

# How we support the elderly people to access the digital world in Japan



Noriko Kondo

NPO Broadband School Association (BBS)、Tokyo Japan

We are volunteering to support elderly people who have purchased PCs and smartphones but are having trouble using them as they wish.

We learned IT volunteer activities from US SeniorNet in 1995. Wollobang in Korea in 1996 and US Compumentor in 1997.



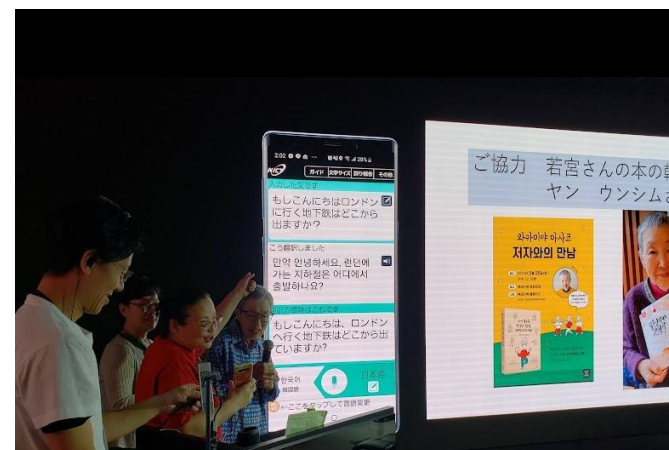


We hold seminars and internet events that support the independence of the elderly and people with disabilities.

Digital Hinamatsuri 2022 (電腦ひなまつり 2022 英語)



The 26th Digital Hinamatsuri 2022



22回 電腦七夕まつり 2021の動画は、限定公開でYouTube にアップしましたの  
ださい。

応援メッセージ・マーチャンと話そう



7ホサロン仙台にむけて/廣さつま市の取り組み



# Digital Hinamatusi since 1997

Hinamatsuri means HinaDolla(for girl) Festival on March 3rd  
<https://youtu.be/grILBqmNEnE>

Digital Hinamatsuri 2022 (電腦ひなまつり 2022 英語)



The 26th Digital Hinamatsuri 2022



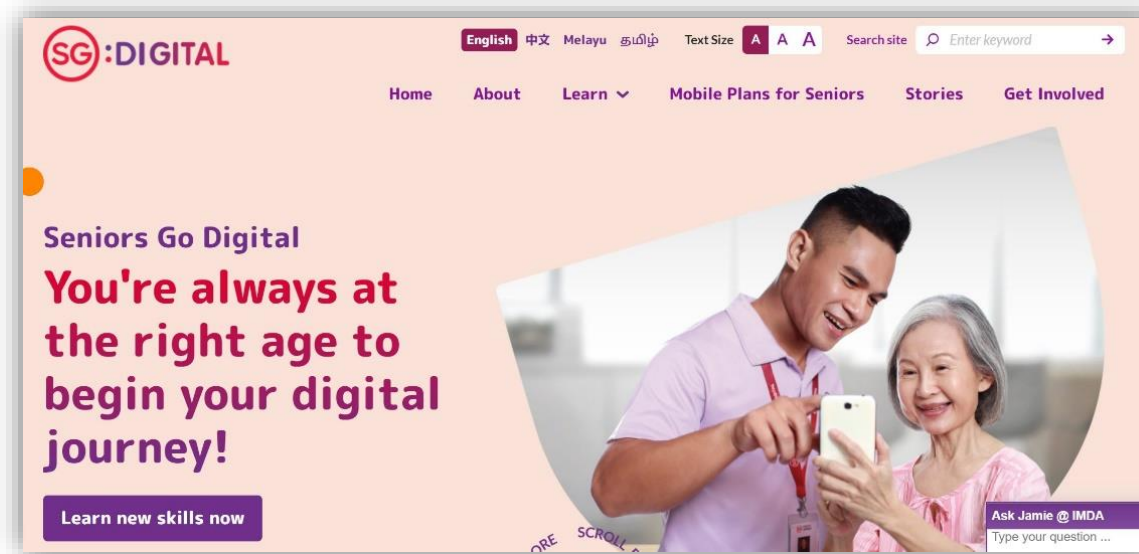
Chairperson: Ms. Mako Hattori  
Actress Board Member of BBS  
Traditional Japanese Dance Performer and instructor

Ms. Wakamiya  
Explained How to play Hinadan in English



# Smart Aging Forum 2022

Wednesday, June 15, 2022, 14:00 to 16:00  
- Digital Ambassador (elderly digital supporters)



Lecturer: Director of Singapore Digital Office  
Mr. Douglas Goh

<https://www.imda.gov.sg/en/seniorsgodigital>

[https://youtu.be/cpZ6KKjL\\_tU?t=79](https://youtu.be/cpZ6KKjL_tU?t=79)

English lecture and Japanese Translation



# 1

## MOVEMENT

DIGITAL AMBASSADORS  
AT SG DIGITAL COMMUNITY HUBS  
(LOCATED AT COMMUNITY CENTRES AND LIBRARIES)



>100

HAWKER CENTRES



1,000

COFFEE SHOPS &  
INDUSTRIAL CANTEENS



>10,000

STALL HOLDERS



100,000

SENIORS

In support of:





Smart Aging Forum2022

## Ministry of Internal Affairs and Communications' efforts to eliminate the digital divide of the elderly



June 15, 2022

Masayuki Matsui

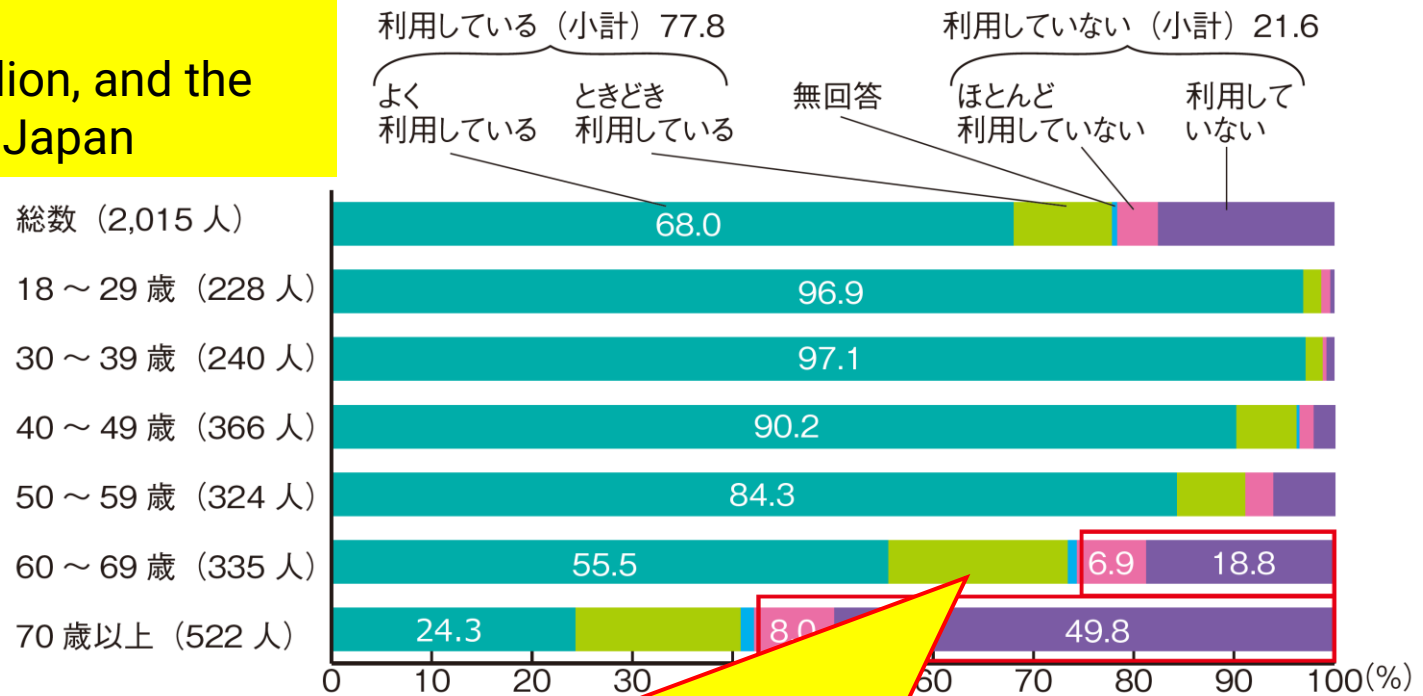
Director, Digital Inclusion and Accessibility Division  
Information and Communications Bureau  
Ministry of Internal Affairs and Communications  
Japan

- As the digitalization of society as a whole progresses, it is an important policy issue to eliminate the "digital gap" between those who can master digital technology and those who do not.
- In particular, smartphones are tools that allow individuals to easily perform online procedures, and there is an urgent need to provide sufficient support to those who need them.

As of September 2021, the elderly(65~)population is 36.4 million, and the elderly population rate is 29.1% in Japan

Q Do you use smartphone or Tablet?

January 22, 2021  
Cabinet Office Public Relations Office  
"Public Opinion Poll on Utilization of Information Communication Equipment"



25.7% of people in their 60s,  
Not available for 57.8% over 70 years old

Need Support



Due to the new coronavirus infection, there is a need to expand the use of online services that “avoid contact with people.” However, **many elderly people are worried about the use of digital technology**, and online administrative procedures are not being used for reasons such as “I do not know that electronic applications can be made”. It was **For this reason, in collaboration with private companies and local public organizations, "classes" on how to use smartphones such as online administrative procedures at mobile shops nationwide to alleviate anxiety about digital utilization by the elderly, etc.** To carry out.

Demonstration at 11 locations nationwide in the 2nd year of Reiwa, and implemented as a subsidy project after the 3rd year of Reiwa.

## Implementation image



Supporting digital utilization  
Assistance for activities



Mobile phone shop smartphone classrooms, etc.



In order to eliminate the digital divide, we provide advice and consultation on administrative procedures and how to use private services with high usage needs in places close to the elderly.

Project implementation organization (example)>  
Mobile carrier (mobile shop)  
Local ICT company  
Social welfare council  
Silver Human Resources Center



From the 3rd year of Reiwa (2021), mobile phone shops nationwide will hold "classes" to support explanations and consultations on how to use smartphones, such as online administrative procedures, in order to eliminate elderly people who are worried about digital utilization. implementation (Example of class: How to apply for My Number Card / How to use MynaPortal, e-Tax, online medical care / Basic operation of smartphone / How to use the Internet, etc.) Assuming implementation in 5 years from Reiwa 3 to 7, we plan to dispatch instructors in consideration of cities, towns and villages (750 cities, towns and villages (\*)) that do not have mobile shops after 4 years (\* November 10, Reiwa 3). totaling)

Mobile carriers, etc.  
(urban areas, etc.)



Mobile phone shop

## Locally rooted support (local)

2021 ~ Workshop  
(regional cooperation type)



Entity that provides support in public places such as public halls in cooperation with local public organizations (local ICT companies, social welfare councils, etc.)

2022

Dispatch of instructors for digital utilization support promotion business



We train instructors for digital utilization support promotion projects with advanced skills that will be the leaders of the region, and dispatch instructors to cities, towns and villages where there are no mobile shops to provide support.

2021 : about 2,000 places



2022 : 3,000 places

# Project of Digital Promotion Committee Members

デジタル庁

三

## デジタル推進委員の募集開始イベントを実施しました

公開日:2022年5月31日



デジタル庁では、「誰一人取り残されないデジタル社会」の実現のため、地域に密着した「デジタル推進委員」の募集を開始することから、5月30日にデジタル推進委員募集開始イベントを行いました。



The Digital Agency held a digital promotion committee recruitment start event on May 30 to start recruiting community-based "digital promotion committee members" in order to realize a "digital society where no one is left behind."

Ms. Wakamiya is cooperating in public relations activities as a representative of The Digital Promotion Committee



October 2021

We started New Project of Digital Learning for elderly—  
Local and Internet Community collaborate for Emergency Training to  
Create a Mutual Help System for Natural Disasters

Mr.Tsubota,Chairperson Former Mayor of Wakabayashi Ward, Sendai City



# Japan with many natural disasters



# Real Emergency Training in the Community

Disaster prevention drill of residents' association  
About 300,000 association in Japan



Evacuation drills



Making emergency food



Fire extinguishing training



# 自治会のご案内

ふれあい・助けあい・支えあい  
～いざという時、あなたの周りに助け合える人はいますか？～



Summer vacation children and morning exercise with NHK radio

**Mutual Help and Support system in the community.**  
**Residents (Neighborhood) Association is**  
**Membership based Association.**

There is a neighborhood association in the town or in the apartment house where you live all over Japan.

Membership Fee is about  
¥1200-¥10,000 per year.

Local Municipality support Residents' Association  
Such as Purchase of disaster prevention equipment  
Disaster drills and summer festivals that bring together multiple neighborhood associations



Summer Festival  
Residents sell food and drinks.  
Bon Dance on the stage

Joining the Residents( neighborhood )association is not obligatory

All training and festival events canceled due to the influence of COVID19

- 1 Most of the residents' association executive members are in their 70s
- 2 Young people refrain from elders in Japan



# BBS started Emergency Training on the Internet 2021

For Friends, Family,  
Resident's Association

Content of Study  
Web171

(Emergency Communication Board Service)

Communication App , SNS LINE,  
Google map

Internet Radio 、 Radio FM

AI Translation App, VoiceTra, Google  
Emergency battery

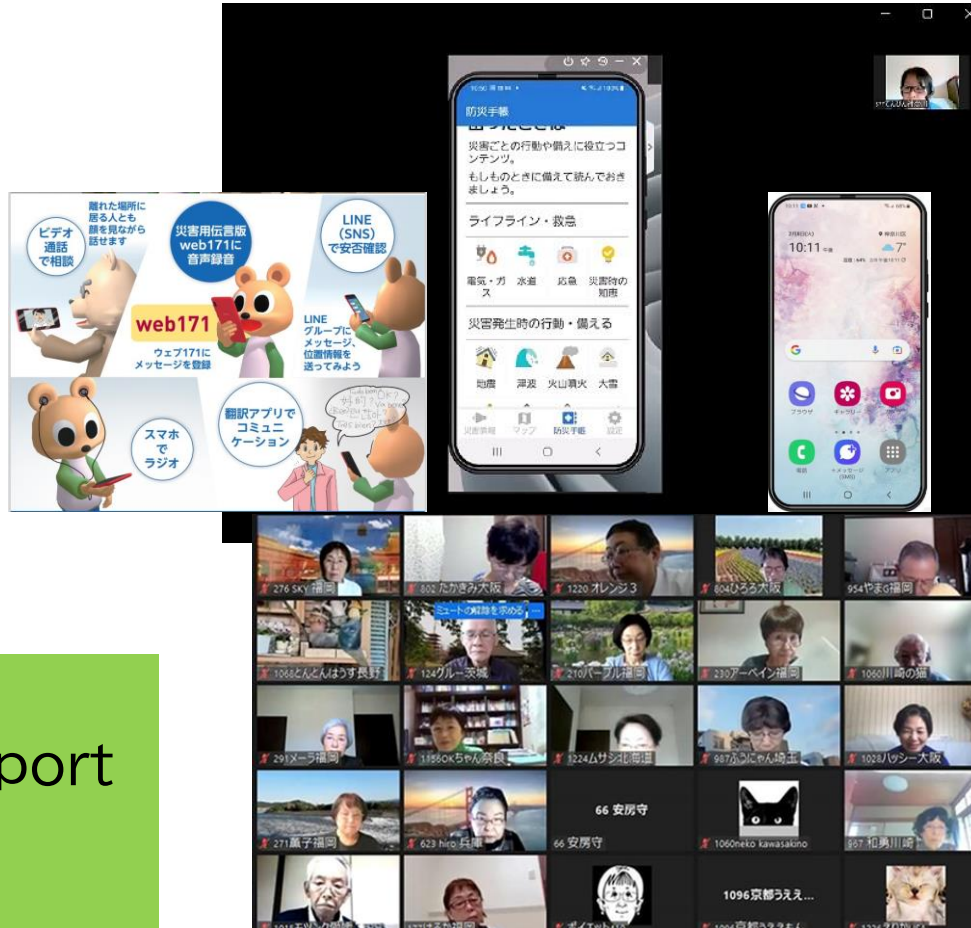




# Internet Emergency Training Create a Mutual Help System for Natural Disasters



Tokyo Harajuku  
Galaxy Store support  
The lecture from  
Tokyo



Sendai au (KDDI mobile)  
Shop Support the lecture  
Sendai



We share all information  
on BBS Website  
(Sorry, only in Japanese)

[https://broadbandschool.jp/blog\\_articles/1655183072.html](https://broadbandschool.jp/blog_articles/1655183072.html)



Thank you very much  
For further information, please contact  
[kondo-noriko@nifty.com](mailto:kondo-noriko@nifty.com)



"hinadan" a game app created by Mr. Wakamiya when she was 82, can be played on the iPhone ,Android smartphone. It also supports Japanese, English(iOS&Android), Chinese, and Korean.(iOS)

Ms Mako Hattori is English narrator, Ms. Young Eun Kang supported Korean, and Dr.Yang and Ms.Moony supported Traditional Chinese version of hinadan

