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The possibility of marathons that encourage local development

-The case of the Isumi Health Marathon in Chiba
Prefecture-

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タイトル

市民マラソン 地域社会 地域振興型マラソン いすみ健康マラソン

英文タイトル

The possibility of marathons that encourage local development

—The case of the Isumi Health Marathon in Chiba Prefecture—

要旨

市民マラソンは、2007 年 2 月に第 1 回東京マラソンが開催されたのをきっかけにブームとなり、東京マラソン初開催以降の 10 年間でフルマラソン完走者数は 10 万 3,590 人(2006 年度)から 35 万 4,072 人(2015 年年度)へと 3 倍増となった。近年、全国的に都市型マラソン大会の新規開催や既存大会のリニューアルが増加すると共に、地方都市において地域振興型マラソン大会の開催も盛んになっている。市民マラソンがいかにスポーツ文化を変革したのか。本稿では、地域振興型マラソン大会の一つである千葉県はいすみ健康マラソン・増田明美杯といういわゆる田舎(田園地帯)で開催される大会に着目し、その組織体制、運営、おもてなしの努力、経済効果、安全管理について分析することによって、地域社会におけるスポーツや健康づくりのあり方を提言する。

キーワード

市民マラソン 地域社会 地域振興型マラソン いすみ健康マラソン

英文要旨

Citizen marathons became popular in Japan after an outpour of racers took part in the Tokyo Marathon, established on February 2007. Comparing the total number of full-marathon finishers across a span of ten years, beginning on the first Tokyo Marathon, 103,590 finishers in the 2006 fiscal year and increased by three to 354,072 finishers in the 2015 fiscal year. Since the first Tokyo Marathon was held, urban-type marathons have been established one after and another, nationwide, and existing marathons have been renewed. At the same time, we have seen the establishment of rural-type marathons encouraging local development. Then what have these citizen marathons brought to our society? In order to illustrate the answer to this question, we focus on “Isumi Health Marathon in this paper. This marathon is a rural-type marathon which is held in the middle of rice fields. We analyze how Isumi Health Marathon has developed these ten years since its foundation in terms of organization, management, hospitality, effect to the local economy and safety management.

英文キーワード

Citizen Marathon, Community, Marathon encouraging local development, Isumi Health Marathon

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Abstract

Citizen marathons became popular in Japan after an outpour of racers took part in the Tokyo Marathon, established on February 2007. Comparing the total number of full-marathon finishers across a span of ten years, beginning on the first Tokyo Marathon, 103,590 finishers in the 2006 fiscal year and increased by three to 354,072 finishers in the 2015 fiscal year. Since the first Tokyo Marathon was held, urban-type marathons have been established one after and another, nationwide, and existing marathons have been renewed. At the same time, we have seen the establishment of rural-type marathons encouraging local development. Then what have these citizen marathons brought to our society? In order to illustrate the answer to this question, we focus on “Isumi Health Marathon in this paper. This marathon is a rural-type marathon which is held in the middle of rice fields. We analyze how Isumi Health Marathon has developed these ten years since its foundation in terms of organization, management, hospitality, effect to the local economy and safety management.

Introduction - How citizen's marathon has changed sports culture. -

The theme of this paper is citizen marathons. Citizen marathons became popular after an outpour of racers took part in the Tokyo Marathon, established on February 18, 2007; finishers: 25,102, finishing rate: 96.3%. Comparing the total number of full-marathon finishers across a span of ten years, beginning on the first Tokyo Marathon, 103,590 finishers in the 2006 fiscal year and increased by three to 354,072 finishers in the 2015 fiscal year. Male finishers increased from 85,981 to 280,461, which was shown in “the Marathon Ranking of all Japan” by the R-bies sports foundation. Female finishers increased from 17,609 to 73,611. Since the first Tokyo Marathon was held, urban-type full marathons have been established one after and another, nationwide, and existing marathons have been renewed. The Nara Marathon was established in 2010, the Osaka Marathon in 2011, the Kobe Marathon in 2011 and the Kyoto Marathon in 2012 in the Kansai region. As a result, marathon races have become popular and citizen marathons came to be shown on television, which used to broadcast only marathons for athletes, and competition rules such as course time limit were loosened. We will examine what these citizen marathons have brought to our society.

1. Rural type marathon, Isumi Health Marathon “Akemi Masuda Cup”

This is a paper regarding the case of the “Isumi Health Marathon,” which is held in the hometown of Akemi Masuda, Isumi City in Chiba Prefecture, with the cooperation of Isumi City and local producers there. The first Isumi Marathon began in 2008, and this year we enjoyed the ninth session. Formerly, I had been supported as a runner, but it was an opportunity for me to manage the marathon as a supporter. Another aim of this marathon was to cheer up the city, which was faced with aging and depopulation. Presently, more and more city marathons are being held throughout the country. The marathon mentioned here is “the rural type marathon” which is held in the middle of rice fields.

First, the characteristics of the region will be mentioned. Isumi City is located in the southern part of Chiba Prefecture, the Eastern part of the Boso Peninsula, and the southern end of Kujukuri Beach. The city is located along the Pacific Ocean. Being situated near Tokyo, Chiba tends to be considered an urban area, but the urban part of Chiba is only the Uchibo area facing Tokyo Bay. Although it is an international area with Tokyo Disney Land and Narita Airport, Isumi City's main industries are farming

and the fishing. Because of its accessibility, it takes only 70 minutes by express trains from Tokyo Station. This is the reason why the Isumi Health Marathon uses a catch phrase such as “a familiar countryside.” The city has an aging problem, with a population of about 40,000, about 30% of which are over 65 years old. Moreover, when Isumi City was introduced on TV as the most preferable place to move to, it obtained a reputation by the catch phrase “a life in the countryside with only less than 100,000 yen.”

The course of the Isumi Health Marathon runs through rice field areas while cutting across satoyama (rural natural area).



“Let’s run on the country road in the vicinity—Isumi Health Marathon, Masuda Akemi Cup”



“Isumin”, mascot character of the city



Welcome by the stationmaster

2. Task of citizen's marathon

Today, people enjoy more and more new marathons. For example, after the Hokuriku Shinkansen launched, the “Toyama Marathon” started in the 1st week of November, and the “Kanazawa Marathon” in the 3rd week. In the 2nd week, the “Okayama Marathon” also was launched. While a number of marathons were launched, there are several tasks in the process. The following three are the primary problems.

Traffic regulations...national roads, railroad crossings, commercial facilities
 Budget ... burdens on municipalities
 Management ... recruitment of staff resources

Table 1 : Tasks of Citizen's Marathon

Status of utilization regarding the JR Sotobo line

Table 2: Record of those who got off trains at Chojamachi Station

	the 1 st marathon	The 2 nd marathon	the 3 rd marathon	the 4 th marathon	the 5 th marathon	the 6 th marathon	The 7 th marathon	the 8 th marathon
Number of those getting off inbound trains at Chojamachi	229	93	121	52	47	48	35	37
Number of those getting off outbound trains at Chojamachi	667	1,416	993	1,082	1,126	1,243	1,341	1,270
Number of those getting off trains at Chojamachi	896	1,509	1,114	1,134	1,173	1,291	1,376	1,307
(Number of those who used express trains)	(280)	(611)	(253)	(263)	(403)	(436)	(530)	(510)
(Number of those who used local trains)	(616)	(898)	(861)	(871)	(770)	(855)	(846)	(797)

Table 3: Record of those who got on trains at Chojamachi Station

	the 1 st marathon	The 2 nd marathon	the 3 rd marathon	the 4 th marathon	the 5 th marathon	the 6 th marathon	The 7 th marathon	the 8 th marathon
Number of those getting off inbound trains at Chojamachi	490	1,074	979	987	1,135	1,248	1,317	1,176
Number of those getting off outbound trains at Chojamachi	277	117	126	73	60	71	59	94
Number of those getting off trains at Chojamachi	767	1,191	1,105	1,060	1,195	1,319	1,376	1,270
(Number of those who used express trains)	(107)	(328)	(290)	(337)	(428)	(544)	(521)	(470)
(Number of those who used local trains)	(660)	(863)	(815)	(723)	(767)	(775)	(855)	(800)

First of all, there is a problem regarding traffic regulations. While it is necessary to obtain permission by the police when we use the public roads, there were many regulations in Isumi City, such as “do not cross the national roads” and “do not pass the railroad crossings”. We had to consider what to do with the entries and exits of the parking lots of shopping malls. When we plan to hold a marathon on the most popular street, we are sure to face these “traffic regulations”.

In addition, we have to consider that the success of marathons, which are sponsored by the municipalities, depends on their financial status. To say nothing of special staff, persons will have to be assigned without using high costs as traffic guards for security, traffic control, and parking management on the marathon day. If we depend on outsourcing too much, the cost will exceed the budget, which means we have to use the labor forces of municipal officials.

3. Key factors of success for citizen’s marathon

The civic hall called “Friendship hall” was used as the start/goal venue. On the other hand, it is quite important where to place the main venue in the marathon. As marathons are commonly held during the cold season, we have to care for locker rooms. Additionally, it is also important whether the restrooms are clean and the number is sufficient. Women tend to choose a comfortable place as a marathon venue. A nice hall where we feel like communicating with others is used in Isumi Health Marathon, just

as the name “Friendship hall” indicates. The hall is opened and furnished with heaters so that people can use it for resting and changing clothes. Besides, there is another association room within the hall (as large as 100 tatamis) which is meant for women who change clothes. It receives a favorable reputation among people.

Regarding the marathon, whether the venue is accessible or not is very important, too. The venue for the Isumi Marathon is located only 500m from the JR East Japan Station, though the express train does not stop there in the ordinary schedule. However, we were able to obtain the support of JR East Japan so that five express trains (up and down) would stop at the station temporarily. Additionally, even the special trains (Isumi Marathon Express) are in service.

4. Characteristics of Isumi Health Marathon

There are also tasks to solve. The support along the route is not sufficient. Especially in the cold seasons, the support becomes less and less, not only because the course is set in the country side where the number of residents is small, but also the aging of population is advancing. It is very important that there are cheering supporters on the roadside. Then, a measure was taken that scarecrows which had been used at the summer event were set on the route, which attracted people’s attention. We saw a number of comments on the bulletin board such as “I loved scarecrows,” and “I will go to see scarecrows next year.” It is an interesting phenomenon. It was understood that we should put a lot of thought into the plan, in order to get an appraisal of runners who came to the marathon seeking some comfort from the urban areas.

Number of regional participants (unit: person)	2008	2010	2012	2014	2015
	the 1 st marathon	the 3rd marathon	the 5 th marathon	the 7 th marathon	the 8 th marathon
Residents in Isumi City	1,161	1,192	1,126	1,102	1,069
Residents in Chiba Prefecture	1,640	2,635	3,095	3,165	3,166
Residents outside Chiba Prefecture	349	687	871	900	917
Residents in Hokkaido / Tohoku District	5	7	18	15	12
Kanto District	330	661	815	830	858
Tokyo District	185	410	485	472	516
Kanagawa District	66	142	201	227	216
Hokuriku / Chubu District	6	15	23	38	35
Kansai District	5	2	9	11	8
Chugoku / Shikoku District	2	2	3	2	0
Kyushu / Okinawa District	1	0	3	4	4
Total	3,150	4,514	5,092	5,167	5,152
Males	2,036	2,954	3,338	3,291	3,312
Females	1,114	1,560	1,754	1,876	1,840
Rate of females	35%	35%	34%	36%	36%

Table 4 Participants of Isumi Health Marathon

As is shown in Table 4, the number of marathon participants who live within the city has been flat, while an increase is seen regarding the number of participants from other districts within / outside Chiba Prefecture. Considering that the 700 Saturday group participants of primary / junior high / high school students were included in those from Isumi City, about 90% of all the participants were from the outside resident group. The planning was contrived focusing on how to increase the number of participants from outside the city. With the cooperation of JR East Japan, posters of the Isumi Marathon were put up within Tokyo Station. Due to this, the marathon attracted people's attention. In the future, we aim to make more efforts to increase the participants from outside Chiba Prefecture.

With a high spirit of citizens welcoming guests from outside area, the Isumi Marathon has been selected as one of 100 marathons in Japan for seven years in a row by popular vote of "RUNNET," which is the biggest bulletin board for runners.

Moreover, when analyzing characteristics of participants, the rate of female participants was found to be very high. This can be attributed to the special care regarding rooms for changing clothes and restrooms.



Support by a scarecrow



Race for children and family on Saturday

“Saturday for Community and Sunday for Runners from all Japan”

5. Account of Isumi Health Marathon

Next, the settlement of the account of the marathon will be mentioned. The revenue of the marathon mainly consists of entry fees. For example, the entry fee for the Chiba Aqualine Half marathon is 9500 yen, while we can participate in Isumi Health Marathon for 3800 yen, half the price of the former. In most cases, the entry fee for the marathon is about 5000 yen, which is by far lower for the Isumi Health Marathon. Regarding the revenue, the main part consists of the entry fee, municipal subsidies, and the sponsorship money. Among them, municipal subsidies seem to be granted as a deficit covering. The sponsorship money is a small sum from 100 providers. On the whole, it is understood that half of the revenue accounts for the entry fee, while one third is municipal subsidies.

Table 5 : Revenue and Expenditure of Isumi Health Marathon

【Revenue】

(unit: yen)

Item	the 1 st marathon	the 2nd marathon	the 3rd marathon	the 4th marathon	the 5th marathon	the 6th marathon	the 7 th marathon	the 8 th marathon
Entry fee	5,487,000	9,446,500	9,610,500	9,961,500	12,423,500	12,863,620	14,193,382	14,232,100
Sponsorship money	5,000,000	5,500,000	5,800,000	6,500,000	6,500,000	7,500,000	6,500,000	5,500,000
Subsidy	2,760,000	1,880,000	1,585,000	1,810,000	2,130,000	2,210,000	2,210,000	1,955,200
Other revenue	3,029	1,463	79,668	61,259	25,394	81,533	83,228	99,644
Balance carried forward		1,878,211	60,628	23,955	633,677	943,301	711,870	824,254
Total	13,250,029	18,706,174	17,135,796	18,356,714	21,712,571	23,598,454	23,698,480	22,611,198

【Expenditure】

(unit: yen)

Item	the 1 st marathon	the 2nd marathon	the 3rd marathon	the 4th marathon	the 5th marathon	the 6th marathon	the 7 th marathon	the 8 th marathon
Reward costs	2,082,917	6,515,098	5,688,738	5,927,748	7,431,317	7,481,457	7,610,126	7,819,347
Travel expenses	155,300	110,750	164,340	161,760	231,280	139,660	160,748	201,940
Demand costs	3,172,174	3,662,108	2,636,337	3,188,241	3,278,849	3,570,462	2,987,524	2,828,785
Service costs	977,907	1,302,603	1,029,242	986,071	948,750	1,098,464	1,034,596	1,027,998
Commission	3,522,789	5,628,872	5,932,614	5,784,387	8,408,642	9,936,684	10,224,735	9,330,825
Rent	1,115,000	1,291,115	1,660,570	1,674,830	440,045	581,202	810,997	829,528
Construction contract expenses	0	0	0	0		0	0	0
Raw material costs	60,451	0	0	0		0	0	0
Equipment purchase costs	285,280	135,000		0	30,387	78,655	0	0
Interest and discount fee		0	0	0	0	0	45,500	21,000
Total	11,371,818	18,645,546	17,111,841	17,723,037	20,769,270	22,886,584	22,874,226	22,059,423

Regarding the expenditure, the cost for the measurement is the main part. Although the administration staff aims to organize the marathon all by themselves, they have no option but to entrust time measurements, sound effects, and stages to some experts. Meanwhile, unlike this type marathon, the urban marathons usually require a great sum for security costs, which accounts for the main part of the expenditures. It is considered that the reason why the entry fee for the Aqua Line Marathon is expensive is partly because of the compensation cost required due to the closing of the express ways which obstructs the usual operation, and partly because of the situation where a number of security guards are needed to be located on the bridges.

In the case of the Isumi Health Marathon, a huge deficit was brought about, not only because of the lower cost of half marathon entry fee (3800yen), but also because of a special participation frame for primary, junior high school, and high school students regarding their entry fee (800yen). It is probable that if there was not a frame for the latter, it would not have been necessary to depend on the subsidies or the sponsorship money. However, it seemed important to give opportunities for those young people to improve their physical strength. Even though preparing time measurement facilities or money for prizes is costly in the same scale as the case of adults, it is considered reasonable to use the municipal subsidies for the purpose of filling the deficit.

6. Staff for Isumi Health Marathon

It will be inevitable to assign one or two professional staff to be in charge of management when we hold a marathon involving 5000 participants in our district. From the beginning, we have two professional staff who worked for the social physical section of lifelong education in the Board of Education. However, it will be very difficult for them to take on the management of a marathon in their spare time. They will be required to keep thinking how they could give participants a good time and how they could improve the race.

Regarding the management of the marathon day, the city employees, the Athletic Association, the fire station, as well as firefighters are in charge, on the basis of participatory budgeting. In particular, the middle aged women team is playing a remarkable role. Most of the management staff are volunteers, while there are only 56 staff assigned by contractors. This is an important point for the reduction of management costs.

Table 6 : Permanent Staff for Isumi Health Marathon

Social physical education team of Isumi City Board of education, Lifelong learning division	Permanent marathon staff 2 persons
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Table 7 : Human Resources for Isumi Health Marathon

City official	174	(AED relief squad)
Athletic association staff, etc	162	
Firefighters	113	
International Budo University	94	
Youth counselors	40	
Women's society	38	
Surfing industry union	9	
Traffic safety association, etc	14	
Volunteers	111	
Contractors	58	Sunday / Adult division
Total	813	

7. Effect by Isumi Health Marathon

Despite a lot of tasks, there are considerable outcomes from the marathon. First of all, the name Isumi City has become widely known among runners. Isumi County has changed into Isumi City through a merger 10 years ago. As information about the Isumi Health Marathon is disseminated through publicity posters within the stations, including Tokyo Station, the popularity of the city is increasing.

Seen from the point that the city was born as a unification of three towns, Isumi City has not fully developed. We planned to realize a course which united three towns, but in vain, due to the fact that there were problems including national highways or railroad crossings. As a result, we abandoned building an ideal course, coming to terms with only a course in Misakicho, the hometown of the author. We will have to reconsider more in terms of “how to streamline the unified three towns”.

On the other hand, a great effect from the marathon has been seen, regarding how to cheer up the citizens. The marathon day is something like a festival. All the citizens look forward to enjoying it. Among them, children love joining it. The marathon makes them strong and healthy, because they exert themselves participating in the race, saying “I really want to get a trophy. Even though I could not get it last year, this year I will do it.” The marathon is a stage of presentation for them. Furthermore, what children contribute to is not only to run. The broadcasting club members of the junior high schools in the community take turns to be in charge of the radio announcement station. Before the opening ceremony is held, drum club members enhance the mood of the event through their performance. It seems that the fact that they can participate in, and get involved in the event makes them more and more high-spirited. Additionally, not only children but also elderly people can enjoy themselves, for example, participating in walking sections, which contributes a lot to making them physically and mentally healthy and strong.

We think that the most important effect of the community marathon is to enhance “communication in the local districts”. Through holding marathons once a year, fire brigades, women’s society members, and those in charge of management can strengthen their unity. Year by year, those on the roads supporting runners become skillful with every citizen joining in it. It is really impressive that the marathon contributes to make the communities more and more active.

Table 7 : Evaluation of Effect brought by Isumi Health Marathon

Public relations of “Isumi City” after the merger	○
A unification of the former three towns	△
Body building, health promotion, and empowerment promotion	○
Communication in the districts	◎

Regional activation > economic effects

We cannot expect much regarding the economic effects. Because the event takes place for only two days after the section for primary and junior high school students was finished on the previous day. Although it is expected that beers or Ise shrimp soup might be sold during the period, it will not result in a big economic effect. What is more important than the economic effect is that the event unites citizens in the community while giving a sense of empowerment to the region. This is the main reason why we have held “Isumi Health Marathon” every year.



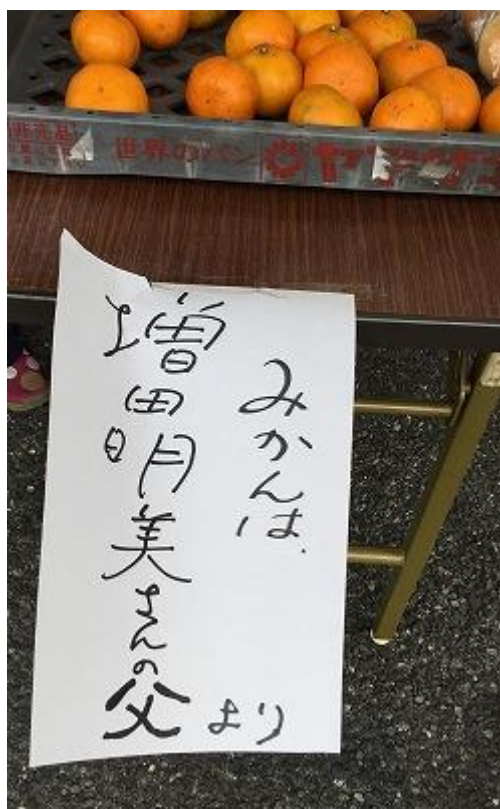
Eating Ise shrimp soup before running



Akemi Masuda touching runners at 11km point



Goal



Gift to Finishers. Oranges offered by Akemi Masuda's father



Awarding of Masuda Akemi Cup



Awards ceremony / Kaori Yoshida(left) who has been a guest runner since the 1st race



Akemi Masuda(right) and Guests in 2018, (from the left) Tadao Uchikoshi, Atsuhiko Yamamoto, Kaori Yoshida



Akemi Masuda seeing off runners at the station

Since the Tokyo Marathon in 2007, which was an epoch making event, marathons have been held one after another in big cities with a great success. With the budget of several hundred million yen, along with a number of guests, marathons are considered one of the representative events of sports tourism. It also is possible to expect some economic effects during the marathons.

8. Safety and Risk Management in Isumi Health Marathon

As mentioned above, Isumi Health Marathon showed that the marathon race has contributed to the regional vitalization. Tokyo Marathon or Osaka Marathon provide the cases where the urban-style marathon has offered opportunities to mature a new type of sports culture and has contributed to the tourism.

However, we must keep it in mind that the running boom involves the increase in risks along with the increase of citizen marathon races. Running marathons is a difficult sport and accidents related to the health damages of runners do not cease during a race. Furthermore, unanticipated incidents could occur in spite of administrative management, e.g. the Boston Marathon bombing terrorist attack which occurred near the goal on April 15, 2013. Therefore, risk management is necessary both for the runner and the organizer. Runners must manage their health and train on a daily basis as well as on the day of the race. Organizers of marathons must conduct diversified risk managements and safety managements such as arranging the administrators, the police, and the local community, including residents around the marathon course, and also do their best to ensure the safety of the runners. According to “*Shimin Marason / Rodo Reisu Unei Gaidorain*,” “Citizen Marathon / Road Race Management Guideline” provided by the Japan Association of Athletics Federations (JAAF), points of consideration are as follows in Table 8. As for Isumi Health Marathon, the safety management is carried out in such a way as in Table 9.

Table 8 :Points of consideration in Marathon Races; items of risk management

1. Preparation of the race in advance for a runners
(1) physical condition management (2) nutrition guidance/water supply
(3) countermeasures against adverse weather
(4) implementation of a jogging class
(5) propriety of the use of costume or electronic devices
(6) strict punctuality of the arrival in the race site/responses to delay
2. General management
(1) items to be written in the marathon race guideline
(2) conditions to notify to runners before the start
(3) services provided by the marathon organization
(4) emergency contact system
3. Marathon course setting
(1) start point and the finish point

<ul style="list-style-type: none"> (2) overall conditions of the course (traffic regulation notices to residents and spectators, ensuring the safety of the course, ensuring the safety of pedestrians crossing support at the course and the road, strict regulation of the time limit at checkpoints and ensuring a route for emergency transportation) (3) preparation of the course (i water supply, ii food supply, iiii lavatory, iv waste disposal)
<p>4. Medical counterplans</p> <ul style="list-style-type: none"> (1) establishment of a medical committee (2) lifesaving training sessions (3) first-aid stations (4) automated external defibrillator (AED) (5) system of emergency transportation and procedures of request for ambulances
<p>5. measures against weather</p> <ul style="list-style-type: none"> (1) measures against heat (2) measures against rain (3) temporary evacuation measures in rough weather or natural disaster (4) methods of transmission and guidance
<p>6. officials and volunteers</p> <ul style="list-style-type: none"> (1) preparation prior to the marathon race (2) appropriate number of staff (3) allocation of roles for officials and volunteers (4) recruitment of officials and volunteers (5) responses to complaints and requests

Source : JAAF

Table 9 Safety Management in the Isumi Health Marathon: Measures of Prevention of Accidents

<p>1. Insurance</p> <ul style="list-style-type: none"> (1) participants: accident insurance, and injury and disease compensation (solatium) (2) officials: accident insurance <p>* covered by the Japan Association of City Mayors Comprehensive Insurance in City and Board of Education Mutual Aid Association</p>
<p>2. Preparation for the start of elementary school children</p> <ul style="list-style-type: none"> (1) form school children into a line in the order of their bib number (a bib number is assigned to a child referring to last year time record and target time), and to leave sufficient space between children (2) brief the children on points of attention before the race starts, e.g. check shoes laces and prohibited matters, do not push the runner in front or run off the runner on the side

3. Running direction

- (1) participants must follow staff instruction; immediately after the start, run on the left side and make right-handed turns at the turning back point
- (2) staff and color cones are placed around the water stations to prevent backtracking

4. Water supply station

Every water station prepares “water” and “sports drink” (measures against dehydration)

- (1) Main site: one station
- (2) 5 km race: one station; 10 km race: two stations
- (3) half marathon: six stations (two stations with chocolate and banana offered)

5. First-aid station and rescue staff

- (1) the rescue headquarters: the main site
- (2) first-aid station: two stations (10 km race and half marathon: around 3.5 km, half marathon: around 7.5 km)
- (3) bicycle AED unit: around the goal point and along the marathon course
- (4) small-sized electric car unit (Q car unit): along the marathon course
- (5) rescue cars: three

6. Rescue equipment

measures against hyperthermia and dehydration: oral rehydration solution and sufficient sports drink

measures against hypothermia: immediate transportation and supply of blankets and towels

7. Rescue staff (in the 2015 marathon race)

total number of staff: 87 members (the first day: 13 members, the second day: 74 members)

- (1) one doctor and three nurses
- (2) thirteen city employees (nine public health nurses and four regular city employees)
- (3) International Budo University trainer team: forty-one members
- (4) broad area fire-fighting employees: twenty members
- (5) Q-car unit: nine members

8. Rescue meeting

- (1) general meeting: conducted three times
- (2) meeting of each group: conducted three times



A small-electric car (Q car) on guard of runners

Conclusion

Meanwhile, it is considered that the community promotion marathon is going to be polarized in the future. In the case of marathons with no special feature, it is possible that there will not be enough runners. As a result, some of them might be discontinued due to the high expenditure the local governments owe. It may be possible to hold marathons by contracting the size of participants. In that case, the administrator will have to turn to specialize in the promotion of health in the community or physical training of children. In the case where the marathon is popular enough among runners to gather participants, it will be necessary to search options to prevent people from getting bored. In the midst of urban marathons with a number of runners having an upward trend, the community based marathon is demanded to contrive more devices attracting citizens' participation.

*Photographs of the 8th (December 6th, 2015), 9th (December 4th, 2016) and 11th Marathon (December 1st and 2nd 2018). (Photographer Katsuyuki Kamei)

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