

# How to prevent heatstroke in Japan

More and more people suffer from heatstroke every year in Japan. If you are not accustomed to high temperatures and humidity, please be careful when spending time outside because it increases your risk of heatstroke. At Japanese summer festivals, fireworks displays and other outdoor activities, be sure to drink water and stay cool.

## Common sense measures

### ① Stay hydrated

Lack of water and salt can dehydrate your body and gradually lead to heatstroke. Since your body requires about 1.2 liters of water every day, be sure to frequently drink small amounts of water, especially on hot days. Drinking sports drinks and other beverages that contain salt and sugar can help you absorb water more easily.



### ② Avoid direct sunlight

Direct sunlight can quickly raise your body temperature and increase the risk of heatstroke. If you go outside in the middle of the day when sunlight is strong, you should wear a hat, walk in the shade and avoid direct sunlight as much as possible.



### ③ Dress properly

Wear light clothing that breathes to reduce the risk of heatstroke. We recommend natural, breathable fabrics like hemp and cotton (as in Japanese yukata), and moisture-wicking, quick-dry materials. Avoid dark colors that tend to absorb heat and instead wear light-colored clothing, loosened around the collar and sleeves.



## How Japanese stay cool

### ① Japanese parasols

Parasols effectively block heat and ultraviolet rays. In Japan, traditional parasols made of bamboo and washi paper have been fashionable for 300 years. They're not waterproof, but their colors and patterns look natural and quite beautiful.



### ③ Sprinkled water

Sprinkling water on the ground is a traditional Japanese way to combat summer heat. It lowers the ambient temperature as the water evaporates and creates a welcoming atmosphere for guests at entrances to homes and hotels.



### ② Hand fans

Japanese have been cooling themselves with hand fans for over 1,200 years. Fans also serve as props in traditional performing arts and as face-cooling fashion accessories at summer festivals and fireworks displays.



### ④ Wind chimes

Wind chimes make you feel cooler by reminding you of cool breezes. In Japan, they have been hung from eaves in summer since ancient times and were originally used to repel evil spirits, but are now enjoyed for their pleasing timbre.



## About Fujita Kanko Inc.

Fujita Kanko Inc. is a tourism industry corporation headquartered in Tokyo with over 70 properties throughout Japan.

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