



FORT WORTH TX

A CERTIFIED BLUE ZONES COMMUNITY





The Journey to Healthier, Happier, and Easier



A BLUE ZONES COMMUNITY. A BETTER COMMUNITY.
FORT WORTH, TEXAS ★ BLUE ZONES PROJECT CERTIFIED

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With Gratitude

EXECUTIVE SUMMARY

Blue Zones Project® helps communities in the United States implement the longevity and happiness lessons learned from the world's most extraordinary people and cultures to measurably improve well-being and create enhanced community vitality. The method of work is to drive community-led semi-permanent and permanent change in man-made surroundings. This approach is designed to make healthier choices easier, more ubiquitous, and sustainable. The effect: people moving more naturally, taking time to downshift daily, discovering the power of purpose, eating wisely, and deepening their connections with friends, family, and their faith. Over time, these collective choices compound to sustainably improve well-being. In 2014, a broad base of Fort Worth's leadership set an initial five-year course to do just that.

The value of Blue Zones Project is measured by the engagement of its citizens; the number, type, and scope of semi-permanent and permanent changes implemented; the prevalence and incidence rates of lifestyle risks and disease; and measurable improvements in well-being; all of which ultimately lead to lower medical costs, better workforce productivity, and a strengthened regional economy.

Since 2014, Fort Worth has undergone a neighborhood-by-neighborhood transformation, exceeding targets set to engage individuals and organizations and to implement citywide policy changes. Well-being has reached new highs according to the most recent Gallup-Sharecare Well-Being Index® and other community indicators.

The Gallup-Sharecare Well-Being Index shows that Fort Worth's investment in well-being is yielding dividends. The city's overall 2018 Well-Being Index score rose to 62.5, a gain of nearly four points since 2014. Science has proven that people with higher well-being cost less and perform better. Sustained well-being gains for a city's population the size of Fort Worth relates to millions of dollars in healthcare savings and improved workforce productivity, just like the estimated \$268 million saved since 2014 thanks to the city's smoking reduction. In fact, published science has shown that as little as one point of sustained well-being improvement relates to a 2 percent reduction in hospital utilization and a 1 percent reduction in overall health-related costs.

A broad coalition has supported the City of Fort Worth's efforts to adopt plans like

Complete Streets, Active Transportation, and Safe Routes to School that will guide future decision-making toward an even more vibrant and active community. Going forward, plans will be advanced by more than \$30 million in secured support, including an award of \$6.4 million in Safe Routes to School funding, \$9.9 million in funding for built-environment policies and infrastructure projects, and \$656,000 for community and school gardens and corner-store transformations.

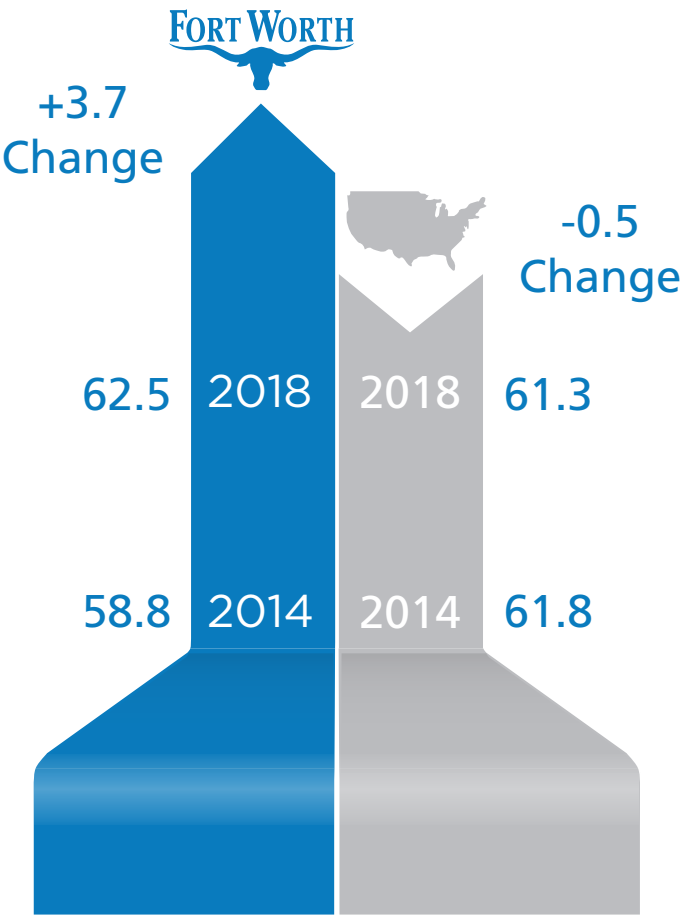
The return on investment for the project is and will continue to manifest. The semi-permanent and permanent changes already made will continue to compound to produce an even bigger future return for Fort Worth. The return on investment can be measured in a myriad of ways, as the value captured is unique to each citizen, family, and organization. In this way, Fort Worth has been enriched as a "choice community"—the place where more people and businesses choose to be. Conservatively, the five-year estimated return on investment for Fort Worth is in excess of 5:1.

With sustained momentum, continued implementation of city policy and plans, and advancement of the project in key areas, Fort Worth stands to drive even greater improvements to community well-being in its next phase of work.

When Blue Zones Project first engaged Fort Worth leadership six years ago, together we established an ambitious plan for the city to become the world’s largest Blue Zones Community®. Today, Fort Worth stands as a new benchmark across America and around the world for what bold leaders can achieve when they invest in the health and well-being of their community. Congratulations for creating a better Fort Worth!


Fort Worth Well-Being on the Rise while U.S. Drops

Texas city moves from 185th to 58th healthiest in the nation since launch of Blue Zones Project.*



Gallup-Sharecare Well-Being Index®

* Rank of 185th based on comparison to 190 MSAs from 2014-2015; rank of 58th based on comparison to 186 MSAs from 2016-2017. U.S. Index scores from 2nd Quarter, consistent with

A photograph of a group of people in business attire sitting around a long wooden conference table. There are four people visible: a woman on the left, a man in a dark suit and glasses, another man in a dark suit, and a man in a light pink shirt and glasses on the right. They are all smiling and appear to be in a positive meeting. Several water bottles and papers are on the table. The background is a plain wall with some office equipment.

Fort Worth has been enriched as a “choice community”—the place where more people and businesses choose to be.

A group of four young men are standing in a circle on a grassy field, high-fiving each other. They are all wearing blue t-shirts with a logo that says "MAKING HEALTHY CHOICES EASIER" and "LIVE LONG Fort Worth". The background shows a line of trees and a clear sky.

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THE BLUE ZONES PROJECT STORY

THE BLUE ZONES PROJECT STORY

More than 86 percent⁶ of the nearly \$3 trillion⁷ in annual U.S. healthcare costs are spent on chronic disease. Yet much of this disease can be prevented and reduced in impact through lifestyle changes.

According to a long-term population study of Danish twins, 80 percent of a person's lifespan is determined by lifestyle choices, environmental factors, and access to care. Only 20 percent is genetic⁸. Unfortunately, in most places, our environment encourages unhealthy choices. Americans are bombarded daily with unhealthy messages for unhealthy products and surrounded by modern "conveniences" that make us more sedentary and isolated.

DISCOVERING BLUE ZONES

In 2004, Dan Buettner teamed with National Geographic, the National Institute on Aging, and the world's best longevity researchers to identify pockets around the world where people lived measurably better, longer. In five Blue Zones®, they found that people reached age 100 at rates 10 times greater than the U.S. average, with lower rates of chronic disease. These original Blue Zones areas are located in vastly different parts of the world, from Sardinia, Italy, to Okinawa, Japan, to Costa Rica's Nicoya Peninsula. Studying the factors that influenced health and longevity in these places, researchers found that residents share nine specific traits. Dan Buettner captured these insights in his *New York Times* best-selling books, *The Blue Zones* and *The Blue Zones Solution*.

⁶ Gerteis J, Izrael D, Deitz D, LeRoy L, Ricciardi R, Miller T, Basu J. Multiple Chronic Conditions Chartbook. AHRQ Publications No. Q14-0038. Rockville, MD: Agency for Healthcare Research and Quality. April 2014.

⁷ National Center for Health Statistics. Health, United States, 2014: With Special Feature on Adults Aged 55–64. Hyattsville, MD. 2015.

⁸ Christensen, K., Holm, NV., McGue, M., Corder, L., Vaupel, JW. A Danish population-based twin study on general health in the elderly. *Journal of Aging and Health*. 1999 Feb; 11(1): 49-64. Retrieved from <http://www.ncbi.nlm.nih.gov/>

BLUE ZONES POWER 9

The secrets to well-being and longevity are found in the Power 9®—nine common principles from the Blue Zones longevity hotspots of the world. They can be grouped into four categories. These principles are the basis for how Blue Zones Project impacts communities to make healthy choices easier:

Move Naturally

Homes, communities, and workplaces are designed to nudge people into physical activity. Focus should be given to favorite activities, as individuals are more likely to practice them regularly. For example: gardening, walking or biking to run errands, and playing with one's family are great ways to incorporate natural movement into the day.

Right Outlook

Individuals know and can articulate their sense of purpose. They also take time to downshift, ensuring their day is punctuated with periods of calm.

Eat Wisely

In most cases, fad diets do not provide sustainable results. Individuals and families can use time-honored strategies for healthier eating habits, including:

- Using verbal reminders or smaller plates to eat less at meals
- Adopting a diet with a plant slant
- For adults with a healthy relationship with alcohol, drinking a glass of wine daily

Connect

Research indicates it is exceedingly important that people surround themselves with the “right” people—those who make them happy and support healthy behaviors. Put loved ones first by spending quality time with family and participating in a faith-based community.



HEALTHIER ENVIRONMENTS NATURALLY NUDGE PEOPLE TOWARD HEALTHIER CHOICES

Blue Zones Project is based upon Dan Buettner's discoveries and additional well-being research. A community-led well-being improvement initiative, Blue Zones Project is designed to make healthy choices easier through permanent changes to a community's environment, policy, and social networks. More than 48 communities in 11 states have joined the movement since the first pilot project in 2009. Fort Worth is the first community in Texas to make the commitment, and the largest city to date.

Because healthier environments naturally nudge people toward healthier choices, Blue Zones Project focuses on influencing Life Radius®, the area close to home in which people spend 90 percent of their lives. Blue Zones Project best practices use people, places, and policy as levers to transform those surroundings. Our communities have populations with greater well-being, improved health outcomes, reduced costs, and increased civic pride, all of which support healthy economic development.





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FORT WORTH'S STORY

THE BIG PICTURE

“Let’s have more life in our years. Let’s be able to enjoy our children and grandchildren and our great-grandchildren. Be able to pick them up and to dance with them — or go rollerblading if we want to.

BETSY PRICE

Fort Worth Mayor



Mayor Betsy Price featured in the My Power 9 Can campaign.

FORT WORTH'S STORY

THE BIG PICTURE

Nicknamed “Cowtown” for the importance of the cattle industry in its history, Fort Worth has seen many changes over the years, including a population growth rate placing it among the fastest-growing U.S. cities. One priority for community leaders has been managing growth while maintaining—and even elevating—quality of life.

In 2014, the community embarked on a major effort in that direction: a comprehensive effort to transform Fort Worth into a certified Blue Zones Community, a place where healthy choices are easier and people live longer, healthier, and happier lives.

Fort Worth Mayor Betsy Price was a major champion of this movement, along with **Barclay Berdan, CEO of Texas Health Resources**, which served as the lead sponsor of Blue Zones Project Fort Worth, and **Bill Thornton, president and CEO of the Fort Worth Chamber of Commerce**. With organizational support and other community partners, these leaders launched an effort with Blue Zones Project that ultimately involved more than 15 percent of the population age 15 and older and more than 330 worksites, schools, restaurants, grocery stores, organizations, and faith-based communities.

Not surprisingly, this growing Texas community set out to achieve some big goals, including raising overall well-being.

At the onset of Blue Zones Project work, Fort Worth's well-being ranked 185th out of 190 metro areas, as measured by the Gallup-Sharecare Well-Being Index, the largest data set of well-being.

“I believe we can substantially raise those numbers. I really do believe we can. And I think long term, 20 years out, we'll be way up in the top 50 percent or more,” Price said.

Fort Worth also sought to:

- Improve the built environment to address safety concerns and improve accessibility.
- Expand sidewalks and other active-transportation options.
- Create community projects that would boost neighborhood vitality.
- Decrease tobacco use through targeted policy actions.
- Create a positive impact on other health-risk factors.

“If we can address obstacles to well-being before someone becomes ill or develops a chronic condition, we can make Fort Worth the envy of cities across the country,” Berdan said.

The Fort Worth Blueprint Advisory Committee, made up of more than 100 community leaders and volunteers, worked with Blue Zones Project to develop a strategic action plan. That Blueprint, approved in late 2014 by the 12-member Steering Committee guiding the initiative, set

specific objectives for particular actions to achieve certification, among them:

- Participation objectives for Fort Worth residents, including engaging 15 percent of the population age 15 and older in a Blue Zones Project-related activity, such as a Purpose Workshop, cooking demonstration, Moai®, or Blue Zones Project Personal Pledge.
- Participation objectives for Fort Worth places, including 25 percent of public schools, restaurants, and grocery stores becoming Blue Zones Project Approved™, and a workforce of at least 70,000 employed through Blue Zones Project Approved worksites.
- Policy objectives to influence the built environment, tobacco use, and the availability and consumption of healthy foods.

“If we can address obstacles to well-being before someone becomes ill or develops a chronic condition, we can make Fort Worth the envy of cities across the country.”

BARCLAY BERDAN
CEO, Texas Health Resources



A CITY IN ACTION

Local businesses, organizations, residents, and city leaders came together to make incremental changes that caused a ripple effect, improving well-being across the city and bringing entire neighborhoods together to create lasting change. Diverse coalitions in Fort Worth worked together to tackle big issues.

People of all ages, cultures, and backgrounds participated in Blue Zones Project Fort Worth: some 88,000 total residents. Many thousands attended free cooking demonstrations and Purpose Workshops. Many hundreds donated their time toward volunteer opportunities and joined a supportive Moai for connecting and walking or connecting and eating healthier in small groups. Many residents also supported Blue Zones Project planning and implementation by serving on committees.

A critical mass of **places** optimized their environments for healthy living. More than 330 organizations participated in Blue Zones Project. Worksites, schools, restaurants, grocery stores, faith-based organizations, and neighborhood and community groups made changes that produced new gardens, brought attention to healthier

foods, created safer walking routes, offered space to de-stress, and energized employees, members, and residents with new connections and purpose.

From a **policy** standpoint, Fort Worth is creating and implementing:

- A Complete Streets Policy and updated Street Design Manual, ensuring that all users and modes of transportation are considered and accommodated in new development and redevelopment.
- An Active Transportation Plan that creates a well-connected, safe, and comfortable active-transportation network, including roadways, sidewalks, bicycle routes, and trails.
- A comprehensive smoke-free tobacco ordinance, including city parks.
- Numerous ordinances, such as urban agriculture, produce carts, and mobile fresh markets, to remove barriers and assist in increasing access to fresh produce.



Walking School Buses get kids, parents, and volunteers moving naturally.

TEXAS-SIZED RESULTS

In the Gallup-Sharecare Well-Being Index community rankings, including some 190 metro areas, Fort Worth jumped from 185th to 58th in 2017—well into the top 50 percent.

Overall well-being across the nation declined during this time, but Fort Worth saw significant improvement, matching Texas and surpassing the U.S. in overall well-being scores. Even leadership at Gallup took note.

“The city of Fort Worth has realized impressive improvement in its residents’ well-being since 2014, particularly when compared to national trends during that time. Fort Worth has had a statistically significant improvement in its overall Well-Being Index score. Furthermore, compared to U.S. change, Fort Worth has had significantly superior change in the five essential elements of well-being: purpose, social, financial, community, and physical.

DAN WITTERS

Principal, Gallup

Fort Worth's overall well-being score continued to climb into 2018, reaching 62.5 from 58.8 in 2014. A look at particular elements of the Gallup-Sharecare Well-Being Index showed Fort Worth made good on other important goals in four years:

- Smoking dropped by **31.1 percent**.¹
- Exercise rose—**16.8 percent** more people exercise 30+ minutes per day, 3+ times per week.²
- More residents—**14.3 percent more**³—report “thriving” in their life evaluation, and 9.01 percent⁴ more residents say they are using their strengths daily.
- Civic pride rose **8.8 percent**.⁵

¹WBI: - 6.1, from 19.6 to 13.5

²WBI: +9.0, from 53.0 to 62.0

³Thriving WBI +7.3 from 51.2 to 58.5

⁴Use Strengths WBI +6.2 from 68.8 to 75.0

⁵Civic Pride WBI +5.6 from 63.8 to 69.4



WELL-BEING ON THE RISE ACROSS FORT WORTH

The rising well-being of Fort Worth extends across all six geographic city sections assessed by the Well-Being Index. The biggest gains in well-being came among those who needed it the most.

Neighborhoods and sectors of the city whose citizens showed the highest well-being disparities in 2014 now show the greatest gains in well-being.

Policy actions are removing barriers and creating awareness of healthier choices. Worksites are helping employees increase well-being on and off the job. Schools across Fort Worth are engaging students in their own well-being and setting the stage for many lifetimes of good health.

	Fort Worth '14-'18	Central North '14-'18	Central South '14-'18	East Southeast '14-'18	Far North '14-'18	Far South '14-'18	Far West NW '14-'18
Well-Being Index	+3.7	+1.7	+3.7	+6.1	+3.5	+1.9	+3.3
Purpose	+3.9	+2.5	+3.2	+4.8	+3.2	+4.0	+4.3
Social	+3.7	+4.2	+5.1	+7.1	+3.6	+0.8	+1.9
Financial	+9.6	+6.2	+8.6	+13.1	+8.1	+8.6	+9.6
Community	+1.9	+2.1	-0.1	+4.8	+1.0	+0.8	+1.2
Physical	+3.4	+0.8	+5.4	+4.5	+4.5	+1.0	+3.6

INSPIRING INDIVIDUALS

Mayor Betsy Price could often be seen leading employee walks around the perimeter of City Hall, contributing to the city's goal to become one of the first Blue Zones Project Approved worksites in Fort Worth.

Other individuals lent their particular skills and leadership abilities to the cause. Chefs like **Vahista Ussery** and **Julia Dunaway** taught residents how to cook with a Plant Slant.

Educators like **Bill McMullen**, **David Saenz**, and **Elida Gonzalez** brought Blue Zones Project practices to their student communities. Business owners like **Sarah Castillo** and **Sam Moulegata** saw the opportunity to grow and serve their customers in healthy ways. People like **Michael Edwards** and **Adriana Castro Romero** took their personal goals to heart.

It all added up to greater well-being and good feelings in Fort Worth that continue to touch residents across the city.



Sarah Castillo is one of 66 restaurateurs across the city who added healthy menu options for customers.



School administrators like Elida Gonzalez champion healthier environments for more than 30,000 students across Fort Worth.

THE WORLD IS WATCHING

Blue Zones Project has attracted global recognition, with more than 8 billion media impressions to date.

Blue Zones Project has been heralded for innovative approaches to population health management in notable publications and television networks and shows, including those noted below.

BLUE ZONES PROJECT AND FORT WORTH IN THE NEWS

2,200+

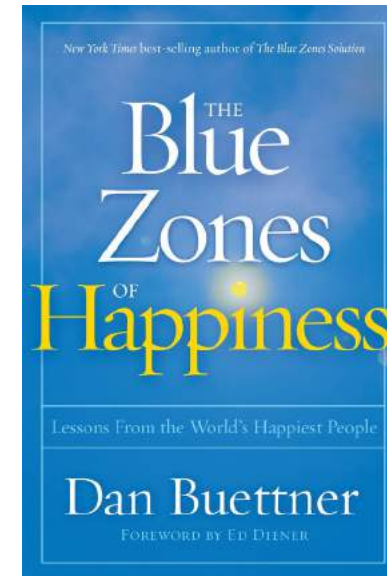
Total Mentions

2.9 BILLION

Total Reach

6.5 MILLION

Media Value Secured



Fort Worth's story is featured in Dan Buettner's latest *New York Times* best-selling book, *The Blue Zones of Happiness*.



The New York Times

HUFFPOST

NBC
NIGHTLY NEWS

TODAY

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Star-Telegram



FORT WORTH
Weekly

FORT WORTH BUSINESS PRESS



04

PEOPLE OF FORT WORTH

INVOLVED, ENGAGED, AND CONNECTED

PEOPLE OF FORT WORTH

INVOLVED, ENGAGED, AND CONNECTED

Every day, roughly 200,000 people in Fort Worth are experiencing the permanent or semi-permanent changes brought by Blue Zones Project through the organizations we work with.

People of all ages, cultures, and backgrounds in Fort Worth have come together to create positive change in their community through Blue Zones Project. From the program launch in 2014 to community certification in 2018:

88,691

residents participated in Blue Zones Project programs.

1,428

people met up with a Moai for connecting to walk or eat healthier together.

16,127

individuals attended a plant-based cooking class or demonstration.

1,240

residents donated their time, skills, and passions toward volunteer opportunities tracked as part of Blue Zones Project.

11,007

residents participated in Purpose Workshops to rediscover and apply their gifts in their daily lives.

*As of December 20, 2018

THE RESULTS ARE IN: MORE MOVEMENT, MORE THRIVING, AND HEALTHIER EATING

Measures from the Gallup-Sharecare Well-Being Index reveal the impact:

- Physical activity is up 16.8 percent since 2014 (the number of people who report exercising 30+ minutes, 3+ days/week).
- More residents—14.3 percent more—report “thriving” in their life evaluation, and 9 percent more residents say they are using their strengths daily.
- Produce consumption (eating 5+ servings, 4+ days/week) has risen by 2.8 percent.



WHY IT MATTERS

“Thriving” employees average lower annual costs related to managing disease (disease-burden costs) than those evaluating themselves in the “struggling” or “suffering” categories. For an organization with 1,000 workers, that difference could mean saving \$1.8 million⁹.

⁹ The Business Case for Wellbeing. (2010, June 9) Retrieved from <http://www.gallup.com/businessjournal/139373/business-case-wellbeing.aspx>



Healthier eating is up across the city, thanks to more accessible options.



Plant-based options have become staples at Lockheed Martin.

PLANT-BASED COOKING CATCHES FIRE

Eating together makes a difference. Obesity is associated with significantly increased risk of more than 20 chronic diseases and health conditions that cause devastating consequences and increased mortality. Adolescents who eat dinner with their families are 15 percent less likely to become obese¹⁰. A report by the National Center on Addiction and Substance Abuse points out that teens who eat dinner with their families more than three times a week are less likely to do poorly in school.¹¹

It might surprise people who know Fort Worth as “Cowtown,” but plant-based cooking

demonstrations attracted high interest among community members of all ages and skill levels, providing the opportunity to learn how to prepare fresh, healthy, and delicious meals with plant-based ingredients.

As of December 2018, 16,017 Fort Worth residents had participated in a plant-based cooking class or demonstration, gaining valuable skills to prep healthy meals at home.

This participation level exceeded the Blue Zones Project team objective by 5 percent.

¹⁰ “The Benefits of the Family Table.” American College of Pediatricians (May 2014). Retrieved from <http://www.acped.org/the-college-speaks/position-statements/parenting-issues/the-benefits-of-the-family-table>.

¹¹ CASA* Report Finds Teens Likelier To Abuse Prescription Drugs, Use Illegal Drugs, Smoke, Drink When Family Dinners Infrequent. (2007). Retrieved from <http://www.centeronaddiction.org/newsroom/press-releases/2007-family-dinners-4>

A growing demand among locals for healthier fare, combined with the dedication of creative local chefs passionate about sharing healthier options, sparked and fueled the success of this program. A diverse group of local chefs helped create new culturally relevant plant-based recipes for Hispanic and African American audiences, and dozens of recipes were translated into Spanish.

Registered dietitian and chef **Vahista Ussery** lent her time and talents to Blue Zones Project by conducting healthy cooking demonstrations and serving on the cooking class and food policy committees. Experiencing the demand for nutritional knowledge and cooking skills

“Conducting cooking demonstrations around the city made me realize how much this type of education is needed and how we had to help! Having the support of the Blue Zones Project team helped provide some needed confidence to start our company.

CHEF VAHISTA USSERY

through these commitments inspired her to start a nutrition consulting and education business that focuses on healthy diets and habits.

Reaching tens of thousands of residents was a true community collaboration. Edible gardening classes offered through the **Texas A&M AgriLife Extension Service** showcased how people could make the best out of home gardens in the kitchen. Partnerships with large organizations—including the **American Heart Association**, **Lockheed Martin**, the **African American Health Expo**, and **The Potter’s House**—provided access to large, diverse audiences, enabling volunteer chefs to reach hundreds of participants at a time.

Blue Zones Project even piloted a program with students at **Texas Christian University** called Puppies & Plant Slant. The goal was to introduce students to plant-based recipes and provide information on herb gardening while offering an opportunity to de-stress and downshift during finals week. Puppies from local shelters provided the warm and fuzzy feelings.



A PERSONAL AND PROFESSIONAL TRANSFORMATION FOR PLANT-INSPIRED CHEF

Many culinary professionals in Fort Worth, like chef [Julia Dunaway](#), found great satisfaction in the interaction opportunities Blue Zones Project fostered. Julia's personal story is especially connected to the Fort Worth community and to Blue Zones Project. Previously a military officer, she was stationed at Carswell Air Force base in 1985 and later worked 21 years at the Federal Medical Center in Carswell as the chief social worker for the Federal Bureau of Prisons.

"I graduated from the Culinary School of Fort Worth in 2009 with the idea of having a second career as a chef after my retirement," she said.

Julia was already interested in creating healthy dishes. She became even more committed to the idea when she read about Okinawa, Japan, in Blue Zones Project founder Dan Buettner's first book, *Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*.

"My mother is Japanese," she said. "I lived in Japan for four years in the late 1970s and experienced the lifestyle of my mother's family in Tokyo. I observed my mother eating small amounts of rice, fish, miso soup, and vegetables every day at home growing up."

Julia changed her cooking classes to 100 percent plant-based and shifted her own eating habits to a 95 percent plant-based diet. Previously diagnosed with high cholesterol and high blood pressure, she now has an inspiring personal story to share with others.

“I was able to get off the cholesterol medication after a few weeks of my plant-based diet. My blood pressure medication was reduced to the smallest dose possible, and my goal is to stop taking that as well,” she said.

Julia incorporates natural movement into her day in part by gardening. She maintains an herb garden, a garden tower filled with greens, and a vegetable garden. She’s inspired by a fresh sense of purpose.

“My purpose every day is to share my passion for plant-based eating and cooking with others,” she said. “I post daily photos on Instagram to show how delicious and beautiful my food is and conduct classes in my in-home cooking school twice a month.”



“I believe I have encouraged numerous people to adopt a plant-slant way of eating and showed them simple and manageable ways to cook Blue Zones-inspired dishes at home. I love doing the cooking demonstrations and sharing how wonderful it feels to be almost 64, at the lowest weight I’ve been in decades, with no health problems, and how much I enjoy my life as a retired military officer who is now a professional chef.

CHEF JULIA DUNAWAY



Rain or shine, the White Lake Hills Moai makes great strides.

MOAIS MAKE HEALTHY NEIGHBORHOOD CONNECTIONS

Connections to friends, family, and others around us have the ability to shape our lives in more ways than we realize. Research shows that even friends of friends of friends—people you might not know—can affect your health, happiness, and behaviors. If your friends are smokers, unhappy, or obese, you're more likely to adopt these same traits. On the positive side, you're 20 percent more likely to succeed at new behaviors if you do them with a buddy.¹²

Neighborhoods across Fort Worth embraced the idea of Moais: gathering and supporting each other in ways that raise well-being for all.

**As of December 2018,
1,428 Fort Worth
residents joined
Walking, Potluck, and/
or Restaurant Moais,
surpassing the Blue
Zones Project team
objective.**

Through a partnership with the [SilverSneakers Fitness Program](#), Blue Zones Project matched senior volunteers from local [YMCA](#)s with elementary schools seeking adults to accompany children on walks to school. The result? Cross-generational Walking School Bus Moais, fostering connection, movement, and sense of purpose for participants. The Moai has been walking children to school every Wednesday for three years.

¹² Wing, R., Jeffrey, R. (1999). Benefits of recruiting participants with friends and increasing social support for weight loss and maintenance. *Journal of Consulting and Clinical Psychology*, 67(1), 132-138. Retrieved from <http://psycnet.apa.org/index.cfm?fa=buy.NooptionToBuy&id=1999-00242-015>

Moais in the White Lake Hills neighborhood have been meeting and walking regularly for more than two years. Through these groups, residents—including the elderly—have been able to build stronger social networks while staying active. Participant **Kathlynn Stone** considers her Moais her lifeline. Kathlynn moved back to the White Lake Hills community to care for her ailing mother and joined Walking and Potluck Moais, often sharing the potluck dishes with her mom. After her mother passed away, the Moais became Kathlynn's support group. She also saw a need for an emergency response team for the neighborhood's elderly residents, many homebound. This prompted a new Moai that conducts wellness checks for these neighbors on a walking route.

“Participating in the Moai, in some ways, was life saving for me.

KATHLYNN STONE

“Blue Zones Project has increased the sense of community in White Lake Hills and in Fort Worth as a whole.

LINDA FULMER
President, White Lake Hills
Neighborhood Association



WHAT IS A MOAI?

Moai is a concept from Okinawa, Japan, that roughly means coming together for a common purpose. When you find your Moai, you find your personal board of directors—a committed group of individuals supporting each other and working collectively to improve well-being, for life.

WHY IT MATTERS

Stress is a common aspect of everyday life. Unmanaged, it leads to chronic inflammation, which is tied to every major age-related disease¹³. Moai members have the stress-reducing security of knowing there is always someone there for them.

¹³ Carnegie Mellon University. (2012, April 2). How stress influences disease: Study reveals inflammation as the culprit. ScienceDaily. Retrieved from www.sciencedaily.com/releases/2012/04/120402162546.htm

PURPOSE WORKSHOPS ENERGIZE DIVERSE GROUPS

People live longer with a sense of purpose. Blue Zones research found that having a clear sense of purpose can help people live up to seven years longer than they otherwise might. In the original Blue Zones, residents are known to place special emphasis on their reason for being. They also cultivate a positive outlook with habits that help them shed stress, from naps to moments of prayer and remembrance.

Blue Zones Project Purpose Workshops bring people together to learn and engage in the process of exploring their purpose and gifts. These two-hour, interactive, facilitated events energize participants by guiding them to articulate their passions and abilities and inspiring them to bring that understanding to their daily lives. The end product for each person can enhance focus, productivity, and interaction with others.

**By December 2018,
11,007 Fort Worth
residents had
participated in a
workshop—98 percent
of the original Blueprint
target.**

Bill McMullen attended a Purpose Workshop through his church and found it so inspiring, he knew he had to spread the word. As director of student financial-aid services at **Tarrant County College's Trinity River Campus**, Bill worked to bring the program to students.

TCC hosted a workshop for 108 students who were in danger of losing scholarships and financial aid due to failing grades. The workshop provided “a purpose to light a fire under them” and was a major factor in some TCC students improving their grades and remaining in school.

“After the first five minutes, I was hooked. This was exactly what I needed to hear to help reinforce my life’s work in higher education. I also immediately knew the students I work with needed to hear this information.”

BILL MCMULLEN



Adriana Castro Romero stands proudly at TCC's Trinity River Campus.

Adriana Castro Romero was one of the first TCC students to benefit from the college's Purpose Workshops.

“What drove my decision to participate in a Blue Zones Project Purpose Workshop was not only the peer mentoring program, but also the interest and curiosity to find out what my purpose in life is, to help my peers find their purpose, to use this purpose, and to remind ourselves of it every day. The Purpose Workshop helped me find the kind of person I am and the skills I possess that can be useful for my life.

ADRIANA CASTRO ROMERO



The Potter's House of Fort Worth hosted multiple Purpose Workshops that drew hundreds to discover their purpose.



The **Goodwill S.T.A.R.S.** program helps people with disabilities and other social barriers find meaningful work. Blue Zones Project team members worked with Goodwill S.T.A.R.S. educators to modify the Purpose Workshop delivery and language, ensuring full audience participation, understanding, and engagement, and reaching 46 S.T.A.R.S. program participants.

True Worth Place, a resource center and day shelter for guests currently experiencing homelessness, held two tailored Purpose Workshops. The offering complemented the organization's comprehensive approach to supporting guests, which includes educational, employment, and enrichment programs that build skills and hope on the path from homelessness to home.

Because the **Fort Worth Independent School District's** high school schedule could not accommodate a continuous two-hour block of time, the Blue Zones Project Fort Worth team piloted a two-part Purpose Workshop that could be held on two consecutive days.

As a result, 3,172 students in the district's ROTC and Career and Technology Education (CATE) programs were given the opportunity to participate in the workshops.

The pilot's success prompted **David Saenz**, executive director of the district's CATE program, to recommend that Purpose Workshops be added to the high school curriculum and strategic plan.



A Stayton Strummer hits all the right notes during Ukulele Club rehearsal.

UKULELE CLUB UNITES SENIORS IN MAKING AND SHARING MUSIC

Socialization matters. The amount of time you spend socializing each day has a direct impact on your well-being, but it's getting harder to be connected in many places. Americans change jobs more than ever before, and working from home or in isolated conditions can limit socialization. A lack of connectedness leaves people vulnerable to depression, anxiety, and other anti-social behaviors¹⁴.

The Stayton at Museum Way, an active senior-living community in central Fort Worth, was an early adopter of Blue Zones Project. Staff and residents took an active role in implementing program elements and acting on principles like the importance of purpose, volunteering, and connecting with others. Looking for ways to foster social connections and learn new skills, a small group of individuals came together to start a ukulele club they dubbed, **"The Stayton Strummers."** Since its formation, participation has swelled to approximately 35 residents. The group practices together weekly and regularly puts on free performances for residents in the memory-care unit. They've also begun performing at events around Fort Worth.

¹⁴ Christakis, N., Fowler, J.. (2007). The Spread of Obesity in a Large Social network over 32 Years. The New England Journal of Medicine. Retrieved from <http://www.nejm.org/doi/full/10.1056/NEJMsa066082#t=articleBackground>

A low-angle, wide shot of a modern building interior. The ceiling is a prominent feature, consisting of a grid of square, recessed light fixtures. Several people are walking through the space. In the foreground, a person's legs in blue jeans and sneakers are visible, walking towards the camera. In the middle ground, a woman in a black t-shirt and jeans walks towards the camera. To her left, a man in a grey polo shirt and dark pants walks away. Further back, a woman in a floral tank top and dark pants walks towards the camera. The walls are light-colored, and the floor is polished and reflective. The overall atmosphere is bright and modern.

05

PLACES OF FORT WORTH

SURROUNDINGS FOR HIGHER WELL-BEING

PLACES OF FORT WORTH

SURROUNDINGS FOR HIGHER WELL-BEING

Healthy choices have become the easy choices in the places people live, work, learn, and play in Fort Worth. A critical mass of worksites, schools, restaurants, grocery stores, and faith-based organizations have optimized their environments for healthy living.

More than 280 organizations participated in Blue Zones Project and undertook specific actions to attain the designation Blue Zones Project Approved. Organizations of all shapes and sizes — from large employers like the **Fort Worth Independent School District** and **Lockheed Martin** to smaller operations like **Mother Parkers Tea & Coffee** and locally owned restaurants like **Taco Heads** and **Oliva Italian Eatery**—achieved that goal. Another 50 partnered with Blue Zones Project as Participating Organizations.

The city saw people and organizations come together in neighborhoods like **Diamond Hill** to tackle well-being in ways designed to meet the specific needs of its Hispanic/Latino population. Collaborative efforts helped attract infrastructure investments that will support healthy movement for many years to come.

From the program launch in 2014 to community certification in 2018:

- **78,696** individuals have been engaged through **134 Blue Zones Project Approved worksites** across Fort Worth.
- **66 restaurants, 47 schools, 20 grocery stores, and 16 faith-based organizations** took actions that led to becoming Blue Zones Project Approved, and another 56 organizations participated in Blue Zones Project.



78K
individuals



47
schools



Students take a Go Noodle brain break in between lessons.

THE RESULTS ARE IN: LOWER CLAIMS COSTS, GROWING SALES, IMPROVED STUDENT BEHAVIOR, AND MORE

Blue Zones Project Approved organizations measured many positive impacts from their involvement. For example:

- At **Texas Health Resources**, 7,500 colleagues have taken the Blue Zones Project Personal Pledge and many have joined walking Moais. Those participating

have lost weight and created new connections at work.

- At **Buffalo West**, restaurant revenue rose by 20 percent from 2016 to 2017 and 13.5 percent from 2017 to 2018.
- At **Keller-Harvel Elementary**, fourth graders scored higher than the district average on math, reading, and writing. Fifty-two percent of fourth graders scored in the highest category, masters level, on 2018 STAAR tests.

A COMMUNITY OF FIRSTS

In 2017, **DFW Airport** became a Blue Zones Project Approved worksite, the first airport in the country to do so. DFW has an extensive worksite well-being program, called LiveWell. Managed onsite, this program focuses on improved population health, increased safety, and improved engagement and productivity, making Blue Zones Project a natural fit.

The Project engaged 84 percent of DFW's 1,900 total employees through various activities: more than 300 participated in a Purpose Workshop in 2018; there have been approximately 140 transactions per week at the onsite farmers market; 227 volunteers gave 5,313 volunteer hours at more than 272 community organizations; and Blue Zones Project's Personal Pledge is a part of new-employee onboarding. LiveWell has encouraged 84 percent of employees to complete a Health Risk Assessment, with 47 percent considered low risk, 25 percent medium risk, and just 5 percent high risk. Due to a variety of programs and interventions, DFW Airport's healthcare-costs increase rate is 40 percent lower than the national trend, which resulted in premium waivers for all employees in July and August 2018.

84%

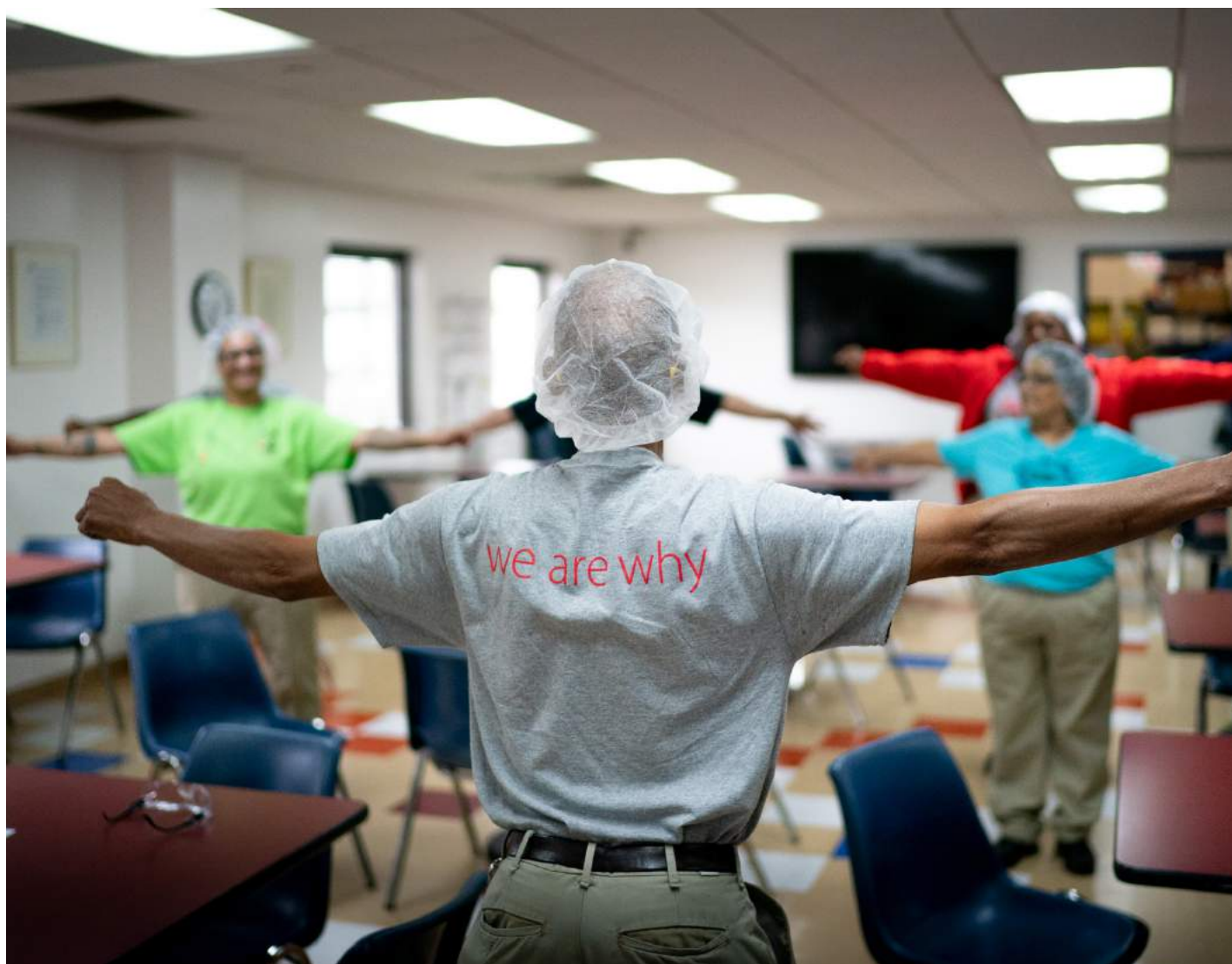
DFW employees engaged in Blue Zones Projects activities.

140

Transactions per week at the onsite farmers market.

5,313

Volunteer hours given to more than 272 community organizations.



Mother Parkers team members stretch out before a shift.

WORKSITES ENGAGE EMPLOYEES AND SUPPORT HEALTHY CHOICES

Employers are in a powerful position to help us move more, eat better, and connect. About one-third of our waking hours are spent at work. Fewer jobs require moderate physical activity, a percentage that has fallen from 50 percent in 1960 to 20 percent today¹⁵. Some 70 percent of Americans eat at their desk several times a week¹⁶. As waistlines expand, so do medical costs for employers. Creating healthier work environments can shift that trend, trimming costs and enhancing productivity.

¹⁵ Parker-Pope, T.. (2011, May 26). Workplace Cited as a New Source of Rise in Obesity. The New York Times. Retrieved from http://www.nytimes.com/2011/05/26/health/nutrition/26fat.html?_r=0

¹⁶ Hatfield, H.. (2008, December 12). 7 Tips for Eating While You Work. Retrieved from <http://www.webmd.com/food-recipes/7-tips-eating-while-you-work>

Tens of thousands of Fort Worth residents—including 78,696 employees at 134 Blue Zones Project Approved worksites—now find it easier to make healthy choices during the workday. Participating worksites implemented a variety of Blue Zones Project best practices to engage employees. Actions included the introduction of healthier onsite eating options, establishing Moais to get colleagues moving together, championing exercise breaks to burn energy and improve focus, and adding or improving fitness facilities, walking paths, downshifting spaces, and more.

Worksite involvement exceeded the Blueprint target of reaching 70,000 employees through Blue Zones Project Approved worksites, with benefits being felt by organizations and employees.

IMPACT OF HEALTHIER WORK PLACES

9.3%

Simpli.fi saw employee turnover rates drop from 12.2 percent to 9.3 percent in two years.

\$125

Texas Wesleyan University expanded free access to the Morton Fitness Center to include faculty and staff, saving employees \$125 per year.

The City of Fort Worth saw moderate and high risk factors decrease between 2016 and 2017, while low risk factors increased.



WHY IT MATTERS

The decline in jobs requiring physical activity equates to more sitting, fewer calories burned during the day, and a greater chance of weight gain. Overweight or obese adults miss 450 million more aggregate days of work annually than healthy workers do, costing more than \$153 billion per year in lost productivity¹⁷.

¹⁷ The Energy Project/ Harvard Business Review. (2014). The Human Era at Work. Yonkers, NY: The Energy Project. Retrieved from <https://uli.org/wp-content/uploads/ULI-Documents/The-Human-Era-at-Work.pdf>

MOTHER PARKERS HELPS EMPLOYEES EAT BETTER, MOVE MORE, AND DE-STRESS

With headquarters in Fort Worth and in Ontario, Canada, **Mother Parkers Tea & Coffee** is a 100-year-old company with a longstanding commitment to providing the best employee benefits. Involvement in Blue Zones Project fit the corporate culture and generated participation and results. Of 245 Mother Parkers' Fort Worth-based employees, 54 percent agreed to take steps toward greater well-being through the Blue Zones Project Personal Pledge, cooking demonstrations, and healthier actions.

The organization expanded its joint health and safety committee to include wellness committee members responsible for implementing Blue Zones Project best practices into the work-place. Inspiring changes like these earned Mother Parkers the distinction of becoming a Blue Zones Project Approved worksite:

- A healthy catering policy enables employees to make healthier choices at company meetings and events.

- Stretching before shifts gets energy flowing, and walking or standing meetings encourage more movement.
- A new downshift room provides space for employees to take mental breaks that reduce stress and improve focus.
- An outdoor pavilion gives workers a place to eat, connect, and appreciate the environment.
- A new laundry service washes and delivers uniforms to employee lockers, lightening the load for workers.
- Blue Zones Project parking spaces, installed farthest from the building entrance, prompt car commuters to get some easy extra steps into their day.
- Blue Zones Project signage throughout the building reinforces healthy choices.
- Presentations during employee orientation and annual benefits enrollment keep the culture steeped in well-being.

With a combination of its existing health and wellness benefits and Blue Zones Project practices, Mother Parkers has seen and measured tangible results. Comparing claims-related costs from the same period in 2018 to 2017, the organization recorded a 16.6 percent drop in paid medical

claims and a 26.3 percent decrease in paid pharmacy claims.

Employees like **Michael Edwards** bring these results to life. Engaged in Blue Zones Project through Mother Parkers' involvement, this former Division 1 athlete in college lost 30 pounds, trimmed red meat and fried foods from his diet, and introduced his wife and children to vegan burgers. He now regularly runs on a treadmill and tackles hills near his house with his oldest son.

“Being an ex-D1 college athlete and starting a career and family, time really got away from me, along with my weight. I personally felt drained all the time and at the end of 2017, I had a discussion with a friend who shared the documentary *Food Inc.* with me. During this time, Mother Parkers embarked on our Blue Zones Project journey. This, along with a wellness check, motivated me to make a change. If I didn’t, I would be traveling down a road of increased medications and reduced life span and enjoyment of life. To date, becoming more active and making a significant change in eating choices has helped me lose weight and improve my overall energy levels and focus on a daily basis.

MICHAEL EDWARDS

Mother Parkers Employee



Michael Edwards joined more than 78,696 employees across the city committed to improving their well-being through Blue Zones Project programs at work.

More than 78,000 individuals are impacted daily through environmental change made at more than 130 Blue Zones Project Approved worksites.



WHY IT MATTERS

According to a Quantum Workplace report, employees are 14 percent more engaged when given time off to recharge, 18 percent more engaged when given time for healthy activities, and 10 percent more engaged when given healthy food options¹⁸.

CONGRATULATIONS TO ALL BLUE ZONES PROJECT APPROVED WORKSITES*

Acme Brick

Alliance Aviation Services

American Heart Association

Amon Carter Museum of American Art

Apex Capital

Balcom Agency

Bank of America Fort Worth Campus

Bell Helicopter

Ben E. Keith Company General Office

Ben E. Keith Foods DFW

Blue Zones Project Fort Worth

Boys and Girls Clubs of Greater Fort Worth
(7 locations)

Camp Fire First Texas

Cantey Hanger

Catholic Charities of Fort Worth

Central Market

Child Care Associates

Child Study Center

City of Fort Worth (21 locations)

Clarity Homes

Como Community Center

Cook Children's Health Care System

DFW International Airport

Dunaway Associates

Eaton

EECU

Elbit Systems of America

Farmer Brothers Co.

Fidelity Investments

First Command Financial Services

FirstService Residential

Fort Worth Chamber of Commerce

Fort Worth Country Day

Fort Worth Fire Alarm Dispatch Center

Fort Worth ISD

Fort Worth Nature Center & Refuge

Fort Worth Public Library

Freese and Nichols

General Electric Manufacturing Solutions

Gladney Center for Adoption

GM Financial

Goodwill Industries

Greenbriar Community Center

Gus Bates Insurance and Investments

Higginbotham Insurance & Financial Services

Highland Hills Community Center

¹⁸ Hackbarth, N., Brown, A., & Albrecht, H. (n.d.). WORKPLACE WELL-BEING Provide Meaningful Benefits to Energize Employee Health, Engagement, and Performance(Rep.). Quantum Workplace. Retrieved from https://www.limeade.com/content/uploads/2016/12/Workplace-Well-Being_FINAL.pdf

Hillwood Airways
Hillwood Properties
Huitt-Zollars
Jacobs Engineering
Lockheed Martin
Medical City Fort Worth
Monterra Village
Mother Parkers Tea & Coffee
Nestle Skin Health
Open Channels Group
Pier1 Imports
Pointwise Inc.
R.D. Evans Community Center
Richardson Aviation
SageStone Village
SageWater Village
Satori Capital
Sheraton Fort Worth Downtown Hotel
Shield Engineering Group
Sid Richardson Foundation and Museum
Simpli.fi
Tarleton State University, Fort Worth Campus
Tarrant Area Food Bank
Tarrant County (7 locations)

Tarrant County College District
Tarrant County College Northeast Campus
Tarrant County College Northwest Campus
Tarrant County College South Campus
Tarrant County College Southeast Campus
Tarrant County College Trinity River Campus
Tarrant Regional Water District
Texas Christian University
Texas Health Alliance
Texas Health Clearfork
Texas Health Fort Worth
Texas Health Southwest
Texas Health Speciality Hospital
Texas Wesleyan University
The Modern Art Museum of Fort Worth
The Reynolds Company
The Stayton at Museum Way
Trademark Property Company
Trinity Habitat for Humanity
Trinity Metro
Trinity Terrace
Trinity Valley School
United Way of Tarrant County
Virbac Corporation

Visit Fort Worth
Whitley Penn LLP
WhitneySmith Company
Workforce Solutions for Tarrant County
XTO Energy
YMCA of Metropolitan Fort Worth



Taco Heads features several Blue Zones-inspired menu options.

RESTAURANTS REVAMP OFFERINGS FOR CHANGING DEMAND

Restaurant meals can weigh us down or lift us up. The typical American entrée in a restaurant weighs in at 1,000 calories¹⁹. For the average adult, eating one meal away from home per week translates to gaining about two additional pounds a year. Evidence indicates people appreciate healthy changes. A study of U.S. restaurant chains analyzing sales between 2006 and 2011 showed superior performance for

restaurants that increased their better-for-you/low-calorie servings²⁰.

The people of Fort Worth now have 66 Blue Zones Project Approved restaurants to choose from, which make up more than 25 percent of the city's independently owned restaurants.

In these restaurants, patrons may find new Blue Zones-inspired menu items, smaller portion and split-plate options, healthier offerings highlighted through signage and staff-customer interactions, expanded use of local produce, and more.

¹⁹ Hurley J., Lim, D., Pryputniewicz, M.. (2011). Xtreme Eating 2011: Big Eats...Big Americans. Nutrition Action Healthletter. Center for Science in the Public Interest, 30(6), 13

²⁰ Cardello, H., Wolfson, J., Yufera-Leitch, M., Warren, L., & Spitz, M.. (2013). Better-for-you foods: An opportunity to improve public health and increase food industry profits. Hudson Institute. Retrieved from http://www.hudson.org/content/researchattachments/attachment/1096/better_for_you_combinedfinal.pdf.

Healthier options are delivering results at high-volume and mom-and-pop establishments alike.

Buffalo West added plant-based options and the salad bar now makes up 70 percent of all lunch sales. And, **Fixture** ran a Blue Zones Project server-incentive program and saw a 39 percent increase in Blue Zones-inspired menu options during the 2018 event.



WHY IT MATTERS

In the U.S., healthy eating could generate an estimated savings of \$114.5 billion per year through reduced medical costs, increased productivity, and declines in heart disease, cancer, stroke, diabetes, and osteoporotic hip fractures.²¹

TACO HEADS SATISFIES FANS, GROWS HEALTHY SALES

The **Taco Heads** story began in 2008 when **Sarah Castillo** set out to create the perfect taqueria experience for a cult following of taco lovers. She sold tacos from a trailer in the West 7th area of Fort Worth. As popularity grew among late-night taco fans, the trailer evolved into one of Fort Worth's first successful food trucks. Taco Heads opened its first brick-and-mortar location in Fort Worth's Cultural District in January 2016 and became Blue Zones Project Approved soon after.

Before opening the permanent location, Sarah took the initiative to optimize and co-brand the Taco Heads menu with Blue Zones Project. Blue Zones-inspired menu items are highlighted with a blue checkmark and featured first within each menu section. These tacos now account for 11 percent of all those sold at Taco Heads, roughly 42,500 individual tacos since opening. At the suggestion of Blue Zones Project, Taco Heads also introduced a fresh-fruit dessert option: fresh pineapple with lime and chili powder. It's now the restaurant's number-one selling dessert, with 5,000-plus orders and counting.

All tacos are served a-la-carte, without default side dishes that add unnecessary or unwanted calories. Plates are 10 inches or less, helping limit consumption. Team training and new-hire onboarding include Blue Zones Project principles and best practices. Furthering the good health of guests, Taco Heads even offers customers 15 percent off their food total if they "move naturally" to the restaurant.

²¹ Anekwe, T.D. & Rahkovsky, I. Curr Obes Rep (2013) 2: 225. <https://doi.org/10.1007/s13679-013-0064-9>

“Becoming a Blue Zones Project Approved restaurant has positively impacted our business. Although Taco Heads has always promoted clean and healthy living, we now have a respected organization that further confirms our dedication to health and wellness.

SARAH CASTILLO

Owner, Taco Heads



Sarah Castillo enjoys Blue Zones-inspired menu items that now make up 11 percent of her sales.

LOCKHEED RESHAPES ONSITE DINING FOR HIGHER WELL-BEING

Lockheed Martin Aeronautics, a global security and aerospace company, employs more than 15,000 local residents in Fort Worth, the company's largest installation. The site is like a city of its own, with its own police and fire departments, a medical center, and more. The organization's 18-month journey to becoming a Blue Zones Project Approved worksite included a focus on healthier dining options.

Lockheed worked with their dining vendor to transform its two largest onsite dining facilities to Blue Zones Project Approved restaurants. Serving 7,000 people daily, these healthy eating hotspots now feature digital menu displays with Blue Zones-inspired items in blue font. Healthy snacks sit at café checkouts, giving impulse buys a positive spin. At the **Aero Café**, 60 percent of sales now include items from the salad bar, and every food station features a Blue Zones-inspired dish. A new service will make healthier menu options available to second- and third-shift workers, and management is working toward a goal to offer Blue Zones-inspired options in all Lockheed dining facilities.

Lockheed also collaborated with its vending service provider, **Canteen**, to revamp offerings to feature and support healthy choices. Canteen operates 27 micro markets and 94 vending machines. Water is

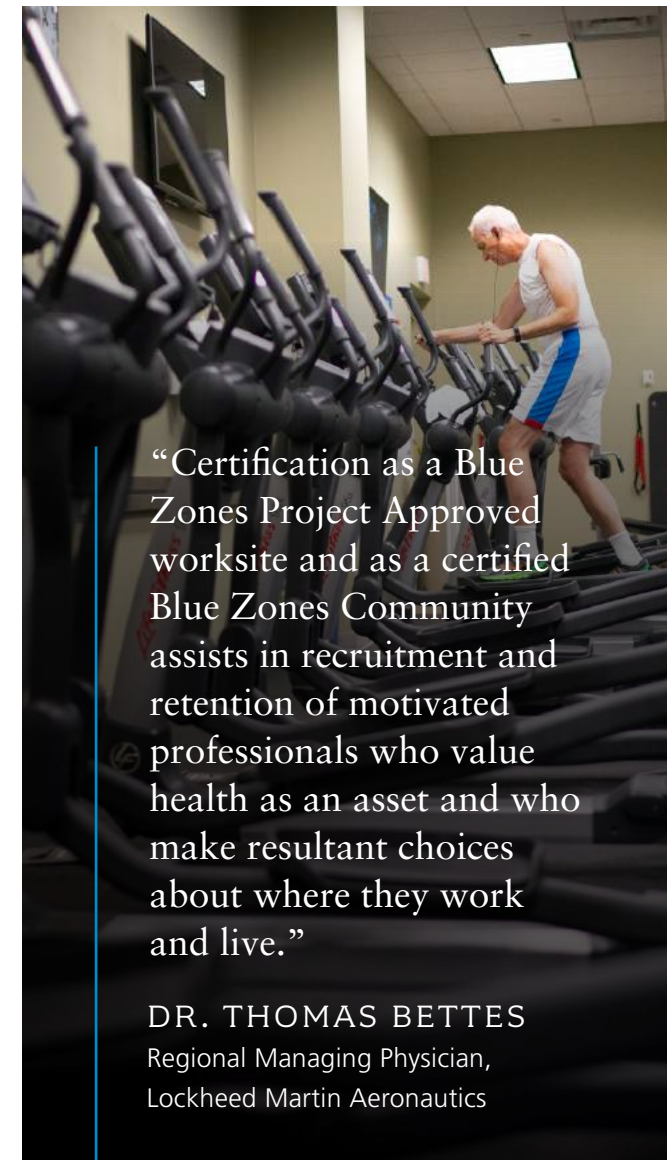
now a best-seller, and healthy items represent 19 percent of sales (versus 9 percent at typical vending sites off-campus). Canteen Regional Manager **Darin McBryde** lowered price points on healthy items and offset those costs through increases on unhealthy items. Darin himself lost over 70 pounds and has become a Blue Zones Project champion and advocate.

Optimizing on-site dining facilities is just one way the organization is transforming its Fort Worth Campus. Lockheed put a focus on employee education and engagement by hosting plant-based cooking demonstrations, Purpose Workshops, designating walking trails, and incorporating Power 9 messaging into corporate communications. Blue Zones Project literature is also included in the new colleague orientation process and more than 90 staff members have been trained as Blue Zones Project ambassadors to ensure the project's long-term sustainability.



WHY IT MATTERS

A 2012 study revealed that unhealthy eating is linked to a 66 percent higher risk of productivity loss. Health-related productivity loss accounts for 77 percent of all employee productivity loss and costs employers up to three times more in annual healthcare expenses²².



“Certification as a Blue Zones Project Approved worksite and as a certified Blue Zones Community assists in recruitment and retention of motivated professionals who value health as an asset and who make resultant choices about where they work and live.”

DR. THOMAS BETTES
Regional Managing Physician,
Lockheed Martin Aeronautics

²² Merrill, R., Aldana, S., Pope, J., Anderson, J., Coberley, C., Whitmer, R.W., HERO Research Study Subcommittee. (2012). Presenteeism according to healthy behaviors, physical health, and work environment. *Population Health Management*, 15(5): 293-301. doi:10.1089/pop.2012.0003.



Darin McBryde showcases one of Lockheed vending's top sellers—water.

Blue Zones Project made me realize that I had issues with weight in the past and it wasn't really about a diet or something I needed to do, it was more about my lifestyle. After I learned about Blue Zones Project, and helped the team on some projects, I started to feel the impact personally. I started changing the way I lived at home, spending more time with the family, out in the community, trying to change the way we ate at home and did things together. I've lost over 70 pounds. I feel great and don't think I could've done this without Blue Zones Project.

DARIN MCBRYDE

District General Manager, Canteen

Restaurants across Fort Worth are making healthy choices easier for more than 31,000 diners each day.

CONGRATULATIONS TO ALL
BLUE ZONES PROJECT APPROVED
RESTAURANTS*

- 50’ Aisle at Lockheed Martin
- Aero Cafe at Lockheed Martin
- Americado
- American Airlines Cafe
- Bank of America Cafe
- Bell Helicopter Employee Center
- Bird Cafe
- Boulevard of Greens
- Buffalo West
- Byblos Mediterranean Grill
- Cafe Modern
- Camelot Court at Cook Children’s Hospital
- Central Market Cafe
- Clean Juice
- Clearfork Bistro at Texas Health Clearfork
- Courtyard Café at Texas Health Southwest
- Cramer Café at Texas Health Harris Methodist Hospital Fort Worth
- Daddy Jack’s

- Down to Earth Vegetarian & Vegan Cuisine
- Elbit Systems of America Cafe
- Feastivities
- Fixture
- FW Market + Table
- Give ‘Em Kale
- Grand Cru Wine Bar and Boutique
- Great Harvest Bread Company Fort Worth
- Hoya Korean Kitchen
- Jason’s Deli (Alliance)
- Jason’s Deli (Camp Bowie)
- Jason’s Deli (Midtown)
- Jason’s Deli (Overton Ridge)
- Juice Junkies
- La Perla Negra
- Lady & the Pit
- Le Monade
- Local Foods Kitchen
- Los Vaqueros (Northside)
- Market Square at the BLUU (TCU)
- Midici
- Nekter (Hulen)
- Nekter (Left Bank)
- Oliva Italian Eatery
- Pegaso Mexican Diner
- Pho District

- Planet Sub
- Righteous Foods
- Salata (Downtown)
- Salata (TCU)
- Sheraton Hotel Restaurant
- Snappy Salads (Camp Bowie)
- Snappy Salads (University)
- Spice
- Spiral Diner
- Taco Heads
- Terra Mediterranean Grill
- Texas White House
- Thai Rice N Noodle
- Thai Select
- Thailicious
- The Bangkok
- The Garden Market
- The Sip - The Cup
- Vivo 53
- Z’s Cafe & Catering
- Zatar Mediterranean
- Zoe’s Kitchen (Alliance)
- Zoe’s Kitchen (University)
- Zoe’s Kitchen (Waterside)

*As of December 20, 2018



SCHOOLS GET STUDENTS MOVING AND LEARNING MORE

Schools can shape healthy habits for life. Over the past 40 years, rates of obesity among children have soared. Approximately 25 million children and adolescents (more than 33 percent) are now overweight or obese, or at the risk of becoming so²³. Physical activity and stretch breaks during the school day can improve grades, increase concentration, and raise math, reading, and writing test scores²⁴. Simple changes in

lunchroom design can nudge students toward healthier choices²⁵.

Across Fort Worth, **47 schools** from four school districts, including **Crowley Independent School District**, **Eagle Mountain Saginaw Independent School District**, and **Keller Independent School District**, earned the designation Blue Zones Project Approved, surpassing the Blueprint target of 25 percent of all public schools. Thirty three of those were from the **Fort Worth Independent School District**, which is among the largest in Texas, with more than 86,000 students. Schools implemented policies and introduced

food options that encourage healthy eating on campus, integrated physical activity into the day, and incorporated other Blue Zones Project principles into the curriculum and campus space.

²³ Saferoutespartnership.org. (2018). Quick Facts and Stats | Safe Routes to School National Partnership. Retrieved from <https://www.saferoutespartnership.org/healthy-communities/101/facts>

²⁴ Alliance for a Healthier Generation. (n.d.). "Physical Activity and Education." Retrieved July 18, 2010

²⁵ Nudges To Get Kids To Eat Better At School. (2018). Retrieved from <https://www.fastcompany.com/3037795/5-nudges-to-get-kids-to-eat-better-at-school>

Fort Worth's school-based participation in Blue Zones Project also created 30 Walking School Bus routes.

They also identified additional Safe Routes to School, allowing students to move naturally on their way to busy days of learning.

More than 100 **Bonnie Brae Elementary School** students participated in four Walking School Bus events during the 2017–2018 school year, logging 600 miles. **The Young Women's Leadership Academy** received a \$2,500 grant to install a salad bar. Produce often sells out weekly, and in just one day, 230 students consumed over 85 pounds of fruits and vegetables. **Lake Pointe Elementary** students have the right outlook—completing 1 Million Luminous Acts of Kindness by performing at least 15 acts of kindness each per week.



WHY IT MATTERS

Children who walk to school are more alert and ready to learn, strengthen their social networks, and develop lifetime fitness habits^{26 27}.



W.J. Turner students, parents, teachers, and volunteers walk to school from **Azle Avenue Baptist Church**.

²⁶ Mendoza, J., Watson, K., Baranowski, T., Nicklas, T., Uscanga, D., Hanfling, M.. (2011). The Walking School Bus and Children's Physical Activity: A Pilot Cluster Randomized Controlled Trial. *Pediatrics*;128(3): e537 -e544. Retrieved from <http://pediatrics.aappublications.org/content/early/2011/08/17/peds.2010-3486>

²⁷ Rooney, M.. (2008). 'Oh, You're Just Up the Street!' The Role of Walking School Bus in Generating Local Community for Children and Adults. *World Transport Policy & Practice*;14(1): 39-47. Retrieved from <http://trid.trb.org/view.aspx?id=869513>



W.J. TURNER TURNS UP WELL-BEING

This elementary school on Fort Worth's historic Northside serves some 468 students, a population that's 98 percent Hispanic. Principal **Elida Gonzalez** read Dan Buettner's book in 2008, improved her own health by adopting Blue Zones principles, and prompted her mother to join her in eating better and moving naturally as a way to counteract diabetes. When Blue Zones Project came to Fort Worth in 2014, she was more than ready to champion her school's participation and engage its staff, students, and community. A visit from a doctor with **Cook Children's Health Care System**, who screened students for diabetes, underscored the health problems students faced.

Among **W.J. Turner's** actions toward becoming Blue Zones Project Approved, the school:

- Established a learning garden with the help of a \$50,000 grant, providing hands-on opportunities to cultivate healthy foods and access to fresh fruits and vegetables.
- Introduced a Walking School Bus, sparking high interest and an ongoing schedule of up to half a dozen walk-to-school events each year.

- Created a mindfulness room for students to use during lunch, where they can participate in breathing techniques and downshifting activities.
- Instituted GoNoodle in the classroom, giving students three- to five-minute “brain breaks” and exercise four to five times per day.
- Re-themed its annual carnival a wellness carnival, complete with healthy snacks and Blue Zones Project activities.
- Introduced Purpose Workshops for staff, now part of the annual back-to-school agenda.
- Hosted a Parent University focused on wellness and positive parenting, as well as additional cooking demonstrations and Purpose Workshops.

W.J. Turner’s counselor was instrumental in creating the mindfulness room, now used by students on a daily basis. The school also created “walk and talk” student walking groups to help decrease stress and reduce behavior issues. Student behavior referrals decreased considerably during the 2017–2018 school year, with only one in-school referral for the year.



Walking School Bus volunteers ensure student safety along the route.

The school's adoption of the Walking School Bus illustrated the need for additional sidewalks and safety improvements to the surrounding area—leading to W.J. Turner being named one of eight Fort Worth schools to receive a Safe Routes to School grant. By 2020, more than **\$730,000** will be invested in improvements to sidewalks, crosswalks, ramps, signals, and traffic-calming infrastructure around the school.

Furthering the community's involvement in W.J. Turner's success, nearby **Azle Avenue Baptist Church** contributes to some of the wellness programming. Church members support the Walking School Bus, run a Good News Club for interested students, and encourage parents to walk in the afternoon, to support neighborhood safety.



WHY IT MATTERS

Including 10-minute activity breaks on a daily basis can boost school grades, increase concentration, and improve math, reading, and writing test scores by up to 20 percent²⁸.

From an academic standpoint, students who have access to school garden programs score significantly higher on science achievement tests than students who are taught by strictly traditional classroom methods²⁹.

“Why is being a Blue Zone Project Approved school a good thing? Simple. I firmly believe healthy children learn better. They behave better too.”

ELIDA GONZALEZ

Principal, W.J. Turner

²⁸ Alliance for a Healthier Generation. (n.d.). “Physical Activity and Education.” Retrieved July 18, 2010

²⁹ Klemmer, C. D., Waliczek, T. M., & Kojicek, J. M.. (2005). Growing minds: The effect of a school gardening program on the science achievement of elementary students. *HortTechnology* 15(3): 448-452.

Schools across Fort Worth are building a healthier future for the next generation — impacting more than 30,000 students daily.

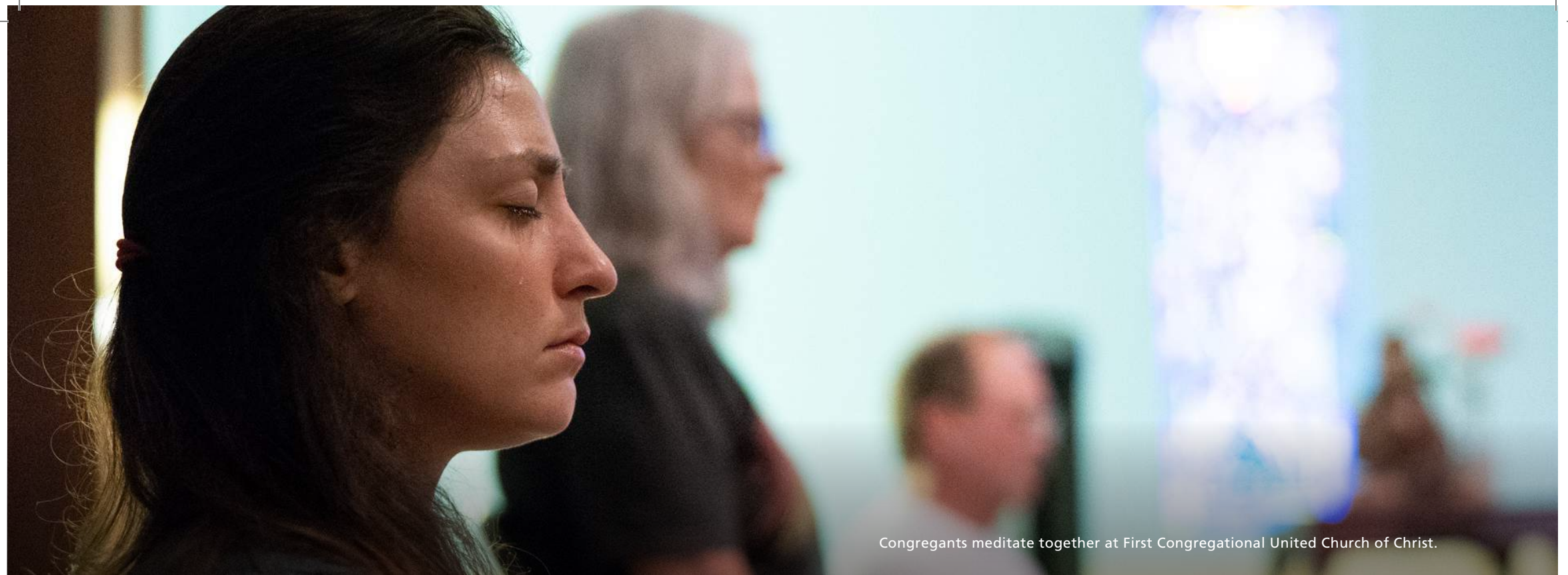
**CONGRATULATIONS TO ALL
BLUE ZONES PROJECT APPROVED
SCHOOLS***

- Alice Carlson Applied Learning Center
- All Saints Episcopal School
- Applied Learning Academy
- Arlington Heights High School
- Basswood Elementary School
- Bonnie Brae Elementary School
- Carter Park Elementary School
- Chisholm Ridge Elementary School
- Christene C. Moss Elementary School
- Clifford Davis Elementary School
- Comanche Springs Elementary School
- Daggett Montessori
- De Zavala Elementary School
- Diamond Hill Elementary School
- Diamond Hill Jarvis High School

- Dunbar High School
- East Handley Elementary School
- Greenfield Elementary School
- H.V. Helbing Elementary School
- Keller-Harvel Elementary School
- Kirkpatrick Middle School
- Lake Pointe Elementary School
- Lily B. Clayton Elementary School
- Lone Star Elementary School
- Manuel Jara Elementary School
- M.H. Moore Elementary School
- M.L. Phillips Elementary School
- North Hi Mount Elementary School
- North Riverside Elementary School
- Oakhurst Elementary School
- Oakmont Elementary School
- Paschal High School
- Rufino Mendoza Elementary School
- South Hi Mount Elementary School
- South Hills Elementary School
- Sunset Valley Elementary School

- T.A. Sims Elementary School
- Texas Academy of Biomedical Sciences
- Timberview Middle School
- Green B. Trimble Tech High School
- Versia Williams Elementary School
- W.J. Turner Elementary School
- Waverly Park Elementary School
- Westcliff Elementary School
- Westpark Elementary School
- Worth Heights Elementary School
- Young Women’s Leadership Academy

*As of December 20, 2018



Congregants meditate together at First Congregational United Church of Christ.

FAITH-BASED ORGANIZATIONS INSPIRE HEALTHY CHANGE

Faith-based organizations create community and more. People who belong to a place of worship and attend four times a month live 4–14 years longer than those who don't³⁰. According to a study published in the *Journal of the American Medical Association*, frequent attendance at religious services was associated with significantly lower risk of all-cause, cardiovascular, and cancer mortality among women³¹. Church communities by definition foster connection among members and can influence other health habits, from volunteerism to healthy eating.

More than 4,900 Fort Worth residents were engaged in Blue Zones Project through faith-based organizations.

These groups offered members resources and encouragement for making healthy choices, from cooking demonstrations and Walking Moais to volunteer opportunities that helped members use their gifts for the greater good.

More than 500 **Potter's House** congregants attended purpose workshops hosted at the church. **Pastor Winfield** was so inspired, he

became a Purpose Workshop Facilitator. Blue Zones Healthy Dish Guidelines have been implemented in **First Presbyterian Church of Fort Worth**'s monthly meal distribution, adding up to 2,880 Blue Zones inspired meals donated to those in need each year. And the congregation at **First Saint John Cathedral** is moving naturally together, thanks to "Workout Worship" during Faith and Fitness Sundays.

³⁰ Hummer, R., Rogers, R., Nam, C., Ellison, C.. (1999). Religious Involvement and U.S. Adult Mortality, *Demography*, 36:2, 273–285

³¹ Li, S. (2016, June 01). Religious Service Attendance and Mortality Among Women. Retrieved from <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2521827>

A SMALL CHURCH MAKES A BIG DIFFERENCE

First Congregational United Church of Christ is a progressive church in southwest Fort Worth that welcomes all people. The church draws about 150 attendees weekly. Under the leadership of **Senior Pastor Lee Ann Bryce**, this small congregation strives to have a large and visible presence throughout the community. The church quickly made its enthusiasm for Blue Zones Project apparent, becoming a Blue Zones Project Approved faith-based organization in March 2017, only a few months after committing to this goal.

First Congregational embraces trying new things, and now includes plant-based and vegan food options at all gatherings and meetings. Once a month, church services include yoga, with an instructor leading the congregation in stretches and meditation. Sunday School has incorporated a Blue Zones Project challenge curriculum. And congregants are encouraged to downshift and move naturally in the church's beautiful labyrinth.

Member volunteerism has increased by 30 percent, largely as a result of the church offering more opportunities for members to serve the community—one of the organization's core values. First Congregational has also opened its

space to the community, making it available for picnics, pet adoptions, cooking demonstrations, and rehearsals.

“Blue Zones Project aligns with our core values as a church. We really enjoyed the focus on purpose and volunteerism. It’s who we are and what we do.”

TRACY HANNA

Congregant and volunteer,
First Congregational United Church of Christ



WHY IT MATTERS

Studies link attending religious services with greater longevity—a finding researchers have suggested may relate to values like respect, compassion, and gratitude, and to the benefits of having a network of social support and sense of purpose. According to a study published in PLOS One, regular religious-service attendance was linked to reductions in the body's stress responses and even in mortality. In fact, worshippers were 55 percent less likely to die during the up to 18-year follow-up period than people who didn't frequent the temple, church, or mosque³².

³² Bruce MA, Martins D, Duru K, Beech BM, Sims M, Harawa N, et al. (2017) Church attendance, allostatic load and mortality in middle aged adults. PLoS ONE 12(5): e0177618. <https://doi.org/10.1371/journal.pone.0177618>



Churches are helping their congregations belong to live long—impacting approximately 5,000 people each week.

CONGRATULATIONS TO ALL BLUE ZONES PROJECT APPROVED FAITH-BASED ORGANIZATIONS*

[Arlington Heights United Methodist Church](#)

[Beth Eden Baptist Church](#)

[City Life Center](#)

[First Congregational United Church of Christ](#)

[First Presbyterian Church of Fort Worth](#)

[First Saint John Cathedral](#)

[Genesis United Methodist Church](#)

[Higher Praise Family Church](#)

[Lighthouse Fellowship A United Methodist Community of Faith](#)

[North Community Church](#)

[Potter's House Fort Worth](#)

[South Hills Christian Church](#)

[St. Demetrios Greek Orthodox Church](#)

[St. Luke's in the Meadow Episcopal Church](#)

[Trinity Lutheran Church](#)

[University Christian Church](#)

*As of December 20, 2018



Texas Christian University students lead a grocery-store tour near campus.

GROCERY STORES PROMOTE HEALTHY FOODS, COOKING SKILLS

Grocery stores influence food decisions. The actions we take to determine what we eat begin at the grocery store. About 60 percent of the food we purchase is highly processed, fatty, salty, or sugary³³. Store promotions and design layout can influence those choices for the better.

In the U.S., healthy eating could generate an estimated savings of \$114.5 billion per year through reduced medical costs, increased productivity, and declines in heart disease, cancer, stroke, diabetes, and osteoporotic hip fractures³⁴.

³³ Hurley J., Lim, D., Pryputniewicz, M..(2011). Xtreme Eating 2011: Big Eats...Big Americans. Nutrition Action Healthletter. Center for Science in the Public Interest, 30(6), 13.

³⁴ Khan, L., et al. (2009). Recommended Community Strategies and Measurements to Prevent Obesity in the United States (COCOMO) Morbidity and Mortality Weekly Report (MMWR) Recommendations and Reports (pp. 26). Atlanta, GA: Centers for Disease Control and Prevention. <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm> Committee on Obesity Prevention Policies for Young Children, & Institute of Medicine (IOM). (2011). Early Childhood Obesity Prevention Policies. Washington, D.C.: The National Academies Press. http://www.nap.edu/catalog.php?record_id=13124 Committee on Childhood Obesity Prevention Actions for Local Governments, Food and Nutrition Board, Board on Children, Youth, and Families, Board on Population Health and Public Health Practice, Transportation Research Board, & Institute of Medicine (IOM). (2009). Local Government Actions to Prevent Childhood Obesity. Washington, D.C.: The National Academies Press. http://www.nap.edu/catalog.php?record_id=12674 Prevention Institute. (2008). Promising Strategies for Creating Healthy Eating and Active Living Environments (pp.16). <http://www.convergencepartnership.org>.



Americans visit the grocery store almost twice a week on average, and their food choices impact their health and productivity. The design of many grocery stores and the deals they promote often point people to unhealthy foods. Blue Zones Project Fort Worth created awareness around these issues, and 20 grocery stores took sufficient action to become Blue Zones Project Approved. Eleven of those stores are part of the **Albertsons** family of grocers.

They offered education opportunities to customers and made design, display, and promotional changes that nudge people toward produce, whole grains, locally grown foods, and other healthy buys.

In a Blue Zones Project partnership with nutrition students at **Texas Christian University**, Blue Zones Project Approved grocery stores served as a site for healthy-store tours. Students from TCU's Nutrition and Dietetics Program educated customers about how to make shopping decisions for better well-being, sharing insights into a healthy diet and highlighting produce, legumes, whole grains, and healthier choices within the store. Tours included free samples of Blue Zones-inspired deli items.

CENTRAL MARKET GETS BLUE ZONES PROJECT APPROVED—THREE TIMES

Central Market is a full-service Fort Worth grocery that operates with the philosophy that shopping should be a fun-filled experience. The store, part of H-E-B's Central Market division, takes pride in its selection, quality, and prepared foods. Store ownership, the **Butt family**, recognized the impact Blue Zones Project could have on the community's well-being and were quick to sign on as one of its corporate sponsors, aiming to make Central Market the first Blue Zones Project Approved grocer in Fort Worth. Central Market achieved that goal in May 2015.

Why not do more? Central Market went on to become a Blue Zones Project Approved worksite, and its café earned Blue Zones Project Approval as a restaurant, making the place the most “approved” of all Fort Worth organizations involved in Blue Zones Project.

Within the grocery, Central Market:

- Remerchandised two checkout lanes to include Blue Zones Project signage and healthy snack options, including fresh fruit, low-sugar items, and whole-grain snack options.

- Introduced signage on Blue Zones foods throughout the store, including on bulk items and in the “chef prepared” case.
- Incorporated Blue Zones foods and Blue Zones-inspired chef's case items into its pricing and shelf-tag system, ensuring that these items remain during frequent price and signage changes, a system unique to Central Market and illustrative of H-E-B's commitment to healthier choices.
- Included Blue Zones Project principles and highlights from the Blue Zones story in several plant-based cooking classes at the Central Market Cooking School.

The store has seen a trend of sales increases in Blue Zones Project checkout lanes, installed in fall 2014 (based on data collected through 2017). Sales of healthy items increased at three times the rate of overall store sales increases, with a profit margin that warranted the shelf space. Total sales for all SKUs in the checkout lanes increased more than 9 percent, compared to 5 percent in a similar Dallas store without Blue Zones Project lanes. The store's total daily customer transactions average nearly three times that of a typical grocery store.



Blue Zones Project checkout lanes feature healthy impulse buys at Central Market.

“We decided to partner with and support Blue Zones Project because it aligns with H-E-B’s current focus on improving the health and well-being of its workforce, as well as making healthy choices easier for our customers.

AUSTIN JOURDE

General Manager, Central Market



WHY IT MATTERS

Sixty percent of purchases are unplanned. Placing attractive produce or other healthy products at the front of the store, at the deli, or at the checkout area can encourage “impulse” purchase of these healthy items³⁵.

³⁵ Grocery Pledge Packet footnote ix & xii: Khan, L., et al. (2009) Recommended Community Strategies and Measurements to Prevent Obesity in the United States.

Grocery stores across Fort Worth are making healthy choices easier for nearly 30,000 shoppers each day.

CONGRATULATIONS TO ALL BLUE ZONES PROJECT APPROVED GROCERY STORES*

Albertsons—Alton Road

Albertsons—Clifford Street

Albertsons—E. Loop 820

Albertsons—Lake Worth

Albertsons—North Beach

Albertsons—Ridgmar

Albertsons—Oakmont

Albertsons—Sycamore School Road

Albertsons—Western Center

Tom Thumb—Hulen

Tom Thumb—Camp Bowie

Tom Thumb—West 7th

Tom Thumb—University

Carnival

Central Market

Fiesta—8th Ave.

Kroger—North Beach/Timberland

Natural Grocers—North Tarrant Parkway

Natural Grocers—West 7th

Whole Foods Market

*As of December 20, 2018





Diamond Hill Northside Youth Association parents walk laps during youth sports practice.

A NEIGHBORHOOD COMES TOGETHER AND SHINES

A diverse community on Fort Worth's northside, **Diamond Hill** has an estimated population of 37,706 people, the majority of Hispanic or Latino descent. The area is home to the Diamond Hill Neighborhood Association and four Blue Zones Project Approved schools.

Leaders from Diamond Hill and Blue Zones Project embarked on a comprehensive process to

identify well-being needs in the community after learning and discussing the results of the 2016 Gallup-Sharecare Well-Being Index for Fort Worth, indicating Hispanic/Latino communities were struggling with daily stress, limited activity, and high blood pressure. Through Blue Zones Project's Central North Think Tank committee, this process reviewed community data in detail, gathered input from a variety of stakeholders, residents, and public health partners, and resulted in the development of numerous targeted, interactive engagement activities.

The **Diamond Hill Community Center** established a Walking Moai that attracted 37 seniors ranging in age from 60 to 81. During the initial 10-week commitment, participants shared stories of weight loss, increased their steps (8,000–18,000 per day), developed peer accountability, experienced a decrease in chronic conditions, and strengthened relationships. This group still walks together. The Diamond Hill Community Center became a Blue Zones Project Approved worksite in August 2018—the first community center to achieve this designation.

“The Walking Moai program has helped me to increase my steps from 8,000 to 10,000 steps a day. I enjoy walking with my friends and I even lost weight! Walking each morning with my friends and counting my steps gives me something to look forward to.

JOSEFINA FAULDER

Age 81



A Diamond Hill Community Center Moai member shows off her Blue Zones Project pedometer.



Moai members move naturally and socialize while their children enjoy athletic practice.

The **Diamond Hill Northside Youth Association** became a Blue Zones Project Participating Organization in October 2017, with a goal of transforming the health of children and parents in its sports program. The organization has reported improved relationships among the 200 children and 40 parents it sees each week. Parents walk while their children practice, enhancing personal health and neighborhood safety with more eyes on the street.

“It (partnering with Blue Zones Project) made sense with our mission. We see the benefit in doing so—not just for the kids, but for the whole family.

ROXANNE MARTINEZ

President, Diamond Hill Northside Youth Association

Together, the Community Center and Youth Association were featured in six Spanish-language videos highlighting Blue Zones principles—tools made available online and used throughout the community.

Events co-hosted by Blue Zones Project have reached more than 2,000 people in the neighborhood.

Well-Being Index data for Central North Fort Worth, containing the Diamond Hill neighborhood, shows positive progress from 2014 to 2018.

- Well-being increased across the five essential elements—purpose, social, financial, community, and physical, with social and financial well-being leading the way.
- Exercise for the region is up 20.8 percent.
- Smoking dropped 40.5 percent.

- Instances of high cholesterol decreased 23 percent.
- More residents—29.3 percent more—reported reaching their goals.

The Central North Think Tank is committed to continuing to meet and sustain improvement, addressing issues of health disparities in the community and how to provide access, opportunities, and encouragement for a healthy lifestyle.

20%

Exercise for the region is up 20.8 percent.

40%

Smoking dropped 40.5 percent.

23%

Instances of high cholesterol decreased 23 percent.

Blue Zones Project neighborhoods and community organizations make it easier for people to move naturally, find purpose, eat wisely, and connect with friends and neighbors.

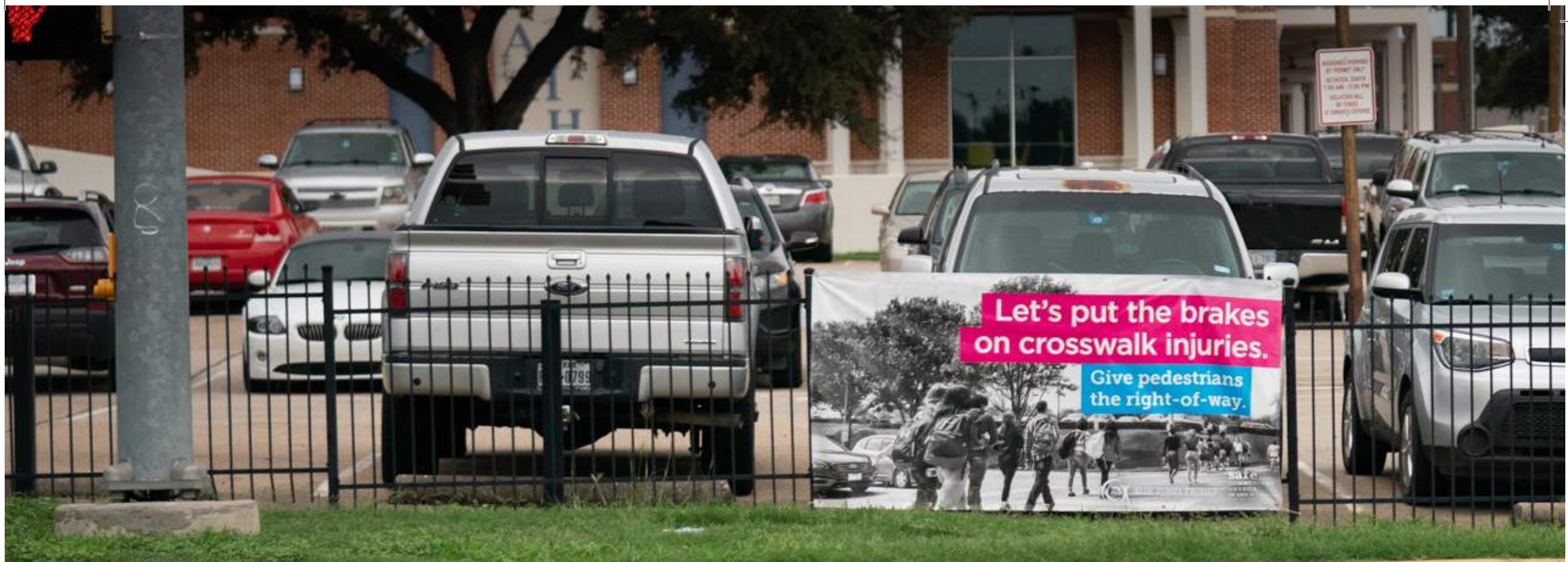
THANK YOU TO ALL BLUE ZONES PROJECT PARTICIPATING ORGANIZATIONS*

Artes de la Rosa Cultural Center for the Arts
Bellaire Park North HOA
BODYBAR Fitness Fort Worth
Bluebonnet Place Neighborhood Association
Camp Gladiator Fort Worth (23 locations)
Cancer Care Services
CERA (Corporate Employee Recreation Association)
Culinary School of Fort Worth
The Dailey Method
Diamond Hill Northside Youth Association
Dixon Chiropractic and Wellness Center
EnduraLab
Fairmount Neighborhood Association
Family Pathfinders of Tarrant County

Fort Worth Area Swim Team
Fort Worth Bike Sharing
Fort Worth Blackhouse
Fort Worth Hispanic Chamber of Commerce
Fort Worth Metropolitan Black Chamber of Commerce
Game On Arena Sports
Harvest Ridge HOA
Health Options and Alternatives, Inc.
Heartis Eagle Mountain
Heritage Homeowners Association
House of Hustle
Indigo Yoga
Jehoram Christian Outreach Ministries
Kingdom Fitness
Kids Stop Dental
Kids Who Care
Lake Como Neighborhood Advisory Council
Lena Pope
L.D. Henderson Outreach
Lone Star Health & Fitness
MINDSET Fitness & Yoga
9Round (TCU)
Precision Chiropractic

PT Fitness
Reasons Group, Inc.
Rotary Club of Fort Worth
Savor Culinary Services
Social Running
Southeast Fort Worth, Inc.
Soul Space Yoga Community
Spay & Neuter Network
Tehama Ridge HOA
Texas and Pacific Lofts Homeowners Association
Title Boxing (Downtown)
Title Boxing (Hulen)
The Trailhead at Clearfork
Total K.O. Boxing Club
Veterans of Foreign Wars Post 8235
Vigor Active
Vista Meadows HOA
White Lake Hills Neighborhood Association
Yogi's Yoga Center
ZYN22

*As of December 20, 2018



POLICIES FOR TRANSPORTATION, TRANSFORMATION, AND FOOD EQUITY

POLICIES FOR TRANSPORTATION, TRANSFORMATION, AND FOOD EQUITY

In partnership with city leaders and coalitions, Blue Zones Project Fort Worth set and achieved ambitious policy goals designed to maximize the ability of residents to move naturally, connect socially, access healthy food, and improve quality of life.

These policies have already had a tangible impact on improving community infrastructure and will continue to influence development in ways that benefit the well-being of residents.

In the Blue Zones Project Blueprint for policy work, Fort Worth set a target to enact 17 total policies in three key areas:

- Built Environment
- Tobacco Policy
- Food Policy



Committee members discuss the West 7th Street Redesign Project.

BUILT-ENVIRONMENT POLICY SUPPORTS ACTIVE TRANSPORTATION

The built environment can support—or discourage—moving naturally. Studies show that just by making our communities more walkable, the prevalence of obesity can decrease by more than 10 percent³⁷. Complete Streets Policies and Active Transportation Plans help communities move away from automobile-centric development to better accommodate all users and modes of transportation.



WHY IT MATTERS

Seventy-nine percent of Americans today want walkable neighborhoods, according to the National Association of Realtors®, yet the majority of neighborhoods are not walkable.

An American Community Gardening Association report showed community gardens can increase home prices for nearby residences as much as 9.4 percent within five years³⁶.

³⁶ American Community Gardening Association. (2009). Promoting Community Gardening Through Research: A Survey. Community Greening Review, 41.

³⁷ Frank, L.D., Andresen, M.A., Schmid, T.L.. (2004). Obesity relationships with community design, physical activity, and time spent in cars. Am J Prev Med 27(2): 87–96.

They can even boost economic development and housing values. Homes located in very walkable neighborhoods are valued \$4,000 to \$34,000 more than homes in neighborhoods with average walkability³⁸.

Research on the original Blue Zones areas indicated the world's longest-lived people don't get their exercise pumping iron, running marathons, or joining gyms. Instead, they live in environments that constantly nudge them into moving without thinking about it. Walkable, bikeable surroundings limit the need for driving. Many people garden in their own yards or nearby. Policies that support these healthy behaviors can shift the dynamics in any community toward moving naturally. Fort Worth has made the move, with nine policies adopted, a result that exceeds original Blueprint targets.

STUDENTS FIND A WAY TO MAKE CROSSING SAFER FOR ALL

Applied Learning Academy (ALA), a middle school on Fort Worth's west side, integrates experiential learning into the core of its academic programs. Students led work to implement best practices that helped the school earn the designation Blue Zones Project Approved. The effort created a heightened awareness of Power 9 principles among students, more than 56 percent of whom receive a free or reduced lunch.

An empowered group of students became concerned about how difficult it was for people, especially children, to safely cross the four-lane street fronting the school to reach the park or nearby transit stops. Their teacher, **Sara Barnes**, mentioned the concern to a friend at the **North Central Texas Council of Governments** (NCTCOG) who had been working with Blue Zones Project on similar issues at other schools.

As an outcome of that discussion and under the advisement of their teacher, the students worked on a plan to improve walkability. Blue Zones Project team members served as a resource, helping the students determine how they could explore alternatives and create a recommended

solution. The students conducted a walking audit and developed a proposal to create a safer path or crosswalk that would enable access to the park and transit stops. The students presented their plan to NCTCOG with a request for funding. The result? A **\$400,000 Safe Routes to School grant** for Applied Learning Academy, with \$320,000 funded by NCTCOG and \$80,000 by the City of Fort Worth.

³⁸ Cortright, J.. (2009). How Walkability Raises Home Values in U.S. Cities. CEOs for Cities. Retrieved from http://blog.walkscore.com/wp-content/uploads/2009/08/WalkingTheWalk_CEOsforCities.pdf



Applied Learning Academy students stroll through their new school crosswalk.

ALA's principal **Alice Buckley** credits the school's participation in Blue Zones Project-inspired activities as one of the contributing factors to an improvement in the school's academic performance, including double-digit gains in science and social studies standardized test scores from 2017 to 2018.

“There is a direct link between a healthy body and a brain ready to actively engage in learning.”

ALICE BUCKLEY

Principal, Applied Learning Academy

Blue Zones Project Fort Worth also bridged a partnership between **Fort Worth Independent School District** and the City of Fort Worth that led to a \$6.4 million award for infrastructure improvements around eight schools. Implementation, in process, is shaping a better environment for students to walk and bike to class.



WHY IT MATTERS

Returning to 1969 levels of walking and biking to school would save 3.2 billion vehicle miles, 1.5 million tons of carbon dioxide, and 89,000 tons of other pollutants—equal to keeping more than 250,000 cars off the road for a year. Walking one mile to and from school each day helps students achieve two-thirds of the recommended 60 minutes of daily physical activity³⁹.

CONNECTING A LIVELY CORRIDOR AND “COMPLETING” FUTURE STREETS

The **West 7th Street corridor** connects the city’s downtown and cultural district. Recent increases in residential, employment, and entertainment venues contributed to major traffic gridlock at certain times of day. A grassroots effort in the community worked to generate investment in public transportation and related services. Stakeholders requested that the street provide a safe environment for pedestrians, bicyclists, and transit users.

Blue Zones Project team members partnered with this community-led effort to champion the redesign of West 7th Street and played a critical role in related built-environment planning and funding initiatives through advocacy, consultation, and coordination.

A May 2018 bond election allocated \$8 million for West 7th Street improvements—funds that will impact some 8,000 people living along the corridor, including young professionals and retirees.

The **North Central Texas Council of Governments** approved over \$4 million in funding for four electric buses, the first of their kind for the Trinity Metro fleet, and a greener, quieter option for efficient and reliable travel. This new transit option, **The Dash**, will launch in fall 2019.

As part of its support of far-reaching policy work, Blue Zones Project brought in **Dan Burden**—a nationally acclaimed expert in sustainable urban design and active transportation—to consult with city officials. With this and other input, the **City of Fort Worth**:

- Adopted a Complete Streets Policy in 2016, laying the foundation for a design approach that requires streets to be planned, developed, and maintained in a way that’s safe, convenient, and accessible for all users, of all ages and abilities, regardless of their mode of transportation.
- Funded a Street Design Manual, currently under development and expected to be approved by the **Fort Worth City Council** in 2019, replacing a 31-year-old resource and helping the city incorporate elements of the Complete Streets Policy.

³⁹ healthworldeducation.org, citing National Center for Safe Routes to School. Advancing Safe Walking and Bicycling for Youth. Retrieved from www.saferoutesinfo.org.

Blue Zones Project also played a key role in the city's development of an Active Transportation Plan, consultant-led work funded through a grant from the **North Central Texas Council of Governments** and a matching grant from the **City of Fort Worth**. Adopted in early 2019, this plan will foster further improvements to pedestrian and cycle safety, such as better-connected sidewalks and trails, intersection improvements, and enhanced connectivity between various modes of transportation.

SHARING RESOURCES

Blue Zones Project Fort Worth also formed a collaboration between local law-enforcement agencies, transportation officials, school districts, and others to launch a Street Safety Education Campaign on the rules of the road for pedestrians, bicyclists, and drivers.

In partnership with the **City of Fort Worth**, the **Fort Worth Independent School District** is piloting a joint-use agreement in elementary schools to allow outdoor facilities to be open after school hours for community residents' use—a resource for maintaining active and healthy lifestyles.



Designated bike lanes promote active transportation throughout the city.



Moai members move naturally through the White Lake Hills neighborhood.



WHY IT MATTERS

People living in auto-oriented suburbs drive more, walk less, and are more obese than people living in walkable communities. For each hour of driving per day, obesity increases 6 percent⁴⁰.

Fifty-five percent of Americans would rather drive less and walk more, 74 percent currently feel they have no choice but to drive as much as they do, and 66 percent want more transportation options so they have the freedom to choose how they get where they need and want to go⁴¹. Walkers and cyclists also tend to spend more money at local businesses than drivers⁴².

⁴⁰ Saferoutespartnership.org. (2018). Quick Facts and Stats | Safe Routes to School National Partnership. Retrieved from <https://www.saferoutespartnership.org/healthy-communities/101/facts>

⁴¹ Dutzik, T., Inglis, J., Baxandall, P. (2014). Millennials in Motion: Changing Travel Habits of Young Americans and the Implications for Public Policy. US PIRG. Retrieved from <http://uspig.org/sites/pirg/files/reports/Millennials%20in%20Motion%20USPIRG.pdf>

⁴² (n.d.). Smart ad Growth America: Complete Streets Stimulate the Local Economy. Retrieved from <http://www.smartgrowthamerica.org/documents/cs/factsheets/cs-economic.pdf>



Parents and children enjoy smoke-free city parks.

TOBACCO POLICY GROWS SMOKE-FREE ENVIRONMENTS

TOBACCO POLICIES CREATE HEALTHIER PUBLIC SPACES AND CURB SMOKING-RELATED COSTS.

Smoking-related illness in the United States costs more than \$300 billion each year, including nearly \$170 billion for direct medical care and more than \$156 billion in lost productivity⁴³. Comprehensive community policies can limit exposure to second-hand smoke and lead to lower use of tobacco and e-cigarettes overall.

Smoke-free Fort Worth, a group of 50 organizations and businesses, advocated for an updated smoking ordinance. At the time, Fort Worth was the only large city in Texas without a comprehensive smoking ordinance in place. Blue Zones Project played a publicly significant role in accelerating this work, providing strategic policy consultation, serving as a liaison to the mayor's office, and providing incremental team support for the effective mobilization of this grassroots effort for change.

⁴³ Smoking & Tobacco Use. (2018, May 04). Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.htm

A comprehensive smoke-free ordinance passed on December 12, 2017, and went into effect three months later. The new policy:

- Prohibits smoking in bars, bingo parlors and city parks.
- Ensures a smoke-free environment for all employees.
- Prevents stand-alone smoke shops from locating within 300 feet of schools, universities, and hospitals.
- Includes e-cigarettes in restrictions.

At the recommendation of the **Park and Recreation Advisory Board**, which includes Blue Zones Project representation, the **Fort Worth City Council** subsequently voted to expand smoking restrictions to all city parks, effective August 15, 2018.

Fort Worth achieved all tobacco policy work targeted in its Blue Zones Project Blueprint. The changes have created a healthier atmosphere for all by helping prevent and decrease tobacco usage and exposure to second-hand smoke.

Since 2014, Fort Worth has seen a 31.1 percent reduction in smoking. There are now 38,074 fewer smokers in Fort Worth.

Dan Witters, principal at Gallup, estimates the decline in smoking has pumped nearly \$268 million back into the local Fort Worth economy, thanks to savings in medical costs and lost productivity.

Between 2015 and 2017, the CDC's Youth Risk Behavior Surveillance Survey found a 5.5 percent decrease in the percentage of Fort Worth Independent School District students who report smoking at least once in the last 30 days. The percentage of kids who used vaping products declined 62.8 percent in the same period.



WHY IT MATTERS

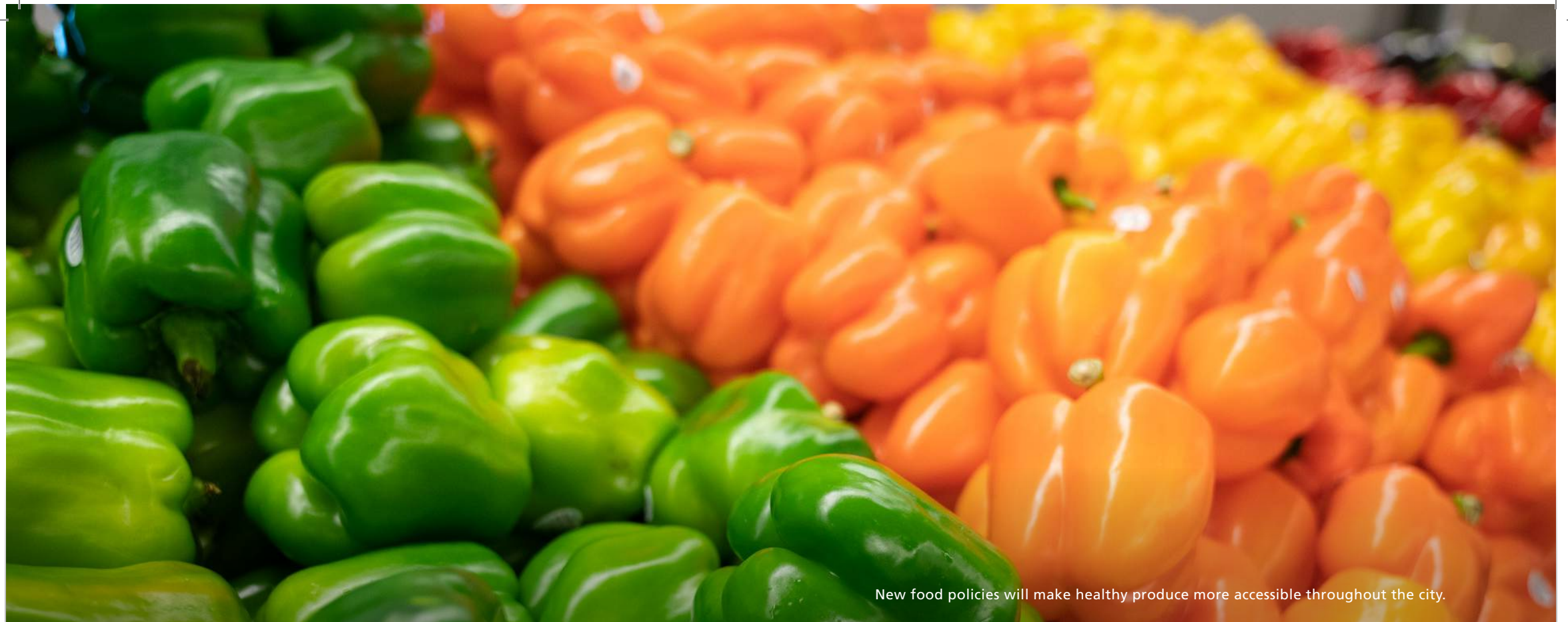
Gallup's research shows that after controlling for demographics, smokers miss more unplanned work days due to poor health than non-smokers. Research has also shown that smokers lose significant productivity during the work day for smoking breaks incremental to breaks taken by non-smokers.

Smoking is the leading cause of preventable death in the U.S. On average, smokers die 10 years earlier than nonsmokers. Successful reduction in smoking rates has the potential to reduce healthcare costs by \$6,000 per smoker, per year⁴⁴.



Fort Worth bars and bingo parlors are now smoke-free.

⁴⁴ Smoking & Tobacco Use. (2018, May 04). Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.htm



New food policies will make healthy produce more accessible throughout the city.

FOOD POLICY EXPANDS ACCESS TO HEALTHY FOOD

Food policy has the power to improve the availability of produce across neighborhoods. A 2011 analysis of U.S. Census data by the Center for Social Inclusion reveals Latino, Native American, and African American communities are two to four times more likely than Whites to lack access to healthy foods⁴⁵. Collaborative, community-based policies can encourage a healthier local food system, improving access and

making produce more visible via schools, corner markets, farmers markets, neighborhood gardens, mobile businesses, and more.

Blue Zones Project focuses on shaping food policy to increase consumption of fresh fruits and vegetables, in part by ensuring access for all residents. The **City of Fort Worth** has adopted policies that remove barriers and improve access to healthy food across the community, exceeding initial Blueprint targets.

⁴⁵ Center for Social Inclusion. (2018). Food Equity | Center for Social Inclusion. Retrieved from <https://www.centerforsocialinclusion.org/our-work/our-programs/food-equity/>

SPREADING URBAN AGRICULTURE

The **City of Fort Worth** revised its current zoning ordinance to allow urban farming as an option in residentially zoned areas of the city. Urban agriculture helps increase access to healthy, affordable food, particularly in neighborhoods that have had limited options for purchasing produce.

EXPANDING THE REACH OF MOBILE FRESH MARKETS AND PRODUCE CARTS

A revised ordinance affecting mobile food vendors selling whole, uncut fruits and vegetables now allows travel into neighborhoods with previously limited access to quality, affordable produce. A revised pushcart ordinance—with no permit fees and some incentives—encourages self-propelled cart vendors to offer produce in areas of the city in which they were previously not allowed to operate.



Iris Milton in her Stop Six neighborhood garden, which she plans to turn into a teaching garden for local school children.

FINANCING NEW HEALTHY FOOD INITIATIVES

The **Fort Worth Healthy Food Financing Initiative**, created in partnership with the **City of Fort Worth** and **PeopleFund**, a Community Development Financing Institution, aims to increase the number of grocery stores, healthy corner stores, and other fresh food markets in low-income, underserved communities throughout the city. The program, one of only two in the state of Texas, enables food retailers to open, renovate, or expand retail outlets that sell fresh produce by providing critical low-interest loans and financing.

PILOTING INNOVATION

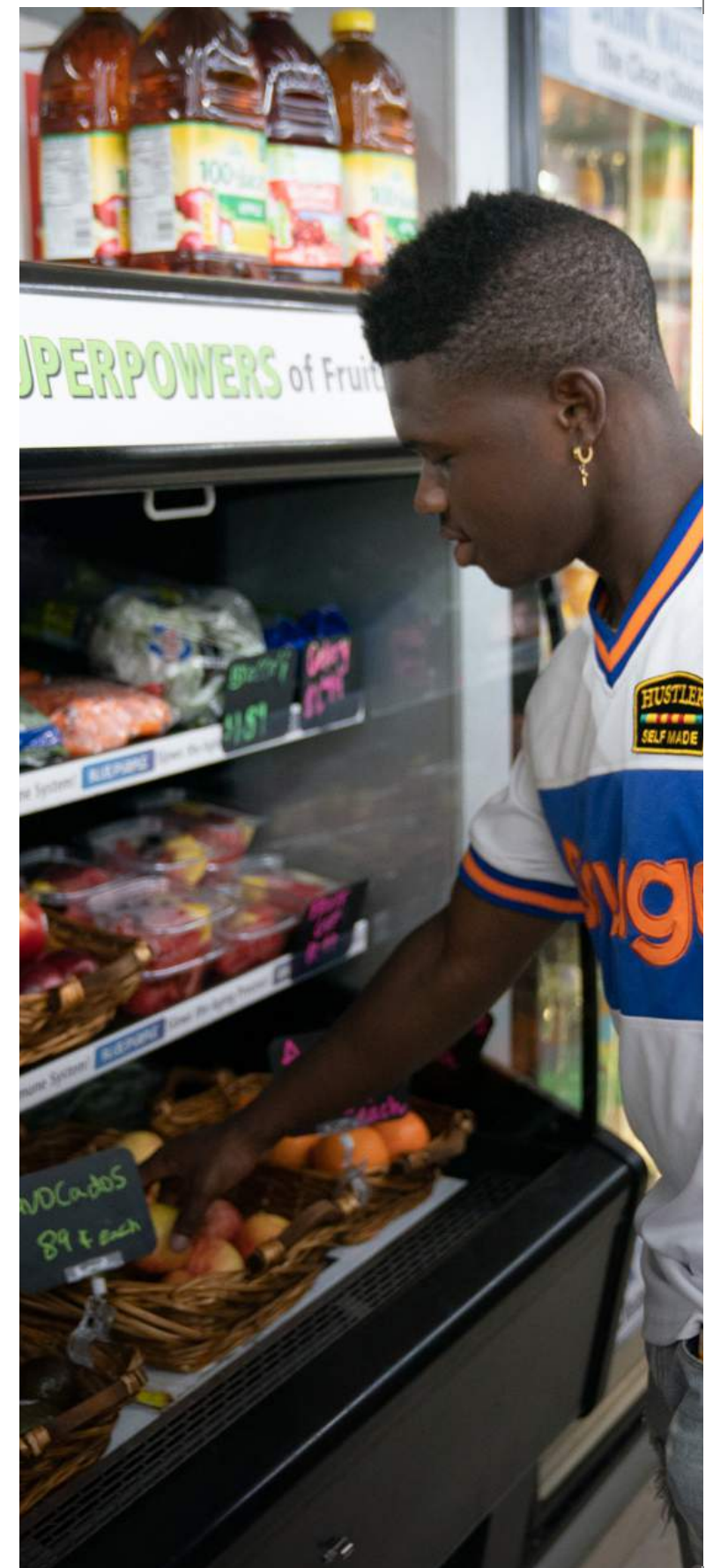
Blue Zones Project Fort Worth is in the process of piloting a new Grocery Adopt-a-School Program, intended to make fruit that grocery stores would otherwise discard available to students who lack consistent access to nutritious snacks.

A healthy corner-store pilot launched in the Stop Six neighborhood, as part of a broader community initiative. The intent is to inspire and engage more local corner-store owners to encourage the sale of fruits and vegetables and remove advertising focused on unhealthy items like tobacco and alcohol.



WHY IT MATTERS

According to a report by the USDA, an estimated one in eight Americans are food insecure, totaling 42 million people, including 13 million children. Rural and isolated communities and those with low income and high unemployment rates are particularly at risk for experiencing food inequity⁴⁶.



⁴⁶ Hunger and Health. (2018). What Is Food Insecurity in America? | Hunger and Health. Retrieved from <https://hungerandhealth.feedingamerica.org/under-stand-food-insecurity/>

STOP SIX: A NEIGHBORHOOD COLLABORATION

The **Stop Six** neighborhood in Fort Worth is one of the city's oldest and most historic. But, in recent years, this proud community has faced challenges. The unemployment rate is two-and-a-half times the city average, and some 78 percent of the population falls into low- or moderate-income categories. It has also been identified as a "food desert" and has little access to walking trails or community parks.

Blue Zones Project, in collaboration with numerous community partners, through work in schools, community centers, faith communities, and policy initiatives implemented Blue Zones-inspired best practices to help transform a concentrated area, making healthy choices easier for residents. These efforts, in conjunction with an infusion of resources from the **City of Fort Worth**, set out to enhance pedestrian safety, improve residents' perception of their community, and generally improve the vitality of Stop Six and its residents.

Actions affecting policy, places, and people are touching this neighborhood and making a difference.

- The City of Fort Worth selected Stop Six as the pilot for a revitalization program focused on strengthening vulnerable neighborhoods and invested some \$2.56 million in infrastructure and community improvements.
- The **Fort Worth Independent School District** is engaging schools through its Historic Stop Six Initiative.
- A coalition of various community organizations and initiatives, including Blue Zones Project, are implementing programs that focus on enhancing pedestrian safety, improving neighborhood aesthetics, eliminating barriers, and increasing access to healthy foods, providing funding for much-needed infrastructure improvements, and leveraging additional public and private investment.



Dunbar High School students pose in front of the mural at Ramey Market.

DUNBAR HIGH SCHOOL SHOWS HEALTHY COMMUNITY SPIRIT

Students and leadership at [Dunbar High School](#) completed the many actions required to achieve the designation Blue Zones Project Approved, setting an example in the community. This connection with the Blue Zones Project Fort Worth team led to a special project for students from AP art class: creating a mural on the outside of nearby [Ramey Market](#) meant to encourage

healthy eating and neighborhood pride. Students spent several weeks designing, revising, and completing the colorful project, which also calls attention to changes inside the store.

RAMEY MARKET CREATES A FRESH FOOD EXPERIENCE

Based on extensive research from best practices across the nation, the Blue Zones Project Fort Worth team worked closely with the owner of [Ramey Market](#), [Sam Moulegata](#), to elevate his store's positive impact in the community. Tactics included removing advertising for tobacco and alcohol products and emphasizing and stocking healthier items.

- Fresh produce is now placed prominently at the entrance of Ramey Market, with orchard bins solely dedicated to fresh fruit and vegetables.
- A refrigerated display offers healthy snacks and more fresh produce.
- Signage calls attention to healthier alternatives throughout the store and encourages customers to “Discover the SUPERPOWERS of Fruits & Vegetables!”

The owner has seen a change in behavior from students who come into the store to purchase snacks. Two public schools are located within blocks of Ramey Market. More students are choosing cut-up fruit, healthy snacks, and water over candy and soda. Additionally, more patrons are buying fruits and vegetables to take home and cook. After responding to customer requests for certain vegetables, such as collard and mustard greens, Sam is noticing repeat shoppers.

Ramey Market now looks and feels more like a neighborhood grocery than a convenience store. The makeover included fresh paint inside and out, new wood trim provided by business partner **Home Depot**, and the large exterior mural painted by art students from Dunbar High School.



Sam Moulegata stands in front of the new Ramey Market fresh produce cooler.



A foreman reviews plans and progress in Bunche Park.

BUNCHE PARK GAINS A PLAN AND FUNDS FOR HEALTHY CHANGES

Blocks away from [Dunbar High](#) and [Ramey Market](#), a transformation is underway at a once-abandoned community park. [Ralph J. Bunche Park](#) was once a focal point of activity and social connections for Stop Six. Ralph Bunche Park was abandoned in the 1970s when the parks department leased the land to the Fort Worth Independent School District. After building two schools, 10 acres of land was left between them, fenced and inaccessible to the neighborhood. Residents have consistently asked for the abandoned Bunche Park to be redeveloped.

The City of Fort Worth has since completed a master plan for Bunche Park and secured \$540,000 for Phase I improvements, to include trails, a group shelter, benches, picnic tables, and security lighting. [North Texas Healthy Communities](#) (a nonprofit organization of [Texas Health Resources](#)) partnered with [CBS EcoMedia](#) and Blue Zones Project to donate \$86,768 for a new playground and fitness stations.

Implementation of the full master plan, adopted by both the **Parks and Recreation Department Advisory Board** and **Fort Worth City Council**, requires additional funds—an estimated additional \$1 million. Amenities would complement recreation options at both **Dunbar High School** and **Jacquet Middle School** and serve the neighborhood and general public, from children to seniors. The 2018 Bond Package recently passed by Fort Worth residents will provide the remaining funds necessary to implement the community's complete vision.

Revitalization efforts in **Bunche Park** will make moving naturally easier for residents and create an inspiring community meeting place, enhancing social connections and supporting family-first activities.

Ramey Market and **Bunche Park** improvements are part of a larger commitment by partners in the community to transform the **Stop Six** neighborhood.

Thanks to coalition efforts on food policy and accessibility, 103,000 neighborhood residents now have easier access to healthy food.

Over the last year, average property values have risen from a little more than \$49,000 to just under \$65,000. Neighborhood crime rates have decreased 3 percent.

Continued progress, including increased activity levels, social connectedness, and community pride, are expected in the months and years ahead.





Phase I improvements to Bunche Park near completion.



07

WITH GRATITUDE

WITH GRATITUDE

Blue Zones Project Fort Worth is a testament to the power and effectiveness of collective impact. We have seen tremendous improvement in the health and well-being of our community and its residents over the past five years.

These improvements would not have been possible without the passion and dedication of hundreds of volunteers and organizations. By collectively working towards the common goal of a healthier Fort Worth, we are now recognized as a certified Blue Zones Community!

As chair of the Blue Zones Project Steering Committee, I want to thank every Blue Zones Project team member, sponsor, community leader, committee member, volunteer, ambassador, community partner, and organization for the countless hours invested, not just in the work of Blue Zones Project, but in making Fort Worth a healthier place to live, work, and play. Together, we achieved something significant for our community, and Fort Worth is experiencing tremendous well-being improvements as a result.

Thank you for believing in the dream of a healthier community, and for putting your passions and resources to work. It has been an honor to be a part of this important initiative with each one of you.

With sincere gratitude and appreciation,

BARCLAY BERDAN

Chair, Blue Zones Project Fort Worth
Steering Committee
CEO, Texas Health Resources



L to R: Bill Thornton, Mayor Betsy Price, Barclay Berdan

If there's one thing the story of Fort Worth and Blue Zones Project demonstrates, it's that many people and many organizations play an essential part in community success. Those recognized here contributed significant time, effort, and resources to the cause. Special thanks to these leaders—and applause to all who continue to help make Fort Worth a healthier, happier community.



Steering Committee

STEERING COMMITTEE*

The Honorable Mayor Betsy Price,
City of Fort Worth

Barclay Berdan, FACHE, Chief Executive
Officer, Texas Health Resources, and Steering
Committee Chair

Fernando Costa, Assistant City Manager,
City of Fort Worth

Paul Hain, M.D., President,
Blue Cross Blue Shield of Texas

John Hernandez, President,
Fort Worth Hispanic Chamber of Commerce

Dee Jennings, President,
Fort Worth Metropolitan Black Chamber
of Commerce

G.K. Maenius, Administrator, Tarrant County

Lyndsay Mojica, Project Development Chair,
The Junior League of Fort Worth, Inc.

Kent Scribner, Ph.D., Superintendent,
Fort Worth ISD

T.D. Smyers, Chief Executive Officer,
United Way of Metropolitan Tarrant County

Bill Thornton, President,
Fort Worth Chamber of Commerce

Jose Gonzalez, M.D., Vice President,
Center for Children's Health, Cook Children's
Health Care System

*As of December 20, 2018

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Councilmember Carlos Flores, District 2

Councilmember Brian Byrd, District 3

Councilmember Cary Moon, District 4

Councilmember Gyna Bivens, District 5

Councilmember Jungus Jordan, District 6

Councilmember Dennis Shingleton, District 7

Councilmember Kelly Allen Gray, District 8

Councilmember Ann Zadeh, District 9



BLUE ZONES PROJECT FORT WORTH COLLEAGUES*

Shirley Brady

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Matt Dufrene

Victoria Figueroa

Lane Gallagher

Tonya Hitschmann

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Stephanie Jackson

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Symphony Lowe

Sally Martin

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Brenda Patton

Kimberly Porter

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Yolanda Roberts

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Jeka Sisco

Graham Stadler

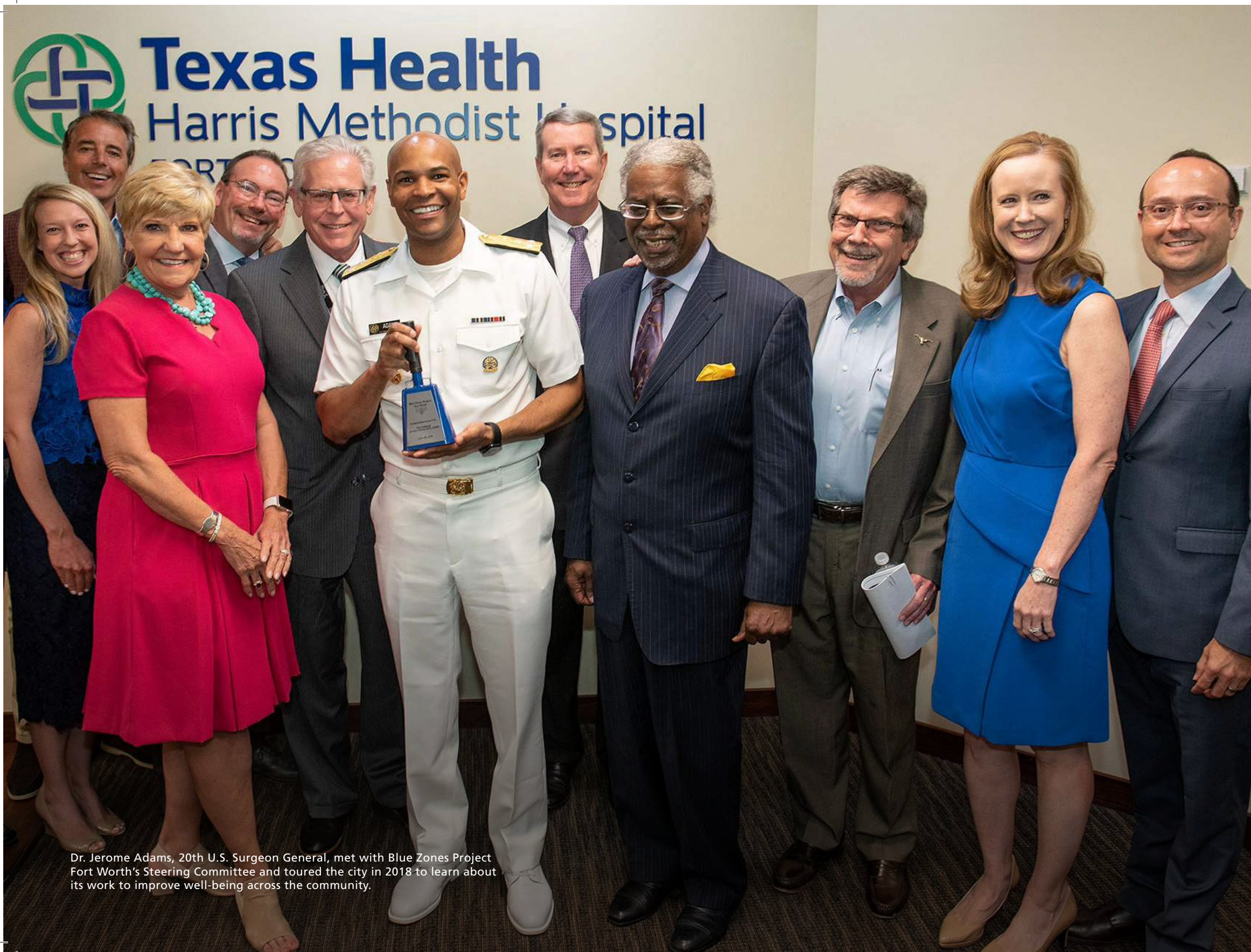
Shavina Taylor

Taylor Taylor

Jan Titsworth

We would also like to thank the more than 1,200 volunteers who have made Blue Zones Project a success in Fort Worth. Your time, dedication, passion, and enthusiasm has left an indelible mark on our community for years to come.

*As of December 20, 2018



Dr. Jerome Adams, 20th U.S. Surgeon General, met with Blue Zones Project Fort Worth's Steering Committee and toured the city in 2018 to learn about its work to improve well-being across the community.

IN GRATEFUL APPRECIATION TO OUR SPONSORS



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