

Developing Planning Teams:

Planning for Blue Zones Project community, even in the earliest stages, requires that there is a committed group of passionate committed stakeholders, or partners that are willing to work together to create shared goals, and see the process through. In the earliest stages, this often means bringing together a small team of visionaries with a goal for improved community wellbeing who are also recognized leaders in the community and have social capital they can leverage to convene other stakeholders. Examples of key stakeholders that are also natural partners to address health and wellbeing are listed below. This is not an exhaustive list but are examples stakeholders that have previously joined the Blue Zones Community planning processes. A “planning” team may be as small as 3 people, or as large as 7-10 people. As with any project, it is important to have at least one member that can support coordinating information, meetings, etc.

Examples of planning team members:

Coordinator: Someone with bandwidth to help plan key meetings, collect and share documents.

Health systems representatives from:

- Population / community health teams
- Marketing communications team
- Foundations

Public Health Representatives:

- Executive leaders
- Program directors

Large Employer Representatives:

- CEO/COOs
- HR Leaders
- Employee wellness program managers

Health Plans / Payers:

- Local or regional representatives from key health plans in the region

Municipal Leaders

- City planning office
- Mayor or city manager support staff

Chamber of Commerce

- Chamber president
- Chamber employer program coordinator

Local Community Foundation(s)

- Foundation Program manager/leader

