

MURC Cooperates on “4R Event” with Chula HealthStreet, Chulalongkorn University, Thailand

Encouraging Evidence-based Health Promotion Activities with Digital Technologies

We are pleased to announce that Mitsubishi UFJ Research and Consulting Co., Ltd. (Headquartered in Tokyo, Japan, President: Masakazu Ikeda, hereafter “MURC”) cooperates on the new health promotion activity “4R event” starting from November 25 by the Chula HealthStreet, Chulalongkorn University in Thailand (Headquartered in Bangkok, Thailand, Director: Professor Chitlada Areesantichai, Ph.D). This event aims to improve the well-being of residents in Bangkok through the encouragement of 4R, which consists of: 1) Regular exercise, 2) Refresh with water and healthy food, 3) Reduce stress, and 4) Relax. It is also our intention to make this health promotion an evidence-based event by utilizing digital technologies. (In response to the spread of Covid-19, the event will be held online.)

1. Background

Urbanized Bangkok is faced with new health risks, non-communicable diseases closely related to lifestyle, in addition to conventional communicable diseases. Therefore, health promotion activities, encouraging people to control their own health by following a healthy diet, exercising, and reducing stress, would be more important than ever. Furthermore, these health promotion practices need to be more evidence-based and we believe that digital technologies are necessary to serve that purpose.

The MURC’s Center on Global Health Architecture has been tackling global health challenges and engaging in health promotion activities using digital technologies, particularly in low- and middle-income countries.

Chulalongkorn University, the leading national university headquartered in Bangkok, has launched a “Chula HealthStreet” in 2017 so that the university could conduct research and practice based on community engagement involving the residents nearby. Chula HealthStreet is the first innovative health assessment in Thailand incorporating community engagement. It aims to support people to manage their health conditions and keep a healthy lifestyle. Through collaboration within and external to the university, this model brings scientific findings to the urban residents and promotes the utilization of healthcare services.

2. About 4R event

There are almost 4,000 members registered and participated in Chula HealthStreet's health promotion activities to decrease the likelihood of preventable diseases. However, most of the registered members were known to have a tendency to prefer sweet, salty, and fatty foods while engaging in no regular exercise, and they are not paying enough attention to their health. That is why Chula HealthStreet decided to hold the "4R event" online to improve the situation. During the event, the members will engage in "4R": healthy eating, regular exercise, stress reduction, and relaxation. Then, using social media, they will be further encouraged to visualize their performance by measuring and reporting their own weight and stress level regularly. This will allow us to investigate what kind of activities could impact their health outcomes. Chulalongkorn University also plans to develop an original mobile healthcare application of the Chula HealthStreet program in the future. Bank of Ayudhya PCL (Krungsri), which is a member of Mitsubishi UFJ Financial Group (MUFG), also supports this 4R event.

We, MURC, are grateful to support the Bangkok citizens to enjoy their healthy lives, both physically and mentally, and dedicated to promoting evidence-based health promotion practices employing the knowledge and services from the Japanese healthcare technology industry.



(Source: Poster for 4R event, the Chula HealthStreet, Chulalongkorn University)

3. Outlines of the two organizations

■ Chula HealthStreet, Chulalongkorn University

Chulalongkorn University is the first and most prominent national university in Thailand. It is a world-class university, generating knowledge and innovation to transform Thai society to become a creative and sustainable nation. One of its missions is to apply knowledge learned towards the sustainable development of the country, and it is applicable to the Chula HealthStreet.

Website : <http://www.cphs.chula.ac.th/>

Facebook : <https://www.facebook.com/ChulaHealthStreet-434591346873206/>

■ Mitsubishi UFJ Research and Consulting Co., Ltd.

MURC is a think tank and consulting firm within Mitsubishi UFJ Financial Group (MUFG). It has offices in Tokyo, Nagoya and Osaka, and drives a variety of projects including consultancy services for firms, policy research for national and local governments, management information services, human resource development, and economic research.

The Secretariat of this newsletter is MURC's Center on Global Health Architecture, an organization striving to solve global health issues.

Website : <https://www.digitalsociety.murc.jp/globalhealth/architecture/index.html>

Facebook : <https://www.facebook.com/cgha.murc/>

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【For more information】

Center on Global Health Architecture, Mitsubishi UFJ Research and Consulting, Co., Ltd.

5-11-2 Toranomom, Minato-ku, Tokyo, 105-8501, Japan

Email: ath-ch@murc.jp

Contact Persons: Michikazu Koshihara and Junko Makinouchi

【Media contacts】

Corporate Communications Dept, Mitsubishi UFJ Research and Consulting, Co., Ltd.

E-mail : info@murc.jp