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Mark Wilson, London Bay president and CEO



A ribbon-cutting was held recently at London Bay Homes' offices to celebrate becoming a Blue Zones approved worksite.

Luxury homebuilder the latest to jump onboard the BLUE ZONES TRAIN

By Liz Freeman

liz.freeman@naplesnews.com; 239-263-4778

When the Blue Zones Project of Southwest Florida was launched last year to help residents get healthier, officials with London Bay Homes knew they would get in on the action.

The luxury homebuilder was recently approved as a Blue Zones Project worksite, where it offers a variety of programs for its 120 employees to get healthier.

“Blue Zones Project is a natural fit for us since we have been creating a wellness focused workplace for the past several years,” Sabra Smith, vice president of human resources for the homebuilder, said in a news release.

Two years ago, Mark Wilson, president and chief executive officer of London Bay, developed a corporate wellness program — before Blue Zones — because he wanted employees to have access to health screenings and wellness programs.

What’s been available for employees for several years are gym memberships, Fitbit fitness trackers, stability balls to replace office chairs, wellness

inspired challenges and other services at no charge to employees.

“A team member’s overall health and wellness makes for a happy and more productive person,” he said in a news release. “The Blue Zones Project designation is a natural evolution for us.”

To earn the Blue Zones’ workplace designation, London Bay organized a 12-week program for employees that starts with a full blood panel analysis, and offered educational seminars on nutrition, fitness, sleep, stress management and other services. The 12-week program began in late January 2016.

After the blood analysis, London Bay employees have one-on-one consultations about their results.

Employees also are encouraged to join a walking group, or moai, at lunch

and take part in workout sessions that are offered under the direction of a local physician, Dr. Corey Howard, whose practice specializes in functional medicine.

Collectively, employees since late January have reduced body mass index by 6 percent, the company said.

The Blue Zones Project of Southwest Florida was introduced to the region in 2015 based on the world 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 NCH Healthcare System is underwriting the Blue Zones initiative in Collier and south Lee counties.

The communitywide Blue Zones initiative will span 8 to 10 years and involves voluntarily implementing health-focused changes in workplaces, schools, government entities, restaurants, grocery stores and physical settings so healthier choices are easier and become a way of life.

London Bay has been a luxury homebuilder in Southwest Florida for 25 years, and has been named America’s Best Builder by Builder magazine.

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- Learn more about Blue Zones: southwestflorida.bluezones.com
- Learn more about Southwest Florida’s commitment to become a Blue Zones community: collier.bluezonesproject.com
- naplesnews.com/bluezone
- Find the Blue Zones books at bluezones.com/resources/books