



BLUE ZONES PROJECT
by sharecare

**BLUE ZONES
PROJECT 2020:
RESILIENCY
THROUGH
DEDICATION,
INNOVATION,
COMPASSION**



RESILIENCY THROUGH DEDICATION, INNOVATION, COMPASSION

“LIFE IS WHAT HAPPENS TO YOU WHILE YOU’RE BUSY MAKING OTHER PLANS.”

This famous quote popularized by John Lennon perfectly encapsulates our collective societal experience in 2020. At the beginning of the year, nobody anticipated the unique challenges that the COVID-19 pandemic would soon present to every facet of our society. Blue Zones Project by Sharecare was no exception. As 2020 began there was much for Blue Zones Project to be optimistic about, with existing communities enjoying the benefits of increased communal well-being, and the introduction of new communities imminent, including the January announcement of Durant, Oklahoma as the 51st Blue Zones Project community. The seemingly instant global spread of the coronavirus had the potential to halt the momentum developed by Blue Zones Project over the previous decade and undo years of work and development.



BLUE ZONES PROJECT® BY SHARECARE DEMONSTRATED RESILIENCY IN 2020 BY IDENTIFYING AND CREATING OPPORTUNITIES TO PROGRESS ITS WORK IN ELEVATING WELL-BEING IN COMMUNITIES IN SPITE OF THE COVID-19 PANDEMIC.



As an organization, Blue Zones Project had to quickly determine how to continue the work we do in fostering social networks and shared communal physical activities. The national Blue Zones Project team proactively solicited feedback and perspective from stakeholders in each of the Blue Zones Project communities, and worked with the local teams and national experts to best determine how to pivot during this critical time. We found that these resilient communities were even more driven to maintain or improve community well-being in the wake of the pandemic. Embracing a “one team” mindset, colleagues from across the country connected more frequently to support each community’s advancement of our work.

Traditionally, the Blue Zones Project local community teams focus on influencing the Life Radius® - the areas close to home in which people spend 90 percent of their lives. By working with people, places, and policy, the teams are able to help shape healthier environments by using best practices from the original blue zones areas – places around the globe where the world’s longest-lived people live, including the most centenarians. Those characteristics are known as the Power 9 principles, and include the following:

- Engaging in more natural movement through moderate, regular physical activity.
- Having a sense of purpose in life.
- Taking time to down shift, to reduce and manage stress.
- Following the ‘80 percent rule’ for moderate caloric intake, as we stop eating when we are 80 percent full.
- Embracing a plant slant, or plant-based diet.
- A small amount of wine enjoyed with a meal and with friends and family.
- Finding belonging through involvement in a faith-based organization.
- Putting loved ones first and engaging with our families.
- Being a part of social circles that support and encourage healthy behaviors.

RECONSIDERATION OF EXISTING POWER 9 PRINCIPLE-DERIVED ACTIVITIES.

The onset of the pandemic required reconsideration of existing Power 9 Principle-derived activities. The **decision was made early on to place a greater emphasis on digitizing** as many in-person programs and activities as possible in order to ensure neighbors, family, and friends could still meaningfully connect.

Each of the Blue Zones Project communities was charged with creating a host of unique online programming related to promoting physical activity while physically distancing, continuing community volunteer opportunities, virtual purpose workshops and developing new culinary skills through online cooking demos. Each community prepared its own programming to ensure the content reflected and supported the unique needs of their constituents, rather than following a mandated standardized template for content. Local teams shared resources, inviting residents from other Blue Zones Project communities to join in virtual activities and introducing individuals to a broader Blue Zones Project network across the country.

In addition to moving existing programs online, Blue Zones Project created unique new virtual programming, including the Healthier at Home website to provide pandemic-specific guidance on how to engage in healthy movement, establish a healthy work from home environment, and offering tips for eating like a centenarian while spending so much of our time at home.

The programs also address the importance of managing stress, maintaining strong social connections and keeping a positive outlook despite the challenging circumstances. The online programming proved extremely popular, with consistently high participation through all Blue Zones Project communities.

The local Blue Zones Project communities also placed a strong emphasis on supporting their respective communities through identifying safe opportunities to volunteer. Local teams led and participated in food drives, student supply drives, mentoring and ensuring vulnerable senior populations were engaged and supported.

In addition to our efforts to engage with our external partners and program participants, we also took steps to make sure our own colleagues stayed engaged, such as launching virtual “Feel Good Friday” events to facilitate social connections while many colleagues work remotely, allowing them to socialize and promote team building and foster engagement.



A national COVID-19 Survey conducted by Sharecare in May 2020, found that the presence of a community well-being initiative aimed at increasing strong social networks, healthy behavior adoption, and reducing chronic health conditions has reduced negative consequences of the COVID-19 pandemic. Compared to national respondents, residents of Blue Zones Project communities reported lower prevalence of key COVID-19 risk factors (COPD, diabetes, hypertension); were 25 percent less likely to report panic and worry; more often reported positive social and community behaviors; and were more likely to report positive health behavior changes such as eating healthier and exercising more.

COMPARED TO NATIONAL RESPONDENTS, RESIDENTS OF BLUE ZONES PROJECT COMMUNITIES REPORTED LOWER PREVALENCE OF KEY COVID-19 RISK FACTORS.

BZP Community and National Results with Corresponding P-Values			
	BZP Communities	National	P-Value
Survey Complete	2,550	115,739	N/A
Average Age	57.7	57.5	0.00452
Female	83.2	88.0	5.431e-12
COPD	2.7	3.5	0.004852
Diabetes	10.9	12.3	7.642e-06
High blood pressure	34.2	39.5	<2.2e-16
Asthma	11.6	11.3	0.02466
Pay has decreased	16.9	15.4	0.04658
Panicked or very worried	40.3	49.9	<2.2e-16
Severe stress/anxiety	7.5	10.2	2.777e-07
Feel more connected to other people	5.8	4.6	4.797e-10
Feel more gratitude	19.8	18.0	1.651e-13
Spending more quality time with friends/family	13.2	11.8	1.894e-08
Helping others more	6.1	5.0	1.062e-07
Leave home to walk/exercise outside	34.5	32.7	<2.2e-16
Eating healthier	22.4	18.5	9.769e-07
Exercising more	24.5	21.3	0.0003114

[include link to full COVID-19 white paper]

BLUE ZONES PROJECT HEALTH EQUITY DIVERSITY & INCLUSION WORKGROUP.

THE FEEL GOOD FRIDAY EVENTS LED DIRECTLY TO THE ESTABLISHMENT OF THE BLUE ZONES PROJECT HEALTH EQUITY DIVERSITY & INCLUSION WORKGROUP, OR HEDI.

The COVID-19 pandemic is having a disproportionate impact on racial and ethnic populations in particular, and in 2020 Blue Zones Project established a formal workgroup to advance health equity, diversity, and inclusion through processes, education, products, and relationships, both internally and in our Blue Zones Project communities.

The HEDI workgroup originated during the Feel Good Friday virtual events. In the wake of the death of George Floyd, Blue Zones Project staff expressed a desire to make a more concerted effort towards promoting health equity internally and in the communities served, which led to the development of the workgroup.

HEDI members include representatives from the national Blue Zones Project team and communities, including Brevard, North Carolina; Corry, Pennsylvania; Durant, Oklahoma; Fort Worth, Texas; Hawaii; Monterey County, California; Pottawatomie County, Oklahoma; Southwest Florida; Umpqua, Oregon; and

Washington's Walla Walla Valley. Representatives from Blue Zones LLC are also participants in the workgroup.

HEDI meets bi-weekly to engage in brainstorming sessions and action planning on how to promote diversity and inclusion both internally and externally. The workgroup's focus areas include hiring practices, colleague training, and how local teams assess and deploy engagement activities to promote health and social equity in each Blue Zones Project community.

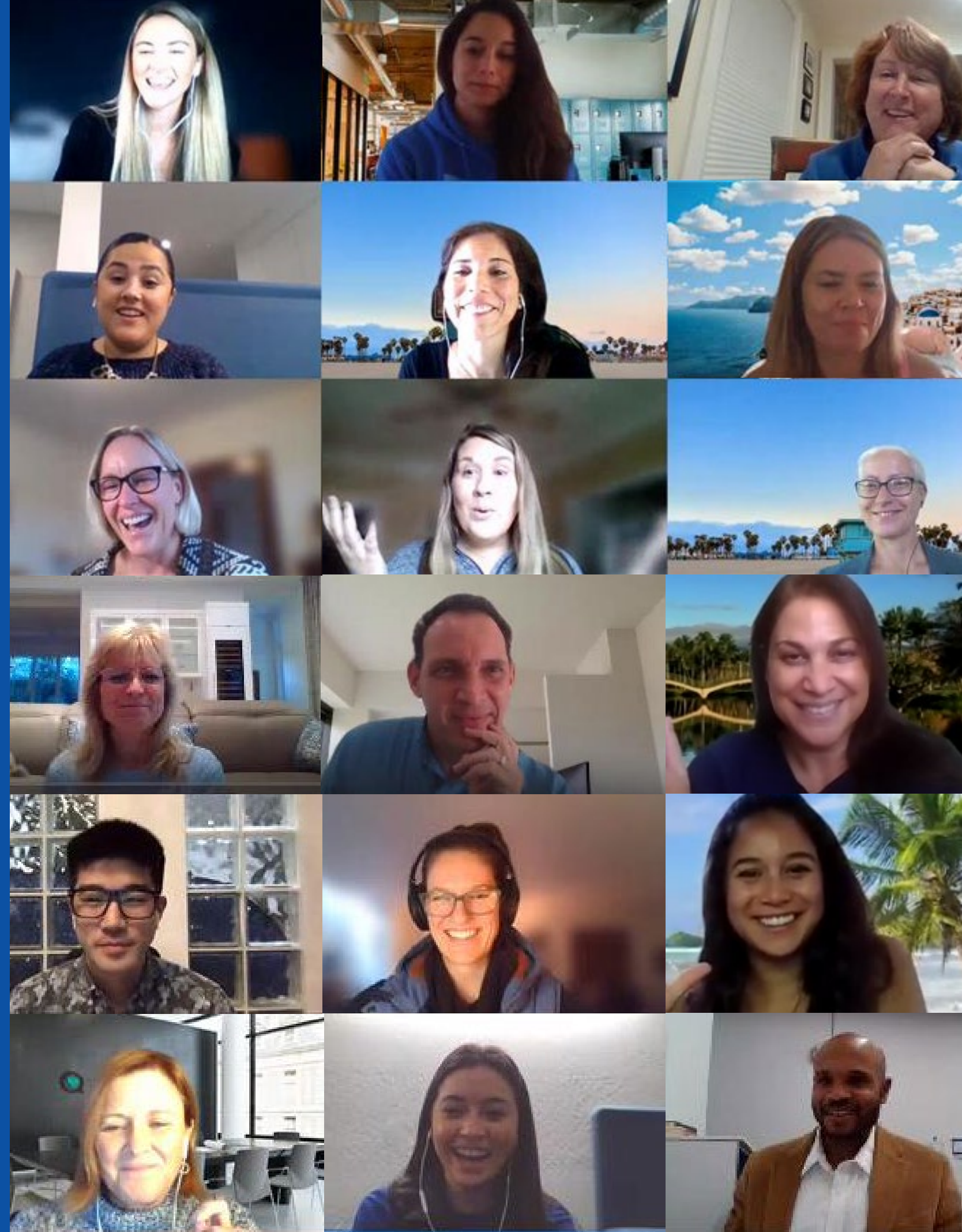
In 2020, the workgroup prioritized creation of external, community-facing mission, vision and values statements, and review of existing collateral materials to ensure they appropriately reflect health equity principles. The workgroup is also reviewing internal practices and internal materials such as job descriptions to ensure they align with those principles.

Workgroup members have also engaged with Praxis Project, a national non-profit organization

that works to build healthy communities by transforming the power relationships and structures that affect our lives and communities. Through this relationship Praxis Project is leading training sessions for HEDI participants, the learnings from which will be shared with other Blue Zones Project colleagues in future sessions led by the cohort of trainees.

The workgroup is collaborating with the Blue Zones Project marketing team to align efforts closely with the company's media calendar, including events and holidays such as Black History Month, National Hispanic Heritage Month and National Native American Heritage Month.

HEDI has also provided the opportunity for participants to share best practices regarding what they are already doing to advance health equity, diversity and inclusion in their respective communities, allowing the other communities and central team members to learn from each other and institutionalize those efforts.



ALBERT LEA

COMPLETE STREETS HELP COMMUNITY THRIVE

With more than a decade of experience in elevating community well-being since becoming the first Blue Zones Project pilot community in 2009, Albert Lea was well-positioned to adapt to the challenges created by the COVID-19 pandemic.

Albert Lea residents have benefited during the pandemic in particular from the city's early adoption of and long-term support for Complete Streets, a transportation policy that requires streets to be designed to enable safe, convenient and comfortable travel and access for users of all ages and abilities.

For several years Albert Lea has worked to create a community that accommodates all forms of transportation and connects neighborhoods with parks, trails and other resources. The city has filled in more than 12 miles of sidewalk gaps, made significant improvements to its sidewalk assessment policy and enhanced school and pedestrian crossings.

Albert Lea's investment in the Complete Streets design approach has facilitated more natural movement and increased access to safe places to exercise, both of which have been critical to maintaining the well-being of the community during the pandemic. By providing a wider range of transportation and access options, Albert Lea has improved the overall equity, safety and public health of the community.



MORE THAN
12 MILES
of sidewalk gaps
filled

BEACH CITIES

BLUE ZONES PROJECT PARTNERSHIPS ACTIVATED TO PIVOT SUPPORT DURING COVID-19 PANDEMIC

On March 16, 2020, Beach Cities Health District (BCHD) activated its Emergency Operations Plan and opened the District Operations Center (DOC) in response to COVID-19, shifting staff, volunteers, programs and services, financial and social capital to address this unprecedented public health emergency. BCHD was fortunate to be able to galvanize the Blue Zones Project partnerships they have built over the last 10 years to address the needs of our most vulnerable residents and to support a strategic, regional response among our community sectors – cities, businesses, restaurants, schools and our amazing ambassadors.

In three specific areas, BCHD was able to activate their Blue Zones Project partnerships to pivot support during the COVID-19 pandemic:

- Restaurants – As Los Angeles County issued a Safer at Home order, BCHD pivoted Blue Zones restaurant designation efforts to promoting their delivery, curbside pick-up and take out services. They also recognized the needs of their most vulnerable residents who suddenly had limited or no access to some of their basic needs – groceries, meals, prescriptions and other essentials. Through a restaurant partner, BCHD developed a meal delivery program where more than 55 residents were able to order weekly meals for home delivery by BCHD volunteers and staff. From May 2020 to April 2021, more than 3,700 meals were delivered.
- Cities – Early on in the pandemic, BCHD recognized the need for sharing timely and

accurate information along with leadership in navigating COVID-19 guidance and protocols for residents and organizations. BCHD took the lead in leveraging their city relationships to convene the three Beach Cities (Hermosa Beach, Manhattan Beach and Redondo Beach) and two neighboring cities to create a Regional COVID-19 Strategic Recovery Plan that interpreted and helped to implement the many phases of COVID-19 response across our communities. BCHD also submitted the Recovery Plan to the Los Angeles County Department of Public Health to assist communities in working alongside the County as they provided guidance throughout the pandemic.

- Businesses – COVID-19 provided the opportunity for BCHD and Blue Zones Project to strengthen our partnership and support for employers in the Beach Cities and two neighboring cities who were significantly impacted by the pandemic. Weekly meetings with five Chambers of Commerce began in May 2020 and through this workgroup the Safe in the South Bay program was created to synthesize and communicate Health Officer Orders to businesses, support adherence to the required protocols and build consumer confidence. Over the last year, more than 200 businesses have certified with the program, the workgroup promoted a unified social media campaign regarding health and safety protocols with nearly 4,000 webpage views and hosted six community webinars to provide timely and accurate information about COVID-19 and vaccines.

BREVARD

KICKOFF EVENT PROVIDES BRIGHT SPOT IN A DARK YEAR

The Blue Zones Project Brevard team successfully held its kickoff event, which also served as an educational expo, during the summer, with 450 community members attending the event. The kickoff was the first large-scale public event held in the Brevard community since the onset of the pandemic and was held outdoors, with physical distancing and masks required and local and CDC guidelines followed. No cases of COVID-19 related illness were attributed to the event.

The kickoff event promoted opportunities for residents to boost their well-being through engagement in the Blue Zones Project initiative. Guest speakers shared stories and information about the original blue zones areas and how Blue Zones Project works with People, Places and Policies that build and influence the community. Participants were able to sign up for virtual Blue Zones Project events and programs, including Purpose Workshops, cooking demonstrations and Walking Moais



450

community members
attended Brevard's
kickoff event.

CORRY

ONLINE ACCESS CONNECTS STUDENTS AND RESIDENTS TO SCHOOLS AND WELL-BEING PROGRAMS

While concerns had been raised in the past that not all students in the Corry Area School District (CASD) had equal access to the internet at home, the need to engage in distance learning during the COVID-19 pandemic created a much greater sense of urgency to address the problem. The lack of service areas within the CASD prevented 40 percent of the student body of 2,400 from accessing the internet at home, making distance learning virtually impossible.

The lack of internet access also impeded other essential activities in Corry, such as remote working from home; access to virtual health care providers and services; and maintaining social connections while in isolation, such as staying in touch with family and friends and taking part in virtual Blue Zones Project engagement activities designed to support well-being.

Blue Zones Project Corry leveraged their relationship with the Erie County Executive Director to address this need in the rural community by securing federal CARES Act funding for Impact Corry, a nonprofit community development organization. Impact Corry received a total of \$750,000 in two phases, allowing them to create a publicly accessible Wi-Fi hot spot in downtown Corry, and allowing for the purchase of 47 miles of fiber optic internet cable to be installed throughout the County. All of the CARES Act funding received is eligible for matching federal funds to apply

towards installation of the fiber optic cable. Every household in the CASD is expected to enjoy fiber access upon installation of the cable, with service affordable to all.

Impact Corry and Blue Zones Project Corry were also able to negotiate low or no-cost fiber optic internet access for small businesses and nonprofit organizations. In addition, provisions were made to reduce monthly costs for low-income families with children in the CASD, ensuring greater equity among all students.

Increased internet access will make it easier for everyone in the community to engage in virtual Blue Zones Project activities such as Purpose Workshops, cooking classes, Blue Zones Story testimonials and virtual Potluck Moais.



DODGE COUNTY

TEAM MEMBERS SHIFT FOCUS, PROVIDE CRITICAL CARE TO COMMUNITY

The Blue Zones Project Dodge County team has played a unique but critical role in support of the well-being of the Dodge County community during the pandemic, as all of the local team members are employees of the Community Health department at Marshfield Medical Center - Beaver Dam. In this capacity the team has directly supported patients, hospital colleagues and first responders through the pandemic, in addition to maintaining their Blue Zones Project responsibilities.

As the coronavirus rapidly spread during the early months of 2020, the team shifted gears and worked to identify supportive opportunities, with the ultimate goal of facilitating collaborations both within the hospital and throughout the community.

Highlights of the team's activities include facilitation of well-being initiatives for hospital employees, such as providing staff with overnight kits and Easter baskets; development of a community delivery system for the facility's outpatient pharmacy; and coordination of monthly USDA Farmers to Families food distribution events, resulting in more than 100,000 pounds of food items distributed to Dodge County families in need.



DURANT

NEWEST COMMUNITY INNOVATES TO DELIVER FIRST VIRTUAL BLUE ZONES PROJECT LAUNCH

Despite launching just prior to the pandemic, Blue Zones Project Durant made significant progress in 2020, including successfully conducting its first Discovery and Blueprint work virtually, and leading 'hybrid' summits where participants had the option to participate virtually or in person while safely practicing social distancing.

Reflecting how quickly Blue Zones Project Durant has been embraced by the community, the Durant team was also asked to participate in several local planning committees during 2020, including Safe Routes to School, Durant Downtown Master Planning, Durant Trails and Open Spaces, Magnolia Art District, Durant Health Equity and Destination Durant Tourism.

The local team also found time to safely volunteer in the community by supporting the United Way's Annual Food Drive, Bryan County Turning Point Coalition Back to School Backpack Drive, Community Food Bank Distributions, Toys for Tots and by volunteering at the Bryan County Health Department's COVID-19 vaccine clinic.



FORT WORTH

LOCAL ORGANIZATIONS SUPPORT STUDENTS WITH DISTANCE LEARNING

With most Fort Worth students transitioning to distance learning, the normal "back-to-school" routine was anything but routine in 2020. What didn't change, however, was the need for school supplies. In fact, that need was greater than ever in 2020 due to the economic impact COVID-19 had on many families and schools.

Local Blue Zones Project Approved worksite Fidelity Investments didn't host their traditional employee school supplies drive in 2020. Instead, the company provided a grant that allowed for the distribution of 3,000 backpacks filled with an assortment of pencil pouches, folders, glue, erasers, and other school materials – 10,000 items in all. Blue Zones Project acquired the supplies and coordinated their distribution to underserved campuses via drive-thru events at LVTRise, Fortress, schools, community centers and at back-to-school events. And a collaboration with Kroger stores helped place 500 additional school supply packs with students at five area elementary schools.

Teachers also received support from Blue Zones Project Fort Worth and our local partners, with 2,000 items donated for use in the classroom, including innovative school supply "cakes" of tissue, markers, sanitizer and other classroom items creatively bundled in towering cake-like layers. The team also provided supplies and activities to area community centers.



HAWAII

IMPLEMENTING INNOVATIVE COMMUNITY OUTREACH AND EDUCATIONAL OPPORTUNITIES



In its sixth year as a Blue Zones Project community, Blue Zones Project Hawaii continued to focus on providing strategic, impactful, outcome-driven initiatives to support the transformation of organizations, individuals, and communities across Hawaii during 2020.

In order to support as many Hawaiians as possible during the COVID-19 pandemic, Blue Zones Project Hawaii partnered with the County of Hawaii to promote community well-being by producing informational segments for 808 Kupuna Fit television. 808 Kupuna Fit is a 30-minute news program featured on KHON 2 Fox/CW in Honolulu every weekday morning, and each episode features Blue Zones Project well-being tips interspersed with fitness classes such as tai chi, hula, and yoga designed to encourage viewers to move naturally in their homes. An average of 1,500 households viewed the program each day, with more 100,000

cumulative views of programs during the campaign.

Blue Zones Project staff has also been featured on Hawaii Island's Na Leo TV COVID Talk Story weekly series sharing healthy tips and promoting local virtual events. The programs receive more than 2,000 views each month on the Na Leo TV website.

The local team partnered with the County of Hawaii and local nonprofit Community First in support of the Our Kuleana website resource designed to bring Hawaii Island residents together during the COVID-19 pandemic. The website mobilizes county-wide organizations and serves as an educational resource for residents. The team also contributed to the building of Paleo Chat, an automated chat program featured on the Our Kuleana website to provide insight and answers to COVID-related questions. The website receives hundreds of views each month and its Facebook and Instagram pages have more than 1,700 combined followers.

Blue Zones Project Hawaii also introduced a College Ambassador Program in 2020, with the first pilot program offered during the fall semester. The program connects local college students with Blue Zones Project colleagues, partners, and communities, and emphasizes the importance of individual and community well-being through virtual events including mentoring sessions, roundtable discussions and collaborations, and development of job readiness skills.

KLAMATH FALLS

PROMOTING HEALTH AND SAFETY THROUGH NEW RESOURCE HUB AND COVID-19 TOOLKIT

Blue Zones Project Healthy Klamath engaged in several initiatives to support community resiliency during the COVID-19 pandemic, including expanding distribution of the Living Well magazine to thousands of residents, with an emphasis on underserved areas of the community. The broader distribution coincided with a shift in content from physical well-being to emphasizing mental health and emotional well-being in order to better meet the community's needs during this stressful time.

Additionally, Blue Zones Project Healthy Klamath created a resource hub and a COVID-19 awareness toolkit in support of Klamath County Public Health's efforts to disseminate supportive information to the community. The local team created both print and electronic versions of the toolkit materials, including posters, flyers, postcards, public service announcements, and social media graphics, with all resources available in both English and Spanish.

Thanks in part to grant funding from the Oregon Health Authority, Blue Zones

Project Healthy Klamath also worked to raise awareness countywide about the importance of physically distancing when among the public, frequently washing or sanitizing hands, and wearing a face covering. Some of the grant funding was used to develop and implement the aforementioned COVID-19 awareness toolkit.



MONTEREY COUNTY

KEEPING SENIOR POPULATION CONNECTED TO RESOURCES AND COMMUNITY

During the early stages of the pandemic, Blue Zones Project Monterey County partnered with sponsor hospital Salinas Valley Memorial Health System (SVMHS) and the Alliance on Aging to proactively reach out to more than 400 residents at a local Community Housing Improvement Systems and Planning Association, Inc. (CHISPA) affordable housing development for seniors. The residents were asked a series of questions related to isolation, food access, and medication access, and were connected to support resources as needed.

The local team also asked the residents if they were interested in receiving a regular call through the SVMHS Telecare program that checks in on a frequent basis to subscribed

clients at no cost to them, resulting in 75 residents being added to the list thanks to the team's efforts. Blue Zones Project Monterey County also supported this initiative by identifying and placing bilingual volunteers.

This work led to an additional opportunity to support food distribution at CHISPA locations that are not walkable to the schools that the residents are assigned to, yet required students in the communities to pick up their meals at the schools. The local team worked with the schools to coordinate onsite delivery of the meals to students at multiple CHISPA residence communities, including 80 students in Greenfield, 150 students in Castroville and 92 students in Salinas.



POTTAWATOMIE COUNTY

DECREASING HEALTH RISK FACTORS WITH VEGGIE RX PROGRAM

When Leslie Coots enrolled in the Veggie Rx program, she expected to save a few dollars on her grocery bills. She ended up transforming her life.

A Shawnee native and member of the Citizen Potawatomi Nation tribe, Coots has struggled with her weight and associated health issues for much of her life: "People avoid fruits and vegetables because they think they are too expensive, or it takes too much time to prepare them. This is absolutely a perception I had prior to participating in Veggie Rx."

Veggie Rx was introduced to the community by SSM Health St. Anthony Hospital - Shawnee in conjunction with Blue Zones Project of Pottawatomie County and Avedis Foundation. The program connects the medical system and the food sector by creating a relationship between medical staff, their patients, and local grocers in encouraging patients to make healthier food choices, with an emphasis on increased consumption of fresh produce. Participating health care providers write "prescriptions" for their patients to eat more fruits and vegetables, which are filled at participating grocery stores at no cost to the patients.

Coots learned about Veggie Rx through Blue Zones Project. She decided to participate in 2020 in order to add years to her life through better health in the wake of the COVID-19 pandemic.

The produce "prescriptions" are an essential

component of Veggie Rx, but there's much more to the program, according to Coots. "The educational aspects of Veggie Rx have proven invaluable to my health and well-being: the Zoom meetings, Facebook Live sessions, recipes, tips and group learning in such a supportive environment. The program felt customized for me since I was able to ask questions relevant to my own history and dietary preferences."

Coots can personally attest to the health benefits she has experienced by participating in Veggie Rx. Through the 12-week duration of the program she lost 12 pounds and experienced a 56-point decrease in triglycerides, which are often a sign of conditions such as obesity that increase the risk of heart disease and stroke. She also lowered her overall cholesterol levels by 12 points, while increasing her high-density lipoprotein, or HDL, cholesterol, i.e., the "good" cholesterol by 10 points.

While she has completed the Veggie Rx program, Coots continues to further educate herself regarding the dietary choices she makes. She feels strongly about sharing her enthusiasm and newfound knowledge with others in the hopes that they will also enjoy the benefits of a more balanced diet.

The Veggie Rx program was recently awarded a Telligen Community Initiative grant, allowing SSM Health St Anthony - Shawnee to continue its efforts to connect the medical system and the local food sector.

SOUTHWEST FLORIDA

HOAS DO MORE THAN MAINTAIN PROPERTY GROUNDS



Homeowners Associations (HOAs) typically enforce property rules and oversee the maintenance and upkeep of the neighborhood. But more than 60 HOAs are engaged with Blue Zones Project Southwest Florida, helping to create a sense of community and well-being that directly impacts the lifestyles of their residents. During the COVID-19 pandemic, the local Blue Zones Project team has provided these partner HOAs with information on Power 9 virtual opportunities and weekly online Power 9 specific activities, including tips on reaching out to neighbors who might be alone or in need, and coming together in a purposeful way to fill needs within the Southwest Florida community.

For example, Delasol and Marbella Isles community residents made thousands of masks for local healthcare facilities and held food drives for St. Matthew's House charity, a local nonprofit that supports the underserved. The communities also donated meals to frontline workers at local hospitals and organized regular events to keep neighborhood children physically active while social distancing.

Residents of The Preserve at Corkscrew facilitated community engagement and promoted social well-being by organizing neighborhood birthday and anniversary vehicle caravans. Spirits were also lifted by a community friendship rock garden, where residents decorated small rocks and placed them in a designated garden area for their neighbors to see and enjoy. Residents also donated more than 900 pounds of food items to local community food drives.

UMPQUA

RESIDENT INSPIRED BY WORKSITE WELL-BEING MAKES HEALTHY STRIDES DURING PANDEMIC

In 2020 the Blue Zones Project Umpqua team continued to work closely with local partners to promote and facilitate community well-being in the wake of the COVID-19 pandemic.

Umpqua resident Breanna Callahan credits her employer, certified Blue Zones Project worksite Evergreen Family Medicine, with the well-being strides she made during 2020, despite the challenges presented by the pandemic.

Prior to her involvement with Blue Zones Project, Callahan was struggling with her physical and social health and well-being. As Callahan learned more about Blue Zones Project through Evergreen, she incorporated more opportunities to engage in natural movement into her daily routine, such as using the stairs more often, and filling her water bottle from a fountain further away from her workspace, rather than a closer fountain.

She also participated in a walking Moai group for Evergreen employees that met for walks in a nearby park, which provided the opportunity to exercise more while also strengthening social bonds. Callahan also participated in a plant-slant Moai group, where participants shared plant-based recipes and dishes.

Callahan also joined a local non-denominational faith-based organization and became actively involved in a life group, resulting in new friendships with other women of all ages and increased social enrichment in her life.

Since her initial forays into Blue Zones Project, Callahan has lost more than 70 pounds and established a strong, supportive social network. She intends to continue on her well-being journey, and credits Evergreen for its commitment to making healthy choices easier for colleagues to adopt in and out of the workplace.





LOOKING FORWARD

All of the Blue Zones Project communities demonstrated remarkable resiliency in 2020 in adapting to the challenges brought about through the pandemic, with worksites, restaurants, schools and grocers continuing to work towards and achieving Blue Zones Project approved designation status, and additional communities including Walla Walla Valley in Washington and an expansion throughout Monterey County, California launching during the fourth quarter. Further growth and progress is expected during 2021, as Blue Zones Project continues to evolve and adapt to meet the needs of its communities.



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