

Naruto City's Complete Childcare Support Package

Naruto City, Tokushima



Detailed view of Naruto City's Complete Childcare Support Package

Situation (background, aims, etc.)

Naruto City is experiencing a declining population and a declining birthrate, and the younger generation is in a state of social decline, with more people moving out than moving in. The city launched the 'Naruto City's Complete Childcare Support Package' in FY2022. The purpose of this project is childcare support and to secure more permanent residents of child-rearing age.

Details (project outline, etc.)

This project, created to help people at various life stages, provides support measures tailored to each households' individual needs to assist them with childcare and settling down in the city.

Results (features and innovations, future developments, etc.)

Naruto City provides seamless support for children and those of child-rearing age. They have also been focusing on improving public relations so that people can see that the city is an attractive place to live. As a result, there has been an increase in the number of people moving into the city and in the number of births. In the future, they aim to take every opportunity possible to effectively publicize their programs in order to increase awareness and plan to continue to revise them based on the needs and circumstances of households raising children.



The 7 Free Initiatives