

# 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.

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**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.

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**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.

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**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.

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**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.

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**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.

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**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.

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*"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*.

"Blue Zones Project promotes healthy choices, creates trust and brotherhood among neighbors, and produces a higher standard of living for the community. Thanks to Blue Zones Project, I found purpose after retiring. I wake up in the morning feeling energized about being a part of improving my neighborhood and community."

– **JJ Jacinto**,  
Hawaii Island resident  
and Blue Zones Project volunteer

"We understand and support the need to focus on the health and well-being of our friends and family in our community. So much of our island lifestyle is centered on food and gathering with friends and family. What better place to learn more about Blue Zones Project than KTA, which has friends, family and food!"

– **Colin Miura**,  
general manager of KTA Super Stores in Waimea,  
Hawaii's 1st Blue Zones Project Approved grocery store

"Castle Medical Center shares many of the same values as one of the world's original Blue Zones in Loma Linda, California. We believe Blue Zones Project offers the tools and resources to make meaningful improvements to the health, happiness, and longevity of everyone in our community, which has been part of our 53 year legacy of health."

– **Kathy Raethel**,  
president and CEO of Castle Medical Center,  
Hawaii's 1st Blue Zones Project Approved worksite

"We believe there is a direct connection between a child's education and their health. We are working to create and develop healthy habits and practices so that our students are physically and mentally prepared for college and/or a career. We are excited to be the first school in the state to be partnered with Blue Zones Project."

– **David Dinkle**,  
principal of Chiefess Kapiolani Elementary,  
Hawaii's 1st Blue Zones Project Approved school

"Born and raised in Kahaluu, and being a pastor in my community for nearly 20 years, I am aware of the many chronic health issues our families face, so I began several health initiatives. What we did was okay, but it was not enough. Then Blue Zones Project came to our community. This initiative is an answer to my prayers for a healthier community and is now a part of our church and daily lives."

– **Pastor Eldean Kukahiko**,  
Hope Chapel Kahaluu



"Big City Diner is committed to providing our customers with a variety of delicious, healthy food options and creating an atmosphere that celebrates community, innovation, and well-being. Blue Zones Project is an excellent resource to further our mission to continually offer healthy options for our guests. We are proud to be a part of this initiative to make Hawaii a healthier place to live and work."

– **Lane Muraoka**,  
owner of Big City Diner,  
Hawaii's 1st Blue Zones Project Approved restaurant

## LEARN MORE & GET INVOLVED:

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