



**BLUE ZONES PROJECT®**

# **Applying the Research of the World's Longest Lived Cultures**

October 13, 2022

# Our Calling

With all **individuals, organizations**  
and **communities**

**To empower everyone, everywhere to live longer, better**

Co-create the **opportunities,**  
**tools, process** and **environment**

Have a **healthy, purposeful**  
**long-lasting** life

Original blue zones = the ultimate examples of communities built for optimal well-being.



Blue Zones is recognized as the leader in using anthropological research and data-driven results to help people get the most of their lives and years.

# Blue Zones Longevity Hot Spots

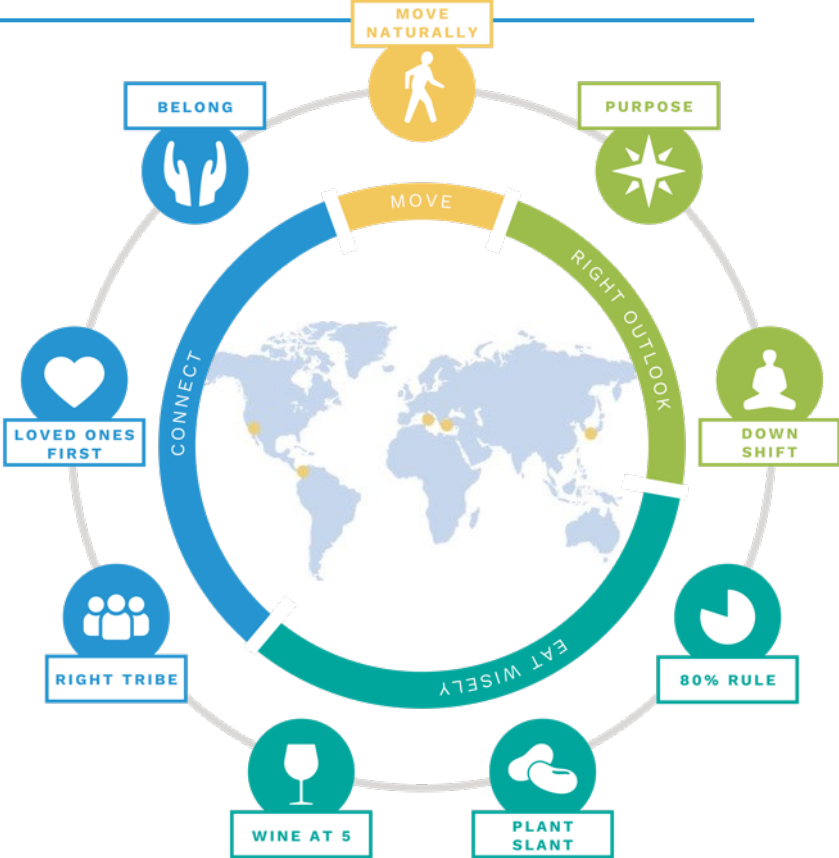


# Blue Zones – Solution Model

POWER 9®

Lifestyles of all Blue Zones residents shared **nine commonalities**.

We call these characteristics the **Power 9**.





# Blue Zones Community Transformations





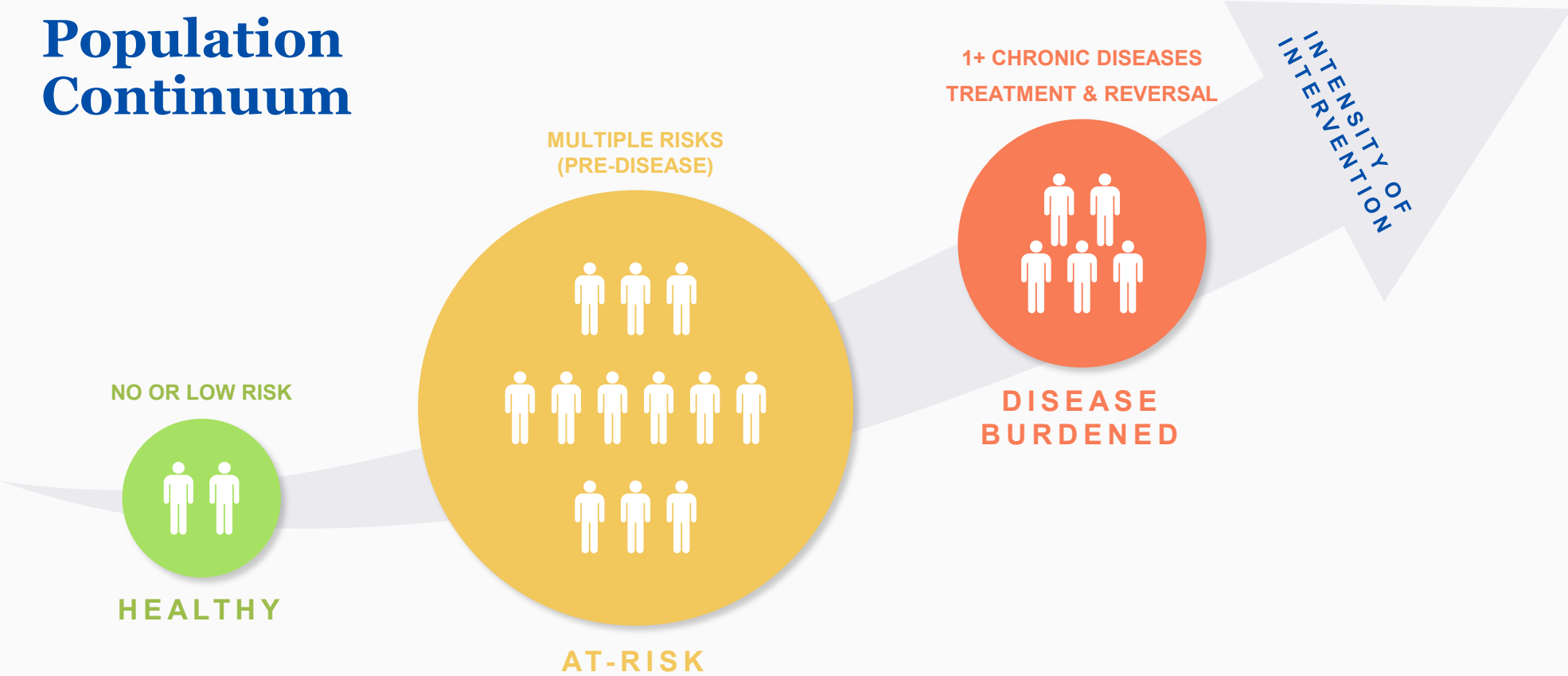






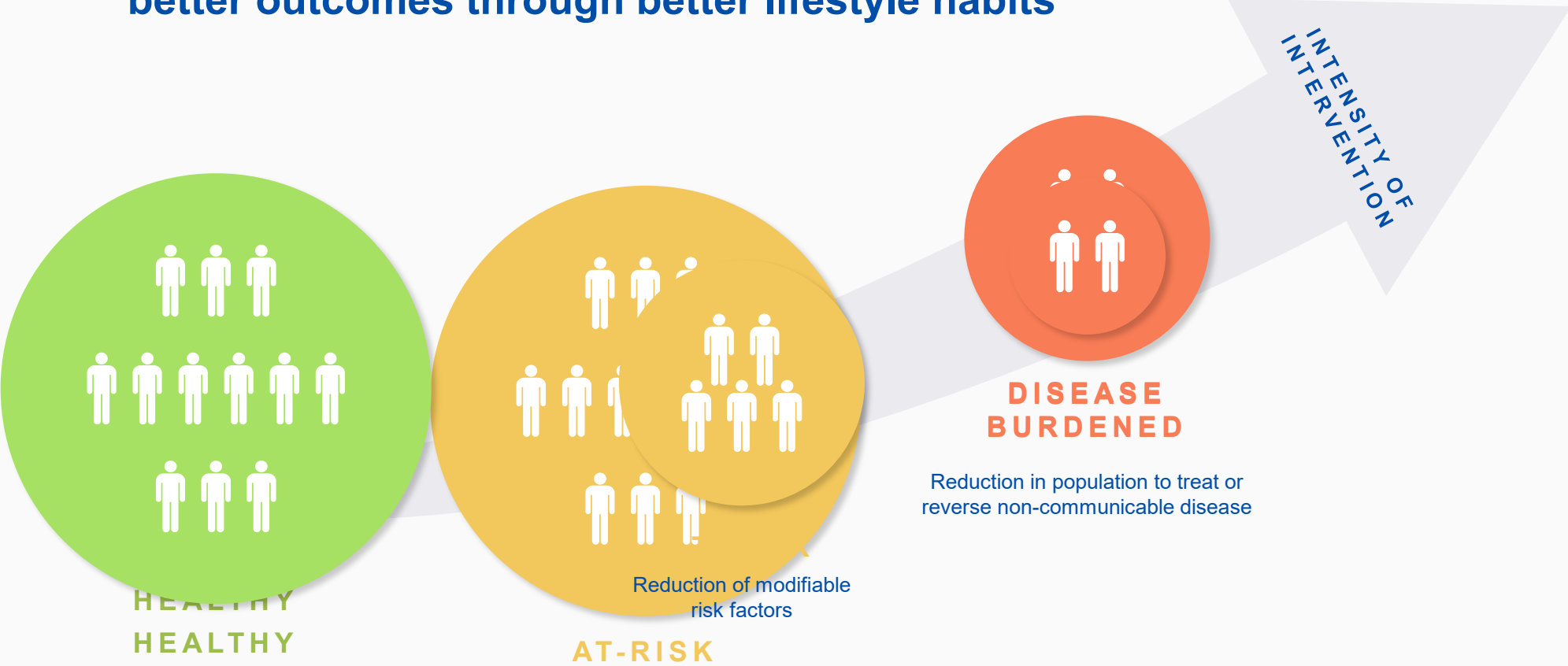
# A Different Value Model

## Population Continuum



# A Different Value Model

better outcomes through better lifestyle habits



Reinforce & sustain healthy behaviors

# Focused Blue Zones Project

## Full Life Radius

WESTSIDE, NORTHSIDE  
& EAST JAX

- 32210
- 32208
- 32206
- 32244
- 32209

+

## County-Wide Activities

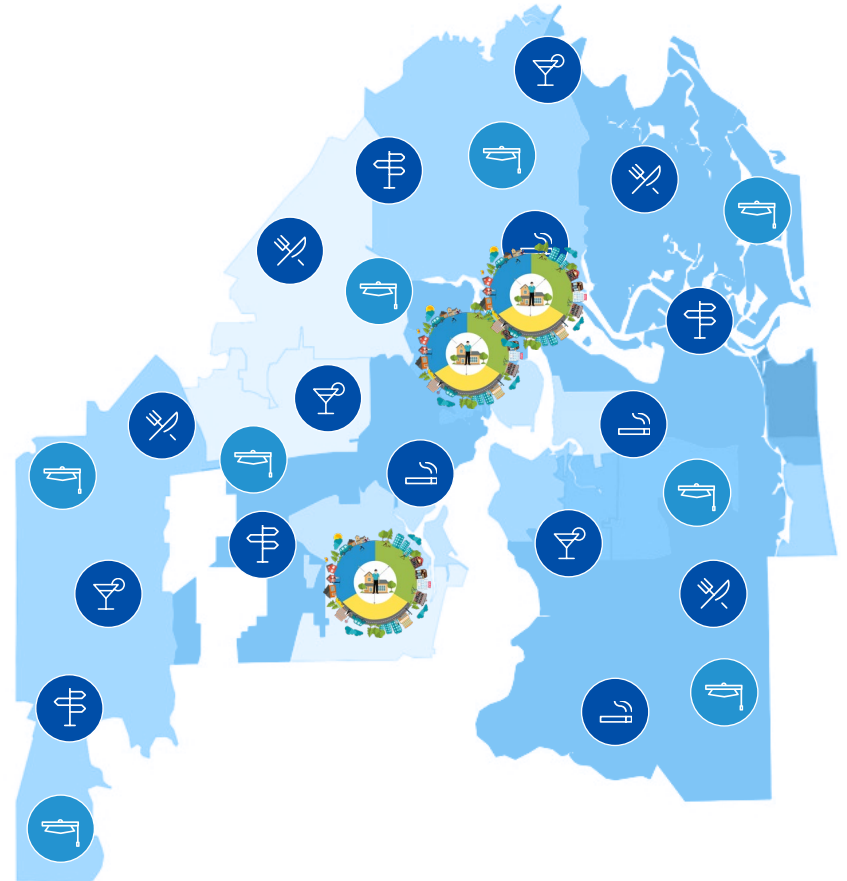
POLICY & SCHOOLS



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TEAM OF 14



# Foundation Period by Month

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MONTHS  
1-3



- Project Launch Event
- Project Website Built and Launched
- Marketing and Communications Planning
- Steering Committee Members Identified and First Meeting Held
- Recruit and Hire Staff
- Steering Committee Orientation
- Comprehensive Staff Training Begins
- Identify and Recruit Sector Committees

# People Powered Engine for Transformation

## BLUE ZONES PROJECT



# Citizen-Led Committees

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**Steering Committee**

**Leadership Team**





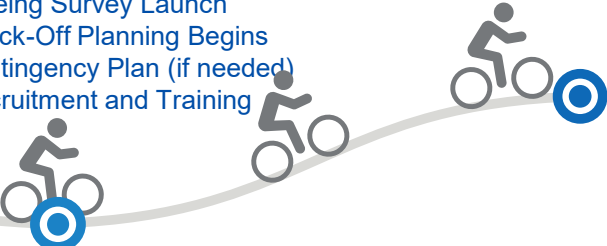
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MONTHS  
1-3

- Staff recruitment and training continues
- Meet the Team Campaign
- Policy Discovery, Planning and Onsite Assessments
- Sector Gap Analysis and Denominator Identification
- Project Team Advanced Training
- Team Purpose and Well-Being Certification
- Sector Committee Training
- Sector Discovery and Focus Groups
- Market Entry Campaign
- Gallup Well-being Survey Launch
- Community Kick-Off Planning Begins
- Staff Gap Contingency Plan (if needed)
- Volunteer Recruitment and Training

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MONTHS  
4-6



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**MONTHS**  
7-9

- Blueprint Draft and Workshop
- Team Role Certification
- Community Kick-Off Planning and Promotion
- Policy Summits
- Blueprint Submitted for Approval

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## Policy



- 1 Built Environment & Active Living
- 2 Food Systems
- 3 Tobacco
- 4 Alcohol

## Places



- 5 Schools & Walking School Bus
- 6 Restaurants
- 7 Grocery & Corner Stores
- 8 Worksites
- 9 Faith-Based & Community Organizations

## People



- 10 Engagement Speech
- 11 Moai Participation
- 12 Purpose
- 13 Volunteering
- 14 Public Awareness/Media

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**KICK-OFF**  
**EVENT**

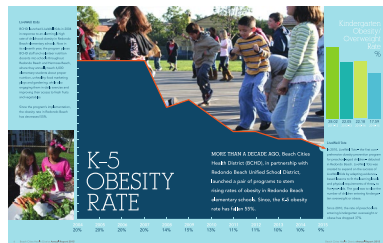




Small Community  
**Albert Lea, Minnesota**  
**13 Years**

- **49% decrease in medical claims cost** for city workers.
- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34<sup>th</sup> place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

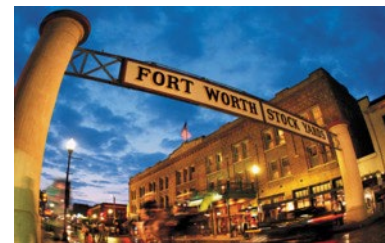
**\$40M**  
 Follow-On Grants



Mid-Size Community  
**Beach Cities, California**  
**10 Years**

- **55% drop in childhood obesity** rates at Redondo Beach K-5 schools.
- **15% drop in overweight/obese** adults.
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity savings.**

**+12%**  
 Life Evaluation



Large Community  
**Fort Worth, Texas**  
**8 Years**

- **31% decrease in smoking**, reducing smoking rate to 13.5%
- **Nine-point increase** in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, a **gain of 3.7 points or 6%** since 2014.

**\$20B**  
 Lifetime Reduced Smoking Value



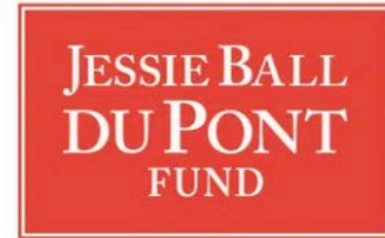
Large Employer  
**NCH Healthcare System**  
**6 Years**

- **A 4.9 point jump** in overall well-being among employees.
- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost workdays due to injury.

**+7%**  
 Well-Being Improvement

**> 5% Sustained Improvement in Well-Being**

# Blue Zones Project Jacksonville Partners



United Way  
of Northeast Florida