



BLUE ZONES PROJECT
by sharecare

Let's make the healthy choice the easy choice.

What are the benefits of Blue Zones Project?

Blue Zones Project® is a well-being improvement initiative designed to help make healthier choices easier by encouraging changes to communities that lead to healthier options. When individuals and organizations participate, the small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and a higher quality of life.

A community-wide approach.



WORKSITES

We help your workers feel better and more connected to their colleagues, so they're more productive, miss less work, and have lower healthcare costs.



SCHOOLS

By encouraging better eating habits, implementing tobacco-free policies, and increasing physical activity, we create healthy habits for life.



GROCERY STORES

By helping you provide easier access to healthful and tasty foods, you can better educate families on improving nutrition.



RESTAURANTS

We work with you to add healthier foods, so you can improve customer satisfaction and increase traffic.



COMMUNITY POLICY

Sidewalks, community gardens, farmers' markets, and other community infrastructures affect your ability to move naturally, connect socially, and access healthy food.



FAITH-BASED ORGS.

We help inspire, encourage, and promote well-being, increasing connectivity and longevity among members.



INDIVIDUALS

From moving naturally more often to finding individual purpose in our lives, making small changes in daily routines can lead to living happier and healthier lives.

What is Blue Zones Project®?

What began as a New York Times bestseller by National Geographic Fellow Dan Buettner has evolved into a global movement that's inspiring people to live longer more active lives. Blue Zones Project offers a unique opportunity for individuals, organizations, and communities to make permanent changes to the environments where they live, work, and play to make healthy choices easier.

POWER 9® » LIVE A LONGER, HEALTHIER LIFE BY APPLYING THESE PRINCIPLES INSPIRED BY THE PEOPLE WHO HAVE LIVED THE LONGEST.



Purpose: Wake up with purpose each day and add up to seven years to your life.



Downshift: Reverse disease by finding a stress-relieving strategy that works for you.



Belong: Belong to a faith-based community and attend services regularly to add up to 14 years to your life.



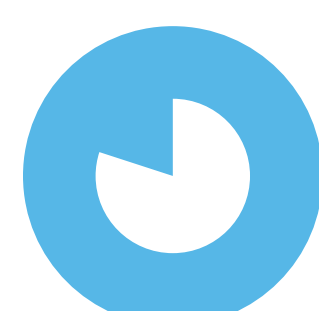
Move Naturally: Find ways to move more! You'll burn calories without thinking about it.



Plant Slant: Put more fruits and vegetables on your plate.



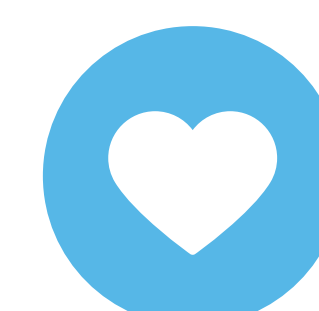
Right Tribe: Surround yourself with people who support positive behaviors – and who support you.



80% Rule: Eat mindfully and stop when 80% full.



Wine@5: If you have a healthy relationship with alcohol, enjoy a glass of wine with good friends each day.



Loved Ones First: Invest time with family – and add up to six years to your life.

Find out more!



bluezonesproject.com



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