

**"I think we need to think about our physical activity as a reward, as something enjoyable and something we look forward to doing, not something that we regard as self-flogging."**

**— Dan Buettner, author of "The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest"**



Eric Cioffi, owner of Well Vending in Naples, restocks a machine at NCH North Naples Hospital on Monday. PHOTOS BY LIZ FREEMAN/NAPLES DAILY NEWS

# Blue Zones Project promotes healthier snacking

Liz Freeman Naples Daily News | USA TODAY NETWORK - FLORIDA

The candy bar in the vending machine is tugging at your taste buds.

But officials with the Blue Zones Project in Southwest Florida want you to fight the urge and opt for something healthier.

The Blue Zones health initiative is working with the Florida Department of Health in Collier County to promote nutritious snack items in vending machines in Collier County parks and recreation centers, and at any businesses or homeowners' associations interested in changing out what's available in vending machines.

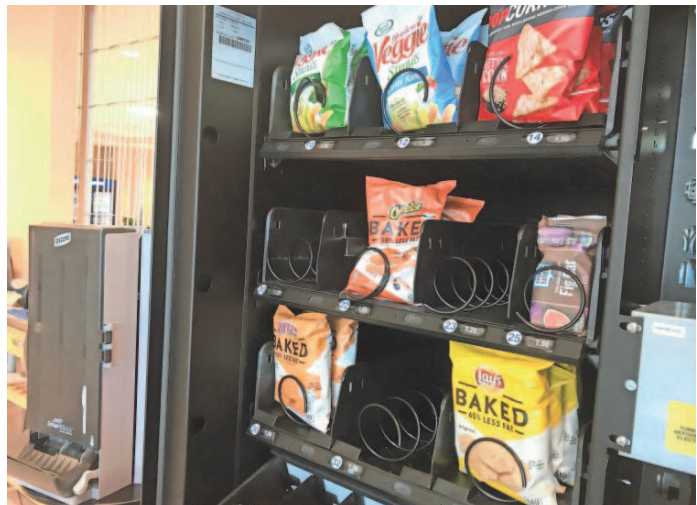
The goal is to have 40 percent of selections in snack machines in county parks and recreation centers be lower in sugar, salt and fat content, said Jessica Crane, community policy leader with the local Blue Zones Project.

A passive education campaign with signs will be displayed at the machines in county parks and recreation centers to help consumers learn what is healthiest and what is not so healthy, she said.

There are roughly 140 machines in county parks and recreation locations, she said. About 25 percent of the choices are healthy, Crane said.

"We would like to get two aisles (in vending machines) dedicated to water," she said.

The Blue Zones project was introduced to Southwest Florida in 2015 based on the travels of Dan Buettner, who identified communities worldwide where people share lifestyle traits



Cioffi restocks a machine at NCH North Naples Hospital.

## Online

Watch a video about healthy snacking. [naplesnews.com](http://naplesnews.com)

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