



BLUE ZONES PROJECT®



THE HEALTHY CHOICE CAN BE THE EASY CHOICE. Lift Your Workforce. Lead in Your Community.

It's about having a better work environment. It's a sense of caring for your employees. All those things I think aid in productivity.

-Rusty Reid,
President and CEO,
Higginbotham

Imagine a place where people feel excited about what they do. Where they're engaged and active together and it's easy to refuel in healthy ways. It's possible in your workplace and your community.

You may have heard about the original blue zones—places where people live longer, with a higher quality of life and lower rates of disease. Blue Zones Project® leverages findings about these places and other well-being research to create new Blue Zones Communities® across North America. Our unique, systematic approach touches people, places, and policy to support the natural, widespread adoption of powerful healthy behaviors. In these environments, healthy and easy become one and the same.

REWARDING TRANSFORMATIONS

Worksites are a vital part of Blue Zones Communities. So are schools, restaurants, grocery stores, faith-based organizations, civic groups, and city governments. By involving a critical mass of people and organizations, Blue Zones Project helps maximize their collective impact and accomplishes inspiring changes like these:

- A 15% drop in the number of overweight and obese adults, a 16% drop in smoking, and a 9% drop in daily stress in Beach Cities, California.
- A nearly 50% drop in smoking rates from 2012 to 2015, along with lower rates of depression and higher produce consumption in Cedar Falls, Iowa.
- Success in attracting grants for infrastructure improvements, such as a \$4.6 million bike path project in Redondo Beach, California and a \$2.1 million pedestrian bridge in Iowa City, Iowa.

CLEAR BUSINESS BENEFITS

The movement is already in motion in communities across North America, including yours. As a worksite, you can join the movement, apply best practices from the Blue Zones Project Worksite Pledge, and unlock bottom-line benefits for your organization.



Healthier employees, with lower healthcare costs.

- An Iowa business saw a 20% decrease in healthcare claims in one year. Nearly 50% of its employees eliminated at least one risk factor for cardiovascular disease and diabetes.
- A California manufacturer experienced a drop in worker's compensation claims from \$360,000 to \$12,000 over a two-year period.

Higher productivity, with lower turnover.

- A Minnesota consulting company recorded a 19% increase in revenue, 38% increase in clients, and 9.5% decrease in attrition one year after adopting Blue Zones Project initiatives.

WE MAKE IT EASY

Free access. Privately funded by sponsor organizations, Blue Zones Project experts, tools, and resources are available to you at no cost.

Proven practices. Our experts have identified evidence-based practices for shaping a workplace that supports healthier, happier, more productive employees. They build and strengthen six pillars of worksite well-being: leadership, purpose, engagement, physical environment, policies and benefits, and well-being solutions.

Flexible approach. You decide which practices best suit your workplace based on what you're already doing and what you aspire to do. You'll find actionable ideas no matter what your business size or whether you're new to well-being initiatives or not. You can include your own best practices as part of your Blue Zones Project efforts.

Hands-on support. Local Blue Zones Project team members—working in your community—guide your team in implementing best practices. You can connect, share successes, and support other active worksites and organizations through local Project committees.

Collaborative strength. With more than 200 interventions across organizations, Blue Zones Project aims to reach all the places people live, work, learn, and play. Healthy behaviors spread within and outside your worksite, expanding the impact of every positive change and connecting you and your workforce to a thriving community.

Positive recognition. Blue Zones Project has a strong record of generating positive media coverage and public awareness, with broad benefits for recruitment, retention, and economic health. Blue Zones Project Approved™ Worksites are recognized as community leaders in health and well-being and join a network of respected organizations promoted across the community.

MAKE THE HEALTHY CHOICE THE EASY CHOICE. AT YOUR WORKSITE. IN YOUR COMMUNITY.