



BLUE ZONES PROJECT  
by sharecare

## METRICS THAT MATTER

2014 - 2019/20<sup>1</sup>

### TOP 30%

Fort Worth vaulted from the bottom 5% of metro areas on well-being to the top

### +3.6 POINTS

Fort Worth's Well-Being Index score jumped amid a 0.5-point decline in the U.S. overall

### +16%

more residents are exercising 30+ minutes/day, 3+ days/week

### +14%

more people are "thriving" in their life evaluation

### -23%

fewer people are smoking, and obesity rates held steady amid an upward U.S. trend



# A HEALTHIER CITY FOR ALL

## HOW FORT WORTH MADE IT HAPPEN

One of the largest and most diverse cities in the United States earned a valuable distinction in 2018. Fort Worth, Texas became a Certified Blue Zones Community<sup>®</sup>, an achievement measured by comprehensive action to improve and support well-being. This community-led initiative launched in 2014 with the help of Blue Zones Project<sup>®</sup>. Local leaders, residents, and organizations across all sectors came together and transformed Fort Worth for a healthier future.

How did Fort Worth raise well-

being across the community, touching every neighborhood? Why will the city continue to benefit for years to come? Blue Zones Project works with communities and organizations to make healthy choices easier through permanent and semi-permanent changes to surroundings, policies, and social networks. Changes are tangible and durable, from bike lanes and playgrounds, to more healthy food options, to walking school buses that connect people in positive, daily ways.

**Well-being improvement reduces healthcare costs, raises productivity, and contributes to a vital community.** "Thriving" employees miss work less often. They average lower annual costs related to managing disease—\$1,800 less, per person—than people evaluating themselves as "struggling" or "suffering."<sup>2</sup> Research has estimated the cost of smoking to private employers at more than \$5,800 per smoker, per year.<sup>3</sup>

<sup>1</sup> As measured by the Community Well-Being Index, the largest data set of well-being, managed in partnership with Boston University School of Public Health. Formerly the Gallup-Sharecare Well-Being Index.

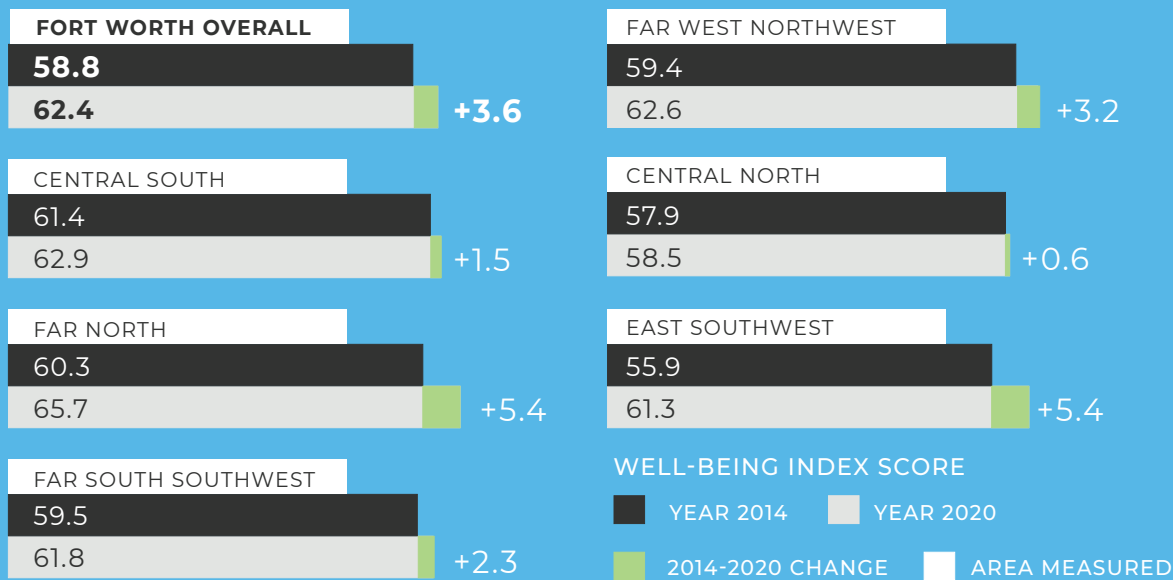
<sup>2</sup> The Business Case for Wellbeing. (2010, June 9) Retrieved from <https://www.gallup.com/businessjournal/139373/business-case-wellbeing.aspx>

<sup>3</sup> Berman M, Crane R, Seiber E, et al. Tob Control 2014;23:428–433.



# POSITIVE CHANGE FOR EVERY AREA

From launch to certification and beyond, measures of overall well-being rose in each of six areas that comprise Fort Worth. The city achieved some of the greatest improvements in areas with the greatest need.



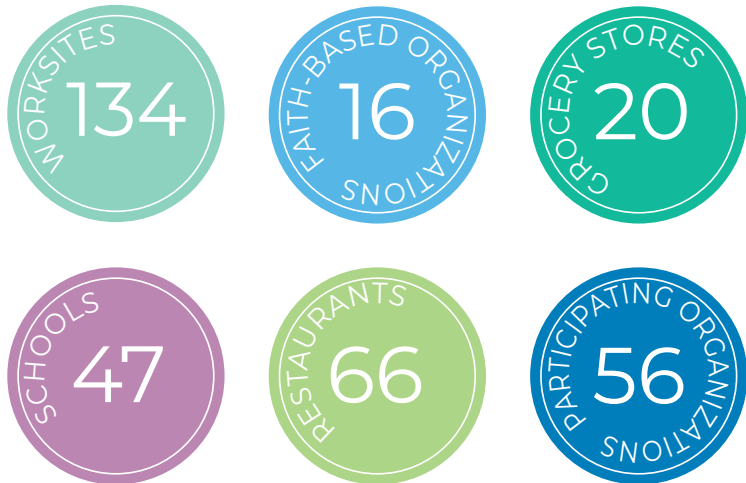
Fort Worth's East Southeast area is home to some 18,000 people, 58 percent identifying as Hispanic and 38 percent as African American. Income levels fall in the low to moderate range for 78 percent of residents, and historically high unemployment rates are more than double the city average. Blue Zones Project Fort Worth not only helped raise overall well-being here, it brought neighbors together to create visible change and boost community pride.

In the Stop Six neighborhood, identified as a food desert, Dunbar High School students created a mural to promote healthy eating beside a corner store that enriched its offerings. Customers can now easily find and choose fresh fruits, vegetables, and other healthy items at Ramey Market. Blue Zones Project also contributed to the revitalization of a nearby community park.

Blue Zones Project Fort Worth set targets for engaging people, worksites, schools, restaurants, grocery stores, and others in the transformation. Organizations became Blue Zones Project Approved by completing a series of proven best practices—specific actions that collectively continue to make healthy choices easier.

The efforts of each participant added to community-wide success. Partnerships with organizations such as Goodwill S.T.A.R.S., True Worth Place, and the African American Health Expo brought programs and resources to more audiences. From launch to certification, across Fort Worth:

283  
ORGANIZATIONS  
BECAME  
BLUE ZONES PROJECT  
APPROVED



88,691  
RESIDENTS  
PARTICIPATED IN  
BLUE ZONES PROJECT  
PROGRAMS



Blue Zones Project also spurred cooking demonstrations, purpose workshops, volunteer opportunities, infrastructure improvements, community gardens, and supportive groups called moais that continue to walk, eat, and meet to raise participant well-being.



More than one hundred residents supported Blue Zones Project planning and implementation by serving on committees.



**“Blue Zones Project Fort Worth is a testament to the power and effectiveness of collective impact. We have seen tremendous improvement in the health and well-being of our community and its residents over the past five years.”**

Barclay Berdan, CEO of Texas Health Resources,  
Chair of the Blue Zones Project Fort Worth Steering Committee



## **Fort Worth began with a few inspired leaders and grew involvement from there.**

Blue Zones Project builds on extensive well-being research and insight into the original blue zones, places around the world where people reach age 100 most often, with lower rates of chronic disease. Our work with communities and organizations helps more people live longer and better. Since the first pilot in 2009, more than **55 communities across North America** have joined the Blue Zones Project movement.

Start the transformation in your community.

[bluezonesproject.com](http://bluezonesproject.com)

330

ORGANIZATIONS  
TOOK PART IN  
FORT WORTH'S  
COMMUNITY  
TRANSFORMATION

15%

OF THE  
POPULATION  
AGE 15 AND UP  
JOINED IN

LEAD INNOVATION  
IGNITE A MOVEMENT  
TRANSFORM WELL-BEING



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