

Frequently Asked Questions

ABOUT BLUE ZONES PROJECT

Table of Contents

.....	2
General Blue Zones Project[®] Questions	2
Questions for Communities Pursuing Certification	5
References	6

General Blue Zones Project[®] Questions

Q: What is Blue Zones Project?

Blue Zones Project is a community-wide well-being improvement initiative designed to make healthy choices easier through permanent changes in environment, policy, and social networks. Communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play.

Q: How can I contact my local Blue Zones Project?

Email: bluezonesprojecthawaii@healthways.com

Online: hawaii.bluezonesproject.com

Q: Where can I find more information about Blue Zones Project?

Visit us online at hawaii.bluezonesproject.com, “like” us on Facebook (Blue Zones Project Hawaii), follow us on Twitter and Instagram @BZPHawaii, on Instagram @BZPHawaii and on Pinterest (Blue Zones Project Hawaii) for real-time updates on what’s happening with Blue Zones Project.

Q: Where did the concept of Blue Zones Project originate?

Blue Zones Project is inspired by research about the regions of the world with the highest concentrations of centenarians (people who live to be 100 years or older). There are five Blue Zones® areas: Loma Linda, California; Okinawa, Japan; Nicoya, Costa Rica; Sardinia, Italy; and Ikaria, Greece. These areas share nine common traits, called the Power 9®, that contribute to longevity. You can learn more about them at bluezonesproject.com and in *The New York Times* best-selling books, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* and *The Blue Zones Solution*.

Q: How does the Blue Zones Project approach differ from other health initiatives?

Many traditional health initiatives focus primarily on diet and exercise programs that are right-minded, but rarely sustainable over time. Additionally, they are often narrowly focused on physical health and are put into practice without consideration for existing community engagement programs.

Blue Zones Project focuses, instead, on comprehensively changing a community's built environment so that individuals are nudged into making healthy choices. Blue Zones Project is unique because it takes a systematic 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, learn, and play – we can make the healthy choice the easy choice so that we naturally adopt healthy behaviors.

Q: Is there evidence that supports the effectiveness of this community-wide initiative?

Yes. Blue Zones Project puts into practice many proven approaches to promoting health and longevity. It coordinates across multiple community sectors—including individuals, schools, worksites, restaurants, grocery stores, faith-based organizations, and community policy—to achieve an even greater impact and positively affect well-being.

In the Beach Cities, California we saw the following results:

- Reduced obesity by 14 percent
- Increased healthy eating by 9 percent
- Increased exercise by 10 percent
- Blue Zones Project facilitated over 4 million in grants and gifts

In Iowa, we have also seen success. For example:

- Spencer, Iowa: Reduced workers healthcare claims 20 percent, Spencer hospital reports metabolic syndrome risk factors fell from 43 percent to 13 percent.
- Mason City, Iowa: 1.8 million appropriated for bike and walking infrastructure to improve connectivity.
- Cedar Falls, Iowa: 1.3 million dollar PEP grant was awarded to a school.

Q: What is the Project's goal?

To help people live longer, better by improving the well-being of residents, as measured by the Gallup-Healthways Well-Being Index®.

Q: What is the Gallup-Healthways Well-Being Index®?

The Gallup-Healthways Well-Being Index provides an in-depth, real-time view of well-being across the globe, giving organizations, communities, and governments unmatched insight into the health of their populations.

Gallup and Healthways have built the world's largest data set on well-being, with more than five hundred surveys completed each night and two million completed surveys to date, to support their mutual goals of understanding and improving the well-being of individuals and populations.

Q: Who are Healthways and Blue Zones?

About Healthways

Healthways (NASDAQ: HWAY) is the largest independent global provider of well-being improvement solutions. Dedicated to creating a healthier world one person at a time, the Company uses the science of behavior change to produce and measure positive change in well-being for our customers, which include employers, integrated health systems, hospitals, physicians, health plans, communities and government entities. We provide highly specific and personalized support for each individual and their team of experts to optimize each participant's health and productivity and to reduce health-related costs. Results are achieved by addressing longitudinal health risks and care needs of everyone in a given population. The Company has scaled its proprietary technology infrastructure and delivery capabilities developed over 30 years and now serves approximately 68 million people on four continents. Learn more at www.healthways.com.

About Blue Zones

Blue Zones employs evidence-based ways to help people live longer, better. The Company's work is rooted in the New York Times best-selling books *The Blue Zones Solution: Eating and Living Like the World's Healthiest People*, *The Blue Zones* and *Thrive*—all published by National Geographic books. Since 2009, Blue Zones has applied the tenets of the books to communities and corporations across the U.S. and has successfully raised life expectancy and lowered health care costs while bringing down smoking and obesity rates. Blue Zones takes a systematic, environmental approach to well-being, which focuses on optimizing policy, building design, social networks, and the built environment. The Blue Zones Project is based on this innovative approach. For more information, visit www.bluezones.com.

Q: Why were North Hawaii, East Hawaii and Koolauapoko chosen to become Blue Zones Project demonstration sites?

These communities demonstrated the civic leadership, motivation, and overall community readiness to carry out a large-scale, community-wide initiative such as this. And although the communities each have many strengths and opportunities, they also face several challenges that can have an adverse effect on residents' health and well-being. Blue Zones Project will help them to create the changes needed to help residents overcome these challenges and start their journey toward community well-being improvement.

Q: What will be asked of residents, cities, schools, and businesses?

Residents will get involved through participation in activities such as Purpose Workshops, cooking classes, and Walking Moai groups. Civic leaders will also play a key role in overseeing the initiative and encouraging public participation.

Restaurants, employers, schools, and other organizations can participate by pledging to make changes that will create healthier environments for customers, employees, students, and community residents. The Blue Zones Project team will provide a list of suggestions for groups to choose from and can help get them started.

Q: Why isn't the project in other Hawaii communities?

We currently work in North Hawaii, East Hawaii and Koolauapoko. If you know a community interested, ask them to email bluezonesprojecthawaii@healthways.com for more details.

Q: Who is funding the project?

HMSA is working with communities to bring Blue Zones Project to Hawaii to transform the state into an even better place to live, work and play.

References

- ¹*The Telegraph* (November, 27, 2009). “Average dog owner gets more exercise than gym-goers.” <http://www.telegraph.co.uk/health/dietandfitness/6666409/Average-dog-owner-gets-more-exercise-than-gym-goers.html> (Accessed 7/28/11)
- ²Serpell, J (1991), “Beneficial effects of pet ownership on some aspects of human health and behaviour,” *Journal of the Royal Society of Medicine*, Vol. 84, 717–720.
- ³Wansink, Brian (2010), “From Mindless Eating to Mindlessly Eating Better,” *Physiology & Behavior*, 100, 454–463.
- ⁴“The Perils of Plate Size: Waist, Waste, and Wallet” (2011), Brian Wansink and Koert van Ittersum, under review at *Journal of Experimental Psychology*.
- ⁵Brian Wansink, van Ittersum K, and J Painter. 2006. “Ice Cream Illusions: Bowls, Spoons, and Self-Served Portion Sizes.” *American Journal of Preventive Medicine*. 31(3):240–243.
- ⁶Hummer, Robert, Richard G Rogers, Charles B. Nam and Christopher G. Ellison (1999), “Religious Involvement and U.S. Adult Mortality,” *Demography* (May), 36:2, 273–285