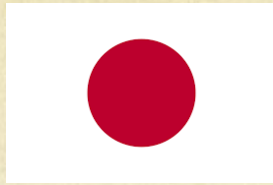


Ichijyusansai
versus
The Sunday Roast

Intercultural attitudes
to food to promote
Peace and Purpose – Ikigai,
for older adults

チーム ゴジラちゃん Team Godzilla chan





research target



Promoting intercultural attitudes to food to promote peace and purpose – **Ikigai**, for older adults.



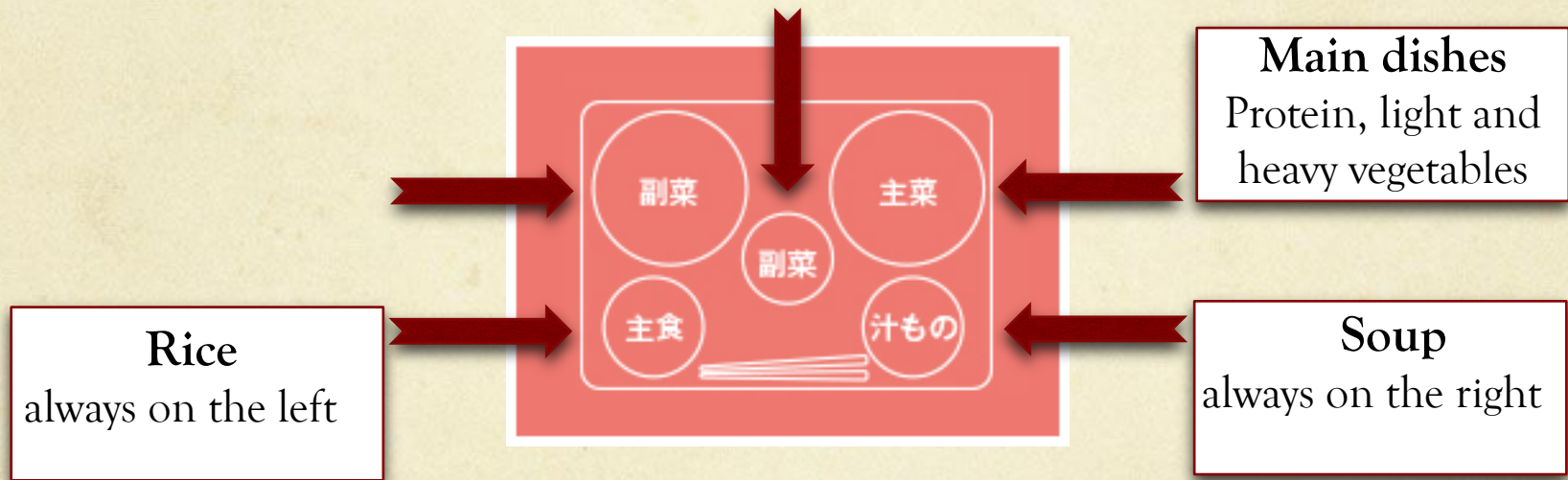
Research rationale

- Food is important to wellbeing and has taken a backseat in British culture



Research scope

- Our approach is to tackle this problem from a multidisciplinary holistic perspective taking traditional concepts of food from Japanese culture.
- 一汁三菜 Ichijyusansai - 1 rice, 1 soup, 3 dishes



Research scope

- Our approach is to tackle this problem from a multidisciplinary holistic perspective taking traditional concepts of food from Japanese culture.
 - もったいない Mottainai - Not leaving leftovers is a sign of respect for the many kinds of life that are food



Research scope

- Our approach is to tackle this problem from a multidisciplinary holistic perspective taking traditional concepts of food from Japanese culture.
- 食育 **Syoku-iku** - Food education by older adults attending schools to transfer knowledge of traditional food techniques and ritual



Research scope

- The Sunday roast
 - Is the Sunday roast a comparable social concept to Ichijyusansai in British culture?



Research scope



- Food is not just fuel for your body, but encompasses:
 - Nutrition
 - Education
 - Social interaction
 - Cultural/historical and family histories, traditions and legacies
 - Environmental pressures (e.g., you can grow rice in Japan, but not in the UK due to long periods of cold)





Research impact



- **Social contribution to wellbeing**
 - Generativity: Concern for guiding and establishing the next generation of older adults
 - Intergenerational exchange of knowledge from older people to younger people and younger to older people Reinforcing and maintaining declining traditions
 - General engagement of older adults in society
 - Teaching younger people to value the knowledge that older people provide and understanding the wider impact of this knowledge
 - Improving the diversity of textures of foods that stimulate taste and enjoyment of meals (improving the user experience)



Research impact



○ Biological contribution to wellbeing

- Understanding the differences between Japanese and British nutritional habits
 - Tentative impact on the improvement of nutritional intake of older people living alone, as they could benefit from **Syoku-iku**
- Understanding the impact of differences in diet on rates of obesity
- Understanding how the rates of obesity in each society affect the rates of falls in older adults
- Improving the diversity of textures of foods that stimulate taste and enjoyment of food and the biomechanical health of the system



Research impact



- Technological contribution to wellbeing
 - Technology has taken a role in reducing people's investment in food preparation
 - Technological contribution to a decline in biomechanical wellbeing
 - Explore the potential of improving the scope of food choice with technology
 - Nutrition
 - Education
 - Social interaction
 - Cultural/historical and family histories, traditions and legacies
 - Environmental pressures (e.g., what can you grow in your environment)

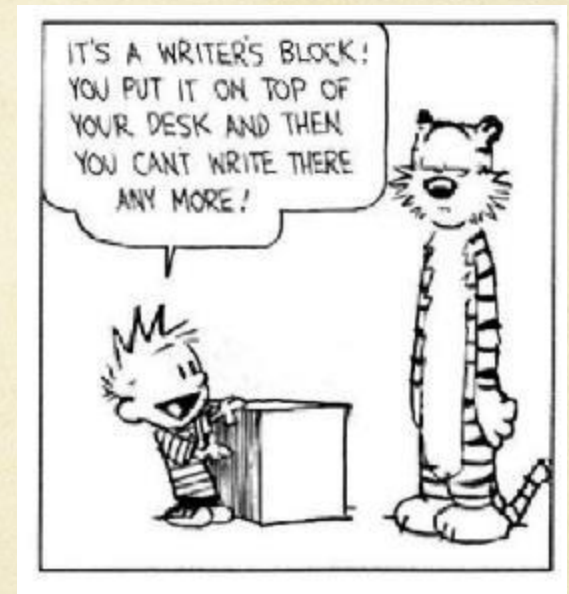
Stakeholders

- Charities:
 - Age UK
 - Jamie Oliver Food Foundation
 - British Council
- Funding bodies:
 - British Nutrition Foundation
 - Wellcome Trust: The Nutrition Society
- Local Council:
 - Local community test beds, Liverpool and Osaka



Future research

- We would like to start with a review paper establishing the cross-cultural differences in food between Japan and the UK
- Potential target journals
 - Appetite
 - Social Science and Medicine
 - Journal of Public Health
 - Ageing and Society
- Work towards a grant application on the back of an initial review paper



Food model

- We believe the Japanese food model is relevant and successful at linking intergenerational social interactions
- Lessons can be learned and applied to UK society, to use food as an anchor for intergenerational society interactions.



Take home message from Godzilla chan

Food has the potential to anchor research into the wider intercultural themes explored by RENKEI 2015-2017.



Brainstorming

- Potential topics to discuss in the review article
- Women's Institute
 - Community based organisation that began with the aim of revitalising rural communities to become more involved in food production during the First World War.
 - Today, it provides educational opportunities to build new skills, promote activities and campaign for community issues.
- Luncheon clubs
 - British lunch culture provides the main meal of the day
 - Work place canteens and school dinners, are not common in Europe or the colonies.
 - In working class Britain, people go for Sunday lunch (Family and intergenerational interactions).
 - Dining in daylight - not in the dark; working class families didn't have access to cars making lunch easier to attend.
 - Church halls, Salvation Army, social clubs, town halls provide spaces for luncheoning.
- Pensioners discount at pub lunch