

August 31, 2022
Sompo Holdings, Inc.
Sompo Japan Insurance Inc.
Sompo Himawari Insurance Inc.
Sompo Care Inc.
Prime Assistance Inc.

**“SOMPO Dementia Support Program”
Initiatives for World Alzheimer’s Day (September 21)
“Talk with’: Let’s talk. About dementia.”**

Sompo Holdings, Inc. (SOMPO Group CEO, Sakurada), will carry out initiatives to raise social awareness of dementia as the SOMPO Group also during the current fiscal year, based on the concept “Talk with’: Let’s talk. About dementia.” This initiative is timed to coincide with World Alzheimer’s Day on September 21 and World Alzheimer’s Month in September^{*1}.

*1 September 21 and the month of September were jointly established as World Alzheimer’s Day and World Alzheimer’s Month by Alzheimer’s Disease International and the World Health Organization (WHO).

1. Background

Under the slogan “build a society that strives to prepare for dementia and enables people to continue living long and happy lives with dignity as individuals, even after being diagnosed with dementia,” which related to SOMPO’s Purpose, the SOMPO Group has developed the “SOMPO Dementia Support Program^{*2}” since 2018 in order to realize a society in which all people can enjoy healthy and abundant lives as unique individuals. We make full use of the knowledge and opinions of persons with various standpoints, including the voices of people with dementia themselves and their families, staff members at front-line nursing care work sites, and advice from the National Center for Geriatrics and Gerontology (NCGG), with which SOMPO has concluded a Comprehensive Alliance Agreement.

*2 For more information concerning the “SOMPO Dementia Support Program,” please visit the following dedicated website:
<https://www.sompo-egaclub.com/sompo-dementiasupportprogram/>

2. About “Talk with’: Let’s talk. About dementia.”

Until now, it has been somewhat difficult to talk about dementia. However, dementia is definitely not a somebody else’s problem. Considering this, frank and honest discussions between spouses, parents and children, and even between companies and individuals, and more open discussion of the topic of dementia are essential. The concept of “Talk with” is to create opportunities for that kind of communication.

Talk with 

話そう。認知症のこと。

3. Initiatives to Raise Awareness of Dementia

To “build a society that strives to prepare for dementia and enables people to continue living long and happy lives with dignity as individuals, even after being diagnosed with dementia,” the SOMPO Group carries out the following initiatives in order to deepen understanding of dementia.

(1) Newspaper advertising featuring the couple Masaru Hamaguchi (of the comedy team Yoiko) and his wife Akina Minami

SOMPO will place a 15-column ad featuring the couple Masaru Hamaguchi of the comedy team Yoiko and his wife Akina Minami in the Nikkei Shimbun newspaper (morning edition) on Wednesday, September 21, which is World Alzheimer’s Day. The couple will have a dialogue on the theme of dementia and will compose a poem expressing their feelings about each other using the Japanese *tanka* (thirty-one syllabled verse), in which thoughts are conveyed.

The purpose of the *tanka* is to create an opportunity for playing catch and conversation between those who compose and think about the *tanka* and the SOMPO Group, which will provide the topic for the follow-up line using a linked-verse form^{*3}, based on the concept of “Talk with’: Let’s talk. About dementia.” The poet Hiroshi Homura will cooperate in the supervision of the *tanka*.

*3 A form in which a second person adds a stanza in response to a stanza by the first person, and the two stanzas together make up a poem. In the *tanka* form adopted here, a 7-7 stanza (2 lines of 7 syllables each) is added to a 5-7-5 line devised by the SOMPO Group.



<Masaru Hamaguchi>
Born in Osaka Prefecture on January 29, 1972. Affiliated with the Shochiku Geino talent agency. Formed the comedy duo “Yoiko” with Shinya Arino.

<Comment >
Even though I work with words as an entertainer, it seems difficult to adapt that to the *tanka* form of 5-7-5-7-7 syllables. However, I’ll do my best while thinking of my beloved wife!!



<Akina Minami>
Born in Kanagawa Prefecture on May 15, 1989. Was recruited to join the entertainment world at the age of 12, and debuted as a model in the fashion magazine <Hana*Chu-> at age 14.

<Comment >
Until now I’ve hardly thought about dementia, but through this project, I want to think and discuss things, for example, what if my own parents or my husband developed dementia.

<Tanka supervisor>



Hiroshi Homura
Poet. Born in Hokkaido Prefecture in 1962. Books include “Syndicate,” “A dinner without you” and “Noraneko Wo Sonkei Shita Hi,” etc. He has received the Itoh Sei Literary Award, Kodansha Essay Award, Wakayama Bokusui Award and other literary prizes, and is a judge of the Nikkei Shimbun poetry circle. * Twitter account: @homurahiroshi

(2) *Tanka* contribution by poets’ Social Media Service accounts

<September 21, 2022 (Wednesday)>

The poet Hiroshi Homura, who is participating as the *tanka* supervisor for the couple Masaru Hamaguchi of the comedy duo Yoiko and his wife Akina Minami, Naoko Higashi, and Mashiro Tanaka will compose *tanka* on the theme of dementia, which are scheduled to be posted on their own Social Media Service accounts on World Alzheimer’s Day on September 21.

In this connection, based on the concept of “Talk with’: Let’s talk. About dementia,” follow-up stanzas will be used in the same way as described above, and the three poets will compose and tweet the *tanka* of this linked-verse type.



<Naoko Higashi>
Poet and author. Born in Hiroshima Prefecture in 1963. Books include the *tanka* collections “Haruhara-san’s Recorder” and “Seiran,” a novel “Toritsukushima” and a collection of essays “Issho Ni Ikiru.” She has received the 7th Tanka Poet’s Society Award and the 31st Tsubota Joji Literary Award, and is a judge for the Tokyo Shimbun and Chugoku Shinbun. Twitter account: @higashin / Instagram account: @higashinaokoh



<Mashiro Tanaka>
Poet and videographer. Since 2010, he has been active as a photographer and videographer while planning and producing the *tanka* x photography free paper “Utaraba”. His first *tanka* collection was “Katasumisagashi.” * Twitter account: @tnkmsr / Instagram account: @tnkmsr

(3) Illumination of Sompo Japan Insurance Head Office Building

<September 21, 2022 (Wednesday) 19:00 to 21:00>

As an event using the color orange, which is the theme color of the Dementia Awareness and Support Activities carried out continuously since 2017, the Head Office Building of Sompo Japan Insurance Inc. in Shinjuku-ku, Tokyo will be illuminated in orange on World Alzheimer's Day on September 21.



(4) "6th Living Together: Seminar for Thinking about Dementia"

<September 23, 2022 (Friday / Public Holiday) 13:00 to 15:00 (planned)>

SOMPO's "Living Together: Seminar for Thinking about Dementia" has been held each year since 2017. Continuing from last year, the 6th Seminar in this series will also be held on the theme of "'Talk with': Let's talk with everyone," and will be held in an on-line seminar format.

<Seminar Concept>

"This feeling of mine. What words can I use to explain it . . ."

When we talk about dementia, even though there are so many cases around the world, I can't find the first "word" that I want to say when it becomes a reality for me, or for someone important to me, or even when or might become a reality.

I'm still me. And that person is also the same person as they were before.

To take the first step in a life lived with dementia, let's talk with everyone.

"First Talk with" Let's talk about dementia. This is a seminar which will open that door.

[Application]

<https://que.digital.asahi.com/question/11008850>

*The seminar is open to everyone who wishes to apply. This is a free event (no charge for participation), but please note that advance registration is required.



4. Future Direction

Based on the concept of "'Talk with': Let's talk. About dementia," the SOMPO Group will continue its efforts to "build a society that strives to prepare for dementia and enables people to continue living long and happy lives with dignity as individuals, even after being diagnosed with dementia" through dialogues with the full spectrum of stakeholders, including our individual and corporate customers, persons with dementia and their families, local governments, and the executives and employees of the SOMPO Group and their families.