



BLUE ZONES PROJECT

Let's make the healthy choice the easy choice in your community.

Blue Zones is a pioneer in transforming the health and well-being of entire populations through altering environments—the places and spaces where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, Blue Zones represents a paradigm shift to focus on root causes, not just the symptoms.

A COMMUNITY-WIDE APPROACH



SCHOOLS

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



GROCERY STORES

By providing easier access to healthful and tasty foods, we better educate families on improving nutrition.



RESTAURANTS

Adding healthier foods improves customer satisfaction and increases traffic.



COMMUNITY POLICY

Adding or improving sidewalks, community gardens, farmers markets, and other infrastructure enhances our ability to move naturally, connect socially, and access healthy food.



WORKSITES

Creating worksites where employees feel better and are more connected to their colleagues creates a more productive and engaged workforce with lower healthcare costs.



INDIVIDUALS

We work with faith communities and civic organizations to reach as many people as possible.

Blue Zones Project makes healthier choices easier by encouraging changes to communities that lead to healthy options. When individuals and organizations participate, their small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and a higher quality of life.



WHAT IS BLUE ZONES PROJECT?

What began as a New York Times best-seller by National Geographic Fellow Dan Buettner has evolved into a global movement that's inspiring people to live better, longer 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, which makes healthy choices easier.



The Zip Code Effect

Research shows where we live has a bigger influence on our health than our genetics.



ALBERT LEA, MN

- ✓ 49% decrease in medical claims for city workers after one year
- ✓ 48% increase in tourism since 2012
- ✓ 2.9 years added to lifespans within one year



BEACH CITIES, CA

- ✓ 25% drop in obese and overweight adults from 2010
- ✓ \$72M in medical cost and lost productivity savings
- ✓ 11% decrease in prescription costs for the public school district since 2011



FORT WORTH, TX

- ✓ 31% decrease in smoking from 2014
- ✓ In five years, city's well-being score rose from one of the unhealthiest cities in the country to one of the best (185th to 31st)



POWER 9®

LIVE A BETTER, LONGER LIFE BY APPLYING THESE LIFESTYLE HABITS OF THE PEOPLE WHO HAVE LIVED THE LONGEST.

