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フェムテックムーブメントのダイバーシティ推進

—職場におけるストレスケアの男女格差防止のために—

Diversity Promotion of Femtech Movement

—Towards the Gender Equality of Stress care in Office—

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Abstract

The femtech is a new word which means a women's healthcare using technology. In other words, it is a female healthcare support industry that helps female workers. Recently, the Japan Femtech Association is one of the initiative leader organizations which try "femteracy education" in Japanese society. Femteracy education contents consist of 3 categories of knowledge as follows.

Category 1: Skills for female health care throughout their lifetime.

Category 2: Enlightenment of social awareness of gender gap problems.

Category 3: Skills for the femtech social business.

This paper discuss about concerns over the new gender inequality with focusing on above Category 1. As the femtech movement increase, many supporting systems for women's worker appear but for men's. This trend includes problem that makes a new gender inequality in an office or more broaden society. Therefore it is pointed out that understanding the men's unique behavioral characteristics and physical change cycle more is a crucial matter. In order to create a new men's supporting system, sort out men's stress problem as same as women.