

Chapter 7 Systems for the Promotion of Measures

Section 1 Ascertaining the State of Affairs and Other Information Related to Children and Young People, and Collecting and Sharing the Information

- The Cabinet Office conducts survey research on children and young people and posts the results on its website so that they will be widely used by the public.

Section 2 Public Announcements and Awareness-Raising Activities

1 Public announcements, awareness-raising activities, and provision of information

(1) Children and Young People's Development Support Month

- The Cabinet Office designated every November as “Children and Young People's Development Support Month”, and it intensively carries out various programs and activities together with relevant ministries, local governments, and concerned organizations.

(2) Awards for Supporters of Children/Family and Youth, Youth of the Year Who Are Creating the Future, etc.

- The Cabinet Office awards individuals, organizations, and companies that have delivered outstanding services in their activities to develop and support children and young people with the Awards for Supporters of Children/Family and Youth; it awards young people (organizations are included) who have delivered outstanding services in their activities that contribute to society with an award: the Youth of the Year Who Are Creating the Future.

(3) Juvenile Delinquency and Harm Prevention Month

- The Cabinet Office designated every July as “Juvenile Delinquency and Harm Prevention Month”. It has raised public awareness of delinquency prevention and strengthened responses to delinquency and other problematic behaviors through the participation of a wide range of relevant ministries and in cooperation with concerned organizations.

(4) Child Abuse Prevention Month

- The MHLW and the Cabinet Office both designated every November as “Child Abuse Prevention Month”. They have raised awareness of the problem of child abuse in society.

(5) “Movement Towards a Brighter Society” –The power of the community in preventing crime and delinquency, assisting in the rehabilitation of offenders

- The MOJ promotes the “Movement Towards a Brighter Society” in order to realize a brighter community without crime and delinquency. This campaign aims to enhance public awareness, and July is designated as the campaign month.

(6) Activities for human rights awareness-raising

- The human rights bodies of the MOJ carry out various activities for human rights awareness-raising, such as holding lectures and distributing leaflets about children's rights such as child abuse, bullying, the Convention on the Rights of the Child. In addition, the bodies carry out awareness-raising activities throughout the year, including Human Rights Week, from December 4 through December 10, under the slogan “Protect Children's Rights,” as one of the priority targets of activities for human rights awareness-raising.

(7) Promoting *Shokuiku* (food and nutrition education) as a national campaign

- The MAFF has designated every June as *Shokuiku* Month and performs intensive educational activities every June. It has also designated the 19th of every month as *Shokuiku* Day and is also continuously conducting a campaign to promote *Shokuiku*.

(8) Information services for children and young people

- The Cabinet Office and ministries are working to make various pieces of information more accessible to children and young people and easier for them to understand by proactively using Kids' Pages.

2 Awareness-raising for adults including parents and guardians

- The police widely disseminate information regarding the situation, factors, and other matters related to delinquency in local communities to PTA organizations, municipalities, companies, and other organizations.

3 Promotion of understanding about the importance of families and communities

- The Cabinet Office designated the third Sunday in November as “Family Day” and the week before and the week after that day as “Family Weeks”. Mainly during this period, various activities are conducted and understanding about the importance of families and the community” is promoted through coordination among relevant ministries, local governments, and other relevant organizations.

Section 3 International Coordination and Cooperation

1 Cooperation with the efforts made by international organizations

- The government is working to ensure the enforcement of the Convention on the Rights of the Child and its two supplements: the Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict and the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography. Also, it contributed to international efforts aimed at achieving the elimination of child labor, through the implementation of the Convention concerning Minimum Age for Admission to Employment (Convention No. 138) and the Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour (Convention No. 182), which have been adopted by the International Labour Organization (ILO).

2 Collection and dissemination of information

- The government releases information on Japan’s domestic measures to develop and support children and young people to the international community at the United Nations and so on. At the 16th Asia and Pacific Regional Meeting of the ILO held in Indonesia in December 2016, the government disseminated information on the policies of Japan on childcare support at this meeting.

Section 4 Promotion of Measures

1 Promoting coordination and collaboration among relevant national government agencies in Japan

- Pursuant to the “Act on Promotion of Development and Support for Children and Young People”, which came into force in April 2010, the Headquarters for Promotion of Development and Support for Children and Young People was established to comprehensively promote measures for development and support for children and young people. It is composed of all the ministries and has the Prime Minister as its director.
- In order to closely coordinate and cooperate with local government agencies, the Cabinet Office held the “Prefectures’ and Designated Cities’ Youth Administration Managerial Meeting”, explained the national government’s measures, and introduced efforts made by local government agencies.