



**BLUE ZONES®**



Loma Linda  
California

Nicoya  
Costa Rica

Sardinia  
Italy

Icaria  
Greece

Okinawa  
Japan

"The Blue Zones Solution takes a deep dive into five places around the world where people have a beguiling habit of forgetting to die."

—NEW YORK TIMES

# THE Blue Zones Solution



Eating and  
the World's F

Dan B  
New York

PERSONAL BLUE ZONE GUIDELINES INSIDE

"A must-read if you want to stay young!"  
—DR. MEHMET C. OZ

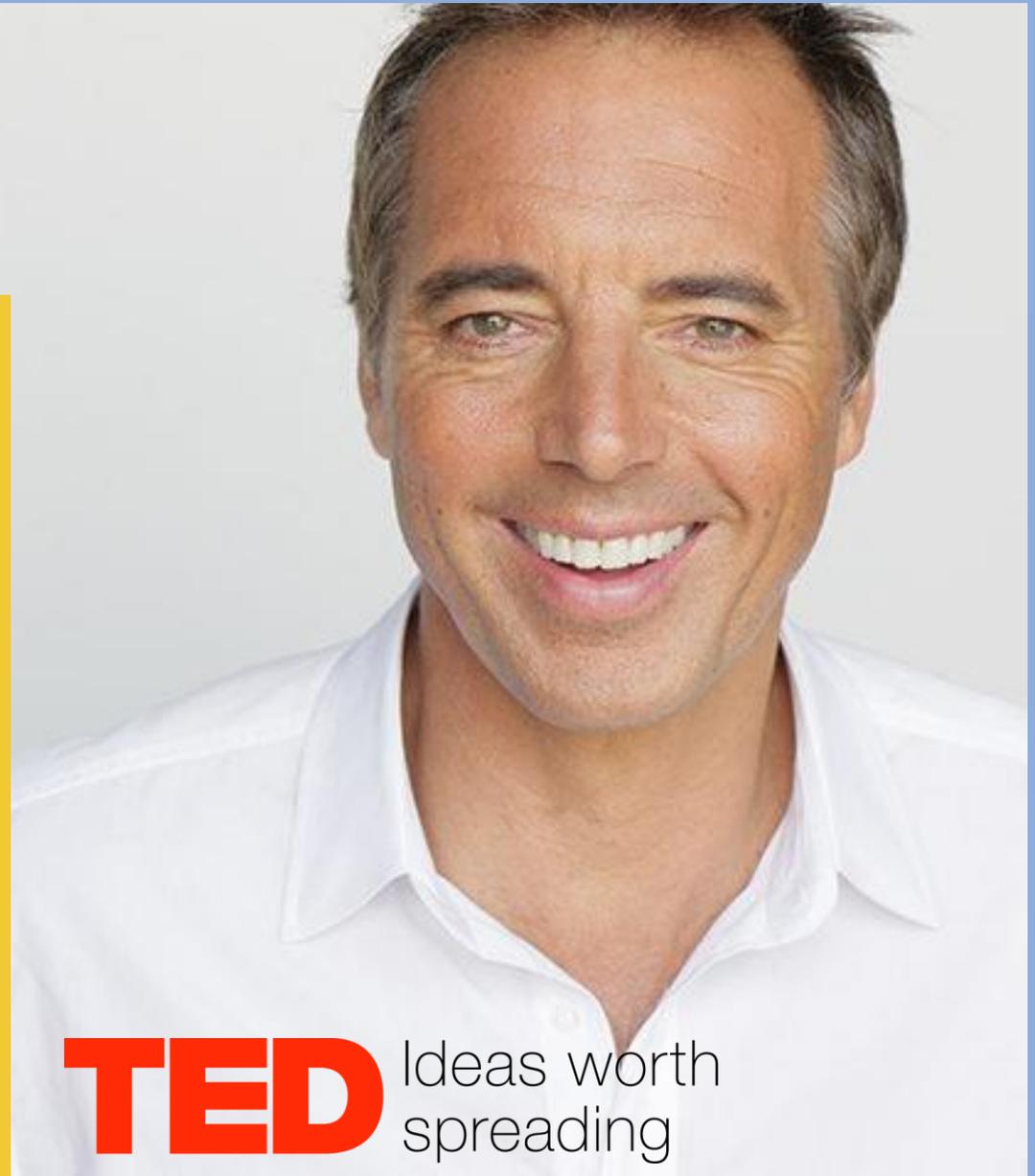
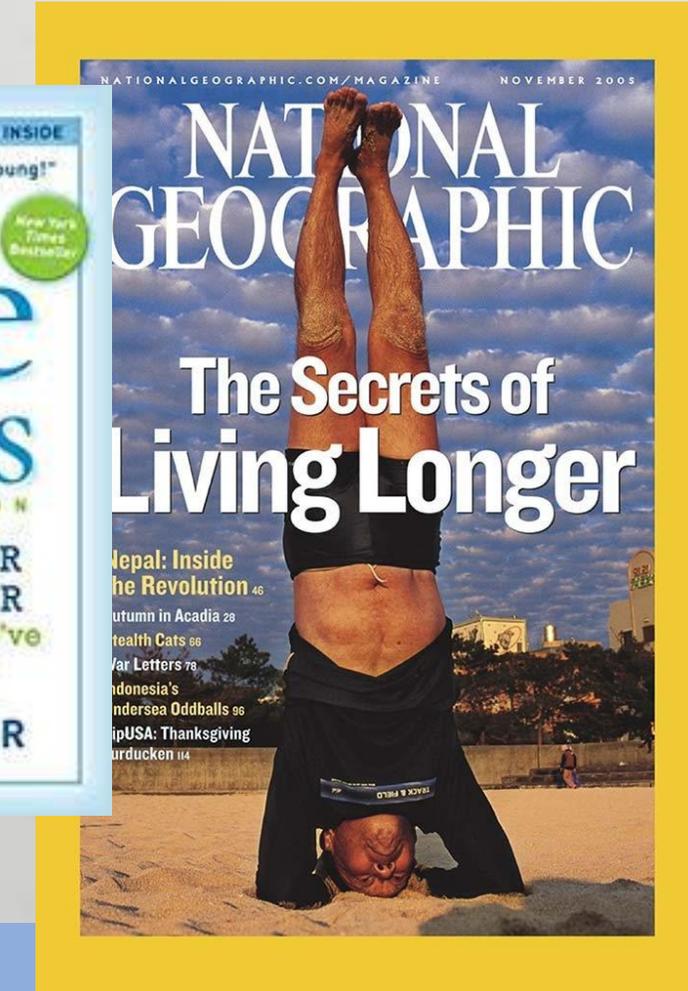
## THE Blue Zones

SECOND EDITION

9 LESSONS FOR  
LIVING LONGER  
from the people who've  
lived the longest

DAN BUETTNER

Author of Thrive



**TED** Ideas worth spreading

# The Project Difference



## **CITIZENS**

Take the personal pledge and make small changes that can have a big impact on your well-being for years to come.



## **WORKSITES**

Improve the physical, emotional, and social well-being where you spend most of your time—work.



## **SCHOOLS**

Teach kids healthier habits they can carry with them for a lifetime.



## **RESTAURANTS**

Experience a better dining environment with healthier menu choices.



## **GROCERY STORES**

Shop where healthy foods are easy to find.



## **COMMUNITY POLICY**

Use city design, policies, and social networks to create an environment to support healthy choices.

# A Partnership That Pays Off

- Measurably increase well-being
- Lower health care costs
- Improve productivity
- Position themselves as an innovator in preventative health
- Attract grants
- Improve the living environment
- Boost economic vitality

# POWER 9<sup>®</sup>

Nine healthy lifestyle habits shared by people who've lived the longest.



# Blue Zones Project Proven

Well-Being Can Be Measured Validly and Reliably

Interventions Can Be Designed to Improve Well-Being

Small Changes in Well-Being Have Big Value Effect

People with Higher Well-Being **Cost Less** and **Perform Better** with **Lower Disease Prevalence**

# Assessment Tools

The Gallup • Sharecare Well-Being Index is the largest data base set on well-being with over 2.5 million surveys fielded to date.

Well-being includes five elements: purpose, social, financial, community & physical



Methodology- <https://wellbeingindex.sharecare.com/>





## The Blue Zones Reach

- 47 communities
- 10 states
- Ft. Worth, TX
- Naples, FL

# NCH Healthcare System

Naples, FL

Dr. Allen Weiss, MD

President & CEO, NCH, retired

- Dr. Weiss is the visionary leader who brought the BZP to Naples
- NCH partnered with BZP to become the first Healthcare System in the nation to receive BZ Worksite Certification
- NCH saw a ~3 pt. increase in employee well-being, 54% decrease in healthcare expenditures, as well as a \$27M cost reduction in 3 years
- Nearly 60% of NCH employees pledged participation
- NCH moved from a “repair shop for disease” to a preventative force driving healthier outcomes in the healthiest metro area in America

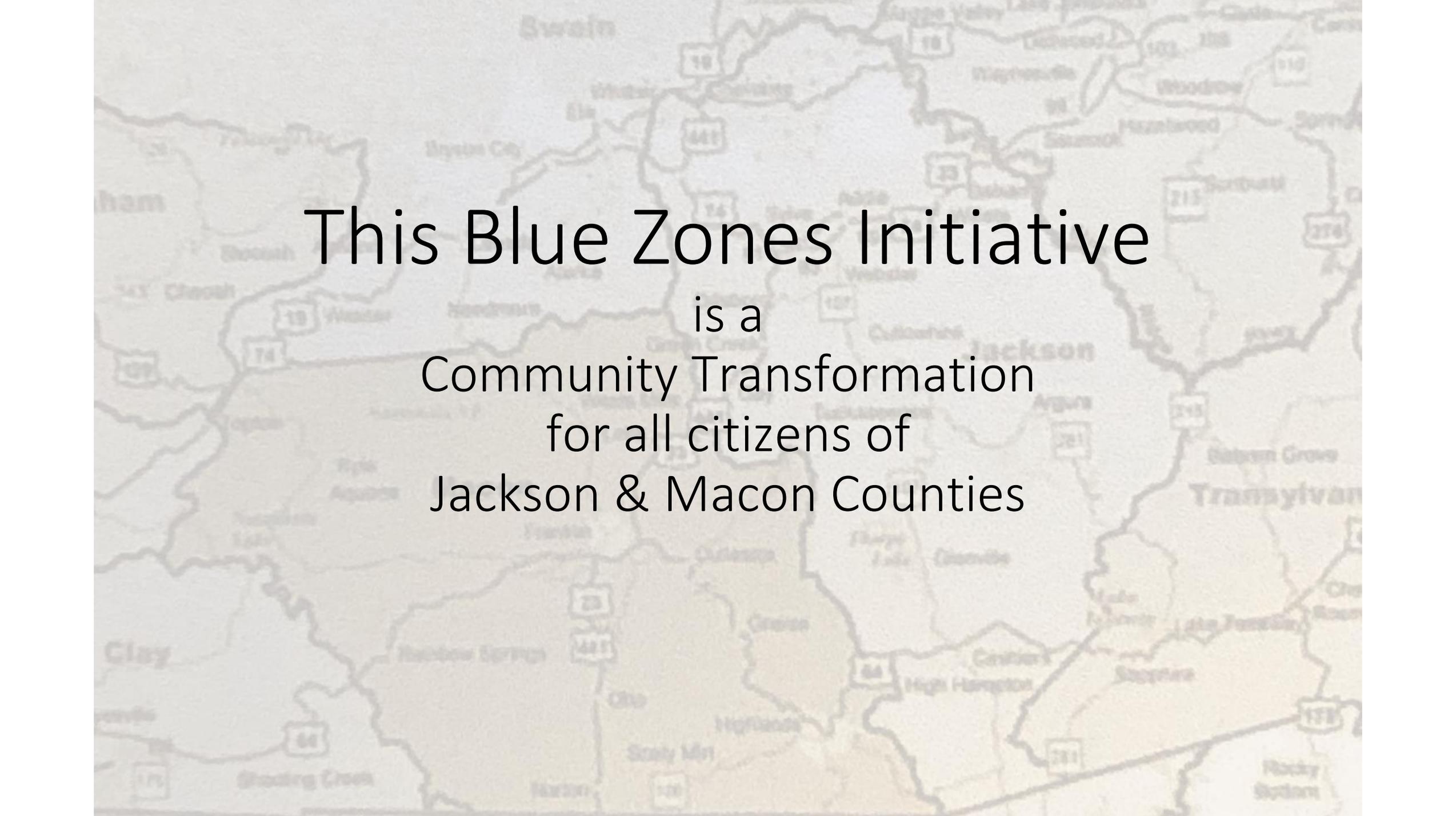




Wynn's Market, Naples, FL

# Other Notable Outcomes

- After the first year of the pilot project in **Albert Lea**, 3,400 participants (24% of the population), gained 3.2 years to their average life expectancy due to changes in their life habits. Participants also self-reported a collective weight loss of 7,280 pounds. The city of Albert Lea independently reported a 40% drop in health care costs for city workers.
- After 3 years, in the **Los Angeles Beach Cities** (Hermosa, Redondo, and Manhattan Beach), the measurement of 80 different facets of well-being (physical and psychological) by Gallup–Healthways showed a 14% drop in obesity (compared to a 3% drop in obesity across California), a 30% drop in smoking, and better self-reported eating habits and increased physical activity.
- As a statewide initiative by **BC/BS of Iowa**, 10 cities that were most ready for change, have shown impressive drops in obesity rates and decreased health care costs. The BC/BS actuaries are calculating a health-care savings over a 10-year period of \$5 billion due to the establishment of Blue Zones.
- In 4 years, **Ft. Worth** has seen a ~4pt. increase in well-being as the nation dropped .5 pts, smoking dropped by 6.1% saving \$268M, school grants of \$3.2M were awarded for Safe Routes and \$9.9M was secured for built environment of various types.



This Blue Zones Initiative  
is a  
Community Transformation  
for all citizens of  
Jackson & Macon Counties

# There is a Need

- 86% of nearly \$3T annual US Healthcare costs are spent on chronic diseases
- Diabetes is on the rise by .7%, costing \$327B in direct cost & reduced productivity
- Obesity rose in 34 states to 28.3% of national population with costs of \$147B
- 5.8M Americans have Alzheimer's, rising to 14M by 2050
- In 2019 Alzheimer's & other dementias will cost \$290M
- We already know that exercise, stress reduction and diet play a huge role in disease reduction. Studies are indicating this is true for Alzheimer's as well

## **The Steering Committee**

Sallie Taylor- Chair, Community Volunteer

Bee Gleeson- Owner of White Oak Realty

Michele Garashi-Ellick- ED of Great Smokies Health Foundation

Kate Martinson- NP, US Navy, Vision Cashiers

Carol Means- RN, Strength Trainer & Yoga Instructor

Robin Tindal- ED of Highlands-Cashiers Health Foundation

Gerri Tulley- ARNP, Community Volunteer

The Blue Zones Presentation  
by Tony Buettner

The Performing Arts Center  
Highlands, NC

Monday, June 10, 2019

5PM- Friends @ 5 Reception

6PM- Presentation  
by invitation only

# Contacted Community Sectors

Mayors & town boards of Franklin, Highlands, Sylva, \*Dillsboro, \*Webster, Vision Cashiers, WCU, \*Jackson County Board of Commissioner & Macon County Board of Commissioners

Senator Jim Davis, Representative Kevin Corbin, Representative Joe Sam Queen, Sara Thompson of Southwestern Commission, & Paul Meyer of NC League of Municipalities

Highlands Cashiers Health Foundation, Great Smokies Health Foundation, & Angel Health Foundation, Highlands Community Fund, \*Cashiers Community Fund, \*Dogwood Health Trust & AHEC

\*Superintendents of Jackson & Macon Counties, Rotary Club of Highlands, \*Mountain Top Rotary, Directors of Chambers of Highlands, Cashiers, Jackson Co., & Franklin

Major employers of the region, including OEI & Drake Software

Other targets of the committee: realtors, restaurants, hospitals, parks & recreation, grocery stores, faith based organizations, food pantries, media & others

# Community Development Process

Successful BZP communities have three key characteristics: Champions who lead, a broad base of stakeholders/support & clear funding sources

**Phase 1-** Community Leadership Presentation, Monday, June 10, 2019. A one-time fee of \$5,000 + travel expenses was funded by anonymous donors. This event will gauge support for the next step through survey results

**Phase 2-** Mutual Agreement to start the Community Development Process that includes a funding strategy with respective community leaders/organizations who will participate in the 2 day Site Visit

**Phase 3-** Site Visit to determine the communities' readiness & the opportunity for impact by meeting with a larger group of leaders & stakeholders. There is a one-time fee of \$50,000

**Phase 4-** Report & Proposal/Readiness Recommendations Delivery

**Phase 5-** Final Decision Meeting for the community to communicate its decision to pursue BZP

**Phase 6-** Contracting for a scope of services & mutual obligations

**Phase 7-** Announcement Event for the initiation of the community BZP