



BLUE ZONES PROJECT®



THE HEALTHY CHOICE CAN BE THE EASY CHOICE. Lead with Purpose. Connect Your Community.

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“It’s partnerships like Blue Zones Project that help expand resources for the community.”

-Valeria Hernandez,
Public Affairs
Specialist at Salinas
Regional Sports
Authority (SRSA)

Imagine a place where people feel excited about connecting with the community. Where they’re engaged and active together and it’s easy to refuel in healthy ways. It’s possible in your organization and your community.

You may have heard about the original blue zones—places where people live longer, with a higher quality of life and lower rates of disease. Blue Zones Project® leverages findings about these places and other well-being research to create new Blue Zones Communities® across North America Our unique, systematic approach touches people, places, and policy to support the natural, widespread adoption of powerful healthy behaviors. In these environments, healthy and easy become one and the same.

Organizations are a vital part of Blue Zones Communities. So are schools, restaurants, grocery stores, worksites, and city governments. You can unlock healthy benefits for your organization and the wider community by completing the Blue Zones Project Organization Checklist.

BENEFITS FOR ORGANIZATIONS

The movement is already in motion in communities across North America, including yours. As an organization, you can join the movement, apply best practices from the Blue Zones Project Organization Checklist, and unlock many deep and meaningful benefits for your community.



WE MAKE IT EASY

Fuel the movement to **Move Naturally, reducing health problems and costs associated with sedentary lifestyles — and boosting energy within your organization.**

- About 69 percent of the American population can be classified as overweight or obese; the estimated annual health care costs of obesity-related illness represent nearly 21 percent of annual medical spending. Checklist actions encourage cycling, active meetings and events, active interests, and supportive social connections.

Lead the way to **Right Outlook, advancing a sense of purpose, meaning, and loyalty within your organization.**

- People who find meaning at work are 93 percent more engaged and more than three times as likely to stay with their organizations. Checklist actions help people rediscover their talents and find opportunities to volunteer and give back to the community.

Make it easy to **Eat Wisely, influencing food choices for better well-being and productivity.**

- People make more than 200 food decisions every day, and what we eat impacts our health and daily performance.
- One study linked unhealthy eating to a 66 percent higher risk of productivity loss. Checklist actions support a healthy shift in the tobacco and food environment, leading to healthier choices.

Help people in your organization **Connect with each other and the broader community, increasing awareness of your group and its positive impact.**

- People are twice as likely to succeed at new behaviors if they practice them with a friend. Checklist actions involve your members in social activities that inspire and reinforce healthy habits and connections.

Become a Blue Zones Project Recognized Organization for your contribution to this important community-wide effort. Blue Zones Project has a strong reputation for generating local and national press for marshaling innovation, creating healthier environments, and attracting visitors and businesses to communities. Local team members work to create awareness of participants and progress through social media and other outreach.



WE MAKE IT EASY (CONT.)

Free access. Privately funded by sponsor organizations, Blue Zones Project experts, tools, and resources are available to you at no cost.

Proven practices. Our experts have identified evidence-based practices for shaping an organization that supports healthier, happier, more productive members.

Flexible approach. You decide which practices best suit your organization based on what you're already doing and what you aspire to do. You'll find actionable ideas no matter what your membership size or whether you're new to well-being initiatives or not. You can include your own best practices as part of your Blue Zones Project efforts.

Hands-on support. Local Blue Zones Project team members—working in your community—guide your team in implementing best practices. You can connect, share successes, and support other active worksites and organizations through local Project committees.

Collaborative strength. With more than 200 interventions across organizations, Blue Zones Project aims to reach all the places people live, work, learn, and play. Healthy behaviors spread within and outside your worksite, expanding the impact of every positive change and connecting you and your workforce to a thriving community.

Positive recognition. Blue Zones Project has a strong record of generating positive media coverage and public awareness, with broad benefits for recruitment, retention, and economic health. Blue Zones Project Participating and Recognized Organizations are recognized as community leaders in health and well-being and join a network of respected organizations promoted across the community.

MAKE THE HEALTHY CHOICE THE EASY CHOICE.

At Your Organization. In Your Community.