



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Boost Healthy Profits. Strengthen Your Community.

Blue Zones Project lines up perfectly with who Central Market is, providing great fresh food and easy selections and choices for families.

— Austin Jourde,
General Manager,
Central Market

A high-performing grocery store needs a strong customer community. The products you feature and the service you offer help draw shoppers and build loyalty. Sustaining your success means staying connected to what matters in your community.

Blue Zones Project® by Sharecare is now at work in your community linking people, places, and policy to make healthy choices easy choices. 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.

Grocery stores, restaurants, worksites, schools, faith-based organizations, civic groups, and city governments are vital parts of Blue Zones Communities. You can join the movement by taking the Blue Zones Project Grocery Store Pledge. Complete the pledge to unlock healthy benefits for your store and your community.

BENEFITS FOR GROCERY STORES

Healthy Sales. Through Blue Zones Project involvement in Albert Lea, Minnesota, and seven Iowa communities, Hy-Vee grew sales of healthy product categories like whole grains, produce, frozen vegetables, and healthy snacks.

- 60% increase in space dedicated to produce at one Hy-Vee in Mason City, Iowa, led to a 75% or \$6,000 increase in weekly produce sales.
- Water sales rose from 39.6 to 48.7% of units sold in checkout-lane coolers in Spirit Lake, Iowa.
- Healthy changes in checkout aisles and beverage coolers resulted in an increase in overall revenue, with healthy snack bar sales increasing 99% and healthy beverage sales growing 151% in Cedar Falls, Iowa.

Customer Growth. Blue Zones Project social media, web, and community promotions connect your store to potential new customers and other involved organizations.

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

Customer and Staff Satisfaction. The Blue Zones Project Grocery Store Pledge fits with evolving consumer preferences for healthier foods. Participation helps you optimize and showcase these offerings. Involvement also sends a positive message to customers and employees: you're doing your part to help your community thrive.

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 evidence-based practices for shaping a grocery store environment that supports customers in making healthy choices, and many can be implemented at low or no cost.

Flexible approach. You decide which practices best suit your store, from promoting healthy food specials to adjusting beverage sizes at checkout lanes. You can suggest and include your own pledge actions as part of completing the Blue Zones Project Grocery Store Pledge.

Hands-on support. Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, signage, and other collateral to help you and your staff take chosen actions. 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. Our team of experts will help you set relevant measures, track return on your store's healthy changes, and measure impact across the community. 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 store, connecting you, your staff, and your customers to a thriving community where healthy and easy become one and the same.

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

MAKE THE HEALTHY CHOICE THE EASY CHOICE. AT YOUR STORE. IN YOUR COMMUNITY.

Generate more revenue from healthy sources. Show customers and staff that your store cares about community well-being. Contact your Blue Zones Project team to get started with the Blue Zones Project Grocery Store Pledge.



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Attract Healthy Attention. Strengthen Your Community.

Blue Zones helped us create a menu that made our healthy options easier for our customers. By partnering with Blue Zones Project, it's taken us to a new level.

— Jay Coates,
Owner,
Pegaso Mexican Diner

Restaurants build reputations through daily effort, attracting and satisfying guests. When things go well, your customer community grows. Staying top of mind means anticipating preferences and connecting to what matters in your community.

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Restaurants are a vital part of Blue Zones Communities. So are grocery stores, worksites, schools, faith-based organizations, civic groups, and city governments. You can unlock healthy benefits for your business and community by taking the Blue Zones Project Restaurant Pledge.

BENEFITS FOR RESTAURANTS

Local Visibility. Blue Zones Project social media, web, and onsite promotions connect your restaurant to new customers and to potential catering and event opportunities with other active organizations.

- Participating Iowa communities averaged 70% public awareness, with several communities reaching nearly 90%.
- In Fort Worth, Texas, the owner of Pegaso Mexican Diner attributes 20% of his business to Blue Zones Project. The managing partner of VIVO 53® reports marketing success with participation and plans to add Blue Zones Project menu items in more locations.

Positive Attention. Blue Zones Project has a record of generating positive media coverage, with broad benefits for business and economic health in your community.

- In the Beach Cities, California, nearly 1,000 news stories featured Blue Zones Project-related initiatives.
- Coverage in Iowa exceeded 1,500 stories.

Customer Satisfaction. The National Restaurant Association's 2016 Culinary Forecast lists healthful kids' meals, locally grown produce, environmental sustainability, food-waste reduction, and natural ingredients among its top 20 food trends, in sync with consumer preferences. The Blue Zones Project Restaurant Pledge fits with these growing preferences and helps restaurants satisfy them in simple ways that leave room for your creativity.

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.

Simple actions. Blue Zones Project has identified proven practices for shaping a restaurant environment that make healthy choices easier for customers. It's not about taking away what's popular on your menu. It's about providing and showcasing inspired options. You'll find many no- and low-cost ideas, from talking up healthy sides to adding an all-fruit dessert.

Flexible approach. You decide which actions best suit your restaurant based on your brand, what you're already doing, and what you aspire to do. You can include your own best practices as part of completing the Blue Zones Project Restaurant Pledge.

Hands-on support. Local Blue Zones Project team members—working onsite in your community—provide resources, expertise, signage, and other collateral to help you and your staff take chosen actions. 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. Our team of experts will help you set relevant measures, track return on your restaurant's healthy changes, and measure impact across the community. 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, dine, learn, and play. Healthy behaviors spread within and outside your restaurant, connecting you, your staff, and your customers to a thriving community. In these environments, healthy and easy become one and the same.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. AT YOUR RESTAURANT. IN YOUR COMMUNITY.

Be recognized as an active player in your community's health and well-being. Build your business in a way that shows you care. Contact your Blue Zones Project team to get started with the Blue Zones Project Restaurant Pledge.



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® by Sharecare 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 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 communities 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 Fort Worth, Texas, 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.



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Lift Your Students. Strengthen Your School and Community.

*It's important for us
that students eat well
and get exercise. I'm a
firm believer in sound
body, sound mind.*

— Dr. Kent Scribner,
Superintendent of Schools,
Fort Worth Independent
School District

Imagine a great day of learning in your school. Students and teachers are engaged, active, and excited about what they're doing. They refuel in healthy ways to keep their energy high. Imagine this great day happening every day. There's a movement to make it easier in your community.

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Schools are a vital part of Blue Zones Communities. So are worksites, grocery stores, restaurants, faith-based organizations, civic groups, and city governments. Your school can unlock powerful benefits for your students, teachers, and community by taking the Blue Zones Project School Pledge.

BENEFITS FOR SCHOOLS

Student Performance and Well-Being. Simple changes in the school environment can boost student health, attendance, focus, and performance. Activity breaks can improve on-task behavior in the classroom. Beverage policies can cut the consumption of excess calories that lead to children being overweight. Movement opportunities in and out of PE class can increase fitness.

- Students walked 45,000 miles in one year through a Blue Zones Project-inspired Walking School Bus program in the Beach Cities, California.
- Participating Iowa communities achieved a 10% increase in students walking or biking to school from 2011 to 2013.

Economic and Community Vitality.

- Blue Zones Project-related initiatives in Cedar Falls, Iowa, helped earn a Physical Education Program (PEP) grant valued at \$1.3 million.
- In the Beach Cities, California, childhood obesity declined by 50%.

School–Community Connection. School involvement sends a positive message and connects staff, parents, and students around a shared goal. Blue Zones Project social media, web, and community promotions fuel enthusiasm for healthy action.

- Participating Iowa communities averaged 70% public awareness, with several communities reaching nearly 90%.

Proactive Position. The Blue Zones Project School Pledge reflects the growing recognition that helping kids develop healthy habits affects lifelong well-being and healthcare costs. Participation puts you on the healthy side of government mandates and public opinion.

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 policies and programs. Blue Zones Project has identified evidence-based policies and programs for shaping elementary school, middle school, and high school environments to support physical, social, and emotional health. Models and examples that delivered results for other schools provide a springboard for action in yours.

Flexible approach. You decide which policies and programs best suit your school. From offering healthy fundraisers to adding new curriculum, you'll discover new ways to support the health and well-being of your school, many of which can be implemented at low or no cost. 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 onsite in your community—provide resources, expertise, and promotional material to help you, your staff, and parent volunteer groups take chosen actions. You can connect with other participating organizations and community leaders through local events.

Clear metrics. Blue Zones Project is committed to measuring action and results. Our team of experts will help you set relevant measures, track your school's healthy changes, and measure impact across the community. 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 school. In these environments, healthy and easy become one and the same.

Positive recognition. Blue Zones Project has a strong record of generating positive media coverage, with broad benefits for the reputation of schools and communities.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. IN YOUR SCHOOL AND COMMUNITY.

Schools are in a powerful position to influence health and well-being for generations. Taking action is easier than ever in an environment of community-wide change, with local resources available for support. Contact your Blue Zones Project team to get started with the Blue Zones Project School Pledge.



THE HEALTHY CHOICE CAN BE THE EASY CHOICE.

Create Supportive Environments. Strengthen Your Community

Adopting a Living Streets Policy not only benefits current projects, it is our city council's legacy to this community for generations.

—George Schmeltzer,
Hermosa Beach resident
and Blue Zones Project
Livability Committee
Co-Chair

Blue Zones Project® by Sharecare is now at work in your community linking people, places, and policy to make healthy choices easy choices. You may have heard about the original blue zones—places where people live longer, with a higher quality of life and lower incidences of disease. Blue Zones Project leverages findings about these places and other well-being research to create new Blue Zones Communities® across North America.

AN IMPORTANT ROLE FOR POLICY

City and regional governments, grocery stores, restaurants, worksites, schools, faith-based organizations, and civic groups all participate in Blue Zones Communities. Policymakers can join the movement by supporting the development and approval of targeted policies to improve the built environment, food environment, and tobacco environment in ways that make healthy choices easier.

For example, by establishing a Complete Streets policy, communities can formalize a commitment to designing streets for all users, so the built environment supports walking, biking, and public transit as well as automobile traffic. Food policies can make fresh fruits and vegetables more accessible at farmers markets and in community gardens. Tobacco policies can increase the number of smoke-free environments while making tobacco and other smoking devices less accessible.

BENEFITS FOR COMMUNITIES

Through Blue Zones Project policy workshops, informed team members walk key stakeholders and community participants through a menu of best practices and help them collectively identify priorities. Blue Zones Project also helps drive awareness and support. Blue Zones Communities have seen the following benefits from pursuing Blue Zones Project policy work.

Investment in active transportation of this level can increase land values exponentially. It will differentiate Cedar Falls, Muscatine, and Waterloo, Iowa, from cities that are focusing resources on increasing vehicle capacity alone.

—Dan Burden, Executive Director of the Walkable and Livable Communities Institute

IMPROVED ABILITY TO WIN GRANTS AND LEVERAGE STATE AND FEDERAL FUNDING

- Since 2010, the California cities of Hermosa Beach, Manhattan Beach, and Redondo Beach—known as the Beach Cities—partnered with Blue Zones Project to collectively win over \$8.1 million in transportation funding for projects that improve walkability, bikeability, and livability.
- Marion, Iowa, won a \$750,000 arts grant to remake a section of alley into a dynamic public space. This innovative alleyway redesign was a first for Marion, for Iowa, and for the nation.
- Algona, Iowa, received \$91,440 in federal funding to extend its current bicycle and pedestrian pathway.
- Three \$20,000 grants from Trees Forever helped landscape the 5.5-mile Loop Trail in Fairfield, Iowa.
- Spirit Lake, Iowa, received a \$209,000 Safe Routes to School grant facilitated by Dickinson County Trails and used for a trails project improving access to the school campus.

HIGHER WELL-BEING FOR COMMUNITY MEMBERS

- In the Beach Cities, California, smoking rates have declined by 17 percent since 2010 to a rate of less than 9 percent—half the national smoking rate and 5 percent lower than the state rate. The Beach Cities’ policy efforts to create more smoke-free environments through outdoor smoking bans, multi-unit housing smoking bans, and tobacco-retailer licensing programs have undoubtedly contributed to the drop.
- The percentage of Beach Cities’ residents who are above normal weight declined 9 percent since 2010, from 60 percent to 51 percent, while the national rate has increased since 2010 and reached 64 percent in 2015. Built environment projects have made walking and bicycling safer and more convenient in the Beach Cities, boosting physical activity levels and contributing to the decline in overweight.
- Thanks in part to strategic city design and Complete Streets policies, Cedar Falls, Iowa has seen a 16.7 percent increase in exercise levels among residents.
- The number of Marion, Iowa, residents who report eating healthy has increased by nearly 13 percent, highlighting the impact of a new urban agriculture ordinance, community gardens, and an edible orchard.
- In Oskaloosa, Iowa, exercise levels are up 12 percent since 2012. A new Walk, Ride, Run plan and trail expansion supports that rise.
- Muscatine, Iowa, saw an 8 percent improvement in exercise levels, while stress levels dropped 5 percent. Investments in new streets, sidewalks, and community beautification are making it easier and more appealing for residents to move naturally.

NATIONAL AND STATEWIDE RECOGNITION

- In 2012, Hermosa Beach, California, was recognized by the National Complete Streets Coalition for adopting the second strongest Complete Streets policy in the country out of almost 500 policies across 48 states. In 2014, the coalition recognized the cities of Muscatine and Waterloo, Iowa, as having Complete Streets policies that ranked among the top 15 in the nation.
- The Southern California Association of Governments awarded Redondo Beach’s marquee built environment project—the Herondo Street/Harbor Drive Gateway Improvement Project—the 2016 Sustainability Award for Achievement in Active Transportation. The awarded project made a heavily trafficked street safer and more bike-friendly by adding protected bike lanes, a welcome park, reverse-angle parking, a road diet, and improved pedestrian crossings.
- Manhattan Beach, California, received an A grade from the American Lung Association for adopting strong tobacco policies.