

Becoming a

Blue Zones Community

Creating Healthier, Happier and
More Productive Residents



Brought to
Hawaii by



MESSAGE FROM HMSA



Michael A. Gold
President & CEO **HMSA**

What if we could make small, incremental changes to the way we live and dramatically improve the well-being of our community? What if those changes resulted in increased longevity and higher levels of well-being in Hawaii? It's not only possible, it's already been done across entire communities.

The Hawai'i Medical Service Association is launching a major initiative that uses scientific research to help communities boost their well-being. It's called Blue Zones Project® and we're proud and excited to launch the program in Hawaii. Blue Zones Project initiatives have been successfully implemented in 13 Mainland communities. In every case, there's been demonstrable progress in improving the well-being of participating communities.

HMSA is committed to improving the health of all of Hawaii. We're pursuing this important goal on a number of fronts: changing how medical providers are compensated for treating you; helping people navigate the health care system in ways that increase the likelihood of recovering from illness; introducing innovative programs that dramatically change how you're treated. But we also know that until we won't make sustainable progress until we change how we live.

If we're successful — and with your help we will be — the Blue Zones Project can change the dynamics of wellness in Hawaii in favor of health, happiness and longevity. That's what's at stake, and that's why the Blue Zones Project is so important to HMSA and the future of Hawaii.

THE CASE FOR CHANGE

OUR CURRENT STATE

Though Hawaii has some of the best health outcomes in the nation, today, over 250,000 of Hawaii's residents are obese and half of Hawaii residents are overweight or obese.¹

Unfortunately, the upward trend of obesity has resulted in an increase of more than 20 chronic diseases.² And it's impacting our children. Over the last 20 years, the number of children who live with type 2 diabetes has grown from 2 percent to as high as 40 percent in some regions.³ Research shows that environmental factors like diet and lack of exercise contribute more to the development of type 2 diabetes than genetics, making it more important than ever that we impact our environments to improve the well-being of Hawaii.

HOW DID WE GET HERE?

Life is busy — and the rise in obesity is likely the result of gradual lifestyle changes we've made in response to this. In the last 30 years:

- We've engineered natural movement out of our daily life. For example, we've created jobs where we sit more and move less and we've built communities that require us to drive instead of walk.
- Food portion sizes have grown considerably and we're eating more processed and convenience foods instead of fresh, homemade meals.
- Our social interactions and connections have changed from less face-to-face time to more electronic interactions.
- Stress levels have skyrocketed.

LET'S MAKE SURE OUR KIDS WILL KNOW THEIR GRANDKIDS

Making meaningful changes to our environment could help us gain back as many as 12 years of life free of illness and preventable chronic disease. Our ohana is important to us here in Hawaii, and with changes like these our keiki will have a chance to know their grandchildren and even their great grandchildren.

WHAT IF WE DON'T CHANGE?

If we don't change, more people in Hawaii will have debilitating chronic diseases, making it difficult for employers to find a productive workforce. Healthcare could become unaffordable for many of us. And, we could experience a negative impact on our ability as a state to compete in business. This is both a personal and an economic challenge of record proportions.

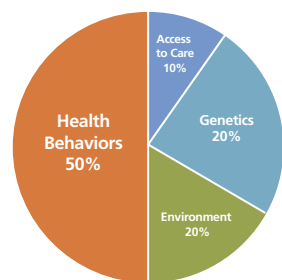
THE GOOD NEWS

The good news is that we can control 70 percent of the factors influencing our health. (See pie chart.) Research by the Urban Institute and Centers for Disease Control and Prevention have documented four key factors and their percent of influence on an individual's health.

Obesity and the resulting chronic conditions are preventable. It's just going to take us helping our neighbors to lead the way to prevention. We can do this through a series of many small, meaningful changes in our environment in which we live, work and play.

"Obesity is such that this generation of children could be the first basically in the history of the United States to live less healthful and shorter lives than their parents."

—Dr. David S. Ludwig,
Director, Children's Hospital
Boston Obesity Program



Source: Urban Institute⁴

1 Behavioral Risk Factor Surveillance System Survey Data, Centers for Disease Control, 2012

2 Obesity: Halting the Epidemic by Making Health Easier — At a Glance 2011, Centers for Disease Control, 2011

3 Type 2 Diabetes in Children and Adolescents, American Diabetes Association, 2000

4 The Future Cost of Obesity, America's Health Rankings, November 2009

5 Reducing Health Care Costs Through Prevention, Prevention Institute and The California Endowment, August 2007

GALLUP-HEALTHWAYS WELL-BEING INDEX®

HAWAII'S WELL-BEING INDEX SCORES

	Rankings	
	2013	2012
Well-Being Overall	8	1
Life Evaluation	9	1
Emotional Health	4	1
Work Environment	42	1
Physical Health	15	2
Healthy Behaviors	2	2
Basic Access	7	14



The Gallup-Healthways Well-Being Index® provides an in-depth, real-time view of Americans’ perceptions of their well-being. This information gives employers, health plans, health systems, governments, and communities unmatched insight into the state of their populations. The Gallup and Healthways partnership combines decades of clinical and behavioral economics research, and intervention and health leadership expertise to deliver a preeminent source of well-being data in the U.S. and globally. We now have the largest accumulation of well-being data in the world. Our measurement enables public- and private-sector leaders to know where they stand and how to respond to a variety of well-being factors including basic access to necessities, daily health and work-related experiences, and community and social involvement. This robust measurement gives leaders the opportunity to develop and prioritize informed strategies to help their organizations and communities thrive and grow.

After six years and 2 million surveys, Gallup and Healthways continue to advance the science of well-being in areas such as an individual’s sense of purpose, social relationships, financial security, connection to community, and physical health—elements that can be measured and acted upon for each individual. Our scientific measurement helps organizations establish a baseline, benchmark their population, determine gaps, prioritize and implement interventions, and ultimately understand the impact of their investments. Measurement is a foundational step in the process of systematic and meaningful improvement of well-being.

For communities and countries, increasing citizens’ well-being yields a competitive advantage for economic development and job creation, and it lowers disease burden and healthcare costs. For employers, it means greater productivity and lower costs in the workforce, and better business performance. For health plans and health systems, it means improved clinical outcomes and lower costs. And for each of us individually, higher well-being means living a better life.

METHODOLOGY

The research and methodology underlying the Gallup-Healthways Well-Being Index and the State and Congressional District Well-Being Reports are based on the World Health Organization’s definition of health, which is, “. . . not only the absence of infirmity and disease but also a state of physical, mental, and social well-being.”

The Well-Being Index analysis contains six years of longitudinal data on Americans’ perceptions of their well-being. It includes topics such as physical and emotional health, healthy behaviors, work environment, social and community factors, financial security, and access to necessities such as food, shelter, and healthcare. Changes in condition can be tracked over time, and the introduction of both controlled and uncontrolled variables considered. Discrete populations can also be ranked one against another for a stratified view of their relative well-being.

■ Learn More:
For more information, visit well-beingindex.com.

BLUE ZONES ARE GEOGRAPHICALLY DEFINED AREAS WHERE PEOPLE LIVE MEASURABLY LONGER

What if you knew that you could add 12 healthy and happy years to your life? Would you be interested? Dan Buettner, a world-renowned author of The New York Times bestselling book titled “The Blue Zones — Lessons For Living Longer, from the People Who’ve Lived the Longest,” identified common elements of cultures and healthy living which produced longer life expectancy. This research has been used to develop tools and programs that help people live longer, happier lives with lower rates of chronic disease and higher quality life.

Blue Zones® has incorporated the findings from an array of scientific research along with an eight year worldwide longevity study to produce lifestyle management tools, content, and products that help people live well, longer. The Blue Zones findings have garnered national media attention including “The Oprah Winfrey Show,” “Good Morning America,” “Anderson Cooper 360,” and “ABC Nightly News.”

In 2009, Blue Zones led the prototype project in Albert Lea, Minnesota, which was a community-wide makeover that integrated healthy environmental interventions in four areas: community, social networks, habitat and inner self. In 2010, Blue Zones and Healthways partnered with the Beach Cities Health District in Southern California to apply Blue Zones principles to three contiguous California communities, including Redondo Beach, Hermosa Beach, and Manhattan Beach; and in 2011, Blue Zones and Healthways joined forces again to deliver Blue Zones Project to ten communities in Iowa, sponsored by Wellmark® Blue Cross® and Blue Shield®. Now Blue Zones Project is coming to Hawaii to make our communities healthier, happier, and more productive.

BLUE ZONES PROJECT

Blue Zones Project, a collaboration of HMSA and Healthways, will ignite and lead a community-by-community movement to improve the well-being across Hawaii through the application of the learnings from the Blue Zones. Blue Zones Project will focus on permanent environmental and policy changes that will make the healthy choice the easy choice. For example, experts will work with restaurants to find ways to provide better and affordable choices, such as making fresh fruit the default option rather than french fries. Also, rather than asking residents to walk or bike more, walking and cycling will be made easier and more desirable than driving.

Blue Zones Project will encourage all communities across Hawaii to become Blue Zones Communities® in the coming years. Those who exhibit the greatest passion, interest, and ability to transform their communities will receive assistance from international experts to transform the well-being of their community. The selected communities will lead the way in transforming well-being across Hawaii and will share their experiences with others who are adopting Blue Zones principles.

The people of Hawaii and their communities will have the ability to leverage tools and resources that will enable them to start changing their environment. By becoming a Blue Zones Community, you’ll help your friends and neighbors live longer, happier lives free of chronic disease because the healthy choice becomes the easy choice.

BLUE ZONES POWER 9® PRINCIPLES



Power 9 behaviors can be organized into four categories; **Move Naturally, Eat Wisely, Right Outlook and Belong.**

■ Learn More:

For more information on the Power 9 Principles, visit bluezonesproject.com.

Researchers found that people who live in Blue Zones share nine common lifestyle behaviors that have a direct impact on their increased well-being and longevity. These healthy behaviors, called the Power 9® Principles, center on moving naturally, eating wisely, knowing your life's purpose, and belonging to a social community. The Power 9 Principles are easy, small steps that everyone can take in their daily lives to feel better, live longer, and be happier. These simple behaviors are patterned after the lifestyles of people who live in Blue Zones areas.

- **MOVE NATURALLY:** We can get more physical activity naturally if we live in walkable communities, de-convenience our homes, and grow gardens.
- **KNOW YOUR PURPOSE:** People who know why they wake up in the morning live up to seven years longer than those who don't.
- **DOWN SHIFT:** To reverse inflammation related to every major age-related disease, find time each day to meditate, nap, pray, or enjoy a happy hour.
- **80% RULE:** It takes your stomach 20 minutes to tell your brain it is full, causing most people to accidentally overeat; so stop eating when you feel 80% full.
- **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.
- **WINE AT 5:** If you have a healthy relationship to alcohol, one to two glasses of wine daily could help add years to your life, especially when consumed with a healthy diet.
- **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 nearby.
- **BELONG:** Recommit, reconnect, or explore a new faith-based community. No matter which faith, studies found that people who show up to their faith community four times a month live an extra 4-14 years.
- **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 years to your life.

THE BLUE ZONES PROJECT DIFFERENCE

Anyone who has ever made a healthy New Year's resolution knows the challenges of maintaining it over time. Your circumstances and environment conspire against you, making the goal difficult to achieve. It's the same challenge faced by traditional health improvement programs that rely on behavior change alone.

Blue Zones Project is different because it takes an environmental approach to improve well-being. By optimizing our environments — those settings where we spend our time and which influence our behavior — we can make the healthy choice the easy choice so that we naturally adopt healthy behaviors.

BLUE ZONES PROJECT OPTIMIZES FOUR KEY ENVIRONMENTS:

COMMUNITY

We can optimize communities by looking at laws, regulations, and the physical environment for ways to encourage natural movement and social interaction. Changes to sidewalks, traffic easing, public spaces, bike lanes, recreation areas, and perceived safety can make them more friendly to bicyclists and pedestrians, and provide safe routes to school.

SOCIAL NETWORK

Our social groups have a direct impact on our well-being, often influencing the decisions we make. By maximizing social interaction, helping people shape and expand their social network, and identifying and activating the most socially connected individuals, we can improve well-being.

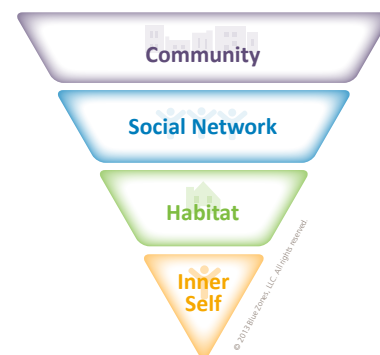
HABITAT

Habitat comprises the places where we spend most of our waking hours, like workplaces, homes, grocery stores, schools, and restaurants. We can optimize these settings by “de-conveniencing” our homes, creating healthier worksites, and working with restaurants to offer healthier options while preserving their bottom line.

INNER SELF

This is a person's purpose; the reason he or she gets out of bed in the morning. By helping people discover their purpose in life, it is possible to lift their well-being.

There is no silver bullet for improving well-being, but there may be silver buckshot. Through a coordinated approach to optimize the physical, social, and emotional factors that comprise well-being and applying it to the places where we spend our time, the Blue Zones Project naturally nudges people toward a healthier, longer, and better life.



■ Learn More:

For more information, visit
bluezonesproject.com.

BLUE ZONES COMMUNITY APPLICATION PROCESS

All communities in the state of Hawaii are encouraged to employ Blue Zones principles. Communities that show particular interest and demonstrate their ability to bring their community together will receive direct access to national experts in transforming into a Blue Zones Community. These communities will be selected according to the process outlined below.



MONDAY, SEPTEMBER 15 *Deadline to Request an Educational Visit*

If your community is interested in becoming a Blue Zones Project Demonstration Site, contact bluezonesprojecthawaii@healthways.com to schedule an Educational Visit, where you'll learn what it means to be a Blue Zones Community and get more information on the process, requirements, and timeline.



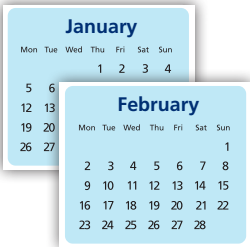
FRIDAY, OCTOBER 31 *Deadline to Submit Statement of Interest*

If your community chooses to pursue the opportunity, submit a statement of interest and prepare information for a site visit. Site visits will be scheduled at this time.



NOVEMBER, 13 – 21 *Site Visits*

Communities will be responsible for planning a site visit and providing a defined set of information at the time of the site visit. This will include letters of commitment from community leaders. The Blue Zones Project team will conduct facilitated breakout sessions by sector to identify readiness of and support by community leaders.



JANUARY – FEBRUARY 2015

Selected communities will be notified and announced in early 2015.

For more information about how to become a Blue Zones Community, visit bluezonesproject.com or email us at bluezonesprojecthawaii@healthways.com