



BLUE ZONES PROJECT®



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Lift Your Membership. Strengthen Your Community.

Blue Zones Project reaffirms to the faith community that life is sacred, special, and worth living in the best possible ways.

-Lani Bowman,
Faith-Based
Committee
Co-Chair,
Blue Zones
Project-North
Hawaii

In a thriving congregation, members strengthen one another and serve the wider community. It's no wonder researchers found that belonging to a faith-based community is one of nine powerfully healthy behaviors shared by people in the original blue zones.

You may have heard about these 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. The movement is already in motion in your community.

Faith-based organizations of all denominations are a vital part of Blue Zones Communities. So are city governments, civic groups, schools, worksites, grocery stores, and restaurants. You can join the movement by taking the Blue Zones Project Faith-Based Organization Pledge. Complete the pledge to unlock benefits for your congregation and community.

BENEFITS FOR FAITH-BASED ORGANIZATIONS

Healthy membership. Blue Zones Project engages your members in simple activities that strengthen physical, social, and emotional health.

- Small social groups called Moais support walking, healthy eating, and a sense of purpose.
- The Blue Zones Personal Pledge asks individuals to commit to taking small steps toward healthier behaviors. In one Fort Worth, Texas, church, more than 95% of members stepped forward and made that commitment.

Visibility. Social media, web, and community promotions make your organization visible to potential new members, civic leaders, and other groups.

- Participating Iowa communities averaged 70% public awareness, with several reaching nearly 90%. More than 50% of residents reported being highly engaged in the Project.



Community service and connection. Blue Zones Project can inspire community service among your members and spark interfaith collaboration.

- Youth groups from several faith communities in Forth Worth came together to support planting season in a neighborhood garden that helps feed elderly residents.
- Initiatives like cooking demonstrations and Purpose Workshops serve your members and provide an opportunity to welcome newcomers into your space.

WE MAKE IT EASY

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

Proven practices. Blue Zones Project has identified more than 37 best practices for faith-based organizations to create an atmosphere that inspires member well-being. You'll find new ideas and ways to expand what you're already doing, and many can be implemented at low or no cost.

Flexible approach. You decide which practices best suit your congregation, from hosting a plant-based potluck to using the Blue Zones Legacy Project to connect younger and older members. You can suggest and include your own creative pledge actions as part of completing the Blue Zones Project Faith-Based Organization Pledge.

Hands-on support. Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, and outreach material to help you, your staff, committees, and members take action. You can connect with other participating organizations and community leaders through local Blue Zones Project events.

Clear metrics. Blue Zones Project is committed to measuring action and results. We'll help you set relevant measures for your organization's healthy initiatives. Community-wide well-being improvement progress will be tracked annually or bi-annually with a population survey.

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 congregation, connecting you and your members to a thriving community. In these environments, healthy and easy become one and the same.

Positive recognition. Blue Zones Project has a strong record of creating positive media coverage, with broad benefits for community recruitment, retention, and economic health.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. IN YOUR CONGREGATION. IN YOUR COMMUNITY.

Bring your power to the movement toward healthy change. Contact your Blue Zones Project team to get started with the Blue Zones Project Faith-Based Organization Pledge.