

Join the Movement

# Blue Zones Project

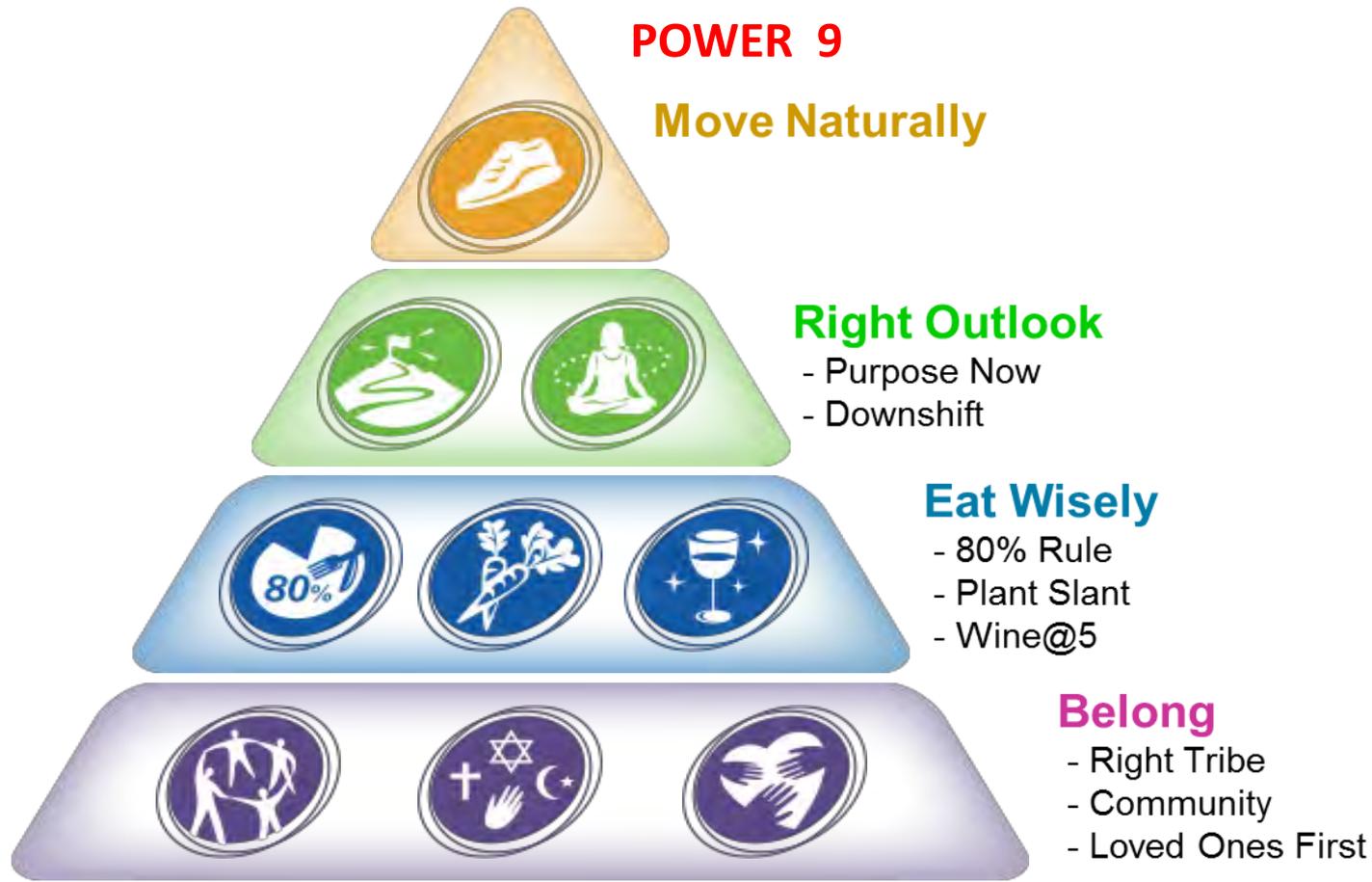
FOR A HEALTHIER COMMUNITIES



# Blue Zones Areas



# Common Principles: Blue Zones Power 9™



# Next: Refine the Model in the Beach Cities and Scale the Movement Across America – Starting in Iowa



 **BLUE ZONES PROJECT™**  
by HEALTHWAYS

Sponsored by

**Wellmark**  

# Change Environment, Policy and Social Networks to Make the Healthy Choice the Easy Choice

## Engage Communities



Worksites



Policy



Restaurants



Grocery Stores



Schools



Citizens

## Implement permanent change in environments where people live



## Make the healthy choice the easy choice



**Power 9**

# Value of Well-Being

## Well-Being Improves

Adopt or maintain healthy behaviors

Reduce health-related risks

Optimize care for health conditions and disease

## Total Medical Cost Decreases

- ↓ Hospitalizations
- ↓ Event Rates
- ↓ Disease Rates
- ↓ Lifestyle Risks



## Performance Increases

- ↑ Productivity
- ↑ Engagement
- ↓ Absence
- ↓ Work Impairment

## Total Economic Value Increases

- States
- Communities
- Sponsors
- Individuals

### Economic Drivers

- Prevent or delay next new case of disease or condition
- Prevent or reduce impact of the next new episode of care
- Enhance one's ability to actively manage their health

# Healthways Innovation Partnership Network

## Academic Partnerships



Life Tomorrow

### MIT AgeLab

Working to advance health education and support for an aging population

UNIVERSITY OF MICHIGAN



**Health Management Research Center**  
Relationship for the commercial application of applied research in the area of health risk reduction and related economics



JOHNS HOPKINS  
UNIVERSITY

**Johns Hopkins University**  
Unique research and innovation relationship with the schools of medicine, nursing and public health

## Strategic Partnerships



**Gallup · Healthways Well-Being Index**  
Creating definitive measure of well-being through the Gallup-Healthways Well-Being Index



Shaping Policies • Improving Health

**Partnership for Prevention** is working to make evidence based disease prevention and health promotion a national priority



**Blue Zones**  
Joint venture to scale population longevity interventions of permanent and semi-permanent environmental changes



**Pro-Change Behavior Systems**  
Jointly developing leading approaches to improved behavior modification

## Wholly-Owned Subsidiaries



### MeYou Health

The development of products and solutions at the intersection of mobile technology, social network science, gaming, and Well-Being improvement.



### HealthHonors

Dynamic Intermittent Reinforcement incentives model



### Navvis

Focused on health system strategy, leadership and performance to help healthcare leaders achieve success in a complex, ever-changing marketplace.

## Technology Partnerships



### Hewlett-Packard

Enhancing an already powerful platform with greater scalability and sustainable timely innovation at a lower cost



### RoundArch

Deliver a unique, total digital experience for our Well-Being Improvement Solution that drives sustained engagement through web, mobile and social media



Connections that matter.

### Activate Networks

Applying the science of social network mapping to population management techniques



# Our Value: A Unifying Approach



CITIZENS
GOVERNMENT
SCHOOLS
WORKSITES
GROCERY STORES
RESTAURANTS



1. Life Evaluation
2. Work Quality
3. Basic Access
4. Healthy Behavior
5. Physical Health
6. Emotional Health

# Gallup · Healthways Well-Being Index®



LOGIN

- HOME
- ABOUT US
- METHODOLOGY
- FINDINGS
- SERVICES
- GLOBAL
- NEWSROOM

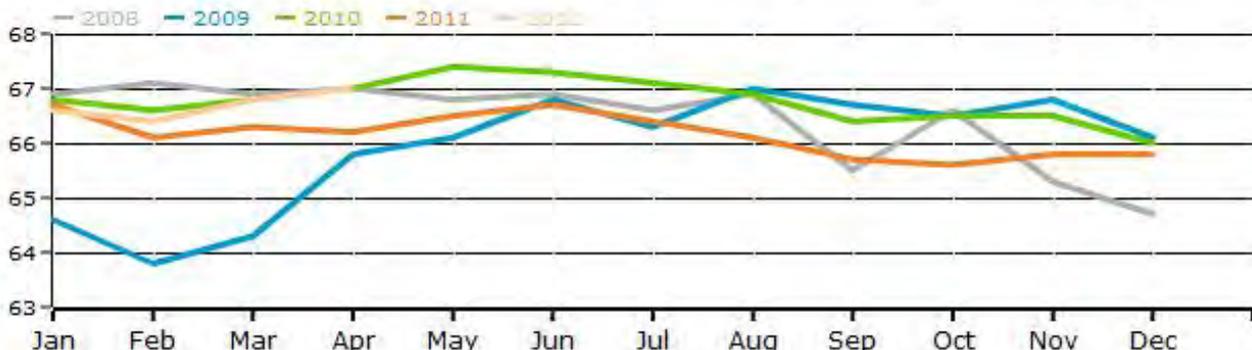
## The U.S. Well-Being Index

As of 05/01/2012

Score Chg./vs. LM

<a href="#">Well-Being Index</a>	67.0	+0.2	▲
<a href="#">Life Evaluation</a>	50.4	+0.5	▲
<a href="#">Emotional Health</a>	79.9	+0.5	▲
<a href="#">Physical Health</a>	76.8	+0.1	▲
<a href="#">Healthy Behaviors</a>	64.9	+0.4	▲
<a href="#">Work Environment</a>	47.5	-1.0	▼
<a href="#">Basic Access</a>	82.6	+0.6	▲

- Well-Being Index
- Daily Pulse
- Life Evaluation
- Emotional Health
- Physical Health
- Healthy Behaviors
- Work Environment
- Basic Access



## Methodology

[Home](#) » Methodology

The Gallup-Healthways Well-Being Index tracks the well-being of U.S. residents throughout the year, interviewing no fewer than 1,000 U.S. adults nationwide each day, with the exception of major holidays. Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are

One Million Surveys

Find out what we've learned through completing 1 million surveys

# Blue Zones Community™ Certification

**Citizens**

20% sign up and complete one pledge action

**Worksite**

50% of top 20 employers certified

**Restaurants**

25% of locally owned restaurants certified

**Grocery  
Stores**

25% of grocery stores certified

**Schools**

25% of schools certified

**Community  
Policy**

Adopt recommended policies and complete recommended projects

————— Join the Movement —————

# Albert Lea and the Beach Cities

————— FOR A HEALTHIER COMMUNITIES —————

# Results from Albert Lea, Minnesota

- 27% community participation
- Added 1.7 Miles of walkways
- City adopted Complete Streets and supportive policies
- Established “Walking School Buses”
- Schools adopted 7 new policies
- Changed restaurant menus
- Participants reported weight loss of 2.0 lbs
- Added 2.9 years of longevity per participant
- City reported reduced medical costs
- Lead employer reported absenteeism down by 18%



Walking School Bus

# Results from Beach Cities, California

- 139 employers committed
- 42 certified restaurants
- 470+ volunteers
- 10 Walking School Buses
- All 14 elementary schools using Mindful
- All 3 cities on track to reach certification
  - Smoking Policies
  - Living Streets Policies
  - Aviation Blvd Bike Lanes
- First grocery store to get certified this month
- Over 800 people attended Purpose Workshops



*“You (Blue Zones Project Vitality City) changed our mindset. We now look to include bicycle and pedestrian improvements in every street project we pursue.”*

Steve Finton, City of  
Manhattan Beach Engineer

# Blue Zones Project Value for You



## Vitality Project's long-term changes make Minn. town healthier

By Mary Beth Meyer

Living. Many who are not

involved in the Unit-sponsored event say it's for the better, and it's a healthier way of the project wrapped

because we didn't do diet and exercise says. "We focused on comments and then ope-

er reported last week 9 residents followed, an interactive tool sproject that helps al's projected life ex-

ent behaviors. It was from scientists at the eta School of Public erment data and in-

than 350 studies. scale changes were

to motivate residents, leaders installed com-

added more sidewalks al activity. Grocery vity" foods, such as grains and beans.

g and two teenage boys" television sets ropped them off at months ago so they

to watch TV. to plant a garden in asparagus, broccoli, s, herbs," says Fur-

manager at the local out 20 pounds. n inspired them to yard, too. "We dug

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Sources: l



## A Town's Health Makeover

How one Minnesota community is going after a longer and fitter life span

By Susan Brink

**A**LBERT LEA, Minn. The school bus headed to Lakeview Elementary School pulls out, so to speak, at 7:35 a.m. The passengers, all on foot, have about a mile to go to get to

school from their meeting point on the bridge over Fountain Lake, and that's how far the three volunteers doing the "driving"—Joanne Schwartz, Mary Ellen Johnson, and Kristin Heinz—traveled one recent morning. The kids, however, cover far more ground. They run. They skip. They zig down the slope toward the lake, then zag back up. They run forward, and reverse course to escape a tag. And then there's the bus trip home.

The walking bus program is but one of the innovations Albert Lea has put in place to get residents moving more and eating better while hardly noticing they're doing it. The town is the first pioneer in the Blue Zones Vitality Project, brainchild of Dan Buettner, whose 2008 book *The Blue Zones* examined five areas around the world—Sardinia in Italy, Okinawa in Japan, the Nicoya Peninsula of Costa Rica, the Greek island of Ikaria, and Loma Linda, Calif.—where life expectancy stretches 10 to 12 years longer than the average American's. Buettner found several essential characteristics of people near or past the century mark: Rather than concern themselves with diet trends and exercise fads, the oldest eat lots of fruits and vegetables, move around naturally as a part of their normal lives, keep a positive outlook, and hang out with family and other people they like. He then set out

on. All rights reserved.



**BLUE ZONES**

# VITALITY COMPASS

The most accurate life estimator available.

Calculate your:

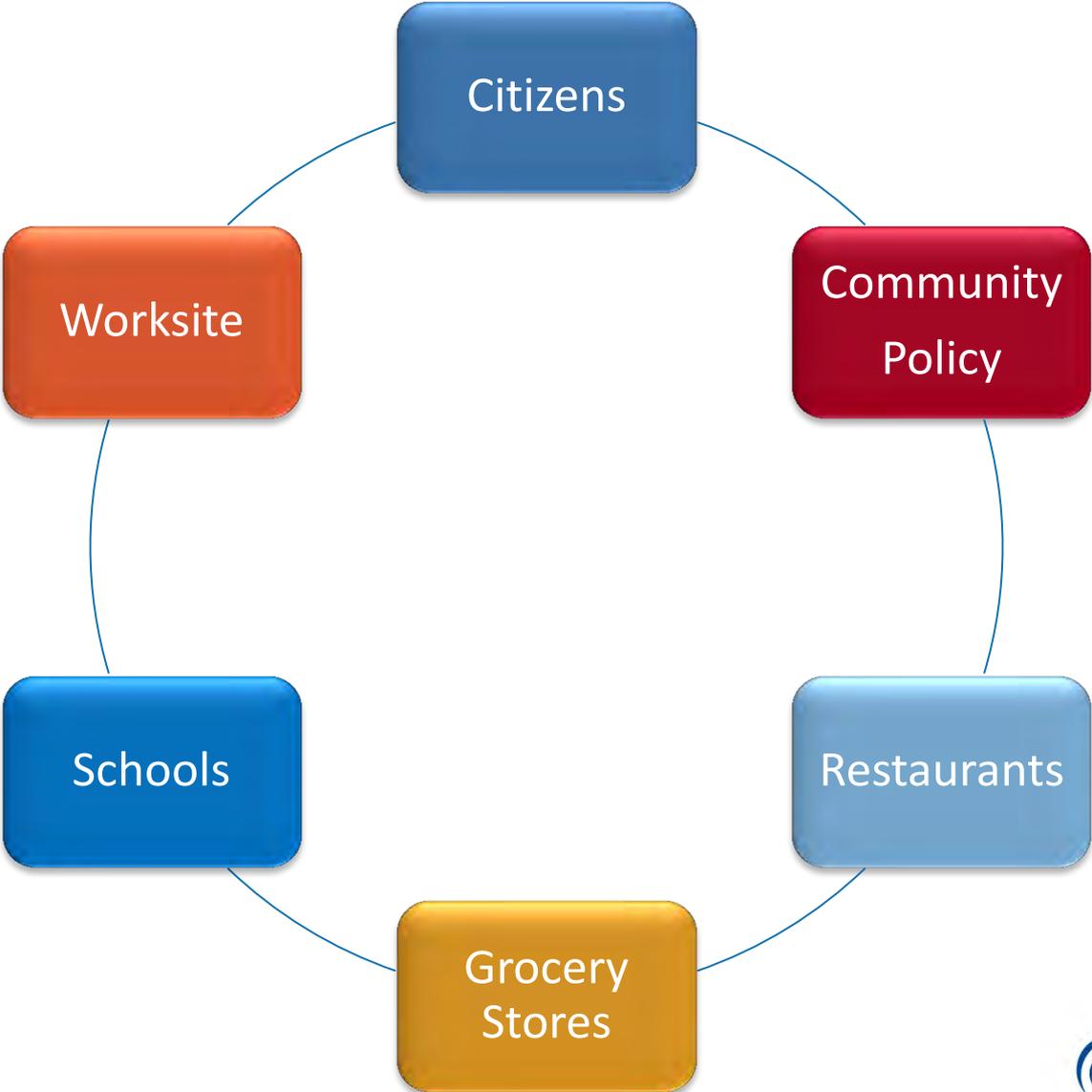
- Biological Age
- Overall Life Expectancy
- Healthy Life Expectancy
- Years you're gaining/losing because of your habits

Up to 12 customized recommendations to help you live longer.

In collaboration with the [University of Minnesota School of Public Health](#)

CLICK HERE TO BEGIN

# Blue Zones Community™ Certification Process



# Community Policy Requirement

## Community Policy

- Sign Community Policy Pledge agreement
- Enforce at least one policy from each section of the community policy pledge
- Implement at least two permanent changes to the built environment to nudge people into healthier behaviors



45° 35°  
1-6-3 0-3  
ate Caramel 45° 35°  
1-6-2 0-2  
45° 35°  
1-5-3 1-3  
45° 35°  
1-5-3 1-3  
1-5-4 1-4  
1-5-6 1-6  
1-5-7 1-7  
la Mocha 45° 35°  
1-2-3 2-3  
BEVERAGE Temperature USE CARE

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X  
Y  
Z

ACCEPTS  
11 BILLS

INSERT BILL HERE

**EAT MORE**  
nuts  
sweet potatoes  
beans  
whole grain breads

**EAT LESS**  
salty snacks  
soft drinks  
processed meats  
packaged sweets  
desserts

INDULGENCE

Lou-Rich

LOU-RICH INC.

# Schools' Requirement

## Schools

- At least 25% of schools become a Blue Zones School™



# Worksites' Requirement

Worksite

- At least 50% of the top 20 community-identified employers become a Blue Zones Worksite™

# Worksite Pledge Framework:

Improved Well-Being Drives Improved Performance

Physical Well-Being

Emotional Well-Being

Social Well-Being

Core Investments to Improve Well-Being:

Develop  
Well-Being  
Leaders

Define  
Purpose

Optimize  
Habitat /  
Physical  
Environment

Optimize  
Engagement  
& Social  
Networks

Optimize HR  
Policies and  
Benefits

Optimize  
Solutions for  
Well-Being

# Restaurants' Requirement

## Restaurants

- At least 25% of independent or locally owned restaurants become a Blue Zones Restaurant™



# Grocery Stores' Requirement

Grocery  
Stores

- At least 25% of grocers become a Blue Zones Grocery Store™



# BLUE ZONES<sup>®</sup> FOOD

Live Longer, Better!

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CELESTIAL SEASONINGS  
WELLNESS  
20 CT  
\$3.19

CELESTIAL SEASONINGS  
WELLNESS  
20 CT  
\$3.99

STARS  
chai spice  
black tea

CELESTIAL SEASONINGS  
WELLNESS  
20 CT  
\$2.29

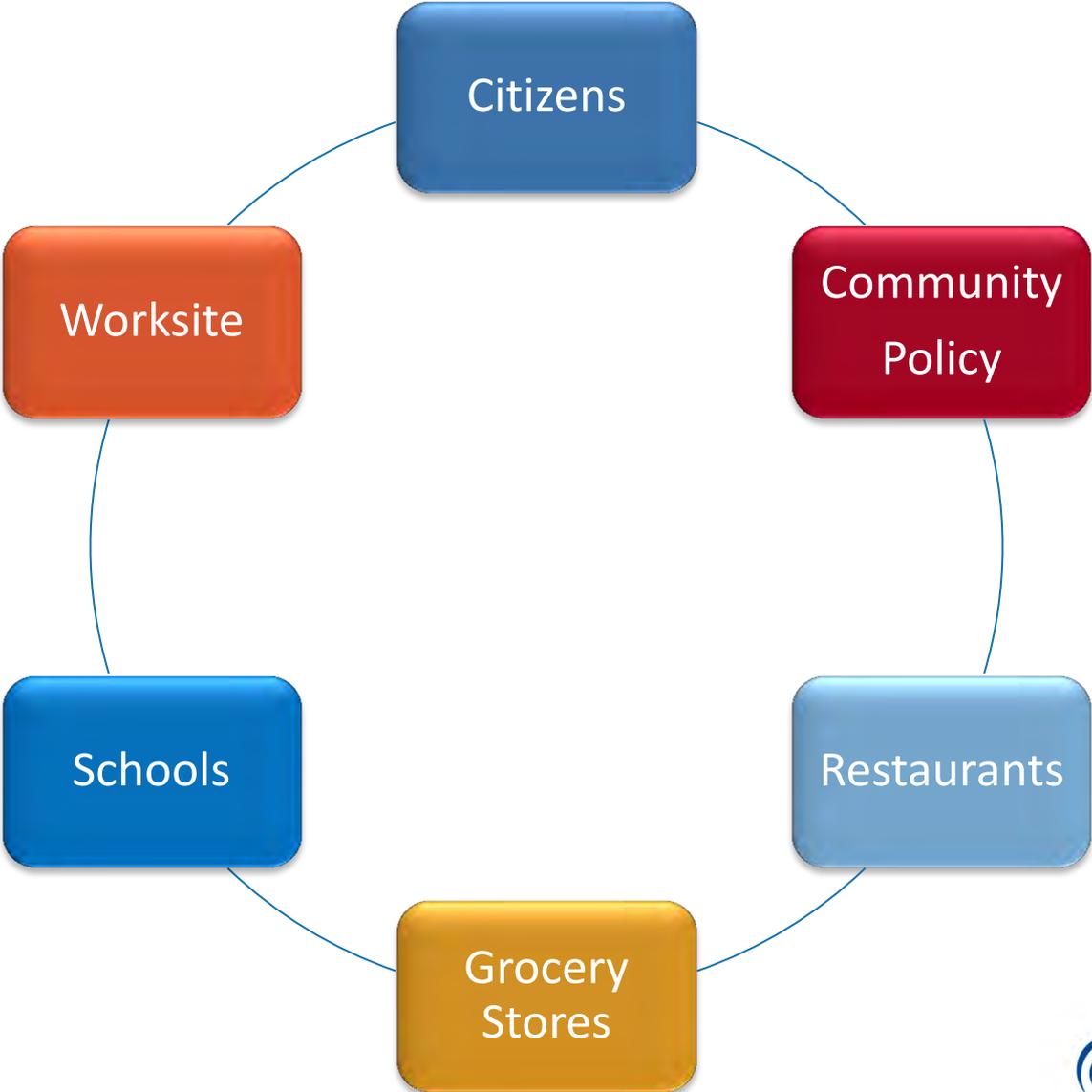
# Citizens' Requirement

Citizens

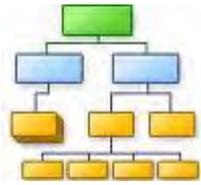
- 20% of citizens pledge and complete at least one action



# Blue Zones Community™ Certification Process



# Engagement Strategy



**Employers**



**Residents**



**Restaurants**



**Schools**



**Grocery**



**Govt.**

Awareness

Pledge

Participation

Advocacy

- What is the Blue Zones Project?
- How do I participate?
- What are the benefits to me?
- How will I help my community?

- Organizations and individuals from each sector understand and take their respective pledge
- Everyone takes that pledge seriously and is committed to completing it.

- People and organizations progress steadily through their respective pledge actions toward certification.

- Encourage and equip participating people and organizations to recruit others and encourage their movement through this same process.

# Engagement Promotion



**Blue Zones Project is Bringing Well-Being Our Way! Our town. Our well-being. Our future.**

Congratulations! Our hard work has paid off! Our community has been selected as a Blue Zones Project™ demonstration site!

We are excited to bring long-lasting, healthy changes home! (but before we get started, let's celebrate!)

Join us in recognizing our outstanding community achievement and learn more about what it takes to become the world's first Blue Zones Community™!

[DATE]  
[TIME]  
[LOCATION]  
[CHECK EVENT DETAILS HERE]

Bring your friends, family, co-workers, neighbors—anyone who's looking forward to being longer, better!

Blue Zones Community in Better Us.



7. 625 px wide Email Header (vector orig)



**WE DID IT!**

Join us in recognizing our outstanding community achievement and learn more about what it takes to become the world's first Blue Zones Community™!

12. Facebook Banner 851 x 315 px jpeg



## CONGRATULATIONS!

We did it! [CITY NAME] has been selected as a Blue Zones Project™ demonstration site—bringing well-being our way!

Help us keep the momentum going on our well-being journey with your pledge to participate. Then invite friends, family and others to take these easy steps toward a healthier, happier life.

**Step One:** Visit [www.bluezonesproject.com](http://www.bluezonesproject.com)

**Step Two:** Click on the "Join Today!" link

**Step Three:** Decide how you'd like to support your community's well-being

**Support our town! Help us become one of the world's first Blue Zones Communities™.**

1. 11 x 17 tall Event Flyer

2. 11 x 17 wide Event Flyer



## Spencer

This town has been selected as a Blue Zones Project™ demonstration site.



8. "Street Sign" 6.75 x 10"



**Better Me. Better You. Better Us.**

Sign up at [bluezonesproject.com](http://bluezonesproject.com)

13. Billboard 14.5 x 7.25 in ( 5% of finished size)



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3. 8.25 x 10.5 Color Newspaper Ad



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4. 8.25 x 10.5 BW Newspaper Ad



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**Support our town! Help us become one of the world's first Blue Zones Communities™.**



5. 7.25 x 4.5 Color Newspaper Ad



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**Step One:** Visit [www.bluezonesproject.com](http://www.bluezonesproject.com)

**Step Two:** Click on the "Join Today!" link

**Step Three:** Decide how you'd like to support your community's well-being

**Support our town! Help us become one of the world's first Blue Zones Communities™.**



6. 7.25 x 4.5 BW Newspaper Ad



## Blue Zones Community™ = Better Us!

Sign up at [bluezonesproject.com](http://bluezonesproject.com)



## Better Me. Better You. Better Us.

Sign up at [bluezonesproject.com](http://bluezonesproject.com)



## Blue Zones Project™ – Bringing Well-Being Home!

Sign up at [bluezonesproject.com](http://bluezonesproject.com)

9-11. 24 x 3 scalable Outdoor Banners





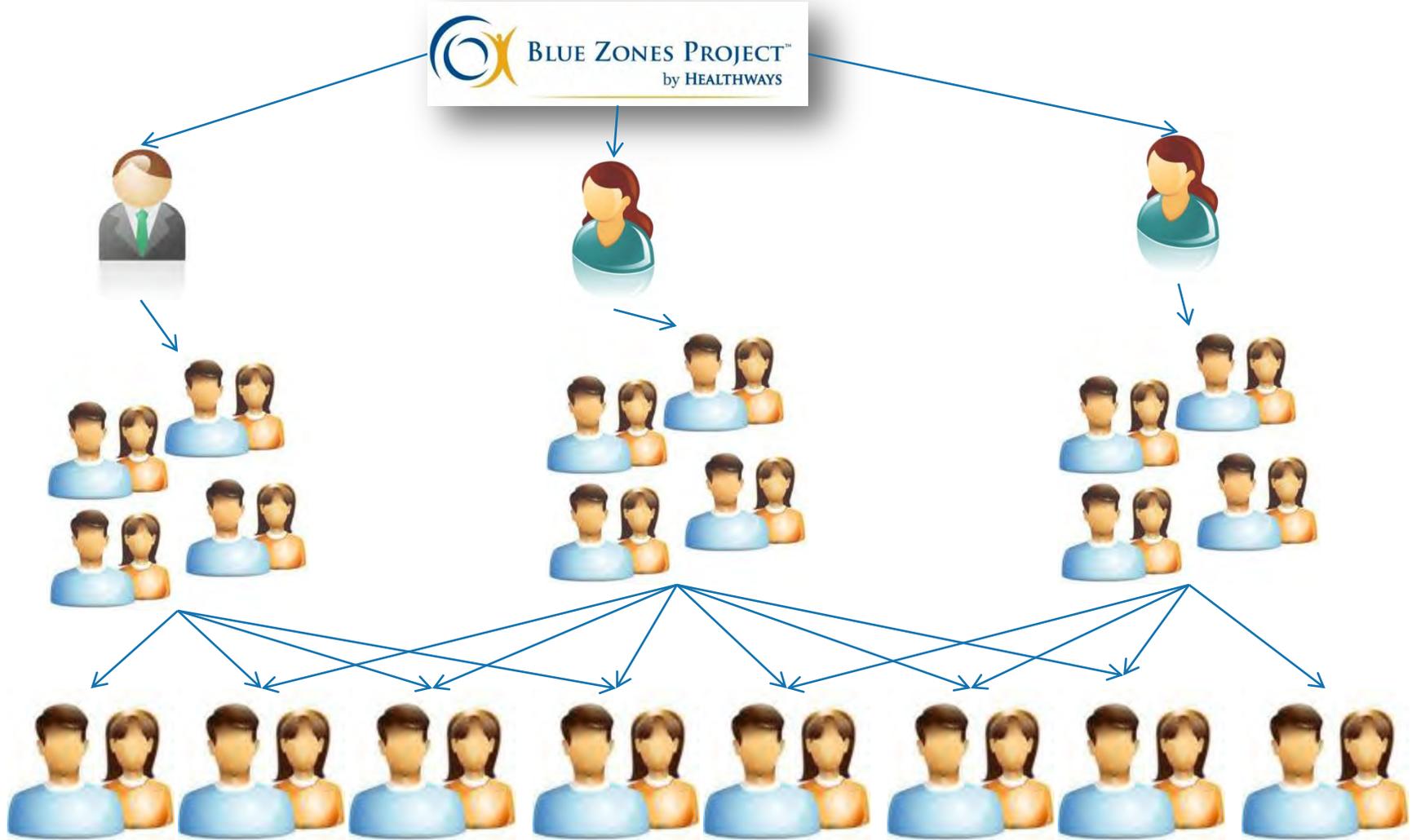

14-17. 5 inch diameter Sticker or T-shirt art

# Social Media

BlueZonesProject[cityname]@healthways.com  
Email Address



# Ambassadors



# Change Environment, Policy and Social Networks to Make the Healthy Choice the Easy Choice

## Engage Communities



Worksites



Policy



Restaurants



Grocery Stores



Schools



Citizens

## Implement permanent change in environments where people live



## Make the healthy choice the easy choice



**Power 9**

————— Join the Movement —————

# Blue Zones Project Iowa

————— FOR A HEALTHIER COMMUNITIES —————

# A Collaboration of Healthways and Wellmark

- The Healthiest State Initiative is a community and business-led, government-endorsed statewide initiative in which Iowa will set forth on a multi-year journey to improve the health and well-being of its residents. To measure the success of this strategic endeavor, the following goal will be established:

---

***Iowa is the Healthiest State in five years (by 2016) as measured by the Gallup Healthways Well-Being Index®.***

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- The Blue Zones Project™, as the cornerstone of the Healthiest State Initiative, is an effort to transform 10 Iowa communities into Blue Zones Communities™ over the next five years.



healthiest  
— state —  
initiative



Launched August 2011

Selection Based on:

- Community Factors
- Motivation
- Readiness



### **Demonstration Sites Selected To-Date**

1. Cedar Falls
2. Mason City
3. Spencer
4. Waterloo

# Real People. Real Change.

“The Blue Zones Project helped our community set amazing, aggressive, and achievable strategies that moved the Public Health agenda further in 10 months than what I could have expected in 10 years.” – *Lois Ahern, (retired) Director of Freeborn County Health*



# QUESTIONS?