **Private sector grants were used as funds for the activities.** Since it is not an operation to directly support the daily life of the disaster victims, they had difficulty securing the funds. However with the firm belief that the initiative is necessary for the restoration of the women of Fukushima Prefecture to succeed, numerous funding applications were submitted frequently. **By emphasizing the two main points that “listening to the disaster experiences of the women will lead to care for the women and their empowerment” and “the catalog will be compiled and distributed to the society”, they were able to obtain the approval which made possible the launch of the operation.**
- 2) The testimony catalogs were not in the form of a contribution, but written down in a way what one hears, and the thoughts that had been suppressed that came through and the new discoveries that were made in the interview were left in. **Considerations were given so people can talk freely what they feel awkward to talk about when there are people from various standpoints, and hence the interview was conducted in a one to one style.**

4. Effects of the Initiatives

- 1) Through the interviews between the disaster victims themselves it was possible to draw out their true feelings, and the various realities of how the women were affected by the earthquake disaster came through. Furthermore, it provided an opportunity for the people to share their disaster experiences and renew their thoughts on how to rebuild their lives.
- 2) The first edition totalling 200 copies was distributed through word of mouth without having to do any marketing, and led to an increase in opportunities for direct submission through earthquake disaster related study groups. In response to the response, additional editions were printed with the assistance from Fukushima University and from March 2014, “Reading meetings” are held in Koriyama City and Fukushima City, where the Testimony catalogs are used as text books so they can hold discussions based on them.



The member of the creative committee. By coincidence the members consisted of women experienced in consultation and editing. (The photo is from the NPO Media Equal used with their permission)

5. Contact or More Information

Specified Nonprofit Organization Citizens’ Media Equal (『Fukushima, Our 3.11』 Testimony catalog, Production committee secretariat) : <http://npo-equal.com/>

70. Demonstrate the Vitality of the Tourist Spots that are Suffering from Harmful Rumors through Industry-Academia-Government Collaboration

Atomi University



Students recommend measures for development of tourism in Aizu-wakamatsu to the Mayor.

Main Organizations: local government, business organizations, University
 Targets/Recipients: residents of the disaster stricken area
 Implementation Period: From April 2012
 Activity Area: Fukushima Prefecture
 Keywords: Vitalization of tourism

The University provided student internship at Aizuwakamatsu City, a place that is suffering from harmful rumors. Taking this as an opportunity, the University, the local government, business organizations and local residents have worked together and explained the attractiveness of Aizu sightseeing to people in various ways. Through this activity, girl students who are studying tourism have enhanced their ability to put knowledge into practice.

1. Background and Progress of the Initiatives

- 1) Tourist business is one of major industries in Aizuwakamatsu City, but the number of tourists dropped sharply after the Great East Japan Earthquake due to the anxiety to aftershocks, the nation-wide self-control mood and harmful rumors caused by the nuclear-power disaster.
- 2) On the other hand, the tourism management department of Atomi University chose Aizuwakamatsu City as a place to provide student internship in the FY2011 by taking it into consideration the provision of disaster restoration support. Students called on the Mayor under the auspices of the tourism department of the City in September of the same year and proposed countermeasures for harmful rumors from the viewpoints of students who have learned tourism. It was very much appreciated by the Mayor. Since then the students are continuously supporting the City. For instance, they have conducted PR for the sightseeing of Aizu, donated money to the City by selling local specialties at the University festival, and visited temporary houses.



Visiting a woman who is a female chief sake brewer and hearing the story of a "today's Yae-san"

2. Outline of the Initiatives

- 1) The University decided to **work on the development of travel merchandise for women traveling to Aizu** as a part of the school activity in 2012. Students made several field surveys and held meetings for planning, and developed a travel merchandise named after a woman named Yae Nijijima who had survived the severe time of Aizu in the 19th century and was a main character in a NHK long drama, "Yae no Sakura" broadcast in 2013. The feature of the travel merchandise, which was chosen from over 100 recommendations made by the students is "Sightseeing by visiting unique persons." The travel merchandise enables travelers **to visit and talk to women in Aizu who willingly play an active role in society and who are called "present-day Yae" by the students. This is offered as an extra option that can be added to normal stay-over trips. People can enjoy themselves by knowing the life-style of those women and the attractiveness of the district which they cannot experience in usual sightseeing.**



Lectures related to tour planning made by Nippon Travel Agency.



The president of Atomi University (left) and the Mayor of Aizuwakamatsu City (right) concluding the partnership agreement

2) The University asked Nippon Travel Agency to commercialize a tour plan as the company is good at designing travel merchandise for women. Nippon Travel Agency wished to cooperate in the revitalization of this famous historical tourist spot, and provided detailed business know-how free of charge. They prepared exclusive sales brochures, and marketed the travel merchandise within their branch offices nationwide. They also developed a system where by the tour merchandise is sold directly by Aizu Bus Kanko (ATS) Co., Ltd. and the profits being offered straight to the community. The travel merchandise under the name of “Let’s go to meet today’s Yae!” was sold for one year from December 2012.

- 3) A partnership agreement was concluded between Aizuwakamatsu City and Atomi Gakuen Women’s University in July 2012 after the development of the travel merchandise project and the University began to work on their reconstruction support involving all faculties. In March, 2013, the Mayor and other local government staff were invited to a symposium called “Yae Niijima and Kakei Atomi” where the attractiveness of Aizu was conveyed by focusing on the education philosophy of Atomi Gakuen, “women’s independent way of life.” Open lectures with related contents were also held. Students are helping out with the Aizu sightseeing fairs held in the metropolitan areas and are also continuously promoting PR activities for Aizu at university festivals.

3. Improvements and Features

- 1) **When conducting business activities, the person in charge of PR at the University are providing press information and actively responding to interviews. In this way they are utilizing various opportunities to transmit information.**

- 2) Due to the influence of the NHK drama “Yae no Sakura,” the number of tourists in 2013 had recovered almost to the same level before the earthquake disaster. However it was discovered that educational traveling which was a major travel merchandize before the disaster had not yet recovered. So the sightseeing management department of the University are planning to take 120 new students in FY2014 for a guidance trip to Aizu and the University is going to expose themselves to the media as much as possible to achieve maximum support effect.



Students cooperating sightseeing PR of Aizuwakamatsu City in Tokyo

4. Effects of the Initiatives

- 1) **The activities of students and local residents who enthusiastically worked on a travel merchandise planning were taken up as an encouraging topic related to revitalization support by the newspaper and television. This attracted attention from people who began to think that “Aizu has now revitalized and is now a safe place to visit”.**
- 2) Women’s goods tend to be items such as gourmet food or beauty products. The concept of “sightseeing by visiting unique persons” focuses on women’s inner beauty such as their way of living. **Based on this concept the female students developed a new concrete travel merchandise for women.** This concept also influenced the development of a model of “community based tourism” which aims to attract travelers by utilizing unique resources of the home town, and this idea has also attracted the attention of the tourism industry.
- 3) Through this project which aimed at connecting tourism resources including local facilities, Japanese-style hotels and transportation, the students of the sightseeing management department who were eager to regional contribution were able to gain valuable experience. Teachers, too, are experience a positive response in nurturing female human resources who play an active part in the tourist industry and regional revitalization.

5. Contact or More Information

Public Relations Section of Atomi University : <http://www.atomi.ac.jp/univ/>

71. Support the Lives of Foreign Citizens through Multi-lingual Disaster Support

Incorporated Public Interest Foundation
Sendai International Relations Association (SIRA)



| | |
|------------------------|--|
| Main Organizations: | Private organizations, local government |
| Targets/Recipients: | Persons with foreign citizenship |
| Implementation Period: | From March 11, 2011 ※The activities of the Disaster Multilingual Support Center were carried out for 51 days. |
| Activity Area: | Sendai City, Miyagi Prefecture |
| Keywords: | Support of foreign residents, multilingual support |

SIRA set up the Sendai Disaster Multilingual Support Center straight after the occurrence of the Earthquake. SIRA has implemented earthquake disaster multilingual support for foreign residents. Even after the closure of the Center, they are continuing with their activities aiming at the realization of a multilingual community development by providing abundant information on reconstruction support.

1. Background and Progress of the Initiatives

- 1) Sendai City is an international city visited by a large number of foreign students every year who visit to study, with the population at the nearest time to the earthquake disaster (March 1, 2011) standing at 1,046,654, while the number of foreign residents were 10,271 among them.
- 2) Since 2000, Incorporated Public Interest Foundation: Sendai International Relation Association (hereinafter referred to as "SIRA") has been carrying out the administrative operation of Sendai International Center, as a designated administrator of Sendai City. During normal times, SIRA recruits and trains language volunteers for times of disaster, prepares DVDs and leaflets relating to disaster prevention and provides information by means of multi-lingual broadcasting (by a multi-lingual broadcasting station) under the multi-lingual disaster prevention information providing project. In this way SIRA has been **promoting multi-lingual disaster countermeasures in Sendai City**. In times of disaster, SIRA operates a disaster multilingual support center.

2. Outline of the Initiatives

- 1) **Straight after the disaster**, SIRA began to operate the Sendai Disaster Multilingual Support Center set up by Sendai City within the Sendai International Center. **Activities include the provision of earthquake disaster information to disaster victims who are foreign residents, patrols of the evacuation shelters and consultations to them.**
- 2) Sendai Disaster Multilingual Support Center has been **translating information from the Sendai City Disaster Countermeasures Office into English, Chinese and Korean and provided the information to foreign citizens by means of the community radio FM, blogs and websites.** **Information was provided on damages, support, lifeline, traffic, nuclear power plants and medical institutions.** At the same time, the Center **provided patrols** to evacuation shelters and communities of foreign nationals, and confirmed their safety and transmitted earthquake disaster information while issuing warning to the people not to be confused by wrong information.



Staff working in the dark just after the disaster at Sendai Disaster Multilingual Support Center

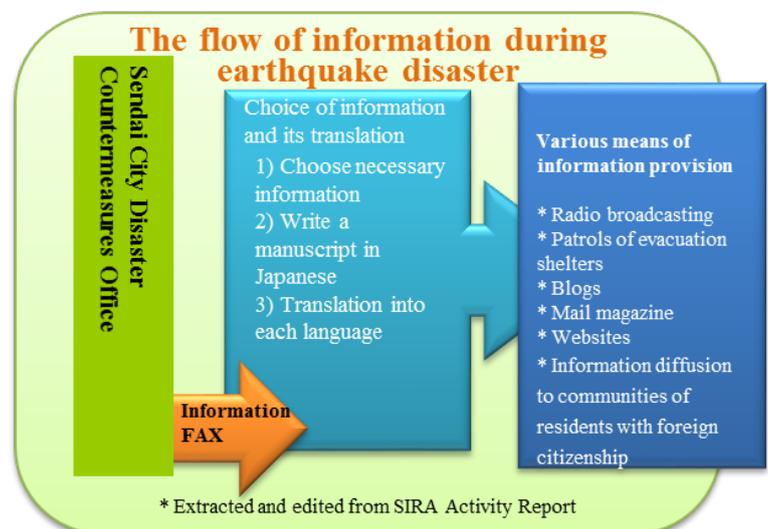
- 3) The Sendai Disaster Multilingual Support Center was closed on April 30, 2011, after accomplishment of support activities for 51 days. The multi-lingual broadcasting station which had previously broadcasted in English, Chinese and Korean also began broadcasting in Tagalog, Portuguese and Mongolian and has provided reconstruction support information as well as local living information to foreign residents in Sendai City.
- 4) Furthermore SIRA began to develop **communities for foreign residents** in order to realize a society of multicultural community that can cope with the disaster. While expanding a network of residents with foreign citizenship to deploy **activities focusing on reconstruction and multicultural community development**, **SIRA provides support for training coordinators and nurturing leaders in each area for disaster recovery and multicultural town development considering disaster prevention**. To foreign students, SIRA provides **knowledge for future disaster prevention and information on the current situation of post-earthquake reconstruction** during their life orientation activities in Japan.



Staff planning support plans

3. Improvements and Features

- 1) **Since during normal times they are promoting the training of language volunteers for times of disaster, the Disaster Multilingual Support Center was promptly set up, and they had many participants who joined as volunteers.**
- 2) After the earthquake disaster, multilingual broadcasting started using the community radio FM. Easy to understand information is provided in Japanese, Chinese, Korean and English every day. After the restoration of the internet, they have begun broadcasting information via blogs and internet, and transmit accurate information once or twice a day.



4. Effects of the Initiatives

- 1) Many volunteers of foreign residents in the city have participated in the support activities. Therefore, information on the disaster and support can be exchanged among them who have come from the same country or have the same language, and their anxiety was relieved. Recently, network for information exchange at disaster and emergency has been established using the volunteers' connection.

5. Contact or More Information

Incorporated Public Interest Foundation Sendai International Relations Association (SIRA)
<http://www.sira.or.jp>

72. Introducing the Voices of the Women of Fukushima to People Nationwide

GIRLS LIFE LABO Co. Ltd



Laboratory members during the radio broadcast

| | |
|------------------------|--|
| Main Organizations: | Private organization |
| Targets/Recipients: | Young women in Fukushima Prefecture |
| Implementation Period: | From December 2012 |
| Activity Area: | Fukushima Prefecture |
| Keywords: | Community Broadcasting, SNS, Product Development |

Young single women who felt insecure living in Fukushima Prefecture after the disaster wanted to set up a place where they can gather and express their true feelings. They established “Girls Life Labo” in December, 2012 where they hold events such as a coffee house for communication, traveling, etc. and transmit information through their homepage or community radio broadcasting. They also develop and sell accessories using traditional craftworks of Fukushima

1. Background and Progress of the Initiatives

- 1) Due to the accident at TEPCO’s Fukushima Daiichi Nuclear Power Plant, many people were pressed for a hard decision on whether they would stay in Fukushima Prefecture or take refuge in another place outside the prefecture. During that time, as the actual conditions of “mother and children evacuation” and anxiousness of pregnant women and nursing mothers received attention and support from governments and private sectors. However people rarely took notice of problems of the young single women. Although these young women who wanted to marry and have children in the near future, did have concern about living in “Fukushima after the disaster,” they seldom had enough time and someone to consult with, since they were busy with schoolwork or jobs.
- 2) The representative of “Girls Life Labo” is a single woman from Koriyama City. She worked in Tokyo for a while after the earthquake disaster, but she returned to Fukushima Prefecture. She has been a part of a circle called Peach Heart, since its start up, where women of the same generation can freely express their true feelings. Being keen to establish an organization that can provide employment, she set up the “GIRLS LIFE LABO Co. Ltd.” in December, 2012, with the support of the Cabinet Office under the project of “Community Employment Creation Business Subsidy Enterprise that Supports Reconstruction Activities”.

2. Outline of the Initiatives

- 1) The company consists of **21 women of 18-years-old or over but with no children living in or from Fukushima.** The members are of diverse backgrounds such as college students or office workers. They call themselves as “lab workers” and aim at reconsidering the way of living and to transmit information both home and abroad on the current state of Fukushima.
- 2) They also hold **talk-in meetings where young women can casually participate** at live music clubs and coffee houses situated in various parts of the prefecture. Moreover they invite lecturers to organize study sessions where women can learn about the mechanism of a woman’s body, childbearing and pregnancy.
- 3) Titled “Fukushima Piece Project”, they have **developed and launched the sale of goods** such as pierced earrings (decorated with the patterns of Aizu cotton). “Aizu cotton” is a **traditional craftwork of the prefecture.** They have raised contributions through a crowd-funding site on the internet and have jointly developed these goods with private sector groups.

- 4) Once a week, information is broadcasted on the radio. **Information** necessary for living in Fukushima or issues in Fukushima (including issues of radiation, the nuclear power plants, election and law) are **exchanged and shared** with listeners.

3. Improvements and Features

- 1) The Fukushima Piece Project not only processes traditional craftworks into products for selling. They also visit production sites of the Aizu cotton and post messages that give hints for rediscovering the value of their hometown on their website where they provide information on the voices of young single women as well. They aim at producing products that have uniqueness in design.
- 2) By posting profiles of the “lab workers” on the website, and utilizing social media such as Facebook, they have steadily linking Fukushima to the outside world.

4. Effects of the Initiatives

- 1) Women who participated in the event have given feedbacks such as “I feel comfortable now to talk about radioactivity at school though it was difficult to do so before” and “I never discussed serious topics with friends I usually spend lots of time together, but now I can ask what they think of Fukushima or social issues.”
- 2) People react to what we say over the social networking services. Therefore we feel that we are supported and encouraged by people nationwide.



Pierced earrings developed under the Fukushima Piece Project

5. Contact or More Information

GIRLS LIFE LABO Co. Ltd : <http://www.girls-life-labo.com/>

73. The Women Will Provide the Information of the Town

Special Disaster Related FM Station Otsuchi Saigai FM



Staffs with smile during recording at the studio in Otsuchi-cho

| | |
|------------------------|---|
| Main Organizations: | Local government, Private organizations |
| Targets/Recipients: | Residents |
| Implementation Period: | From March 2013 |
| Activity Area: | Otsuchi-cho, Iwate Prefecture |
| Keywords: | Special disaster related FM station |

A large number of special disaster related FM stations were established so as to provide detailed information on the reconstruction of disaster areas. Women who had been struck by the disaster began to work as radio personalities from end of March, 2011 at the Otsuchi-cho FM station in Iwate Prefecture. They have continued core activities in the community including their original program production and event planning.

1. Background and Progress of the Initiatives

- 1) The media such as locally-based radio broadcasting are effective for providing detailed information on disaster areas. Since the Ministry of Internal Affairs and Communications who has the jurisdiction over broadcast licenses began to take a flexible attitude after the earthquake disaster, 29 special disaster related FM stations have been set up in three Tohoku prefectures and the Kanto area so far. Though some of them have been discontinued or suspended after achieving their roles, there are movements to get them started again as ordinary community broadcast stations.
- 2) Private foundations and enterprises provided funds for operation and materials to set up new broadcast stations in three Tohoku prefectures. Moreover, there were support from various sectors including the offer to provide the know-how from FM stations that were established in the wake of the Great Hanshin Awaji Earthquake and the Chuetsu Earthquake in Niigata Prefecture.

2. Outline of the Initiatives

- 1) The enterprising body of the special disaster related FM station is Otsuchi-cho municipality and its operation is entrusted to NPO "Town Development Gurutto Otsuchi" set up in the town. It was launched end of March 2011, with the support from "Radio FMY" in Kobe City that was started in the wake of the Great Hanshin Awaji Earthquake. **A woman who worked as a personality of "Radio FMY" now lives in Otsuchi-cho and is participating as a support staff.**
- 2) The frequency of the Otsuchi-cho FM station is 77.6 MHz. Broadcasting time is between 8:00 to 22:00 and other than music distribution, 1 hour live programs are broadcasted from 9:00, 14:00 and 16:00 respectively. Initially the information focused on lifelines and the status of restoration of commercial facilities. Nowadays, relay chat shows on which staff of the town, local assembly members, medical experts, livelihood supporting staff and high school students appear have gained popularity. The FM station also broadcasts shows in which the voices of residents are recorded, for instance, at the meeting rooms of temporary housing.
- 3) **The local staff consists of 5 employees in their twenties to sixties including 3 women.** They are employed by the emergency job creation program of Otsuchi-cho. Some of them lost their family member or some are commuting from a temporary housing after their homes were swept away. The oldest woman among those who work as radio personalities once attended lectures for training supporters of gender equality activities in Iwate Prefecture and also locally worked as a sightseeing volunteer. She says, "There are a lot of people who think they finally come to be able to talk about their

hard experience after the lapse of time from the disaster. I'd like to provide information while keeping it in my mind that we shouldn't forget what we had experienced."

- 4) Supported by Iwate Prefecture, "Iwate Disaster Community Media Collaboration and Liaison Council" consisted of several special FM stations in the coastal area was set up in May, 2012. The representative of Otsuchi Saigai FM serves as the chairperson of the Council, and the joint production of programs is being planned for the future.

3. Improvements and Features

- 1) As the temporary housings are scattered around in 48 places in Otsuchi-cho, Otsuchi Saigai FM are inviting as many guests as possible to link people together. **Female radio personalities speak softly to people and are succeeding in making people feel relaxed and talk freely.**
- 2) The internet (Ustream) is also delivered to areas where the radio wave is difficult to be received and to persons who have taken refuge outside the town.
- 3) Since the Saigai FM station is well located at the 2nd floor of the shopping center, many residents can visit the studio and offer their immediate news. This has enabled the communication between speakers and the audience to become very active.
- 4) The staff are working towards making Saigai FM station the core of the local community by not only radio broadcasting but also planning and running activities such as an experience-based tour of tofu making.

4. Effects of the Initiatives

- 1) Some people have commented that they were able to learn the whereabouts of their friends and acquaintances via the radio program.
- 2) All the local employees are inexperienced, but are gaining experience and are active in reporting good aspects of their home town, and they connect the town to the outside.

5. Contact or More Information

Otsuchi-cho Otsuchi Saigai FM Time Schedule : <http://www.town.otsuchi.iwate.jp/docs/2012032800013/>

Reconstruction from the Viewpoint of Gender Equality
-Referential Examples-

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