



BLUE ZONES PROJECT
by sharecare

A woman in a teal shirt and black shorts is riding a blue bicycle on a paved path. She is wearing a grey helmet and sunglasses. In the background, several children are also riding bicycles on the same path. The path is flanked by tall green corn plants. The sky is blue with some clouds.

**MAKE THE
HEALTHY CHOICE
THE EASY CHOICE**

LEAD. IGNITE. TRANSFORM.

THE CHALLENGES ARE REAL

More than 86%¹ of the nearly \$3 trillion² annual U.S. healthcare costs are spent on chronic disease.

These diseases can largely be prevented and improved through lifestyle changes.

69% of the American population can be classified as overweight or obese.²

Our children's life expectancy is projected to be shorter than that of their parents—for the first time in history.

The truth is our environment increasingly encourages unhealthy choices. We are surrounded by modern conveniences that make us more sedentary. And we are bombarded daily with unhealthy messages for unhealthy products.

The good news

80% of a person's lifespan is determined by lifestyle choices and environmental factors. According to the Danish Twins Study, only 20% is genetic.

¹Gerteis J, Izrael D, Deitz D, LeRoy L, Ricciardi R, Miller T, Basu J. Multiple Chronic Conditions Chartbook. AHRQ Publications No. Q14-0038. Rockville, MD: Agency for Healthcare Research and Quality. April 2014.

²National Center for Health Statistics. Health, United States, 2014: With Special Feature on Adults Aged 55–64. Hyattsville, MD. 2015.

³Christensen, K., Holm, NV., McGue, M., Corder, L., Vaupel, JW. A Danish population-based twin study on general health in the elderly. Journal of Aging and Health. 1999 Feb; 11(1): 49–64. Retrieved from <http://www.ncbi.nlm.nih.gov/>



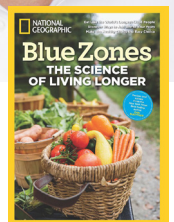
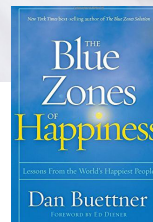
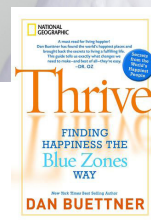
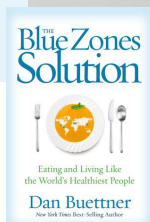
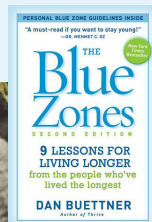


TRANSFORMATION IS POSSIBLE

What do Ikaria, Greece; Loma Linda, California; Sardinia, Italy; Okinawa, Japan; and Nicoya, Costa Rica have in common? Their citizens lead vibrant, healthy, and amazingly long lives. These places are known as “blue zones”, where people live measurably longer, with lower incidences of chronic disease and a higher quality of life.

HELP PUT YOUR COMMUNITY BACK IN CONTROL OF HEALTH AND WELL-BEING.

Blue Zones Project® provides a holistic and comprehensive solution that addresses the key drivers of behaviors in all the places we live, work, learn, and play. We put entire communities in better control of their health and well-being, and deliver measurable change in population health.



MAKE YOUR COMMUNITY A BLUE ZONE

Scientists identified five blue zones areas around the world, and National Geographic explorer Dan Buettner documented these findings in his *New York Times* bestselling book, “The Blue Zones—Lessons for Living Longer From the People Who’ve Lived the Longest.” This research, coupled with a twenty-year longevity study, has been leveraged to develop a community transformation program, Blue Zones Project, which delivers proven tools and resources to create new Blue Zones Communities® across the U.S.

THE BLUE ZONES PROJECT DIFFERENCE

Blue Zones Project takes a unique, systematic approach to improving well-being—focusing on our “life radius.” By optimizing the settings where we routinely spend our time, we make healthy choices easier—and naturally adopt healthier behaviors together as a community.



PEOPLE

We engage people to optimize their homes and social environments with the Personal Pledge; provide opportunities to discover their purpose; facilitate volunteer experiences to connect with community, and offer programs that deliver support through healthy social networks.

PLACES

We orchestrate a critical mass of worksites, schools, restaurants, grocery stores, and faith-based organizations across the community to optimize environments toward healthy living. By working together to make permanent or semi-permanent changes, healthy choices become the easy choices to make in all the places people live, work, learn, and play.

POLICY

We work with city leaders to suggest evidence-based best practices to impact food policy, tobacco policy, and the built environment. By improving community infrastructure and public policies, we maximize residents' abilities to move naturally, connect socially, access healthy food, and improve quality of life.



Communities choose from more than two hundred evidence-based interventions that make healthy choices easier in homes, schools, worksites, restaurants, grocery stores, and faith-based communities.

Communities select from three evidence-based policy bundles to impact built environment, food policy, and tobacco policy.

THE POWER 9 PRINCIPLES

Central to Blue Zones Project are the Power 9® principles, identified as shared lifestyle traits across all five blue zones areas.

The Power 9 principles can be grouped into four categories, which are described below:



Move Naturally: Homes, communities, and workplaces are designed to nudge people into physical activity. Focus should be given to favorite activities, as individuals are more likely to practice them regularly. For example: gardening, walking or biking to run errands, and playing with one's family are great ways to incorporate natural movement into the day.

Eat Wisely: In most cases, fad diets do not provide sustainable results. Individuals and families can use time-honored strategies for healthier eating habits, including: Using verbal reminders or smaller plates to eat less at meals; Eating a predominantly plant-based diet; Drinking a glass of wine each day (for adults with a healthy relationship with alcohol)

Right Outlook: Individuals know and are able to articulate their sense of purpose. They also take time to downshift, ensuring their day is punctuated with periods of calm.

Belong: Research indicates it is exceedingly important that people surround themselves with the “right” people—those who make them happy and support healthy behaviors. Put loved ones first by spending quality time with family and participating in a faith-based community.

REAL LIFE IMPACT

Influenced by the environmental changes all around her, Arnette Travis of Redondo Beach, California adopted Power 9 principles and transformed her life. She gained a newfound sense of purpose by volunteering at local events. This led her to connect with people who supported a healthy lifestyle and helped her kick a 40-year tobacco habit.



You can't put a dollar sign beside everything or everyone. This is nowhere truer than in the universe of volunteerism. As a volunteer, I know my time is valued, appreciated, and more than anything, warranted."

– Arnette Travis, Redondo Beach, CA



At age 82, Theresa started a garden to grow her own fruits and vegetables, joined a Walking Moai to begin to move naturally, and attended a Purpose Workshop to find more meaning in her life. In less than a year, she lost more than 40 pounds and stopped diabetes in its tracks. She even motivated her family to join her journey, and as a result her son lost 35 pounds and her husband lost 19.



I'm a twin and my sister died at 59 years of age. I wish she were still alive. But I have completely changed my way of living. This is the best thing that has ever happened to me.

– Theresa Zendejas, East Hawaii

A PARTNERSHIP THAT PAYS OFF

1 Measurably increase well-being as quantified by The Boston University School of Public Health:

The Community Well-Being Index is the gold standard of population health. This project aims to measure and statistically improve well-being, annually reporting that well-being to stakeholders and media.

2 Lower healthcare costs:

Blue Zones Project measurably lowers smoking rates and average BMI, while increasing physical activity and healthy eating, which results in lower healthcare and claims costs.

3 Improve productivity:

People with higher well-being cost less and perform better. Blue Zones Project works with employers, organizations, and worksites to make tangible and measurable changes to their environment, thus supporting and improving well-being.

4 Position your company as an innovator and leader in preventive health:

Blue Zones Project has a strong reputation for generating local and national press for marshaling innovation, creating healthier environments, and attracting visitors and businesses to communities.

5 Attract grants:

Blue Zones Project work meets criteria for dozens of national, state, and local grants. Our demonstration communities have been extremely successful in attracting grants for healthier schools, built environments, food policy, active living, and other community development opportunities.

6 Improve the living environment for the long run:

With a focus on sustainable environmental and social change, our programs draw from more than two hundred evidence-based interventions designed to break down silos, maximize collective impact, and yield benefits long after our tenure in the community.

7 Boost economic vitality:

Blue Zones Project has helped many communities attract new businesses and stimulate the local economy by positioning the community as a place that supports a healthy workforce.

"It's a rare thing that you can come up with a real measurable success like this in the public health field. We are the envy of the public health world right now."

—Susan Burden, CEO Beach Cities Health District

ELEVATING OUTCOMES

Blue Zones Project elevates public perception toward participating communities and their sponsoring organizations, using PR and media to drive awareness and engagement, increase civic pride, and boost economic development. Blue Zones Project designation is a badge and brand with national credibility that draws national attention. Being recognized as an official Blue Zones Community® generates heightened interest and increased media attention for the community, participating parties, and sponsors.



OPRAH MAGAZINE Article highlights Cedar Falls, IA, and multiple other Blue Zones Project demonstration communities, May 2014:

“In Cedar Falls, not only have residents collectively lost weight, but there has also been a nearly 4% drop in the number of people with high cholesterol and a 10% decline in the number of smokers.”

AS SEEN ON THE NBC NIGHTLY NEWS, Fort Worth Mayor Betsy Price shows NBC News reporter Cynthia McFadden how her community is making healthy choices easier for all the people who call Fort Worth home.



Blue Zones and its brand have attracted global recognition, with more than 3 billion media impressions to date. Since its launch in 2008, Blue Zones Project has been heralded for innovative approaches to population health management in such publications as *The New York Times*, *National Geographic*, *Scientific American*, and *Oprah Magazine*. The Blue Zones TED Talk has been viewed over 2 million times, and Dan has appeared on shows like CNN, NPR, *Good Morning America*, *ABC World News Tonight*, and CBS's *The Early Show*.

THE PROOF IS IN THE ZONES

Bring the benefits to your community

Blue Zones Project Value Dashboard reports on three levels of measurement:

- Community Well-Being Index
- Community-reported metrics
- Media value



WELL-BEING INDEX

Decrease in risk factors to residents' health from 2010 to 2017.

- 25% drop in overweight adults
- 36% drop in smoking
- 4% drop in daily stress
- Diabetes low at 5%

Increase in residents' healthy lifestyle habits from 2010 to 2017.

- 8% increase in exercise
- 6% increase in produce consumption
- 4% increase in people who are "thriving"

COMMUNITY

Secured funds to create a more walkable, bikeable and connected community.

- \$8.1 million in grants awarded in the Beach Cities for bike paths and infrastructure improvements
- City of Hermosa Beach Living Streets Policy ranked among best in the nation by National Complete Streets Coalition

Created change that will impact generations to come.

- Students walked 423,000 miles the past school year on 37 Walking School Bus routes
- 64% reduction in childhood obesity from 2007 to 2016 in Redondo Beach Elementary Schools

MEDIA

Featured in nearly 1,500 news stories.

1.34 billion media reach between 2010 and 2016.

Nearly \$2.7 million in media value secured.

Featured stories include:

- *Forbes*
- CNN
- *LA Times*
- *Parade Magazine*

Decrease in risk factors to residents' health from 2017 to 2019.

- 31% drop in smoking
- 11% drop in high cholesterol
- 7% drop in high blood pressure

Increase in residents' healthy lifestyle habits from 2014 to 2019.

- 40% increase in exercise
- 3% increase in produce consumption
- Overall well-being score up 3.7 points
- Fort Worth's metro area equivalent ranking moved up to 58th from 185th out of approximately 190 metro areas

Fort Worth embraces Blue Zones Project.

- More than 88,000 residents participated in Project programs
- 14% increase in residents who are "thriving"
- 8.8% increase in civic pride

Strong public-private partnerships led to true collective impact across the city.

- \$6.2 million awarded for Safe Routes to School infrastructure around eight schools
- A 2018 bond election allocated \$8 million for West 7th Street improvements
- More than \$4 million in funding approved for five new electric buses, the first of their kind for the Trinity Metro fleet
- New tobacco policies eliminated smoking in city parks and ensure smoke-free environments for all Fort Worth employees

Local employers report a healthier, less costly workforce.

- DFW Airport's healthcare cost increase rate is running 40% below the national trend
- In just one year, Mother Parkers Tea & Coffee saw a 16% drop in paid medical claims and a 26% decrease in paid pharmacy claims

Featured in more than 2,200 news stories.

2.9 billion media reach between 2015 and 2018.

\$6.5 million in media value secured.

Featured stories include:

- TODAY Show
- *The New York Times*
- *Forbes*
- NBC Nightly News

Decrease in risk factors to residents' health.

- 35% drop in smoking from 2010-2016
- 12% drop in high cholesterol from 2014 to 2016
- 4% drop in high blood pressure from 2014 to 2016

Increase in residents' healthy lifestyle habits from 2014 to 2016.

- 14% increase in produce consumption
- 12% increase in community pride
- 11% increase in people who are "thriving"

Albert Lea embraces Blue Zones Project.

- 85% community awareness of the project
- 55% believe Blue Zones Project has made a positive impact on the community
- 40% of citizens report to be engaged in the project

Walkable community design led to downtown revitalization and vibrancy.

- 10+ miles of new sidewalks and bike lanes
- 38% increase in trail usage
- 15% average annual increase in lodging taxes from 2012 to 2014
- 12 new businesses open on expanded Main St.

Boost in residents' healthy habits had significant economic impact.

- \$8.6 million projected savings in annual healthcare costs for Albert Lea employers due to decrease in smoking rates
- Hy-Vee, a top-25 grocer nationwide, reports 12% increase in produce and health market sales, 35.3% increase in frozen fruit and vegetable sales, 52.3% increase in water sales in Albert Lea
- Local energy employer Freeborn-Mower Cooperative Services reports 34% decrease in health insurance claims from 2012 to 2014

Featured in 783 news stories from 2013 to 2016, including stories in 39 national outlets.

589 million media reach between 2013 and 2016.

\$1.19 million in media value secured.

Featured stories include:

- ABC Good Morning America
- *Christian Science Monitor*
- *USA Today*
- *Newsweek*

SUPPORT EVERY STEP OF THE WAY

Our proven community transformation model uses global research, national leaders, and local expertise to create meaningful well-being improvement and deliver results. Some of the services we provide include:

- **Local and National Experts**—Blue Zones Project demonstration communities receive full support and guidance from our national team of experts and locally-hired staff focused on delivering training and support and driving success.
- **Community Assessment**—Our experts will assess demographic and health indicators in your community, conduct a leadership summit and community focus groups, and assess built environment, food policy, and tobacco policy.
- **Blue Zones Project Model and Materials**—Demonstration communities gain access to a suite of resources and materials including playbooks, best-practice guides, marketing collateral, policy bundles, and more—all available to participating organizations through a customized resource portal.
- **Customized Community Website**—Your community will have your own website to increase connections and improve the flow of information about Blue Zones Project progress, plans, healthy activities, and events.
- **Public Relations and Media**—Dan Buettner serves as Blue Zones Project's spokesperson and advocate in national media. Our local and national teams will actively identify opportunities to leverage media to impact engagement, drive economic impact, and share successes along the way.
- **Community-Wide Kickoff Event**—We'll launch Blue Zones Project with a community wide kickoff event designed to inspire people to get involved and create momentum for the transformation.
- **Community Engagement**—A full schedule of motivating, engaging, and informative events will be planned and executed by our team of experts, including Moais®, purpose workshops, volunteering, walking school buses, and more.
- **Organizational Pledges**—Partnering with organizations across the community, we provide evidence-based interventions that make healthy choices easier for all residents.
- **Outcomes Reporting**—Blue Zones Project provides reports using three levels of measurement—Community Well-Being Index, community reported metrics, and media value.
- **Sustainability Planning**—We want your community to continue to grow and improve well-being after the initial transformation phase ends. We work with local leaders to develop a sustainability plan to ensure your community has the tools and education to continue to build upon project successes.

GET ON BOARD WITH BLUE ZONES PROJECT

Transforming an entire community takes commitment from leaders across all sectors. And with the entire community involved, it gives sponsors an opportunity to show up in places they've never been seen before.

WHO WILL BE INVOLVED:

- City Government
- Employers
- Schools
- Restaurants
- Grocery Stores
- Faith-Based Organizations
- Community/Civic Groups
- Community Members
- Non-Profits
- Wellness Groups

"During Phase I of the Southwest Florida Blue Zones Project, awareness reached 44% in our city and 33% in our region. Considering the substantial number of messages that are competing for the attention of the residents and visitors in our area, these levels of awareness are excellent and have provided an added bonus of positive goodwill toward our healthcare system within Southwest Florida."

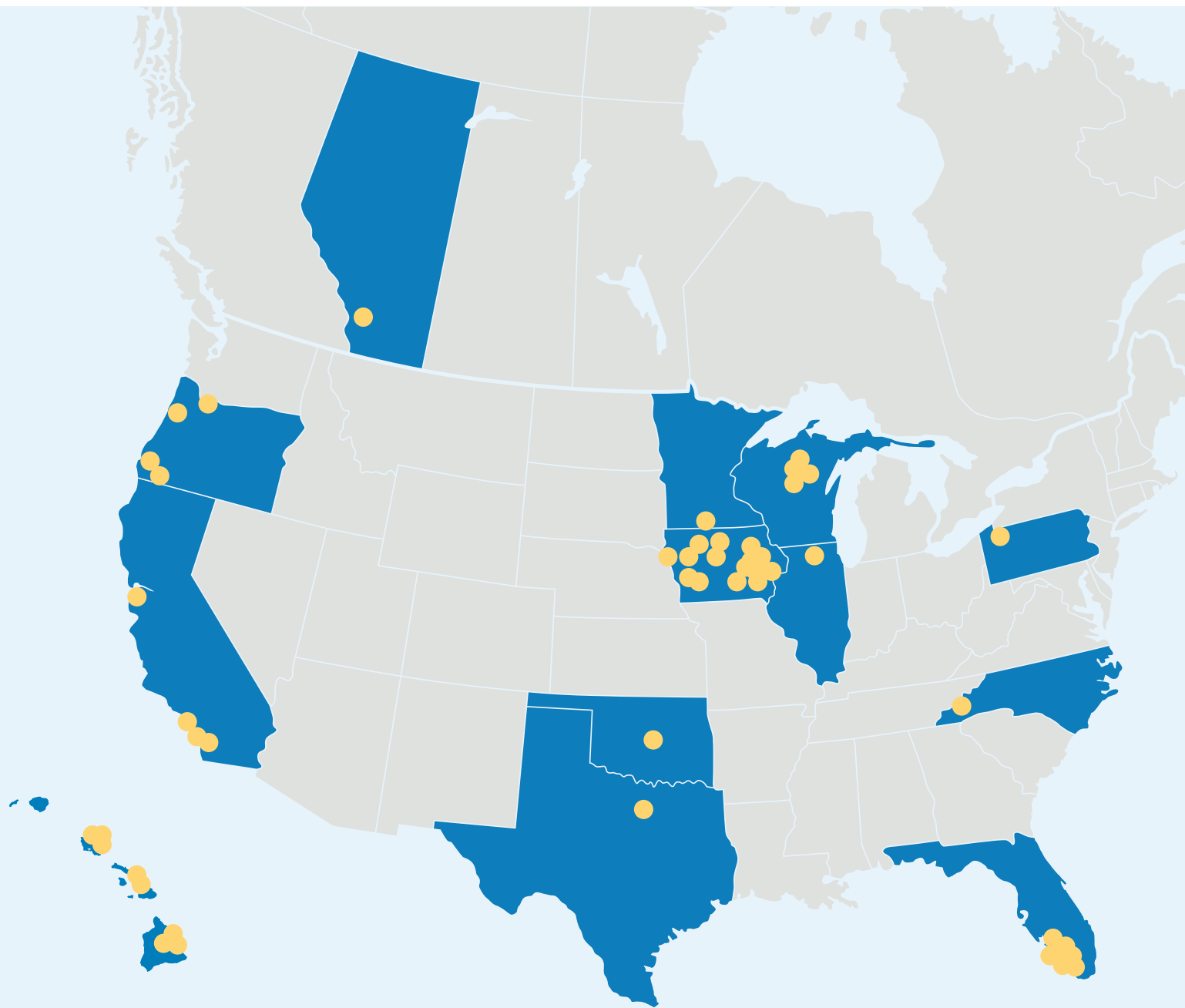
– Debbie Curry, Director of Marketing and Public Relations of NCH Healthcare System

"We've completely enhanced our quality of life. The impressive outcomes come as a direct result of Blue Zones Project resources and expertise coupled with local volunteers committed to sustaining our changes."

– Chad Adams, City Manager, Albert Lea



**To learn more:
bluezonesproject.com**



50

communities across North America
are currently experiencing

THE BLUE ZONES PROJECT DIFFERENCE



3+ million

lives impacted to date with the help of these sponsors:



JOIN THE MOVEMENT TODAY!

Lead Innovation
Ignite a Movement
Transform Well-Being



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