



BECOMING A BLUE ZONES COMMUNITY

*Working together for better well-being
where you live, work and play.*



BLUE ZONES AREAS

PLACES WHERE PEOPLE LIVE LONGER, BETTER.

We all want to live life well. Not merely surviving day to day, keeping the effects of aging and chronic illness at bay, but actually thriving and contributing with a clear sense of purpose. What if, even at an advanced age, with our well-being intact and energy to spare, we were able to share our experiences and wisdom with our grandchildren and our great-grandchildren?

What if you knew that you could add 12 healthy and happy years to your life? Would you be interested?

Across the globe lie Blue Zones® areas, where people reach age 100 at an astonishing rate. People in places like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, are living vibrant, active lives well into their hundreds—and with a lower rate of chronic disease. Physically, socially, and emotionally these people are living their lives longer, better.

The common cultural practices of these longevity super stars have been compiled in National Geographic explorer Dan Buettner's *New York Times* bestselling book, "The Blue Zones—Lessons for Living Longer From the People Who've Lived the Longest."

This research, coupled with an eight-year worldwide longevity study, has been used to develop lifestyle management tools and programs that help people live longer, healthier, and happier lives by optimizing their surroundings.

“The calculus of aging offers us two options: We can live a shorter life with more years of disability, or we can live the longest possible life with the fewest bad years. As my centenarian friends showed me, the choice is largely up to us.”

-Dan Buettner, Blue Zones Founder

BLUE ZONES PROJECTS UNDERWAY

WELL-BEING TRANSFORMATION, COMMUNITY BY COMMUNITY.

In 2009, Blue Zones led a prototype, community-wide makeover project in Albert Lea, Minnesota, based on the lifestyle traits of centenarians from Blue Zones areas. Measurable success was achieved by integrating healthy environmental interventions in four areas: inner self, habitat, social network, and community.

Just one year later, Blue Zones partnered with Healthways to replicate the Albert Lea experience in three California communities: Hermosa Beach, Manhattan Beach, and Redondo Beach. This well-being movement has since spread to the state of Iowa where, in 2011, Blue Zones and Healthways joined forces again to deliver the Blue Zones Project™ to ten communities in Iowa sponsored by Wellmark® Blue Cross® and Blue Shield®.

BLUE ZONES PROJECT PURPOSE

DEMONSTRATED COMMUNITY WELL-BEING IMPROVEMENT.

If surroundings lead to healthy behaviors, and healthy behaviors lead to longer, better lives, then by optimizing the surroundings of any community, it might be possible to manufacture a Blue Zones Community™.

The purpose of the Blue Zones Project™ is to lead and ignite a community-by-community well-being transformation, where people live and work together in Blue Zones Communities™ for a better life.

The Blue Zones Project is unique because it takes a systematic environmental approach to improving well-being through policy, building design, social networks and the built environment. By optimizing our environments—those settings where we live, work, and play, which influence our behavior—we can make the healthy choice the easy choice so that we naturally adopt healthy behaviors.

For example, experts will design tools for restaurants to help them provide better choices, such as making fresh fruit the default option rather than French fries. Also, rather than asking residents to walk or bike more, improvements to the built environment will make walking and cycling easier and more desirable than driving.

OPTIMIZING 4 KEY ENVIRONMENTS TO MAKE HEALTHY CHOICES EASIER.

INNER SELF

Purpose begins with the inner self. By helping people discover their purpose in life, it's possible to lift their well-being. In Blue Zones® cultures, one's purpose is so important that these people have special words for it. In Costa Rica they call it, "Plan De Vida" – a plan for life.

HABITAT

The habitat includes those places where people spend most of their time, like home, work, and school. If we de-convenience these settings, we can create healthier activities like Okinawans, who, for example, don't use couches and must get up and down from the floor numerous times each day. That constant, moderate exercise rewards them with years of healthy life.

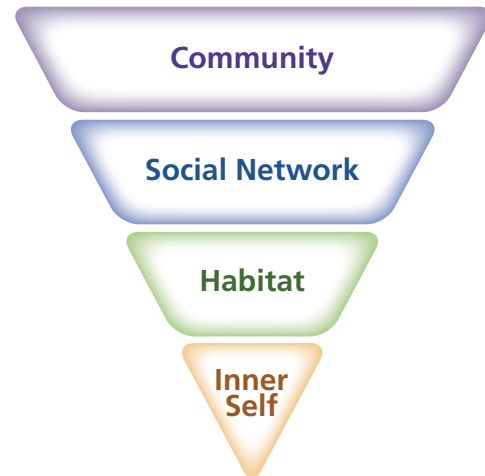
SOCIAL NETWORK

Social connections influence the decisions people make. People in Blue Zones cultures are social, and they regularly associate face-to-face with a network of friends whose healthy behaviors reinforce their own.

COMMUNITY

Community surroundings encourage healthy behaviors—from restaurant and grocery store choices, to sidewalk and bike path access that encourages safe physical activity for all ages and abilities.

Blue Zones® Community Environmental Change Model



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Blue Zones Project™ is a community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks.

“**The Blue Zones Project helped our community set amazing, aggressive, and achievable strategies that moved the Public Health agenda further in 10 months than I could have expected in 10 years.**”

-Lois Ahern, (retired) Director of Freeborn County Health

POWER 9

SMALL SIMPLE STEPS TO FEELING BETTER.

People in Blue Zones® areas have enjoyed greater well-being and longevity for generations—and now you can too! The truth is genetics are responsible for only about 20% of your well-being, according to the Danish Twins study*. What made the Blue Zones areas special were the nine common lifestyle traits they shared—known as the Power 9®. These nine small, easy steps fit into four categories and can be practiced anywhere.

MOVE NATURALLY

- 1 **Move Naturally:** We can get more physical activity naturally if we live in walkable communities, de-convenience our homes, and grow gardens.

RIGHT OUTLOOK

- 2 **Know Your Purpose:** People who know why they wake up in the morning live up to seven years longer than those who don't.
- 3 **Down Shift:** To reverse inflammation related to every major age-related disease, find time every day to meditate, nap, pray, or enjoy a happy hour with friends.

EAT WISELY

- 4 **80% Rule:** It takes your stomach 20 minutes to tell your brain it's full, causing most people to accidentally overeat—so stop eating when you're 80% full.
- 5 **Plant Slant:** Eat mostly a plant-based diet that is heavy on beans, nuts, and green plants. This is consistent with the USDA's MyPlate recommendations to make fruits, vegetables, and grains the majority of your intake. The focus should be on more veggies, less meat, and less processed food.
- 6 **Wine @ Five:** If you have a healthy relationship with alcohol, one glass of wine daily could help add years to your life, especially when consumed with a healthy diet.

BELONG

- 7 **Family First:** Living in a thriving family is worth half a dozen extra years of life expectancy. Invest time in your kids, nurture a monogamous relationship, and keep your aging parents near.
- 8 **Belong:** Recommit, reconnect, or explore a new faith-based community. No matter which faith, studies found that people who show up to their faith-based community four times a month, live an extra 4 to 14 years.
- 9 **Right Tribe:** Your friends have a long-term impact on your well-being. Expanding your social circle to include healthy-minded, supportive people might be the most powerful thing you can do to add happy, quality years to your life.



Move Naturally

Right Outlook

- Know Your Purpose
- Downshift

Eat Wisely

- 80% Rule
- Plant Slant
- Wine @ Five

Belong

- Family First
- Belong
- Right Tribe

* Christensen, Kaare, and James W. Vaupel. Longitudinal Study of Aging Danish Twins, 1995.

BLUE ZONES COMMUNITY CERTIFICATION

ACHIEVING IT TAKES EVERYONE'S SUPPORT.

What if you had the opportunity to create a city where the healthiest choices are also the easiest ones to make? Imagine a place where it's easy to eat fresh produce from grocery stores and farmers' markets, not only because it's more affordable, but also because it's more accessible than a fast food restaurant.

Here it's easier to bike than drive, thanks to better bike lanes providing safe and direct access to work, shopping centers, and parks, all without the hassle of public parking. This community designed for health and well-being also makes it easier for our kids to play outside, with safe school playgrounds available to the public during non-school hours.

This is a city built for active living. It's an environment where public policies provide people with healthy opportunities, giving them a supportive nudge toward eating better and moving more naturally.

Can such a community exist? Yes! But it takes everyone's support. Here's how:

CERTIFICATION CRITERIA

To become a certified Blue Zones Community™, the six community sectors outlined below must pledge and then act on their specific responsibilities. Once a community has met these goals, everyone can share the benefits of living in a place where well-being is a way of life, and that town can enjoy national recognition as a great place to live, work, and play.

BECOMING A CERTIFIED BLUE ZONES COMMUNITY REQUIRES:

1. **Personal:** At least 20% of citizens take the Blue Zones® Personal Pledge and complete one action.
2. **Schools:** At least 25% of public schools become a Blue Zones School™.
3. **Worksites:** At least 50% of the top 20 community-identified employers become a Blue Zones Worksite™.
4. **Restaurants:** At least 25% of independently or locally owned restaurants become a Blue Zones Restaurant™.
5. **Grocery Stores:** At least 25% of grocery stores become a Blue Zones Grocery Store™.
6. **Community Policy:** Completion of the Blue Zones® Community Policy Pledge.

Learn more at www.bluezonesproject.com.

PLEDGE TO MAKE A DIFFERENCE

IMPROVE YOUR WELL-BEING AND YOUR COMMUNITY'S TOO.

Blue Zones Project™ pledges for citizens, worksites, schools, and other areas, enable community leaders to promote evidence-based actions supported by Power 9® principles, enabling healthier lifestyles for all citizens.

By pledging and committing to an action, you are demonstrating your commitment to creating an environment of well-being for yourself and your community—with the intention of striving toward Blue Zones Community™ certification.

Small changes to environment over time will have a big impact on well-being for many, many years to come.

YOUR NEXT STEP:

Register and pledge at www.bluezonesproject.com by selecting any orange **JOIN TODAY** button.



GALLUP-HEALTHWAYS WELL-BEING INDEX

A COMPLETE MEASURE OF PHYSICAL, EMOTIONAL, AND SOCIAL WELL-BEING.

Longevity is one goal. Living with a high sense of well-being is another. The science of well-being provides many insights on how to create a good life. Our goal through the Blue Zones Project™ is to increase longevity and improve well-being. In looking at the science of longevity and well-being, one thing becomes evident. It's how you live that matters. Here's how we'll know our efforts are working:

MEASURING OUR SUCCESS

Success of the Blue Zones Project will be measured using the Gallup-Healthways Well-Being Index® — a comprehensive daily measurement of the nation's physical, emotional, and social health.

With 1,000 surveys completed by telephone every day, 350 days a year in the U.S., and more than 1.1 million surveys completed since 2008, the Well-Being Index is the largest and most complete measurement tool for well-being in existence today. The following areas measured by the Index include:

- Life Evaluation
- Emotional Health
- Physical Health
- Healthy Behavior
- Work Environment
- Basic Access

The Gallup-Healthways Well-Being Index will measure the impact of the Blue Zones Project. Gallup® will oversample the population to allow for a high degree of confidence in the survey results, and ensure that they are representative of a community's total population. The Well-Being Index will be administered by telephone to randomly selected individuals living in communities that have been designated Blue Zones Project demonstration sites.

Learn more at www.well-beingindex.com.



BE A PART OF THE TRANSFORMATION

MAKE A DIFFERENCE IN YOUR COMMUNITY'S WELL-BEING.

It's time to start dreaming about a well-being way of life, and picture the best possible version of yourself and the community you call home. With your support, the Blue Zones Project™ can help make this dream a reality.

Help us spread the word about the Blue Zones Project and the healthy changes coming to your community.

- 1 Pledge to participate by visiting www.bluezonesproject.com**
- 2 Create a personal profile**
- 3 Invite others to do the same**

