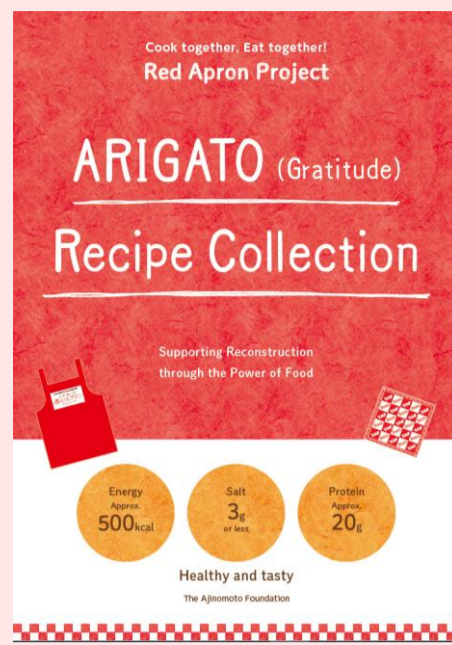




Characteristics and Potential Applications of the “ARIGATO Recipe Collection” Developed in Disaster-Affected Areas

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Background / Objective

1. After the Great East Japan Earthquake, TAF and its local partners held cooking classes in the Tohoku region with 54,434 participants.



Fig.1 Temporary housing kitchen one year after the disaster



Fig.2 Scenery of cooking classes

2. In 2021, TAF published the “ARIGATO(Gratitude) Recipe Collection”, derived from the cooking classes show to thank the project stake holders and to support independent local efforts to hold classes.

3. The recipe is mainly intended for lunch for people aged 65 and over.



4. Even people unfamiliar with cooking can make it at a low cost in a small kitchen of temporary housing.

5. The recipe collection included 109 recipes (for 36 meals) out of 403 proposed by TAF.



Fig.3 Recipe contents

6. The number of copies distributed exceeded 58,000. This study aims to evaluate the participants reported outcome.

Methods

- A questionnaire-based survey by web research method was conducted anonymously in December 2022.
- The participants consisted of 213 belonging to local governments and dietary improvement promotion groups who were local partners or expressed interest in the recipe collection.
- The questionnaire items include primary attributes, participant satisfaction and Net Promoter Score (NPS).

Results / Discussion

- The survey was completed by 114 respondents (54% response rate). The types of organizations were diverse, and half of them were dietitians.
- Those who responded “very satisfied” or “satisfied” accounted for 95.1% of the total respondents.
- 83.3% of the respondents answered “Yes” to the “Did you show or tell someone about it?”
- The NPS for the likelihood of recommending the collection to friends, acquaintances, and family was 42.1 (>0).
- More cooking class attendance leads to higher NPS and increased likelihood of recommending.

Promoters(score9-10) – Detractors(score0-6)

= **NPS 42.1% (>0)**

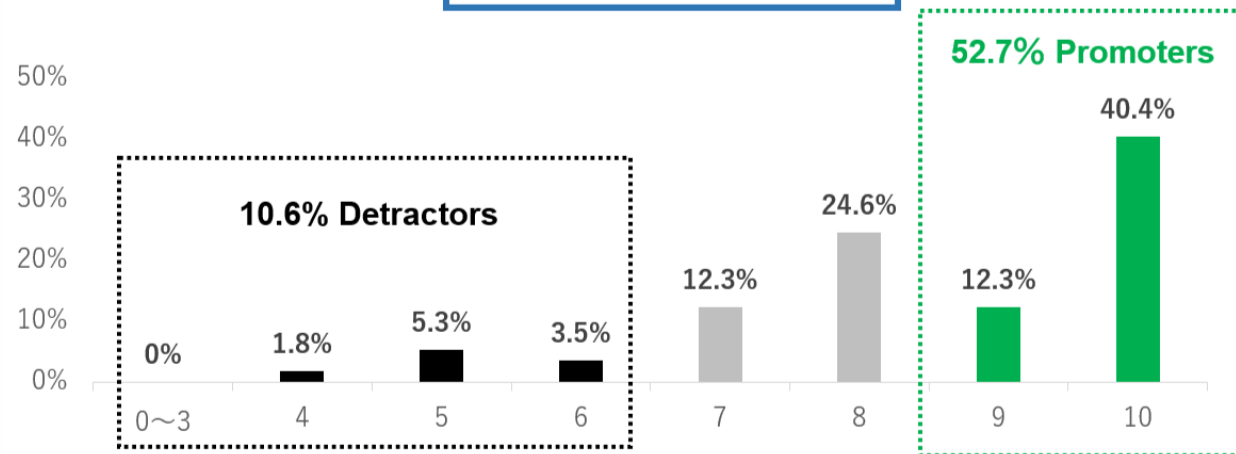


Fig. 4 “ARIGATO (Gratitude) Recipe Collection” NPS

Number of cooking classes	cooking classes NPS	Recipe Collection NPS
Never participated	Value: 0.6 Frequency: 6.4	40.6
1-2times	Value: 2.1 Frequency: 1.9	22.7
3-9times	Value: 5.0 Frequency: 1.2	50.0
10 times or more	Value: 5.0 Frequency: 1.6	68.8
Total	Value: 38.3 Frequency: 4.7	42.1

Participation in cooking classes, NPS of “ARIGATO (Gratitude) Recipe Collection” improved after 3 or more times

Fig. 5 The relationship between each NPS and the number of times of cooking class attended

6. Positive comments about the “ARIGATO Recipe Collection”

- (1) Quick and easy to make (2) Seasonal recipes (3) Easy-to-read (4) Impressive design
 (5) Cooking class support (6) Communication tool (7) Useful for disaster prevention

Conclusions

- It became clear that the “ARIGATO Recipe Collection” was a practical tool for many participants and was effectively used in cooking classes. A wide range of applications is expected through further utilization and improvement in the future.
- Securing a setting/support platform is expected to promote participation and benefit future disaster prevention efforts.

