

Let's make the healthy choice the easy choice.

What are the benefits of Blue Zones Project?

Blue Zones Project® is a well-being improvement initiative designed to help make healthier choices easier by encouraging changes to communities that lead to healthier options. When individuals and organizations participate — from worksites and schools to restaurants and grocery stores — the small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and ultimately, a higher quality of life.

A community-wide approach.



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



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



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



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



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



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



Faith-Based Communities: We help inspire, encourage, and promote well-being, increasing connectivity and longevity among members.

Learn more at bluezonesproject.com.



What is Blue Zones Project®?

What began as a *New York Times* bestseller by National Geographic Fellow Dan Buettner has evolved into a global movement that's inspiring people to live longer more active lives. Blue Zones Project offers a unique opportunity for individuals, organizations, and communities to make permanent changes to the environments where they live, work, and play to make healthy choices easier.

POWER

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



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



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



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



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



Plant Slant: Put more fruits and vegetables on your plate



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



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



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



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

To find out more about this exciting well-being initiative, email bluezonesprojectusa@healthways.com or visit bluezonesproject.com.



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