



OREGON

Four communities across the state invest in well-being for a more livable, vibrant, and healthy future.





CONGRATS, OREGON,
FOR PUTTING WELL-BEING
ON THE MAP!

**We deserve a round of applause.
And maybe even a standing ovation.
Because we made it happen.**

In Oregon, we are seizing every opportunity to move well-being in the right direction. After launching Blue Zones Project® by Sharecare in four rural communities, we've seen smoking and obesity rates decline, while healthy eating, physical activity, and community pride are on the rise. City leaders, business owners, teachers, and volunteers are coming together to transform our environments to places where optimal health ensues and a culture of well-being flourishes.

Oregon has always been a great place to live, work, and visit. And it's only getting better.

We did this together. By putting our personal and collective well-being first, we're making healthy choices easier, creating more economic opportunities, and ensuring a better quality of life for everyone. Here's to making Oregon one of the healthiest states in the nation, where residents are living better, together.

THE BLUE ZONES PROJECT JOURNEY TO TRANSFORM WELL-BEING

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PUTTING WELL-BEING ON THE MAP IN OREGON

A GREAT STATE

What does it take to become a healthier state? What does that mean for those who live and work there? These were the questions on the minds of community leaders across the state of Oregon. An answer came with Blue Zones Project® by Sharecare, a community-wide initiative that united civic leaders, businesses, restaurants, schools, grocers, families, and others in an effort to enhance the community landscape and improve the overall well-being of Oregonians. With this vision as a foundation, the Blue Zones Project partnership is bringing value to communities across the state — with things like improved health, a strong economy, and happier, healthier, and highly productive residents who spend more time living well.

An Innovative Sponsor

Cambia Health Foundation chose to invest in the lives of Oregonians by bringing Blue Zones Project to the state for what would be the cornerstone of Oregon's Healthiest State Initiative.

The goals?

- Health transformation locally, by local leaders
- Improved quality of life through a whole-person approach, measuring success with the Well-Being Index
- Increased self-sufficiency and resilience in the face of health and economic challenges

Between 2015 and 2019, Cambia Health Foundation invested \$14.6 million in the Oregon Healthiest State initiative to support the health and well-being goals of four remarkable rural communities: Klamath Falls, The Dalles, Grants Pass, and the Umpqua Valley.

Cambia Health Foundation knew that doing so would introduce an innovative approach that moves beyond diet and exercise regimens and applies the principles of behavioral science to make healthier choices easier choices. The projected outcomes? Improved health and well-being for Oregonians.

A Transformative Solution

Blue Zones Project helps transform U.S. communities like ours into Blue Zones Communities® — areas inspired by the world's longest-lived cultures where people can live longer with a higher quality of life. The secrets to well-being and longevity are found in the Power 9® — nine common principles from the blue zones longevity hotspots of the world.

Blue Zones Communities are places where residents, employers, and others collaborate to create environments where healthy choices are easier for everyone.

The results?

Vibrant communities where residents are happier, healthier, and more engaged with each other. Oregon was among the first to embark on this journey to well-being. Four communities and five years later, the results are undeniable.

The return on investment for the project is and will continue to manifest and can be measured in a myriad of ways, as the value captured is unique to each citizen, family and organization.

Nearly \$8 million in grant funding has already been secured, and the projected ten-year medical and productivity savings value is in excess of \$239 Million.



IN COMMUNITIES WITH HIGHER WELL-BEING, WE HAVE FOUND THAT PEOPLE LIVE LONGER, HAPPIER LIVES AND BUSINESS AND LOCAL ECONOMIES FLOURISH. A RELIABLE WELL-BEING METRIC PROVIDES COMMUNITY AND BUSINESS LEADERS WITH THE DATA AND INSIGHTS THEY NEED TO HELP MAKE SUSTAINED TRANSFORMATION A REALITY. AFTER ALL, IF YOU CAN'T MEASURE IT, YOU CAN'T MANAGE IT.

Dan Buettner
New York Times best-selling
author National Geographic Fellow
Blue Zones founder

Measuring the Impact

Change requires action. It isn't enough to do something one time; lasting change, which is a central tenet of Blue Zones Project, must be created from permanent and semi-permanent changes and alterations to the environment, policies, programs, and social networks. These actions allow healthy choices to become easy choices today and for many years to come.

When Blue Zones Project launched in Oregon in 2015, the state ranked 31st in the nation according to the Gallup-Sharecare Well-Being Index state rankings. 2019 Community Well-Being Index rankings released by Sharecare place Oregon in the top quintile for overall well-being nationally. Successful Blue Zones Projects in four Oregon communities contributed to this improvement.



SHARECARE COMMUNITY WELL-BEING INDEX

The world's most definitive measurement of well-being

Based on over 3M surveys and over 600 elements of social determinants of health data, Sharecare's Community Well-Being Index serves as the definitive measure of community well-being across and within populations. Measuring well-being gives policy, community, and business leaders the data to benchmark populations, understand gaps and opportunities, and then prioritize interventions to measurably improve well-being. Improving well-being has been shown to lower health care costs and increase worker productivity, in turn, enhancing organizational and community competitiveness.



4 Communities Commit to Well-Being

In 2015, Klamath Falls became the first Blue Zones Project community in Oregon. Following the initial success in Klamath Falls, communities across the state submitted statements of interest to be selected for the second wave of Blue Zones Project in Oregon—three were chosen. Communities received support from national experts and thousands of community members.

Across the state, Blue Zones Project has seen:

19,882

Lives impacted by environmental changes designed to help people move naturally, eat wisely, develop the right outlook, and connect with others.

12,897

Actions taken by individuals to improve well-being for themselves, their families, and friends.

143

Worksites, schools, grocery stores, and restaurants achieve Blue Zones Project designation.

31

Walking School Bus routes created to encourage students to move naturally.

40

New policies adopted to improve food access, reduce tobacco use, and enhance built environments for active living.



WHAT DOES IT TAKE TO BE A BLUE ZONES COMMUNITY?

Blue Zones Project communities complete milestones and show measurable well-being improvement in key areas —individual engagement, worksites, schools, grocery stores, restaurants, and community policy — to achieve Blue Zones Community Certification.

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NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, IT IS THE ONLY THING THAT EVER HAS.

Margaret Mead



”

THE VISION OF HEALTHIER, LONGER LIVES THROUGH ENVIRONMENTAL CHANGE IS BEGINNING TO COME TO LIFE ACROSS THE STATE OF OREGON. KLAMATH FALLS, GRANTS PASS, UMPQUA, AND THE DALLES HAVE MADE A WISE INVESTMENT IN THEIR FUTURE. I APPLAUD THEIR EFFORTS AND LOOK FORWARD TO FOLLOWING THE CONTINUED POSITIVE PROGRESS.

Dan Buettner
New York Times best-selling author
National Geographic Fellow
Blue Zones founder



PUTTING WELL-BEING ON THE MAP IN KLAMATH FALLS

As a pioneer in innovation, Klamath Falls became the first community in Oregon to embark on its journey to transform well-being with Blue Zones Project.

Our neighbors, teachers, and community leaders have made tremendous strides in optimizing the places where we all live, work, learn, and play.



OUR WORK IN
KLAMATH COUNTY
HAS JUST BEGUN,
AND OUR PROGRESS
POINTS TO A REAL
AND POSITIVE
IMPACT. WE ARE
LOOKING FORWARD
TO MORE FULLY
REALIZING OUR GOAL
OF BETTER HEALTH
AND WELL-BEING FOR
EVERY RESIDENT.

Kelley Minty Morris
Klamath County Commissioner

New Active Living Options and Increased Food Access Improve Klamath Falls' Well-Being

Klamath Falls has come together as a city focused on well-being by using policy as a catalyst to transform our environment with a focus on healthy foods and active living.

Since launching Blue Zones Project efforts, exercise habits have increased and obesity is trending down. **Produce consumption among residents engaged with the project is up, with those engaged consuming 36 percent more produce than those not engaged with the project**, according to the Well-Being Index. In five years, **we've accrued an estimated \$21 million in medical and productivity value and secured \$1.3 million in grant funding. Our projected 10-year savings is more than \$78 million.**

Klamath Falls committed to planning built environments that encourage healthy movement. An urban trails master plan was adopted for increased connectivity, unified signage, and project prioritization. After nearly five years of collaboration, a separated bike lane on Oregon

Avenue opened, providing an opportunity for all citizens to connect to downtown. Safe Routes to School were created for ten urban and suburban elementary and middle school, and a Joint Use of Facilities agreement was adopted by both local school districts to promote school grounds as after-hours parks.

Strolling through our parks, you'll notice the grounds are free of tobacco litter and the air is free of smoke due to a tobacco-free City parks and trails ordinance. Since launching Blue Zones Project, tobacco use is trending down in our community. Between 2015 and 2018, Klamath Falls saw a **24 percent decline in smoking**.

Our hometown farmers market continues to grow as our community embraces a fresh, local food movement. Klamath Falls supports local food access through Klamath Farmers Online Marketplace (KFOM), a program launched by Blue Zones Project in 2017 to provide local food in a year-round virtual farmers market accepting cash, credit card, and SNAP benefit payment. **Additionally, Produce Connection sites provided over a million pounds of free produce to residents in 2020.**

In Klamath Falls, the culture of well-being surrounds you. It's another benefit of being a Blue Zones Project community.



A person wearing a blue and yellow patterned sleeveless shirt, black shorts, and a black helmet is riding a bicycle away from the camera on a paved path. The path is made of light-colored bricks. In the background, there are green trees and a bridge with a white railing. The scene is outdoors and appears to be a park or a recreational area.

PUTTING WELL-BEING ON THE MAP IN THE UMPQUA VALLEY

Community leaders and residents across the Umpqua Valley are focused on community revitalization and cultivating thriving environments in which to live, work, learn, and play.

Our efforts resulted in quality-of-life evaluations that have improved by 24 percent.

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MY CONFIDENCE IN THE EFFICACY OF BLUE ZONES PROJECT REMAINS HIGH, AND I AM EXCITED TO SEE THE PROGRAM CONTINUE TO TRANSFORM LIVES IN OUR REGION AS WE MOVE FORWARD.

Lance Colley
Former City Manager
Roseburg, Oregon

Better Food, Improved Walkability Inspires Healthy Living in the Umpqua Valley

The Umpqua region has set a standard for well-being, and residents are reaping the benefits. The number of residents who consider themselves to be “thriving” is up more than 17 percent, from 48.1 percent in 2017 to 56.4 percent in 2019.

Umpqua is planning for the future with a focus on active living, healthy food, and the safety and well-being of our children and families. Our community benefits from new policies that promote housing diversity, increase food access, reduce smoking, and create Safe Routes to School (SRTS), **supported by more than \$6 million in grant funding.**

Collaborative, community-based food policies can encourage a healthier local food system, improving access and making produce more visible via schools, corner markets, farmers markets, neighborhood gardens, mobile business, pantries, and produce prescriptions. Through programs like Smarter Lunchroom Scorecard, Veggie Rx, and The Outpost Mobile Food Center

bringing produce and other staples to four food deserts across the county, healthy foods are available to more residents. **Residents engaged with the project are 38 percent more likely to get their recommended produce consumption.**

Comprehensive active transportation and SRTS plans ensure pedestrians and cyclists have safe routes to get where they need to go. An innovative shade policy, which encourages the Parks Commission to proactively consider natural and artificial provisions for shade, was adopted to mitigate the high rates of melanoma in Douglas County. A new temporary parklet policy allows residents to gather outside while enjoying the community. Blue Zones checkout lanes in grocery stores offer healthy options like fruits, nuts, and water.

These comprehensive measures have had a positive ripple effect across the Umpqua Valley. Our region outperformed state of Oregon trends from 2017 to 2019, with **22 percent fewer residents with poor nutrition, 8 percent less sedentary behavior, and a 24 percent fewer residents with poor life evaluation.** The **Umpqua region accrued an estimated \$1,528,500 in medical and productivity value in just two years. Our projected 10-year savings totals more than \$65 million.**

In Umpqua, healthy choices come naturally as part of Blue Zones Project.





PUTTING WELL-BEING ON THE MAP IN THE DALLES

In The Dalles, we're prioritizing the health of our neighbors, investing in policies and programs to improve health equity for those who need it most.

We live, work, learn, and play in a community to be proud of, and our well-being transformation is only just beginning.

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BLUE ZONES PROJECT CREATED A SPACE FOR LOCAL LEADERS FROM COMMUNITY ORGANIZATIONS TO MEET REGULARLY AND THINK ABOUT THE HEALTH OF THE COMMUNITY IN NEW WAYS. SO OFTEN WE FOCUS ON PHYSICAL HEALTH, BUT THIS PROJECT GAVE US THE OPPORTUNITY TO CONSIDER AND WORK TOWARD IMPROVING THE SOCIAL, EMOTIONAL, PSYCHOLOGICAL, AND SPIRITUAL HEALTH OF OUR COMMUNITY. TO ME, THAT IS REALLY REVOLUTIONARY.

Lauren M. Kraemer
MPH, Assistant Professor of
Practice
Oregon State University Hood River
& Wasco County Extension

The Dalles Residents Thrive on Healthy Living

The Dalles is a small-town community designed for a high quality of life. Together, we are making changes we can be proud of, and they're reflected in the 20 percent increase in community pride our residents have reported since 2017.

Health equity is important to The Dalles, and we've invested in policies that make it easier for all residents to move naturally and eat wisely. The Dalles Farmers Market now accepts food-assistance payments and healthy cooking demonstrations are offered through the OSU Extension Food Hero program. Sustainable funding for access to physical activity for low-income families is available through partnerships between the Northern Wasco County Parks and Recreation District and PacificSource insurance.

Students at four local elementary schools enjoy walking to and from school with volunteers as part of our Walk to School Wednesday program, now under the direction of the North Central



Public Health District. A traffic-calming project at Dry Hollow Elementary, is making pick-up and drop-off safer for students and parents.

Residents can breathe easier because of tobacco policies that limit smoking in local parks and increased the minimum distance for smoking from entryways by 15 feet. A year-over-year measure showed a **27 percent decline in smoking from 2017 to 2019.**

We're outperforming the rest of the state when it comes to nutrition, exercise, healthy weight and life evaluation, resulting in **an estimated \$1,340,000 in medical and productivity value in two years. Our projected 10-year savings totals more than \$36 million.**

In The Dalles, the journey to becoming a Blue Zones Community has laid an infrastructure that promotes high levels of well-being for all citizens.

A photograph of a man and two children walking across a log bridge in a forest. The man is on the left, wearing a red tank top and dark pants. The two children are in the middle and on the right, wearing green and blue shirts. The bridge is made of a single log and spans a small stream. The background is a dense forest with tall trees and green foliage. The text "PUTTING WELL-BEING ON THE MAP IN GRANTS PASS" is overlaid on the right side of the image in white, bold, sans-serif font.

PUTTING WELL-BEING ON THE MAP IN GRANTS PASS

It's not just the climate in Grants Pass. Individuals and organizations across the community have joined together to create a Grants Pass that is happier and healthier for all.

More than 2,600 individuals and 30 organizations participated in health and well-being programs offered through Blue Zones Project.

”

I AM PROUD TO BE PART OF A PROJECT THAT WILL CONTINUE TO HELP IMPROVE THE QUALITY OF LIFE FOR OUR EMPLOYEES AND OUR COMMUNITY.

Rich Booth
CEO
Siskiyou Community Health Center

Being Healthy is a Way of Life in Grants Pass

Grants Pass is a unique community, and we take pride in being a well-being innovator. Local exercise rates are up, and obesity is on the decline.

In our community, workplaces care for employees and breaks mean getting up to walk rather than sitting in a room. Volunteering is encouraged as part of the workplace culture of giving back to the community. Several of our worksites are tobacco-free campuses. Engagement in well-being activities is on the rise, turnover and absenteeism are on the decline, and more colleagues are completing health risk assessments. For example, **at Siskiyou, the employee absenteeism rate decreased 15 percent from 2017 to 2018, and the employee annual turnover rate decreased 22 percent in the same year.** Blue Zones Worksites in Grants Pass promote healthy employees because they are more productive and more engaged.

Our kids are moving naturally by walking and biking to school. **A Walking School Bus program allows more students and families better**



active transportation options to eight local schools, while a Safe Routes to School audit and a new bike and scooter safety program will accommodate more students moving naturally to school. Students who are active are more engaged in the classroom. Blue Zones Project schools saw decreased absenteeism and improved graduation rates at the high school level.

Restaurants in Grants Pass are seeing a return on their investment in healthy best practices. **True Juice saw net sales increase 27.5 percent and a 23 percent decrease in refunds issued in one quarter.** The number of residents eating healthy each day is up, thanks to food policy initiatives like Double Up Food Bucks, which increases the availability of fresh produce for low-income families, resulting in a **36 percent increase in produce sales at local farmers markets.**

In Grants Pass, our city is moving toward a place of well-being. As a result of our Blue Zones Project work, **the community's projected 10-year savings totals more than \$58 million.**

SEE IT IN ACTION

Blue Zones Project Oregon Highlight: Klamath Falls

In 2018, Klamath County was one of four nationwide winners awarded the prestigious Robert Wood Johnson Foundation Culture of Health designation. In addition to being nationally recognized for pursuing innovative ideas and bringing partners together around a shared vision of health, the community received a \$25,000 prize to advance health and well-being initiatives across the county.



Media Coverage Places Oregon Communities on National Stage

Blue Zones Project in Oregon has attracted local and national recognition, with more than 1.5 billion media impressions to date.

Blue Zones Project has been heralded for innovative approaches to population health management in notable publications including those noted below.



The News-Review

PORTLAND
BUSINESS JOURNAL

BLUE ZONES PROJECT OREGON IN THE NEWS

2,436

Total Mentions

1.5B

Total Reach

\$2,796,822

Total Media Value*

**Publicity value calculated using Cision Media Monitoring service.*



In the News

Cambia Health Foundation Helps Launch Blue Zones Project in Oregon

Businesswire
7/28/2015

Oregon officials gear up to take on Iowa for 'healthiest state' crown

The Oregonian
11/12/14

Klamath Falls earns certified Blue Zones community status

Herald and News
12/15/20



Umpqua Valley achieves certified Blue Zones Community status

KPIC
1/22/21



A close-up photograph of a person's lower legs and feet. They are wearing black leggings with a grey patterned band at the top and teal sneakers with white laces. They are walking on a dark, wet surface covered with fallen green and yellow leaves. The background is a blurred forest floor.

GUIDE TO THE POWER 9

The landscape for well-being in America cannot be improved without committed partnerships. That's why leaders across many sectors joined forces to take action and positively impact our residential and business communities. This broad, holistic approach is making healthy choices easier.

Using the secrets to longevity as our guide — **the Power 9** — businesses and residents have taken actions to make well-being a way of life.

THE POWER 9

P.24

Move Naturally



Make daily physical activity an unavoidable part of your environment.

P.31

Right Outlook



Know your purpose.



Downshift: work less, slow down, and take vacations.

P.37

Eat Wisely



Eat until 80 percent full.



More veggies, less meat and processed food.



Drink a glass of red wine each day.

P.46

Connect



Create a healthy social network.



Connect or reconnect with religion.



Prioritize family.



EAT WISELY

WELL-BEING IS GROWING IN OREGON, WHERE WE FOSTER RELATIONSHIPS WITH LOCAL FARMERS THROUGH PROGRAMS LIKE VEGGIE RX AND KLAMATH FARMERS ONLINE MARKETPLACE, WHILE KIDS GROW FRESH PRODUCE IN SCHOOL GARDENS TO ENJOY IN THE LUNCHROOM.



MOVE NATURALLY

TOGETHER, OREGON RESIDENTS ARE MOVING MORE AND MOVING NATURALLY. SINCE LAUNCHING BLUE ZONES PROJECT, WE HAVE ADOPTED MORE THAN 20 BUILT ENVIRONMENT POLICIES THAT SUPPORT SAFE, ACTIVE TRANSPORTATION.

OREGON OUTCOMES



RIGHT OUTLOOK

MORE THAN 2,360 INDIVIDUALS SOUGHT TO REDISCOVER THEIR PURPOSE BY ATTENDING A PURPOSE WORKSHOP AND MORE THAN 2,185 VOLUNTEERS PUT THEIR GIFTS TO USE BY GIVING BACK TO THEIR COMMUNITIES.



CONNECT

MORE THAN 4,190 OREGON RESIDENTS CONNECTED TO MEMBERS OF THEIR COMMUNITIES BY ATTENDING PURPOSE WORKSHOPS TOGETHER OR JOINING MOAIS.

A photograph of three people standing in front of a waterfall. On the left, a man with a beard and a grey hoodie under a black vest is smiling. In the center, a man in a black hooded jacket looks towards the camera. On the right, a woman in a bright blue hooded jacket is smiling. The background is a lush, mossy rock face with a waterfall cascading down. The title 'MOVING NATURALLY' is overlaid in white text on the right side of the image.

MOVING NATURALLY

Together, Oregon residents are moving more, and more naturally. Since launching Blue Zones Project, we have adopted more than 20 built environment policies, making it easier for individuals to walk and bike around our communities safely.

We generally exercise too hard, or not at all. However, the world's longest lived people don't pump iron, run marathons, or join gyms. Instead, they live in environments that constantly nudge them into moving without thinking about it. They live in places where they can walk to the store, a friend's house, or places of worship. Their houses have stairs. They have gardens in their yards. It's not just about moving, it's about moving naturally.

WHY MOVEMENT MATTERS

About 69 percent of the American population can be classified as overweight or obese.,

Our children's life expectancy is projected to be shorter than that of their parents for the first time in history. Obesity is not just a health problem, it's an economic one, too. The estimated annual health care costs of obesity-related illness are a staggering \$190 billion, or nearly 21 percent of annual medical spending. Childhood obesity alone is responsible for \$14 billion in direct medical costs.²

The good news is there is a solution for this growing issue. **Increasing simple movements like standing, walking, stretching, and bending can help burn an extra 350 calories a day.** Studies show that just by making our communities more walkable, the prevalence of obesity can decrease by more than 10 percent.³ That adds up to even bigger possibilities like lowered incidences of heart disease, diabetes, and respiratory issues and increased productivity, vitality, and years of quality life.

How Moving Naturally Impacts Our Community

City planners, schools, worksites, and organizations across Oregon have come together to create environments and support programs that help Oregonians move naturally. Our communities have emerged as leaders for street and community design that nudges people to healthier daily habits. Here are some reasons why:

1,829

Walking Moai participants.

31

Walking School Bus routes.

In the News

Blue Zones team studies Klamath's infrastructure

Herald and News
5/14/2015



WHAT'S A MOAI?

Moai is a concept from Okinawa, Japan, that roughly means coming together for a common purpose. When you find your Moai, you find your personal board of directors — a committed group of individuals supporting each other and working collectively to improve well-being, for life.

TRANSFORMING ENVIRONMENTS

A community resurgence, anchored in putting the well-being of residents first, is happening in Oregon.

Our Blue Zones Project communities, home to nearly 160,000 residents, are investing in making their environments places where well-being occurs naturally as a way of life.

In 2018, the Klamath Falls city council passed a “Streets for All People” policy, and the City of Roseburg followed by passing a Complete Streets Policy in 2020. Complete Streets policies ensure roads are safe for all users, including pedestrians and bicyclists. Positive built environment projects are popping up all across the city, many of which include new trails and sidewalks to encourage our residents to move naturally and be more physically active.

Blue Zones Project Umpqua partnered with the City of Roseburg to create wayfinding signage along the multi-use path in Stewart Park. The signage promotes active transportation, such as biking, walking, running, and other recreational activities. With wayfinding signage installed at key intersections along the path, navigating the various pathways that connect the park

to Downtown, Gaddis Park, and other areas of Roseburg is now easier for our residents.

In 2019, a **collaboration between Grants Pass School District 7, the City of Grants Pass, and Blue Zones Project Grants Pass** led to the **school district receiving \$100,442 in grant funding to complete a SRTS action plan, and implement a P.E. pedestrian and bicycle safety curriculum at the District’s six elementary schools and two middle schools**. The goal is to develop a sustainable equity-based, District-wide Walk and Roll Safety Program that promotes a healthy lifestyle and builds personal responsibility for road safety.

In the News

Locals rally to increase, improve safe routes to school

Herald and News
3/1/2017

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FOR THE LAST 60 YEARS WE’VE DESIGNED OUR COMMUNITIES AROUND THE VEHICLE. BUT CITIES HISTORICALLY HAVE BEEN DESIGNED AROUND PEOPLE AND YOU CAN SEE THAT WITH ROSEBURG’S GREAT DOWNTOWN HISTORIC BONES. THE MORE WE CAN CONTINUE TO HONOR AND CELEBRATE PEOPLE WALKING AND BIKING AND USING TRANSIT —AND OF COURSE DRIVING STILL —THE BETTER BALANCE WE CAN ACTUALLY HAVE.

Samantha Thomas,
former Built Environment Manager
Blue Zones, LLC

ORGANIZATIONS MOVING NATURALLY

The health of our communities is directly related to the health and vitality of our people.

Organizations across Oregon have recognized their responsibility to create environments that support their employees and patrons in moving more.

Worksites

We spend about one third of our waking hours at work.

Over the last fifty years, the percentage of jobs requiring moderate physical activity has fallen from 50 percent in 1960 to 20 percent today.⁸ That means **80 percent of our jobs are sedentary or only require light activity.** This decline in physical activity translates to Americans burning 120–140 fewer calories each day, which results in burning 12–15 fewer pounds each year. As waistlines expand so do our medical costs. Annually, obesity-related illnesses cost more than \$190 billion in healthcare costs. And \$153 billion in lost productivity annually.²

With so much time spent at work, it's important that these environments are set up to help people move more. **Our communities saw 67 worksites complete actions to help people move more, including adding standing desks, sharing walking routes, and offering stretch breaks and fitness classes.** These are small changes that lead to huge results for the average person over the course of a career.



Restaurants and Grocery Stores

Grocery stores in Oregon remind shoppers that parking further away is one way to easily add more activity in their day. Restaurants are installing bicycle racks to encourage people to consider active transportation to common destinations (and work up a healthy appetite, too). Small efforts like these make moving naturally easier than ever before in our communities.

In the News

Blue Zone: Extending length and quality of life

Mail Tribune
1/22/2018

Schools

Every day, children are learning habits they will carry for the rest of their lives.

Establishing healthy habits like moving naturally is so important in the early stages of life. Physical activity and stretch breaks during the school day can improve grades, increase concentration, and improve math, reading, and writing test scores.⁹

Additionally, research shows that including 10-minute activity breaks on a daily basis can promote improvement across these areas by up to 20 percent.

In the News

County receives \$2 million Safe Routes to School grant

KQEN
1/21/2019

Our communities saw 22 schools complete actions to get students moving, including adding Walking School Buses, brain breaks, and additional recess and physical education time.

Dry Hollow Elementary School in The Dalles implemented traffic calming measures as part of Safe Routes to School efforts to ensure students can travel safely to and from school.

Blue Zones Project Umpqua played a key role in forming a Safe Routes to School (SRTS) task force responsible for assessing priority schools for infrastructure improvements and pursuing grant funding. **As a result of their dedication, nearly \$5 Million in grant funding has been secured for Safe Routes projects near Green Elementary and Canyonville Elementary schools. A \$4 Million road improvement will be produced for the community,** including a new traveling bike fleet and trailer for Douglas County, and two new staff positions housed under Douglas County Education Service District (ESD) that will focus solely on SRTS programs for the entire county.



WALKING HELPS KIDS

Children who walk to school are more alert and ready to learn, strengthen their social networks and develop lifetime fitness habits.^{10,11}

A Walking School Bus allows a group of children to walk to school under the supervision of two or more adults.

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HUNDREDS OF SCHOOL CHILDREN AND COMMUNITY MEMBERS NOW HAVE MORE OPPORTUNITIES TO WALK AND BIKE BECAUSE OF THE SAFE ROUTES TO SCHOOL PROGRAM... EACH YEAR WE CELEBRATE WALK AND BIKE TO SCHOOL DAY WHERE OUR ENTIRE SCHOOL WALKS AND BIKES TOGETHER, AND OUR STAFF HAS NOTICED A CONSIDERABLE DROP IN THE NUMBER OF BEHAVIORAL ISSUES WE HAVE DURING THOSE DAYS.

Amy Rodriguez
Principal
Green Elementary School



2,185+

residents donated their time, skills, and energy to give back to their communities. Volunteer hours across Oregon have added immeasurable value to our communities.

Having the right outlook is a common thread in blue zones areas.

The longest-lived people have regular habits to shed stress. Okinawans take a few moments each day to remember their ancestors, Adventists pray, Ikarians take a nap, and Sardinians enjoy happy hour. **It doesn't matter what you do, just so long as it helps you keep the right outlook.**

Blue zones centenarians also put an emphasis on connecting with their reason for being. Whether through family, career, or community, living with purpose pays off. **Blue Zones researchers have found that people who have a clear sense of purpose in life tend to live about seven years longer than those who don't.**



RIGHT OUTLOOK

WHY RIGHT OUTLOOK MATTERS

No matter where we live, stress and the pressures of daily life can weigh us down.

Practicing regular methods to downshift from everyday stress and understand our purpose can improve well-being. **Stress leads to chronic inflammation, which is tied to every major age related disease.**

Research shows that those who connect with a sense of purpose and wake up to live with it each day outlive those who don't. In fact, those with a sense of purpose had a 15 percent lower rate of early death than those who did not.¹²



How Right Outlook Impacts Our Community

Through volunteering, Purpose Workshops, and Purpose Moais, Blue Zones Project communities across Oregon help individuals discover their innate gifts. We help our community members find opportunities to match their passion and commitment with volunteer opportunities to deepen their sense of purpose.

Oregon is thriving. Since 2017, our residents' outlook is on the rise. More than half of all residents fall into the "thriving" category when reflecting on their life evaluation, up nearly 15 percent in communities like Umpqua, according to the Community Well-Being Index.



THRIVING

Well-being that is strong, consistent, and progressing in a particular element.

STRUGGLING

Well-being that is moderate or inconsistent in a particular element.

SUFFERING

Well-being that is very low and at high risk in a particular element.





BY THE NUMBERS

2,362

Purpose Workshop participants.

2,185

Blue Zones Project volunteers.



OUTCOMES

With innumerable hours donated by more than 2,185 volunteers, residents in Oregon gave back to their communities through clean-up days, food drives, COVID-19 relief, and more.

More than 100 residents of The Dalles have participated in community clean-ups, contributing to a 7 percent increase in community pride.

In Klamath Falls, the city's annual Give Back Day evolved into Give Back Week and supports organizations like Klamath-Lake Counties Food Bank, the Red Cross, and Klamath County Disaster Recovery.

Additionally, 2,362 people sought to discover their gifts and deepen their sense of purpose through Purpose Workshops.

Blue Zones Project Umpqua partnered with The Douglas County Juvenile Detention Center to hold Purpose Workshops within the detention center and at the church annex, providing local youth who need it most with a better understanding of the power of purpose.



”

[THE PURPOSE] MOAI PROGRAM HAS HELPED ME REESTABLISH MYSELF AND HAS BEEN AN AMAZING CATALYST TO MOTIVATE ME IN A MEANINGFUL DIRECTION IN MY LIFE PURPOSE. THE PROGRAM ITSELF IS BEYOND ANYTHING I'D EXPECTED, AND MEMBERS OF EACH OF THE TWO GROUPS I JOINED WERE ABSOLUTELY WONDERFUL; THEIR INPUT WAS VERY HELPFUL AND DIFFERENT IN EACH GO-ROUND.

Terry Grove
Purpose Moai Participant

ORGANIZATIONS WITH THE RIGHT OUTLOOK

Organizations across Oregon are creating environments and practices that encourage the right outlook. By keeping this top of mind throughout the community, everyone is enjoying more health and vitality.

Worksites

Fewer than 50 percent of Americans find meaning at work. Employers that invest in making work meaningful for their employees are more likely to see production rise and turnover decrease.¹⁴

Our communities saw 67 worksites complete actions to help improve outlook and purpose among employees, including creating designated quiet spaces, posting the company mission or vision, encouraging volunteering, and offering Purpose Workshops.



In Klamath Falls, **Sky Lakes Medical Center** saw **700 employees and spouses complete their annual risk-factor assessment and nearly 400 have used the wellness center for fitness and health management programming.** Sky Lakes' workplace culture supports healthier choices because when employees are able to care for themselves, they are better able to care for their patients.



”

BLUE ZONES PROJECT GIVES ME A COMPETITIVE ADVANTAGE. I'VE BROUGHT PEOPLE IN FROM OUT OF THE STATE BECAUSE THERE SIMPLY IS NOT ENOUGH HEALTH CARE WORKFORCE HERE, THEY SEE WE ARE INVOLVED IN BLUE ZONES, AND SEE THAT AS VERY INNOVATIVE AND AS A TRUE STATEMENT OF CARE FOR OUR EMPLOYEES.

Dr. Gregory Bigham
CEO
Adapt

Schools

Mindfulness is paying attention to the here and now with kindness and curiosity.

Research suggests that teaching mindfulness skills to students increases attention and improves social skills while decreasing test anxiety. It also creates a sense of calm connection to nature, and it improves sleep. These skills allow children to better cope with the stress and noise in life.¹⁵

Our communities saw 22 schools implement programming to support the community's youngest minds. Research shows that students who participate in well-being programs improved in the areas of empathy, perspective taking, optimism, emotional control, and mindfulness. They also were more likely to show improvements on trustworthiness, helpfulness, and sharing while showing less rule breaking and starting fewer fights than the control group.¹⁵

High schools like Phoenix School in Umpqua have innovated further, becoming local pioneers in the implementation of restorative justice and conscious discipline practices. Phoenix School

implemented a community meeting to help students become mindful of their emotional states, goals, and support resources in their lives. This action is an initiative toward self-regulation and charting progress in goal setting, both in the school environment and in life.

In the News

Senior Living: What gives life meaning and purpose?

Columbia Gorge News
7/1/2020

”

MANY SCHOOLS ARE DOING GREAT THINGS ON THEIR OWN, BUT THROUGH BLUE ZONES PROJECT, THE SCHOOLS WORKED TOGETHER TO SOLVE PROBLEMS. THROUGH OUR WORK, STUDENTS AND STAFF IN OUR DISTRICT HAVE BEEN ABLE TO BETTER THEIR WELL-BEING BY MAKING HEALTHY CHOICES A LITTLE BIT EASIER.

Theresa Ross
Physical Education Teacher
Shasta Elementary School



EAT WISELY

Our communities made it easier for residents to adopt a plant-slant, by connecting consumers and organizations with local farmers, revamping corner markets, and enrolling individuals in Veggie Rx programs.

Eating wisely is not a diet plan, it's a way of life in blue zones areas. Residents of Okinawa, Japan have a smart strategy for maintaining a healthy weight. **Before meals they say “hara hachi bu,” which means stop eating when you’re 80 percent full.** Studies show that cutting back on calories can lead to better health, longevity, and weight loss. Centenarians in blue zones areas eat a plant-packed diet with a variety of fresh fruits, vegetables, and beans. Rich in disease fighting nutrients, fava beans, black beans, soy beans, and lentils are the cornerstone of their diets. **Don’t diet; eat wisely.**

WHY EATING WISELY MATTERS

It is estimated that by 2030, 86 percent of the American population will be overweight or obese if current eating habits and exercise habits remain the same.¹⁶

Food is fuel, and what we eat impacts our productivity, too. A 2012 study revealed that **unhealthy eating is related to a 66 percent increased risk of loss of productivity**. Health related employee productivity loss accounts for 77 percent of all productivity loss and costs employers up to three times more in annual health care expenses.¹⁷

In addition to looking and feeling better, **the benefits of healthy eating are numerous. In the U.S. estimated savings are \$114.5 billion per year (in 2012 dollars) in medical savings, increased productivity, and reductions in heart disease, cancer, stroke, diabetes, and osteoporotic hip fractures.**¹⁸ Poor diet is a major risk factor for these five health conditions, all of which reduce life expectancy. By making subtle but substantial changes to our food options, we can be healthier.



How Eating Wisely Impacts Our Communities

People make more than 200 food decisions every day.¹⁹ Blue Zones Project helps people choose wisely.

Our Oregon communities implemented small changes and defaults in restaurants, worksites, grocery stores, and schools. For example: Restaurants created new, irresistible, good-for-you menu options. Grocery stores stocked their shelves with nutritious, tasty foods. Schools removed vending machines so kids aren't tempted by sugary snacks and sodas during the school day.

554 cooking classes with participants bringing healthier cooking home to their families.

37 Blue Zones-inspired menu options added at restaurants across Klamath Falls.

74 percent of enrolled patients in the first three years of Veggie Rx program in Umpqua increased their overall produce consumption.



BY THE NUMBERS

Since the early 1900s plate sizes have grown from

9.5 INCHES
TO
12.5 INCHES¹⁹

We've increased how much we eat by

27%



Growing Well-Being

With community gardens springing up each season, our communities are literally growing well-being, increasing social equity, and promoting environmental stewardship.

Communities like the Umpqua Valley recognize the value of urban agriculture and the Gateway Community Garden emerged as a top priority. The location of the new garden was selected in a Southeast Roseburg food desert, and has become a symbol of continued beautification and revitalization efforts in the neighborhood.

Schools are taking part, too, with gardens at Blue Zones schools tended by students. In Umpqua, 32 students enrolled in Fir Grove Elementary's Gardening After School Program. The program, offered in collaboration with OSU Extension, distributes harvested produce to families in need through the lunch box express program. The produce is also used in nutrition education and some even makes its way onto plates in the lunchroom as salads, sides, and entrées.



In the News

Gateway Community Garden opens in downtown Roseburg

KPIC News
10/5/2020

Find Your Farmer event draws larger crowds

Herald and News
1/9/2018



ORGANIZATIONS EATING WISELY

Changes made to our restaurants, grocery stores, and schools can make a huge impact on the health and well-being of the community as a whole. By working together, we can make eating wisely second nature, not a chore.

Restaurants

The typical American entrée (without an appetizer or dessert) has 1,000 calories, with some entrées ranging up to a shocking 2,500 calories! For the average adult, eating one meal away from home each week translates to gaining roughly two extra pounds per year. With nearly one half of every food dollar spent on food prepared outside the home, it's important that restaurants make it easier for their customers to make the healthy choice by offering healthy entrées.

People appreciate the change. In a study of sales at chain restaurants between 2006 and 2011, chains that increased their better-for-you/low-calorie servings saw a 5.5 percent increase in same-store sales, while those that did not suffered a 5.5 percent decrease.

Twenty-nine Oregon restaurants have made healthy food choices easier — things like offering half-size portions, creating new healthy entrées for adults and children, serving food on smaller plates, and serving healthier sides as the default option.

Shanti's Indian Cuisine in Roseburg offers numerous plant-based options, featuring local produce as well as gluten-free and dairy-free items. **In the months after becoming a Blue Zones Project Approved™ restaurant, the owners reported a 35 percent increase in sales.**

In Grants Pass, **The Vine saw average ticket sales and sales per customer increase 7 percent in just one year.** Customers can easily make healthy choices with Blue Zones-inspired menu options at their favorite local eateries.



BY THE NUMBERS

1,000 CALORIES

in a typical American entrée in a restaurant.²³

2 EXTRA POUNDS

gained a year by eating one meal away from home a week.²⁴

5.5% INCREASE

in same-store sales at restaurants that increased their better-for-you/low-calorie servings between 2006 and 2011.²⁴

5.5% DECREASE

in sales at restaurants that did not increase their better-for-you/low-calorie servings.²⁴

”

I'M VERY PLEASED TO SEE THE GROCERY STORES ADOPTING BLUE ZONES PRINCIPLES. I SEE FRUIT BEING OFFERED AS SNACKS FOR THE KIDDIES, AND SHELVES BY THE REGISTERS NOW OFFERING HEALTHY SNACKS. IT WOULD APPEAR THAT PEOPLE IN KLAMATH COUNTY ARE EMBRACING A BLANKET OF HEALTHY CHOICES.

Lynda Crocker Daniel
TPEP Coordinator
Klamath Tribal Health & Family
Services

Grocery Stores

The actions we take to determine what we eat begin at the grocery store.

Many grocery stores currently lead people to unhealthy foods in the way they are designed, the deals they promote, and the packaging of the food they sell.²⁵ Our communities are taking the lead in taking the grocery store back.

Eight grocery stores complete actions to make healthy food choices easier — things like sharing healthy recipes, offering cooking classes, ensuring water is available in checkout lanes, offering healthy foods on end caps and in special displays, and offering a Blue Zones checkout lane full of healthy options.

60%

of the food we purchase is highly processed, fatty, salty or sugary.²⁶

44%

increase in bottled water sales within six months at Sherm's Grocery Store in Roseburg after introducing the Blue Zones checkout lane.

Since 2016, Sherm's Thunderbird Market in Klamath Falls has seen a five percent increase in produce sales. Items placed in Blue Zones checkout lanes outperform those in other checkout lanes and have yielded an additional five percent in sales.

Within six months of introducing the Blue Zones checkout lane at Sherm's Grocery Store in Roseburg, bottled water sales rose 44 percent.

Offering healthy options allows consumers to more easily make healthy choices in Oregon.



Worksites

Seventy percent of Americans eat at their desks several times a week, which can lead to distracted, disengaged, and mindless overeating.²⁷

In Oregon, **67 worksites completed actions to make healthy food choices easier** — things like starting healthy potlucks and worksite gardens, improving cafeteria options, and adding healthy choices to vending machines.

JELD-WEN in Klamath Falls contracted with a new food-service vendor for a self-pay pantry that incentivizes healthier options for colleagues. And Siskiyou Community Health Center in Grants Pass added an on-site employee garden to promote well-being.

Schools

With childhood obesity at 17 percent, there's never been a more important time to examine what students are eating at school.²⁸ The place they go to learn about history and science should be the place they go to learn about eating wisely as well.

Twenty-two of our schools completed actions to make healthy food choices easier for students — things like growing gardens and starting farm-to-school programs, redesigning lunchrooms to nudge students toward healthier foods, and implementing new policies around celebrations and fundraising with food.

Eight Blue Zones schools in Klamath Falls added new water bottle filling stations, implemented non-food birthday celebrations, and offer increased nutrition education programs. Elementary schools in The Dalles and the Umpqua Valley added school gardens and cooking classes that teach our students about growing and preparing healthy foods.

Students who attend schools that sell low-nutrient, high-calorie foods and sugar-sweetened beverages have lower intake of fruits, vegetables, and milk at lunch and higher daily percentages of calories from total fat and saturated fat.²⁹

Redesigning the school lunchroom is a simple and cost-effective way to nudge students into eating healthier without creating strict policies. Research by Cornell University found that **simple changes to the lunchroom design tripled salad sales, doubled fruit sales, doubled sales of healthy sandwiches, and reduced the purchase of ice cream.**¹⁹ By optimizing the school environment, students are nudged towards healthier choices.

5 point

average increase in Smarter Lunchroom Scorecard assessments for participating Umpqua Valley schools, with many schools moving from Bronze to Silver level .

7%

increase in produce consumption between 2017 and 2019 among UC-VEG partner program participants in Roseburg.



”

WE ARE BIG ADVOCATES OF FOOD THAT IS FLAVORFUL WITHOUT BEING OVER-SALTED AND FULL OF OIL; WE BELIEVE THAT PLANT-BASED MEALS SHOULD NEVER COMPROMISE ON FLAVOR. THE SUPPORT WE RECEIVED FROM BLUE ZONES PROJECT IS INVALUABLE TO OUR MISSION AND CONTINUES TO HELP OUR BUSINESS GROW IN WAYS WE HAD NEVER IMAGINED.

Shobana Randev
Manager
Shanti's Indian Cuisine



4,191 Oregon residents built strong relationships with new friends while exploring their communities in Moai groups or joining neighbors at Purpose Workshops.

The world's longest-lived people in blue zones areas have always understood the power of social connectedness and putting their loved ones first.

In Okinawa, "Moais" — groups of about five people who commit to each other for their whole lives — provide social connection and emotional and sometimes financial support in times of need. Moai members have the security of knowing there is always someone there for them.

Putting family first and investing time with loved ones can add up to six years to your life.³⁰ Having a sense of belonging is an important part of enjoying a long and healthy life. It doesn't matter which faith you belong to, **studies have shown that people who belong to a place of worship and attend four times a month live four to fourteen years longer than those who don't.³¹**

CONNECT



WHY CONNECTION MATTERS

Our connections to friends, family, and those around us are very powerful.

They have the ability to shape our lives in more ways than we realize. Research shows that even your friends' friends' friends — people you don't even know — have the ability to affect your health, happiness, and behaviors.³²

How Connectedness Impacts Our Community

Spending time with people who positively influence one another is crucial. In Oregon, we embrace the power of social connections to bring citizens together through groups, clubs, and faith-based organizations. Our communities also encourage social connections throughout Grants Pass, Klamath Falls, The Dalles, and Umpqua with our community parks and along new trails.

In Klamath Falls, Healthy Klamath is pursuing a Campus Wellness Zone, to support a culture of well-being where a community of local champions provide support and social connection to those wishing to improve their health and well-being. Additionally, the Wellness Zone will make healthy food choices widely available, encourage and enable physical activity, and prohibit smoking of any kind.

More than 1,829 people have joined Walking Moais throughout Grants Pass, Klamath Falls, The Dalles, and the Umpqua Valley, building long-lasting friendships while exploring our communities on foot.

”



**A REAL BONDING
EXPERIENCE HAS FORMED.
IT IS A BEAUTIFUL
MERGING OF HEARTS,
MINDS, KINDNESS, AND
FRIENDSHIPS.**

Holly C.
Walking Moai Participant



ORGANIZATIONS CONNECTING

There are many ways to promote connections in organizations throughout our communities. By providing these opportunities, everyone in the community feels like a part of something bigger.

Worksites

The digitization of the workday has done wonders for productivity but not so much for social connectivity. Americans change jobs more often than ever before, and working from home or in isolated conditions can further a lack of socialization among coworkers and peers.

Our communities saw **67 worksites** complete actions to help employees connect with one another socially, including things like offering “lunch with a co-worker” programs, flexible work schedules, strengths assessments, and Moais.

The City of Roseburg wellness committee prioritizes social well-being programming. Through events like the Holiday Employee

Potluck, Bowling Night, Golf Scramble, Trail Days, and End of Summer Barbecue, colleagues and their families connect over healthy meals and movement year-round.

Schools

Students will tell you that they’re connected with their classmates, but they mean that they’re connected by their cellphones, which children receive at the age of ten, on average. To bolster real, human interaction, schools across Oregon got students to plug in differently.

Students join residents from across Klamath Falls every year for Give Back Day, with more than 15,000 students connecting with others through volunteerism since 2014.



During COVID options met “stay home, save lives” criteria. Instead of holding big events across the community, organizers encouraged delivery of groceries to loved ones, promoted the Red Cross blood drive, promoted donation of food to Klamath-Lake Counties Food Bank, encouraged registration with Recovers (a local disaster recovery), promoted litter pick up, and encouraged residents to help neighbors with yard work.

Restaurants

Eating together fosters togetherness in all kinds of families, even those that are the size of whole communities. There is no better opportunity to connect than around a dining table.

Outdoor dining options were expanded in communities like Umpqua and Grants Pass as a result of the COVID-19 pandemic, providing more opportunities for people to connect deeply with their loved ones and community while enjoying a healthy meal outdoors.



”

I LOOKED AROUND AND SAW A CHURCH THAT WAS DYING. [WITH BLUE ZONES PROJECT] OUR MEMBERSHIP GOT MORE INVOLVED; IT WAS A REALLY EXCITING THING. I KEPT HEARING FROM CHURCH MEMBERS WHO WENT THROUGH A PURPOSE WORKSHOP, JOINED WALKING MOAIS OR VOLUNTEERED WITH BLUE ZONES PROJECT. [NOW] OUR NEWSLETTER IS THRIVING AND WE ARE HAVING AFTER-SERVICE DISCUSSIONS EVERY WEEK. PEOPLE ARE CALLING EACH OTHER AND STAYING CONNECTED.

Umpqua Unitarian Universalist Congregant



In the News

Moai worksite competition winners named

Herald and News
8/18/2019

Meeting for a common purpose

The Dalles Chronicle
3/26/2019



CONGRATS, KLAMATH FALLS AND UMPQUA VALLEY!

Congrats, Klamath Falls and the Umpqua Valley for your designation as certified Blue Zones Communities®. By putting your personal and collective well-being first, you're making healthy choices easier, creating more economic opportunities, and ensuring a better quality of life for everyone. [Here's to making Klamath Falls and the Umpqua Valley two of the healthiest communities in the nation, where residents are living better, together.](#)



APPENDIX

Designated Organizations

Blue Zones Grocery Stores

GRANTS PASS

Gooseberries
Sunshine Natural Foods and Vitamins

KLAMATH FALLS

Grocery Outlet
KOA Market
Sherm's Thunderbird

UMPQUA VALLEY

Downtown Market
Sherm's Thunderbird

STATEWIDE

Natural Grocers Clackamas

Blue Zones Restaurants

GRANTS PASS

Pita Pit Beacon Street
Sunshine Natural Foods Deli
The Twisted Cork
The Vine Restaurant
True Juice
Wild Rogue Café - Asante

KLAMATH FALLS

A Leap of Taste
Blooming Sol Juice
MC's on Main
Mermaid Garden
Ruddy Duck
Subway - Campus Drive
Subway - Main Street
Subway - South 6th Street
Subway - Washburn Way
Terra Veg-Vegan Eatery
Thai Orchid
Thai Orchid on Washburn

THE DALLES

MCMC Atrium Falls
Montira's Thai Cuisine
The Riv

UMPQUA VALLEY

Alexander's Greek Cuisine
Bluebird Pizza
Carols' Restaurante
Logger's Tap House
My Coffee
Shanti's Indian Cuisine
WTFalafel

Blue Zones Schools

GRANTS PASS

Allen Dale Elementary

Highland Elementary
Lincoln Elementary
North Valley High School
Parkside Elementary
Redwood Elementary
Riverside Elementary

KLAMATH FALLS

Conger Elementary
Ferguson Elementary
Henley Elementary
Mills Elementary
Pelican Elementary
Roosevelt Elementary
Shasta Elementary
Stearns Elementary

THE DALLES

Chenoweth Elementary

UMPQUA VALLEY

Eastwood Elementary
Fir Grove Elementary
Green Elementary
John C. Fremont Middle School
Phoenix Charter School
Roseburg Junior Academy
Winchester Elementary

Designated Organizations

Blue Zones Worksites

GRANTS PASS

AllCare Health
Asante Three Rivers Medical Center
Ausland Group
City of Grants Pass
Club Northwest
Dutch Bros Coffee Headquarters
Fire Mountain Gems and Beads, Inc.
Grants Pass School District 7
Mountainview Family Practice
PrimaryHealth
Siskiyou Community Health Center
Three Rivers School District
Woman's Health Center of Southern Oregon

KLAMATH FALLS

173d Fighter Wing
Amerititle
Blue Zones Project - Klamath Falls
Cascade Comprehensive Care
Department of Human Services
JELD-WEN
Klamath Basin Behavioral Health
Klamath County
Klamath County School District
Klamath Falls Police Department
Klamath Family Head Start

Klamath Pulmonary and Sleep Medicine Center
Klamath Tribal Health & Family Services
Lutheran Community Services
New Earth
Oregon Department of Forestry
Oregon Department of Transportation - Klamath
Oregon Tech
Pacific Crest Federal Credit Union
Running Y Ranch Resort
Sky Lakes Medical Center

THE DALLES

Meadow Outdoor Advertising
Mid-Columbia Medical Center
NCPHD
NWASCO PUD
ODOT - The Dalles
One Community Health
OSU-Extension
Powder Pure
State of Oregon (DHS - APD)
Wasco County

UMPQUA VALLEY

Adapt
Aviva Health
Brookdale Alzheimer's and Dementia Care
City of Roseburg
Cow Creek Tribe of the Umpqua Indians
Douglas ESD

Evergreen Family Medicine
FCR Call Center
Orenco Systems
Roseburg Department of Human Services
Roseburg VA
Tropiceel Products Inc.
YMCA Douglas County

STATEWIDE

City of Banks
DHS Coos Bay
DHS La Grande
Northwest Regional Educational Service District
RH Construction
Riverside High School
Rose Villa Senior Living
Three Lakes High School
Wallowa Memoria Hospital
Willamette View

Designated Organizations

Blue Zones Faith-Based Organizations

GRANTS PASS

Calvary Lutheran Church
First Christian Church
Parkway Christian Center
River Valley Church Downtown
Seventh-Day Adventist Downtown

KLAMATH FALLS

First Presbyterian Church
Hope Lutheran Church
Klamath Falls Friends Church
New Life Christian Church
Sacred Heart Catholic Church
Seventh-Day Adventist Church
Unitarian Universalist

UMPQUA VALLEY

Faith Lutheran Evangelical Church
First United Methodist Church
Umpqua Unitarian-Universalist Church

Blue Zones Participating Organizations

GRANTS PASS

Benchmark Physical Therapy
Grants Pass Chamber of Commerce
Grants Pass United Pickleball Association

Josephine Community Library District
Josephine County Food Bank
New Hope Wellness and Healing Arts
Southern Oregon Trail Alliance
We Are One Health

KLAMATH FALLS

Asana Yoga and Sole
Bonnie Nork's Custom Baked Goods
Citizen's for Safe Schools
Co-Creative Healing
CrossFit Hogback
Friends of the Library
Klamath Basin Pickleball Association
Klamath Falls Food Buying Club
Klamath Senior Center
Klamath Strength and Conditioning
Klamath Sustainable Communities
Klamath Wingwatchers
Klamath-Lake CARES
Magyar Property Management LLC
PEO Chapter U
Rosterolla Wine Company
Snap Fitness
Tranquility

UMPQUA VALLEY

Mercy Foundation

STATEWIDE

Bridge Meadows

City of Mosier
Tracktown Youth League

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