

More businesses join Blue Zones Project

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Shula's Steak House and Avow Hospice are the latest companies to join the ranks of the Blue Zones Project of Southwest Florida.

Avow Hospice also has gained recognition as an employer that is proactive with the health and wellness initiative.

The steak house, located in the Hil-

ton Naples, 5111 U.S. 41 N., has been named a Blue Zones-approved restaurant. Shula's added several plant-based dishes to its menu for adults and children, uses locally sourced produce when available and allows diners to split plates at no extra charge to encourage healthier portions.

"Shula's wants to empower our team members to live the best lives, not just

See BLUE ZONES, Page 11D



Avow Hospice celebrates becoming a workplace that promotes the Blue Zones Project health and wellness initiative. SHARECARE INC.



Shula's Steak House in Naples celebrates earning Blue Zones Project recognition.
SHARECARE INC

Blue Zones

Continued from Page 7D

here at work, but at home and within their community," Jeff Jerome, director of marketing and sales, said in a news release. "Our partnership with Blue Zones Project has provided numerous resources that help make Shula's Naples a better place to work and enjoy."

Shula's is the 24th restaurant in the region to earn the Blue Zones recognition. It is among 147 area companies in Southwest Florida that have been recognized by the Blue Zones to take steps to incorporate healthier practices in day-to-day operations.

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 and live to 100 or older. He wrote a New York Times best-seller about the nine principles of longevity.

The "Power Nine" include moving naturally by being physically active, eating a plant-slant diet, knowing your purpose in life, taking time to relax, having a healthy social network and putting

loved ones first. A popular activity is to form walking groups at worksites, which gets people active and engaging with one another.

Avow became a Blue Zones approved worksite with 60 of the 200 employees attending a ceremony earlier this month to celebrate the achievement.

A senior Avow official began the campaign eight months ago by forming a task force to work on making changes to the palliative care organization so that the workforce can become healthier.

Avow has teamed up with primary care physicians and others, including the NCH Healthcare System, to promote healthier practices among employees. Avow also became a tobacco-free campus.

Jaysen Roa, president and chief executive officer of Avow, said the organization is collaborating with health care groups to provide employees a healthier work environment, which they need to provide compassionate care to clients and families in the community.

NCH is sponsoring the Blue Zones initiative in Collier and south Lee counties.

For more information, visit the website www.SouthwestFlorida.BlueZonesProject.com.