

Let's make healthy choices easier for Southwest Florida.

What are the benefits of Blue Zones Project?

Blue Zones Project® is a well-being improvement initiative designed to help make healthier choices easier in Southwest Florida. Blue Zones Project encourages changes to our community that lead to healthier options. When our entire community participates – from our worksites and schools to our restaurants and grocery stores – the small changes contribute to huge benefits for all of us: lowered healthcare costs, improved productivity, and ultimately, a higher quality of life.

A community-wide approach.



Worksites: We help your workers feel better and more connected to their colleagues, so they're more productive, miss less work, and have lower healthcare costs.



Grocery Stores: By helping you provide easier access to healthful and tasty foods, you can better educate families on improving nutrition.



Schools: By encouraging better eating habits, implementing tobacco-free policies, and increasing physical activity, we create healthy habits for life.



Community Policy: Sidewalks, community gardens, farmers' markets, and other community infrastructures affect your ability to move naturally, connect socially, and access healthy food.



Restaurants: We work with you to add healthier foods, so you can improve customer satisfaction and increase traffic.



Individuals: From moving naturally more often to finding individual purpose in our lives, making small changes in your daily routines can lead to living happier and healthier lives.

To find out more about this exciting well-being initiative, email bluezonesprojectsouthwestFL@healthways.com, or visit us at:

southwestflorida.bluezonesproject.com

 /BlueZonesProjectSouthwestFlorida



What is Blue Zones Project®?

What began as a *New York Times* bestseller by National Geographic Fellow Dan Buettner has evolved into a global movement that's inspiring people to live longer more active lives. With support from NCH Healthcare System, Blue Zones Project will build on our existing momentum and help our city continue to make positive changes.

POWER

9

Live a longer, healthier life by applying these principles inspired by the people who have lived the longest.



Move Naturally: Find ways to move more! You'll burn calories without thinking about it



Purpose: Wake up with purpose each day and add up to seven years to your life



Down Shift: Reverse disease by finding a stress-relieving strategy that works for you



80% Rule: Eat mindfully and stop when 80% full



Plant Slant: Put more fruits and vegetables on your plate



Wine @ Five: If you have a healthy relationship with alcohol, enjoy a glass of wine with good friends each day



Family First: Invest time with family – and add up to six years to your life



Belong: Belong to a faith-based community and attend services regularly to add up to 14 years to your life



Right Tribe: Surround yourself with people who support positive behaviors – and who support you

To find out more about this exciting well-being initiative, email bluezonesprojectswestFL@healthways.com, or visit us at:

southwestflorida.bluezonesproject.com

 /BlueZonesProjectSouthwestFlorida

 **BLUE ZONES PROJECT®**
by HEALTHWAYS

