

Blue Zones Project

Overview	The Blue Zones Project™ by Healthways is a community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks. The Blue Zones Project is inspired by research about the regions of the world with the highest concentrations of centenarians (people who live to be 100 years or older). There are five Blue Zones regions: Loma Linda, California; Okinawa, Japan; Nicoya, Costa Rica; Sardinia, Italy; and Ikaria, Greece. The Blue Zones Project™ environmental approach to well-being improvement utilizes tools based on nine healthy lifestyle habits shared by the people living in the original Blue Zones® areas.
Primary Goal/Mission	To lead and ignite community-by-community well-being transformation, where people live and work together in Blue Zones Communities™ for a better life.
Programs/Campaigns	
<p>Blue Zones has selected 12 communities as demonstration sites in Iowa. The initiative is now expanding into California, Texas and Hawaii. To become a certified Blue Zones Community:</p> <ul style="list-style-type: none"> • At least 20% of citizens must sign the Personal Pledge and complete one action, • At least 25% of public schools must become a Blue Zones School®, • At least 50% of the top 20 community-identified employers must become a Blue Zones Worksite®, • At least 25% of independently or locally owned restaurants must become a Blue Zones Restaurant®, • At least 25% of grocery stores must become a Blue Zones Grocery Store®, and • The community must complete the Blue Zones Community Policy Pledge. 	
Impact	
<p>The results of a one-year pilot project in Albert Lea, Minnesota, include:</p> <ul style="list-style-type: none"> • An average weight loss of two pounds for participating residents • An increase in average life expectancy of 2.9 years • A 20% reduction in absenteeism for top local employers • Active participation from 60% of the city's local restaurants, 51% of its largest employers, 100% of its schools, and 27% of its citizens <p>In Iowa, the Blue Zones Project will now include 10 demonstration sites with populations greater than 10,000 citizens, and at least 20 additional communities with populations less than 10,000. Community progress will be tracked by the Gallup-Healthways Well-Being Index®, a measure of U.S. residents' daily health and well-being. For more information, please visit http://www.healthways.com/solution/default.aspx?id=1125</p> <p>Several communities in Iowa are 1-2 years into their efforts and have measureable changes documented.</p> <p>Blue Zones Statistics in USA:</p> <ul style="list-style-type: none"> • 173,013 people joined • 1,141 businesses joined • 109 schools joined • 203,431 citizen actions • 424 events held 	
Reports/Case Studies	Buettner, D. (2012). <i>The Blue Zones: 9 Lessons for Living Longer from the People Who've Lived the Longest</i> . National Geographic Books.
Social Media	https://www.youtube.com/user/BlueZonesProject

Sites	*There are Facebook and Twitter sites as well, but you must be registered
Website and Contact Information	https://www.bluezonesproject.com/ John Werger Community Operations Director Iowa Email: jon.werger@healthways.com Phone: 515.645.5212