

**MAKE THE
HEALTHY CHOICE
THE EASY CHOICE**

LEAD. IGNITE. TRANSFORM.

 **BLUE ZONES PROJECT®**
by HEALTHWAYS

THE CHALLENGES ARE REAL

More than **86%**¹ of the nearly **\$3 trillion**² 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.³

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.



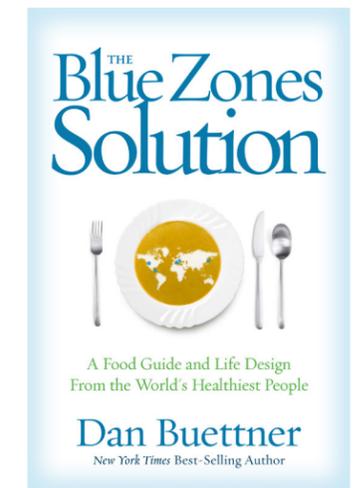
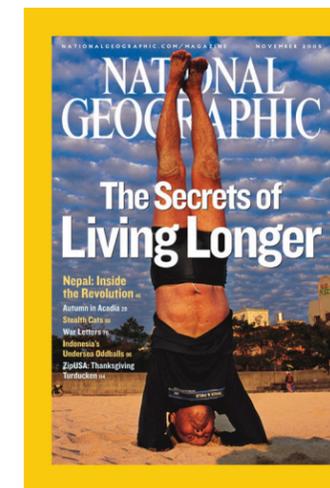
MAKE YOUR COMMUNITY A BLUE ZONE

Scientists identified five Blue Zones around the world, and National Geographic explorer Dan Buettner documented these findings in his *New York Times* best-selling book, "The Blue Zones—Lessons for Living Longer From the People Who've Lived the Longest." This research, coupled with a fifteen-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.



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.



¹ Gerteis 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.

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

³ Christensen, 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/>

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.

A PARTNERSHIP THAT PAYS OFF

1 Measurably increase well-being as quantified by Gallup:

The Gallup-Healthways 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 been shown to attract new businesses to the area, increase the tax base, drive economic development, increase property values, generate new housing starts, and attract grants, gifts, and funding.

“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

THE WORLD IS WATCHING

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*.

REAL-LIFE IMPACT

Make a difference in your community. In addition to permanent environmental change throughout the community, your sponsorship in Blue Zones Project makes a very real—and often life-altering—difference in the everyday lives of individuals.



"I walk in five Beach Cities Walking Groups. I love all my walking groups. I've met wonderful South Bay neighbors and I am getting fantastic exercise."

—Moai® walking club member

"This was a positive, inspiring experience that reminds me to think about the bigger picture rather than getting stuck in the day to day."

—Purpose Workshop attendee

"I look at healthier recipes when planning meals to make, and I purchase more ingredients I had never heard of before, and I make dishes that I would have never thought of preparing before."

—Cooking club participant



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 Groups**
- ✓ **Community Members**
- ✓ **Non-Profits**
- ✓ **Civic Groups**
- ✓ **Wellness Groups**



"Every community has said this project has brought them together in ways that they could not have imagined. They've met new people, have formed new bonds, and developed a new spirit and passion for their community."

—Laura Jackson, Executive Vice President, Wellmark Blue Cross and Blue Shield



"The resources and expertise of Blue Zones Project have motivated our community to put more positive changes in place in one year than we ever could have imagined. These are the kinds of policies and changes that won't be lost or reversed over time but will continue to impact lives in this community for many, many years."

—DeWayne Hopkins, Mayor, Muscatine, IA



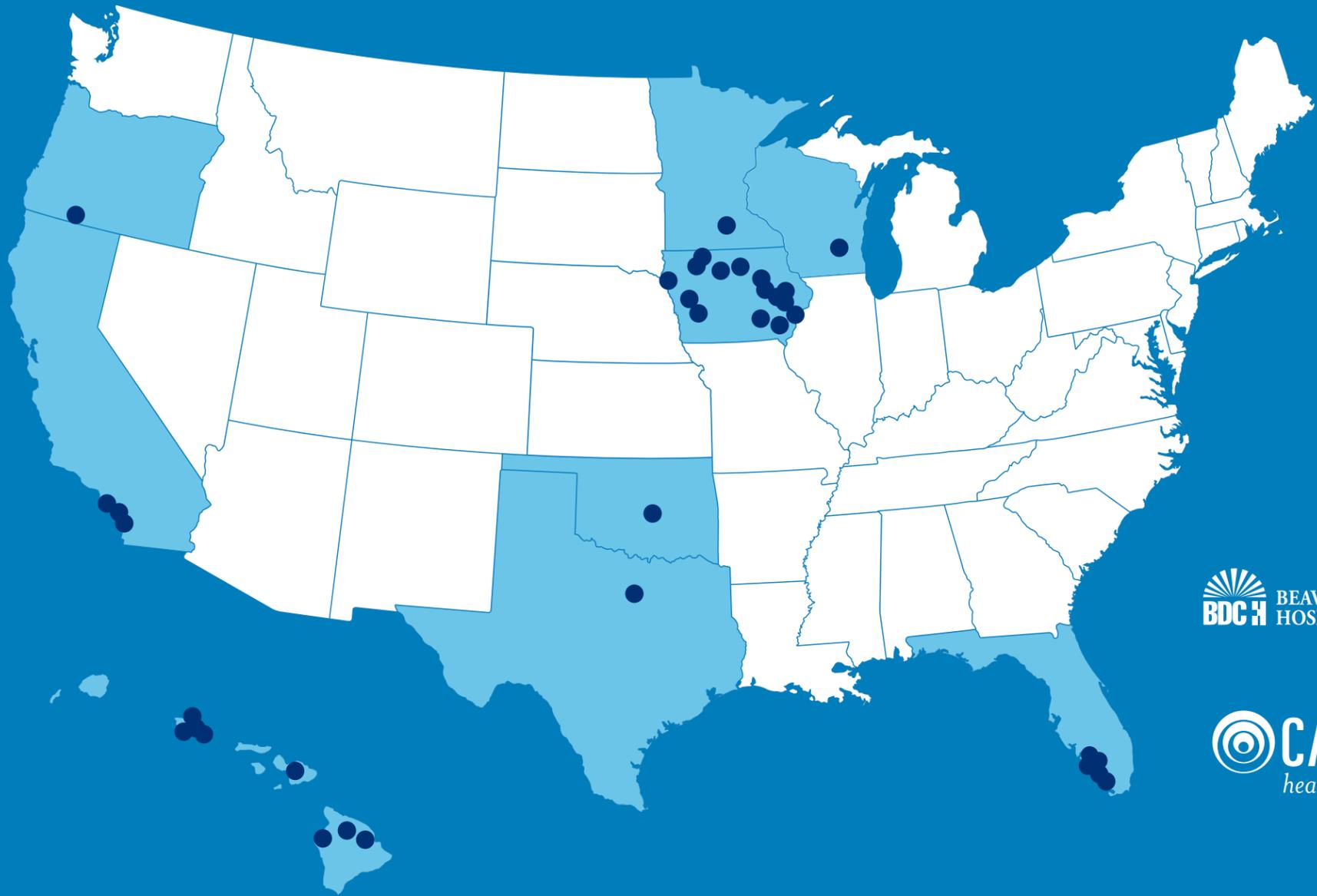
SUPPORT EVERY STEP OF THE WAY

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 your 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—Gallup-Healthways Well-Being Index, community reported metrics, and media value.
- **Sustainability Planning**—We want your community to continue to grow well after we're gone. 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.



Learn more at
bluezonesproject.com



3+ million

lives impacted to date
with the help of these sponsors:



42 communities in 9 states
are currently experiencing

THE BLUE ZONES PROJECT
DIFFERENCE.

JOIN THE MOVEMENT TODAY!

Lead Innovation
Ignite a Movement
Transform Well-Being





BLUEZONESPROJECT.COM

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BlueZonesProject