

A full-page photograph of a family walking on a large, green grassy field. A woman on the left, a man on the right, and a small child in the center are holding hands. The woman is wearing a white long-sleeved shirt and light-colored trousers. The man is wearing a white long-sleeved shirt and blue jeans. The child is wearing a red and white striped shirt and dark shorts. The background shows a line of green trees under a bright blue sky with scattered white clouds. The scene is captured from a low angle, emphasizing the vastness of the field and sky.

Contribution to Local Communities and Society

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Radio Exercise and Japan Post Insurance

The Postal Life Insurance Bureau of the Ministry of Communications created the Radio Exercise Program in 1928 in an effort to maintain and improve people's health. The Ministry introduced the program in celebration of the enthronement ceremony of the Showa Emperor.

Japan Post Insurance, which was created as a result of the privatization of the original Japan Post, has assumed the role of promoting the exercise program, first undertaken by the Ministry of Communications and then by its successors, namely the Ministry of Posts and Telecommunications, the Postal Service Agency and Japan Post prior to privatization. We have been working together with NHK (Japan Broadcasting Corporation) and the NPO Japan Radio-taiso Federation for its popularization and promotion.



Poster for the initial Radio Exercise Program (1929)



2018 Radio Exercise Attendance Card

Milestones

1928	Radio Exercise (then National Health Exercise) Program began
May 1951	NHK started broadcasting the Radio Exercise No. 1 Program
Around 1952	Distribution of Radio Exercise Attendance Cards started
July 1953	Radio Exercises Summer Tour commenced
October 1962	Festival of 10 Million People's Radio Exercise launched
September 1999	<i>Minna no Taiso</i> ("Exercise for Everyone") Program began



Radio
Exercise

Popularization and Promotion of Radio Exercise Program through Various Events

56th Festival of 10 Million People's Radio Exercise and *Minna no Taiso* ("Exercise for Everyone")
Nagaoka City, Niigata Prefecture (July 30, 2017)





Radio Exercise and *Minna no Taiso* ("Exercise for Everyone")
Summer Tour and Special Tour
Kamifurano Town, Hokkaido
(July 26, 2017)



All-Japan Elementary School Radio Exercise Competition
(Gold award-winning school in the fourth contest)
Hikonari Elementary School, Misato City, Saitama Prefecture



Commendation of Radio Exercise
Excellent Organizations
(2017 National Commendation Ceremony)
(July 30, 2017)



All-Japan Elementary School
Radio Exercise Competition
Visiting Session
Chinzei Elementary School, Hagi City, Yamaguchi
Prefecture
(December 5, 2017)

かんぽ プラチナライフサービス Kampo Platinum Life Service

We are conducting a company-wide initiative called “Kampo Platinum Life Service” to win the favor of the growing number of elderly customers by offering age-friendly services based on a sense of security and trust that has been enabled by improving contacts with all customers from the perspective of our elderly customers.



▲ Establishment of a dedicated call center for elderly customers

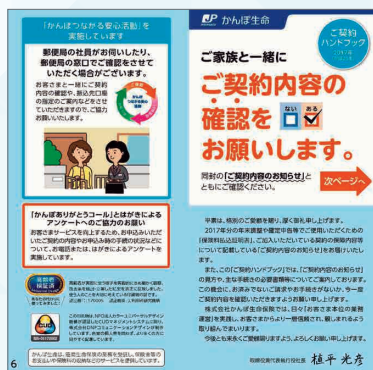


Kampo
Platinum Life
Service



▶ Provision of free telephone consultation service for policyholders

◀ Publishing of an information magazine for elderly customers



◀ Encouraging employees to acquire qualifications
Carefitter training

◀ Efforts for simpler, more legible and easier notifications

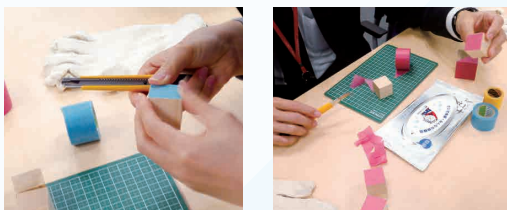


Other Activities



Cleanup activities held in municipalities along Kasumigaura and Kitaura lakes
(July 30, 2017)

Volunteering to create educational puzzles
(January 17, 2018)



Cleanup activities at Hibiya Park
(November 25, 2017)

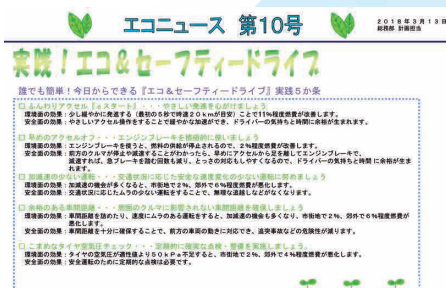


Kampo Kids Smile World®
Aeon Mall Fukuoka (December 16 and 17, 2017)



Kampo Eat & Smile Project
Eat & Smile Cafe
THE THEATRE TABLE at Shibuya Hikarie
(February 15–28, 2018)

Environmental Conservation Activities



Energy-saving efforts

We issue "Eco News," a quarterly newsletter about energy saving, to encourage all our employees to take energy-saving action.



ESG investment

Investment in solar power generation projects

*We are vigorously conducting ESG investment as a signatory to the United Nations Principles for Responsible Investment (PRI).

Promoting Paperless Operations



Screen image for
paperless application

Contribution to environmental conservation
by providing online contract guidelines and policy conditions

Participation in a tree-planting volunteer activity organized by a donate organization (October 28, 2017)



高血圧症に関する質問

新約申込番号 | 5671198302
 回 答 日 | 平成29年4月10日
 対 象 者 氏 名 | 鶴岡保太郎 25歳

質問3 過去1年以内の血圧について、直近の前年度年月日より数値を回答してください。
 不明な場合は、「今年以降初めて測定した数値」を入力してください。

測定年月日	年 <input type="text"/> 月 <input type="text"/> 日 <input type="text"/> 過去1年以内の 測定された日
収縮血圧 (mmHg)	収縮血圧を入力する [収縮血圧 (上) ●] <input type="text"/> <input type="text"/> [拡張血圧 (下) ●] <input type="text"/> <input type="text"/>

不明な場合は、直近に測定された収縮血圧（収縮血圧を記入してください）を入力してください。

今は回答がわからない ☐