

## BLUE ZONES PROJECT

# Community Transformation Process



### ASSESSMENT & DEVELOPMENT 3-6 Months

- Collect and Analyze CWBI
- Conduct Preliminary Community Assessment
- Conduct Focus Groups and 1:1's
- Present to Community and Stakeholders
- Develop Community Assessment and Go Forward Options
- Identify Sponsors and Provide ROI Analysis
- Develop Outline of Foundation Plan

### FOUNDATION 6-8 Months

- Conduct Community Input & Discovery
- CWBI Oversample and Measurement Metrics
- Build Coalitions and Identify Steering Committees
- Train Staff, Leaders, Participants and Volunteers
- Develop and Finalize Blueprint Including Financial Model
- Strategic Plan for Community

### TRANSFORMATION 5-10 years

- Implement Blueprint
- Engage people and places
- Impact policy to drive environmental change
- KPIs reported on annual basis

### CERTIFICATION + SUSTAINABILITY + EVOLUTION

- Celebrate!
- Create and implement sustainable blueprint
- Continue impacting well-being in the community
- Showcase outcomes using Community Well-Being Index
- Continue Evolution and National Leadership