



A circulating type society
whereby all industries are
linked

A society which can participate for
the long term in collaborating with
medical care and healthcare

Subcommittee name: Creating a Healthy Society Through HPP*

* **HPP** : Health Promotion Planner

- Leader institutions: **Osaka University Institute for Sports and Global Health (OuiSH)**
- Representative: **Ken Nakata**
- Vice representative: **Ryohei Yamamoto**
- Leaders: **Hitoshi Yamamoto, Daisaku Nakatani, Satoshi Shimegi, Satoshi Kuroda, Hirokazu Matsuura**
- Initiative details: **Creating a healthy society through health promotion planners**
- Societal issue fields: **(5) Lifestyle habits improvement healthcare, functional foods, and digital health**

Definitions of health and health promotion

Health

Health is a **state** of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

CONSTITUTION OF THE WORLD HEALTH ORGANIZATION (1989)

Health promotion

Health promotion is the **process** of enabling people to increase control over, and to improve their health.

1986, Ottawa charter for health promotion, First International Conference on Health Promotion

2005, Reaffirmed in the Bangkok Charter for Health Promotion



Five Pillars

1. Creating healthy public policies:

Establishing policies that take healthier lives into consideration

Central government, companies

macro

2. Creating an environment that supports health:

Promoting the creation of an environment for leading healthy lives

Local government, companies

meso

3. Strengthening local activities:

Encouraging participation and cooperation of local residents and revitalizing health in local communities

Individuals

micro

4. Development of personal technologies:

Helping individuals acquire health-related knowledge and skills to manage their health autonomously

Companies

5. Changing the Direction of Health Services:

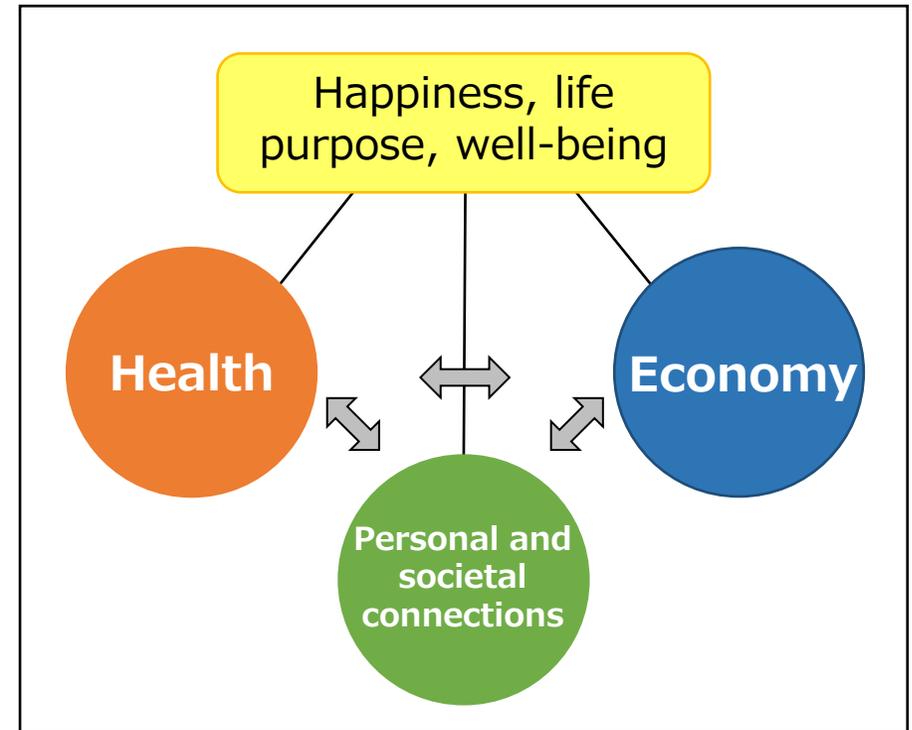
Providing health services with an emphasis on prevention and health promotion

Issue:
Individual skill acquisition is needed, but implementation methods have not yet been developed

Personal Health Determinants (Draft)

1. Exercise, sports, physical activity, postural appearance
2. Enjoyable meal nutrition, alcohol drinking, smoking cessation, dental and oral (oral health), digestion, absorption, and excretion
3. Sleep, rest, and breathing
4. Infection
5. Safety, hygiene and disaster prevention
6. Connection with people, animals and plants, and society (communication), mental health, and laughter and healing

Towards a society of happiness, life purpose, and well-being



3 elements which are connections with health, economy, and people and society

Purpose of the subcommittee: Creating a healthy society through Health Promotion Planners



Developing **the Health Promotion Planner (HPP)**, which fosters the motivation and mastery of autonomous health improvement through the acquisition of knowledge and ability to understand individual health and the factors that determine it (**health literacy**^{*1}), and leads to the ability (**health intelligence**^{*2}) to improve one's own health in an integrated and proactive manner.

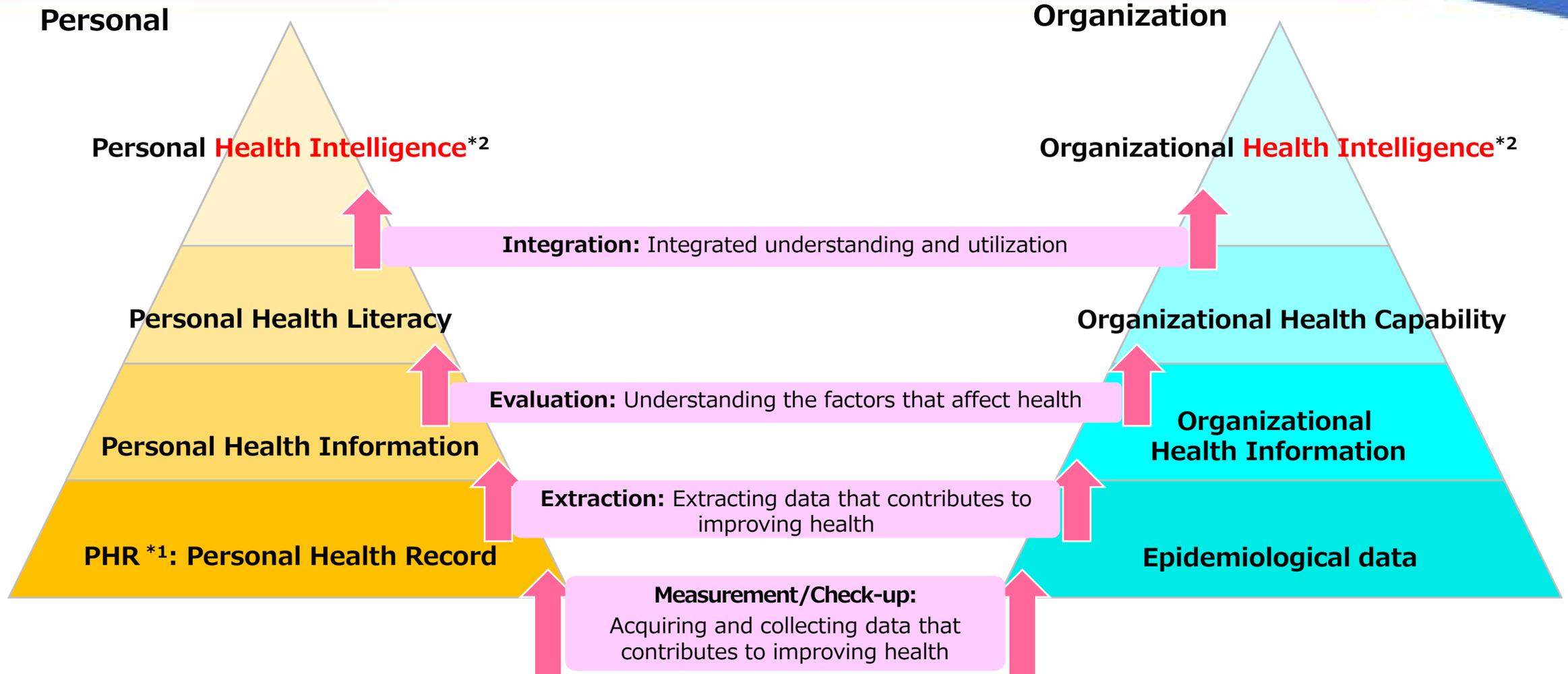


**“Creating a Healthy Society”
through HPP**

***1 Health literacy:** Knowledge and ability regarding health

***2 Health intelligence:** The ability to collect, analyze, and integrate a wide range of health-related information to actively utilize it.

PHR*¹ and health literacy, and health intelligence (PHI*²)



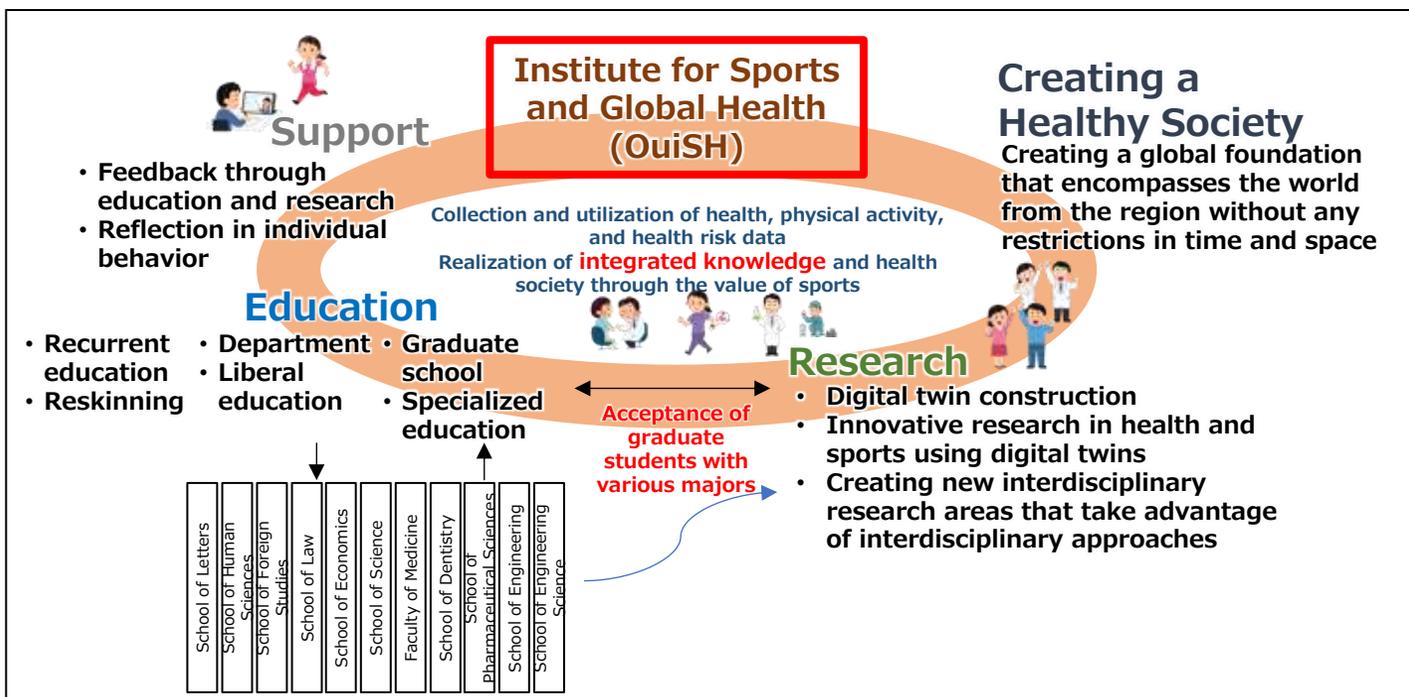
*¹ PHR (Personal Health Record): Information related to an individual's health and medical care throughout their life (health, medical and nursing care, etc. data that records an individual's health and physical information)

*² PHI (Personal Health Intelligence): Ability to collect, analyze, integrate, and proactively utilize a variety of information which pertains to health

Business overview of Ouish: Creating a healthy society

Based on the OU Master Plan 2027*, a new educational and research foundation that will contribute to fostering lifelong health literacy and creating a healthy society in the era of 100-year lifespans. (Newly established in 2024)

*OU Master Plan 2027: The University of Osaka Master Plan (Key strategies and major initiatives during the 4th mid-term target period)

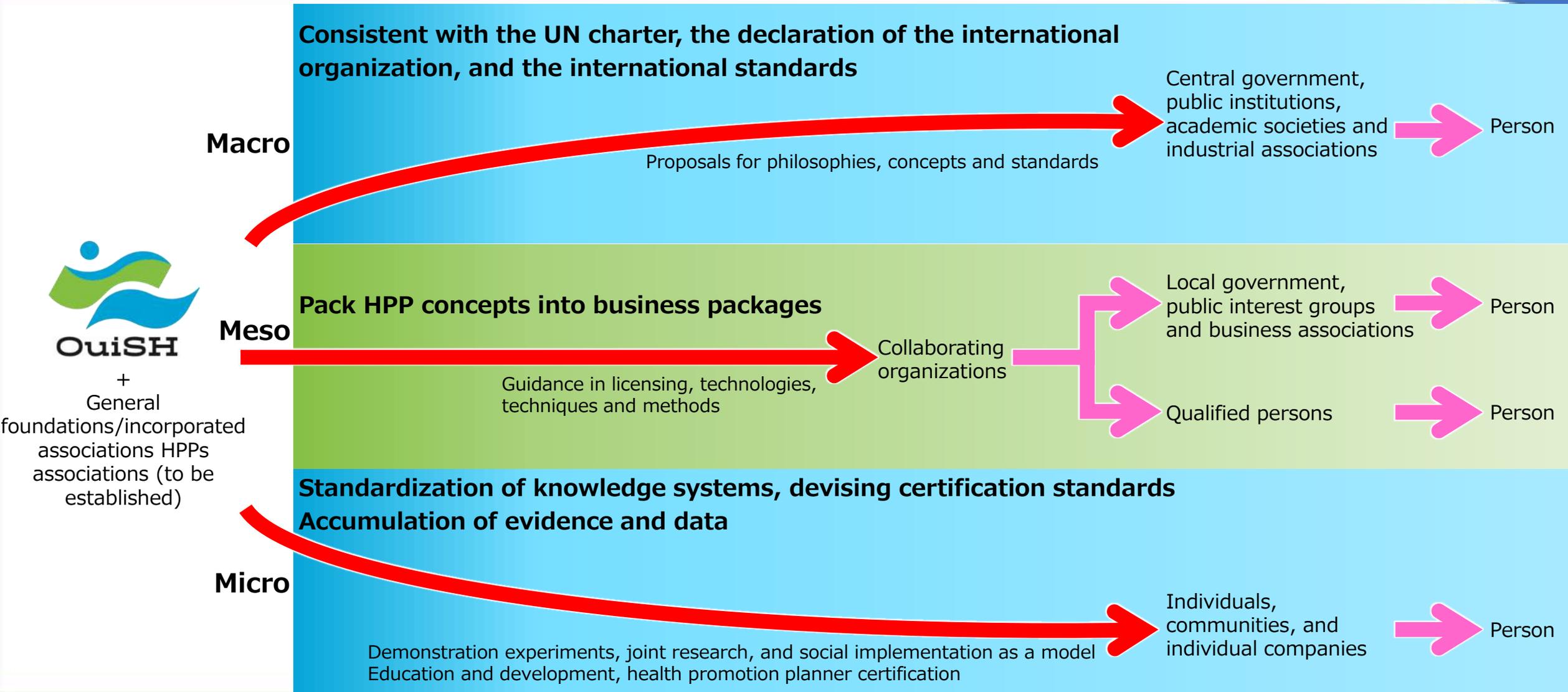


We have created a “place” and “core” where people can continue to learn about “health” throughout their lives through physical activity and sports, transcending time and space, and contributing to global well-being.

Ouish (as of February, 2026)

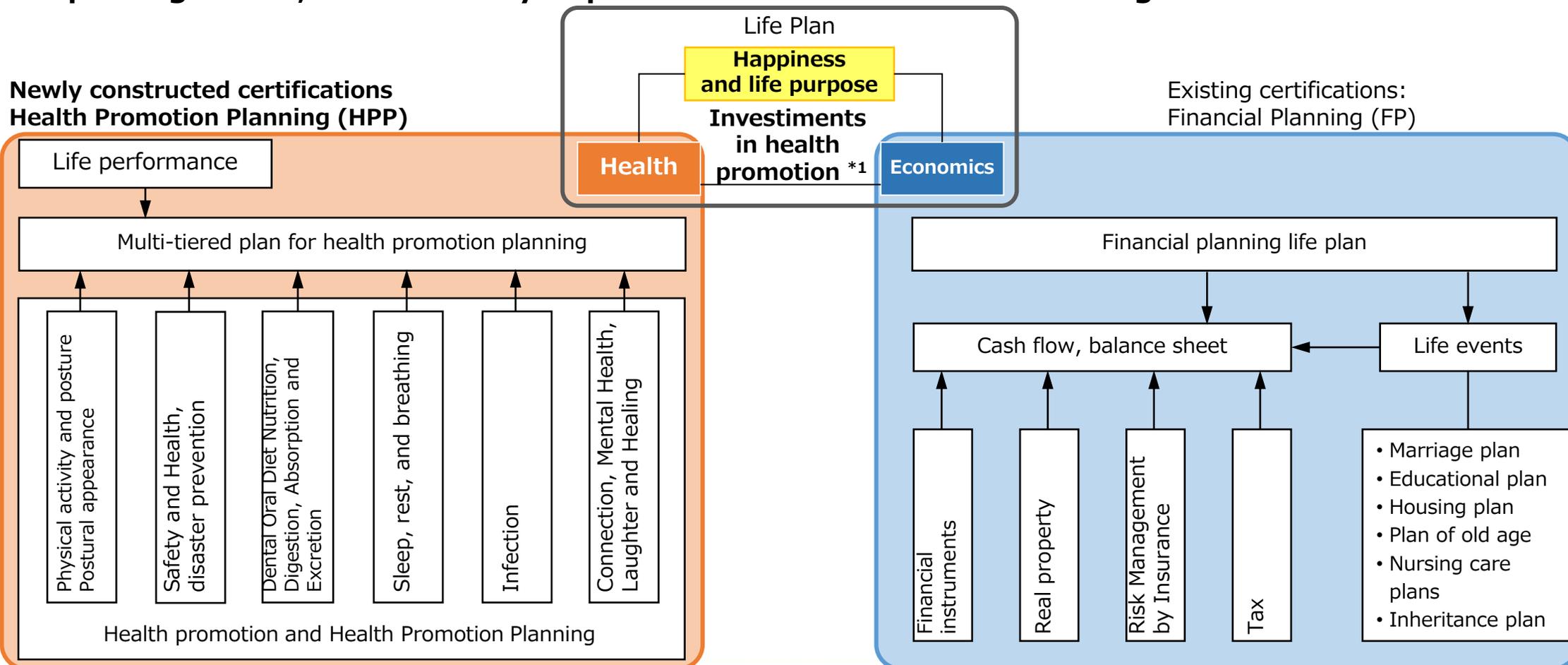


Business model images



Elements needed for knowledge and assessments of HPP

In order to actualize “happiness and life purpose,” we will work with the existing FP certification, and learn at multiple levels the needed elements of knowledge and abilities for improving health, and societally implement mechanisms for evaluating as HPP certification.



*1 Investments in health promotion: In Japanese it is called “Kenko Toshi, *2 Financial Planning: Source...FP General Theory, 10th Edition (Japan Association of Financial Planners)



Health Promotion Planner bearers

A health promotion planner (HPP) is a “planner for improving health” who enriches the lives of each individual. They have a wide range of knowledge related to improving health, including exercise and sports, diet, nutrition, oral health, alcohol drinking, smoking cessation, sleep, rest, breathing, infection, safety, hygiene, disaster prevention, the relationships between humans, animals, and plants, and mental health, and are professionals who think with individuals so that they can support them in achieving their future dreams.

(Example)

Doctors, ②doctors (clinics) ③pharmacist ①public health nurse, midwife, nurse
dentist, dental hygienist industrial physician ①social worker, certified care worker
②physical therapist, occupational therapist ②medical social worker ①care manager

speech therapist, ②orthoptist, prosthetist
Sleep Center ②Judo therapist, acupuncturist

licensed dietitian,
food sanitation manager

mental health,
⑤certified psychologist, clinical psychologist

Improving **health improvement knowledge and skills**
based on **existing expertise**

Communicators (medical interpreters, ICM certified medical interpreters, etc.)

clinical laboratory technician,
radiological technologist
⑦health and physical education teachers, health sports science faculty researchers

⑧trainer, health exercise instructor, fitness, yoga, Pilates, outdoor instructor

Sports instructors and coaches (baseball, soccer, tennis, skiing, golf, etc.)



Double licensing (see page 11)

⑥Pharmaceutical Sales Representative, Medical Science Liaison (MSL) , Pharmaceutical-related IT company, digital health

⑨residential and construction related categories

Building environmental health management engineer

Sake brewers ⑩food and beverage-related occupations
Tobacco companies ⑪finance, life insurance, non-life insurance company
clothing company Sports equipment, shoe manufacturer
Sommelier financial planner

⑫Industrial hygienist, health and productivity management personnel

Prioritized candidates for health promotion implementation



We will work on the following occupations and target work: Issues to be considered with collaborating companies, from here onwards

No.	Description	Job categories	Layer
①	Public health nurses, midwives, nurses, certified social worker, certified care worker, and care managers approach local residents as HPP	Pharmacist, public health nurse, midwife, certified social worker, certified care worker, care managers	Meso, Micro
②	Physicians, Judo therapists, acupuncturists, moxibusters, dentists, dental hygienists, physical therapists, occupational therapist, orthoptist, and medical social workers at local clinics approach patients as HPPs	Doctors (clinics), Judo therapist, acupuncturist, dentist, dental hygienist, physical therapist, occupational therapist, orthoptist, medical social worker	Micro
③	Dispensing of medicine A pharmacy sales clerk (including a pharmacist) approaches a purchaser (commercialization as a benefit of in-person stores)	Pharmacist	Meso, Micro
④	Dietitians approach medical professionals, consultants, and consumers as HPP	Registered dietitian, food sanitation manager	Micro
⑤	Certified psychologists and clinical psychologists approach relevant parties as HPP	Certified psychologist, clinical psychologist	Micro
⑥	Pharmaceutical Sales Representatives, Medical Science Liaisons (MSL) approach medical professionals as HPP	Pharmaceutical Sales Representative, Medical Science Liaison (MSL) , Pharmaceutical-related	Micro
⑦	health and physical education faculty, health sports science, and health science faculty researchers approach students and students as HPP.	Health and physical education teachers, health sports science faculty researchers	Meso, Micro
⑧	Fitness gym personnel approach facility users as HPP.	Trainer, health exercise instructor, fitness yoga, Pilates outdoor instructor	Meso, Micro
⑨	Architects and designers approach clients as HPP	Residential and construction related categories	Micro
⑩	Food and beverage sellers and supplement sellers approach consumers as HPP	Food and beverage-related occupations	Micro
⑪	Insurance diplomats (employees of insurance companies) who will be responsible for self-medication planning approach subscribers as HPP	Finance, life insurance, damage insurance association, financial planners	Meso, Micro
⑫	Industrial hygienists and health management personnel who are responsible for health and safety in the workplace approach employees as HPP	Industrial hygienist, health and productivity management personnel	Meso



Double license concepts

In addition to the licenses already held, as a proof of a certain level of knowledge and skills (literacy) pertaining to health promotion planning*¹, Health Promotion Planner (HPP)*², shall be awarded as a double license.

- Students who have studied only health promotion planning will be given a certificate of completion (at each grade)
- The certificate of HPP certification is expressed as follows

Principle: Original Title and HPP

Example: Registered Dietitian and HPP

Public Health Nurse and HPP

Financial Planner (FP), HPP

(HPP does not grant certification by itself)

***1 Health promotion planning:** Based on the particulars which are health determinants*³, evaluate the subject's status quo and characteristics, have the knowledge and abilities for formulating plans that will guide subjects to health intelligence

***2 Health Promotion Planner (HPP):** A specialist who has mastered health promotion planning (pending trademark registration)

***3 Health determinants:** See page 3, "Personal Health determinants (draft)"

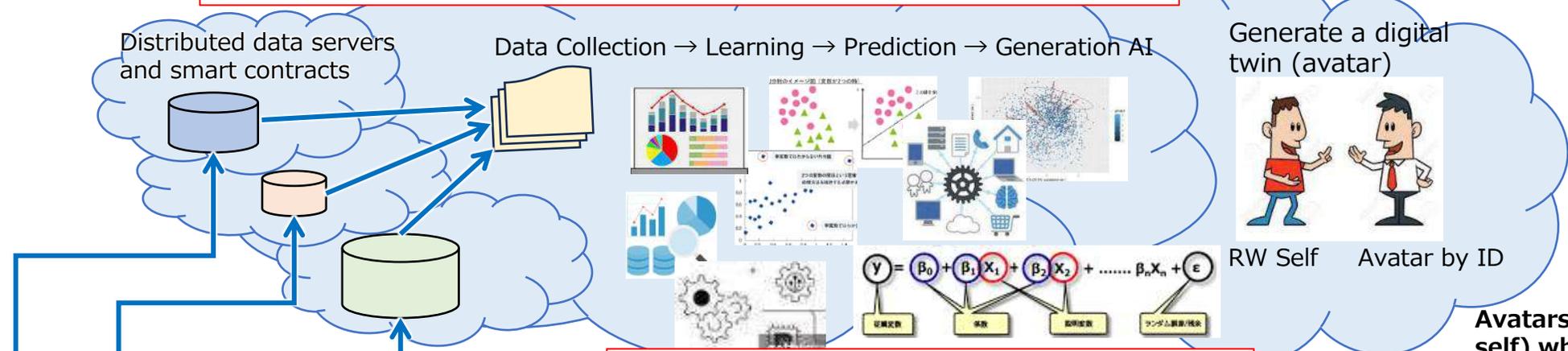
Next generation conditioning systems

Machine-related collaborations and subcommittee collaborations



Systems using digital twins to support health intelligence

① Future forecasts based on analyses of past and current conditions



Avatars grow (future self) when RW's behavior changes

② Evidence-based predictions (machine learning, AI) research and development

- Mental and physical data of a "certain individual"**
 - Wearable sensor devices (WSD)
 - Photo and video (non WSD)
 - Health examination data
 - Anamnesis
 - History
- Social and environmental data**
 - Address
 - Climate and temperature
 - Economic indicators



③ Receive advice on behavioral changes and learning opportunities from your own digital twins



Adapted from "Ken Nakata, et al., Ishiyaku Publishers, Inc., Strides of Medicine, Vol. 296, No. 2, pp. 154-160, 2026"

Promotion proposal schedule



Particulars	FY2025	FY2026	FY2027	FY2028
HPP*1 Concepts and terminology definitions	Securing subcontractors*2 ★			
Knowledge of the necessary factors for improving health Sharing with relevant organizations	★			
Consideration of HPP*1 evaluation methods Verbalization of subjects, sequences, and multi-levels	★			
HPP*1 Certification Standardization (domestic, international)			★	
Next generation conditioning systems, Machine-related collaborations, and subcommittees collaborations	Intellectual property claims (trademarks, patents) ★ ★		Established the Japan HPPs Association. ★	

*1 HPP: Health Promotion Planner

*2 Subcontractors (for example, participating in review of evaluation method): Currently in negotiations with 9 companies (partially)