

Join the Movement

# Blue Zones Project<sup>®</sup>

FOR A HEALTHIER COMMUNITY



# What is Blue Zones Project?

Blue Zones ***Project*** is a **community-wide well-being** improvement initiative

designed to

***make healthy choices easier***

by encouraging

**sustainable changes**

in our

**built environment and social networks**





# BLUE ZONES AREAS

LOMA LINDA  
CA, USA

NICOYA  
COSTA RICA

SARDINIA  
ITALY

IKARIA  
GREECE

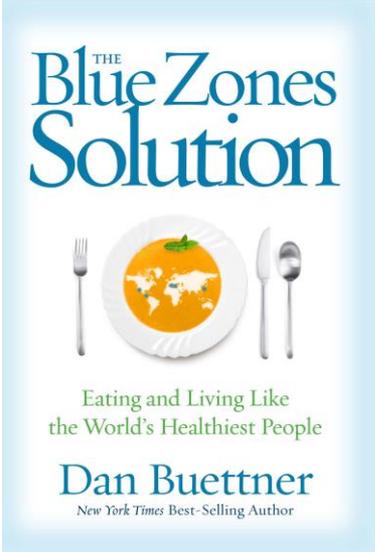
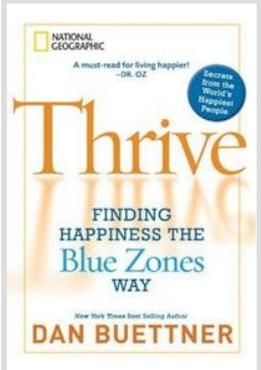
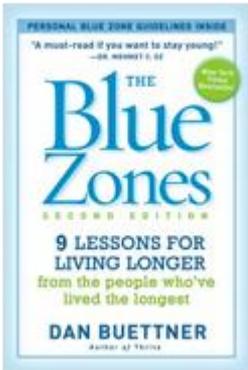
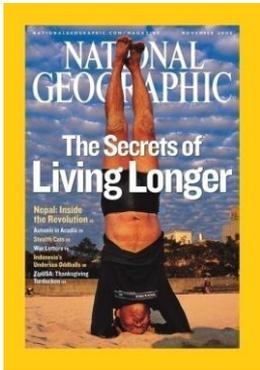
OKINAWA  
JAPAN



# OKINAWA'S LONGEVITY PROFILE

- Longest disability-free life expectancy in the world
- Live seven good years longer than average Americans
- Five times as many centenarians
- One fifth the rate of breast and colon cancer
- One sixth the rate of cardiovascular disease

# Blue Zones Project Awareness



# The Power 9

Lessons for Living Life Longer, Better

Move Naturally

Right Outlook

- Downshift
- Sense of Purpose

Eat Wisely

- Wine @ 5
- Plant Slant
- 80% Rule

Connect

- Loved Ones First
- Belong
- Right Tribe

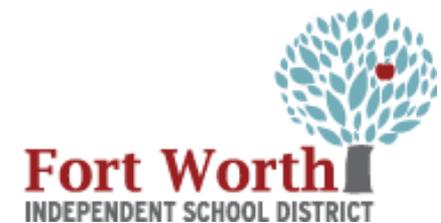




# Why Blue Zones Project in Fort Worth?



# Community Collaboration—COLLECTIVE Impact



# Applying Blue Zones Project in Fort Worth



# Policy - Blue Zones Creating Safe Streets

**BEFORE**



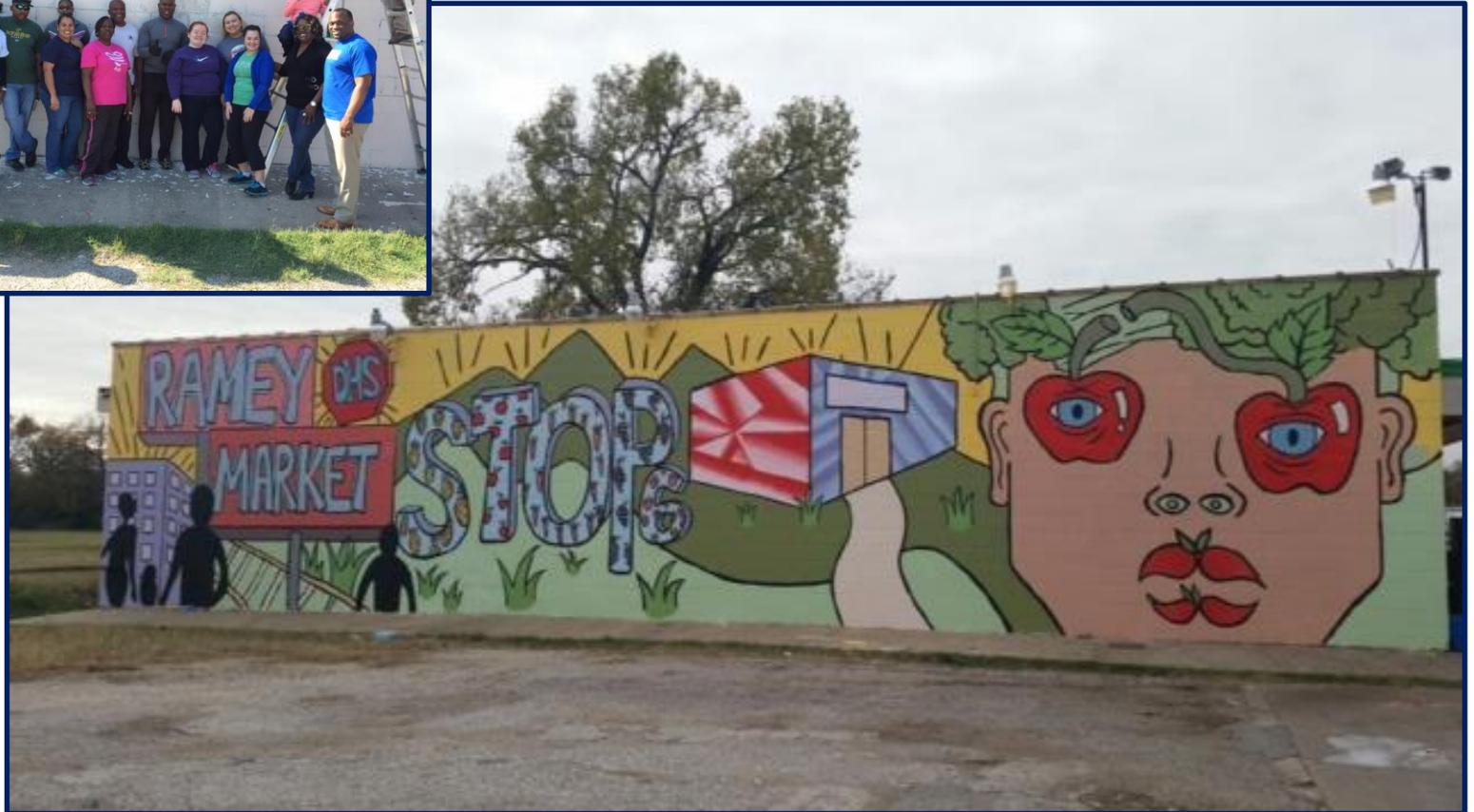
**AFTER**



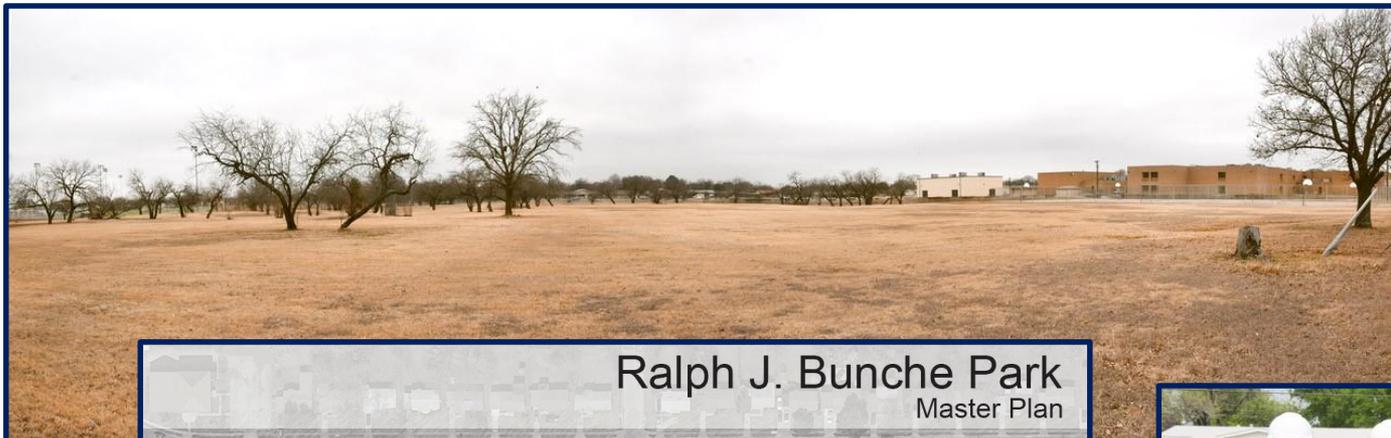
# Policy - Blue Zones Creating Safe Routes to School



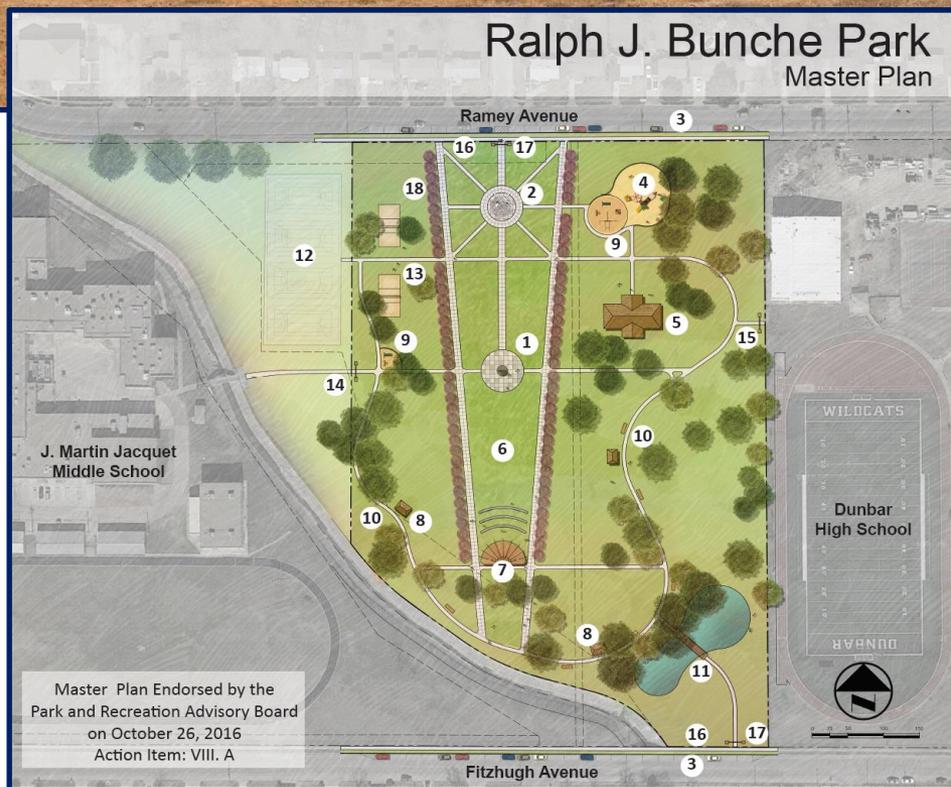
# Policy - Blue Zones Helping with Food Access



# Policy - Blue Zones Partnering To Create Safe Parks



**BEFORE**



**FUTURE –**  
**Phase 1 complete in Fall of 2018**

# Blue Zones Where People Live, Work, Play



# Blue Zones Where People Live, Work, Play



# Applying Blue Zones Project in Fort Worth



# Fort Worth's well-being has improved since the implementation of the Blue Zones Project in 2014

## Focused effort on healthy eating, natural movement, and purpose...

- 119 Approved Worksites (57,812 employees)
- 42 Approved Schools in four ISDs
- 59 approved restaurants
- 19 approved grocery stores, including all Tom Thumb and Albertsons
- 23 policies addressing the built environment, food and tobacco implemented
- More than 9,000 participants in Purpose Workshops
- More than 80K personally engaged
- More than 15K participants in healthy cooking demos
- More than 1K volunteer projects sponsored

## ...yields measurable results\*



- **Well-being score**
- **Healthy weight**
- **Regular exercise**
- **Access to fresh produce**



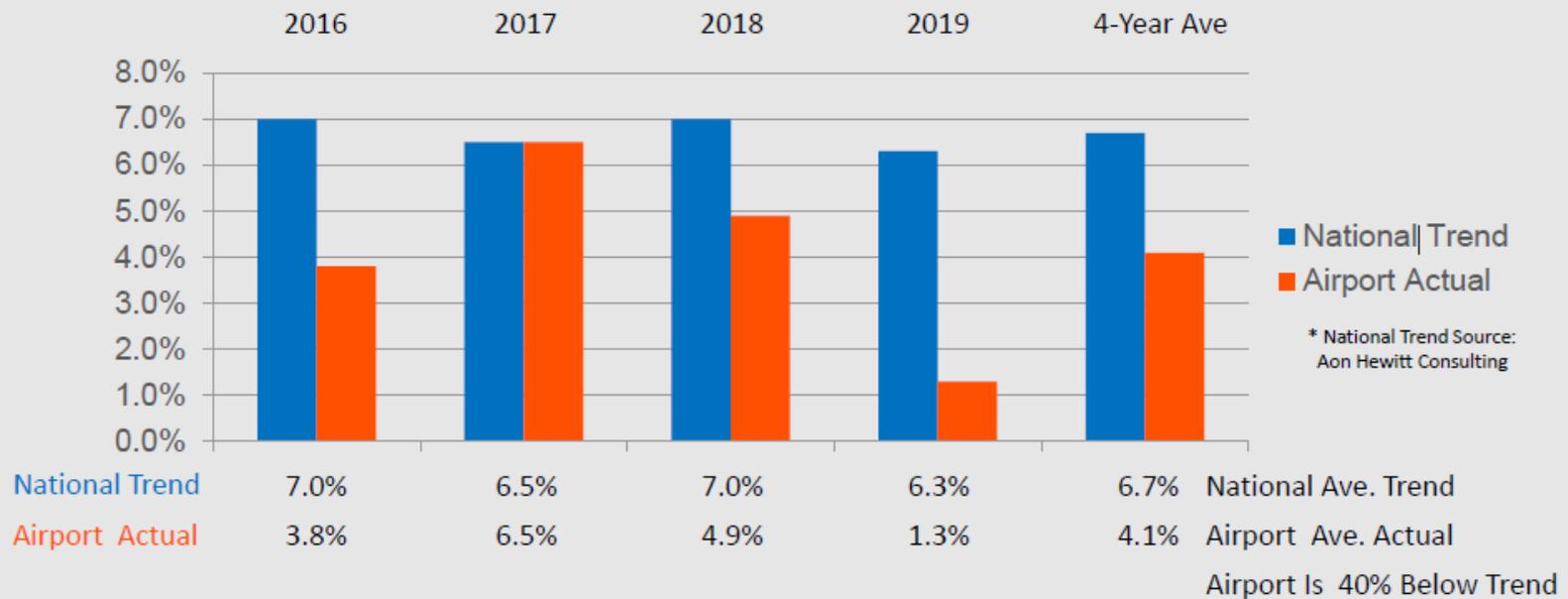
- **Obesity rate**
- **Smoking rate**

\*Based on the Gallup-ShareCare Wellbeing index

# Outcomes and Impact

## DFW AIRPORT

The Airport's Healthcare Cost Increase Rate Is Running 40% Below The National Trend



DFW

# Outcomes and Impact

## CITY OF FORT WORTH

- For health Insurance, saw 1.4% decrease in their “high” risk factors and an increase in their “low” risk factor category
- EAP Utilization is at 11.5% for 2017, exceeding their goal of 9% and well above the national average of 4.5%

# Outcomes and Impact

## CITY OF FORT WORTH

- Participation rates for health screenings jumped dramatically from mid 60's % to 81% in 2016 (tied to cost savings on insurance premiums) but they saw another increase from 81% to 83% from 2016 to 2017
- Concurrent with high participation rate with Blue Zones Project—62% of employees have participated with Blue Zones Project activity

# Brought to Fort Worth By



THE RYAN FOUNDATION



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**Freese and Nichols ● Epic Systems Corporation ● Real Estate Council of Greater Fort Worth ● R4 Foundation**

**Meta Alice Keith Bratten Foundation ● Rainwater Charitable Foundation ● North Texas Community Foundation**



# Making the Healthy Choice Easier in Fort Worth



“Longest-lived people don’t pump iron, run marathons or join gyms. They live in environments that get them moving without thinking.”

-Dan Buettner