



1



THANK YOU
to our sponsors





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It's getting harder to lead a healthy lifestyle

More than 60% of us can be classified as overweight or obese

Our environment increasingly encourages unhealthy behaviors

Loneliness and social isolation are risk factors for increased mortality

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WHY Grand Forks?

"Our mission is to improve health and enrich life, and one of the biggest ways to improve the health and lives of our patients is to invest in our community and in our workforce. The Blue Zones Project has a proven track record in using a community-wide approach to creating a healthier, happier, and more productive workforce, and that's a win-win for everyone involved."

– Todd Forkel, CEO of Altru Health Systems

1/3

Grand Forks adults are reported to be obese



16%

Grand Forks adults use tobacco

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What determines our health?

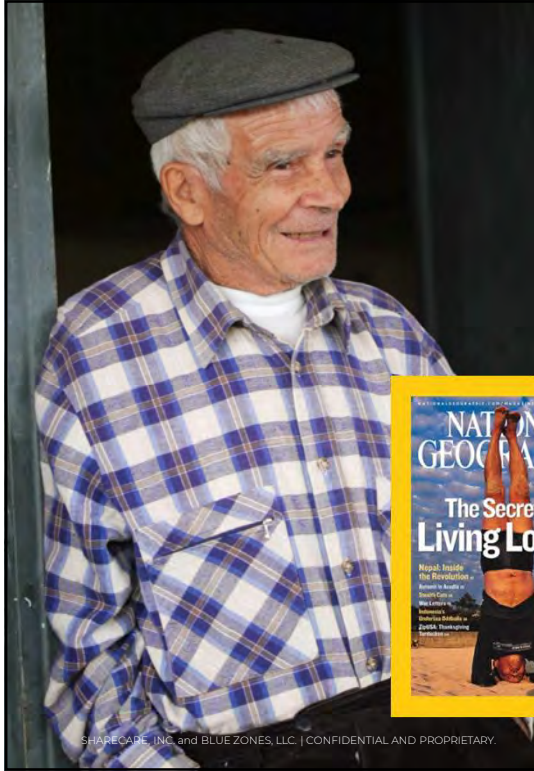


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20+ years longevity study

It all began with with Dan Buettner's
20+ year longevity study to find the
world's healthiest people

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THE ORIGINAL BLUE ZONES EXIST ALL OVER THE GLOBE

3x
more likely
to live to 100

Living on average
12 more
good years than
we do in North
America.



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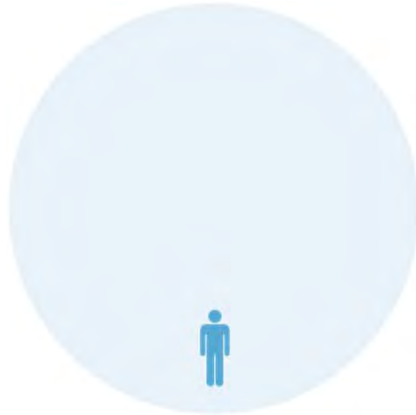
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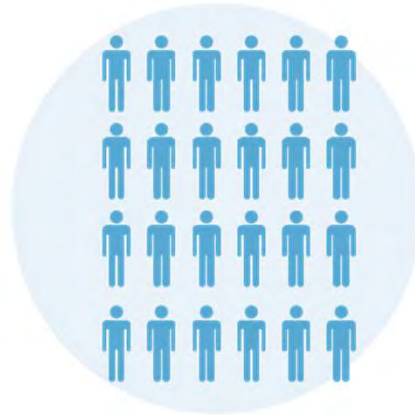
LIVING TO 100

North America



1 in 6,000

Sardinia



1 in 250

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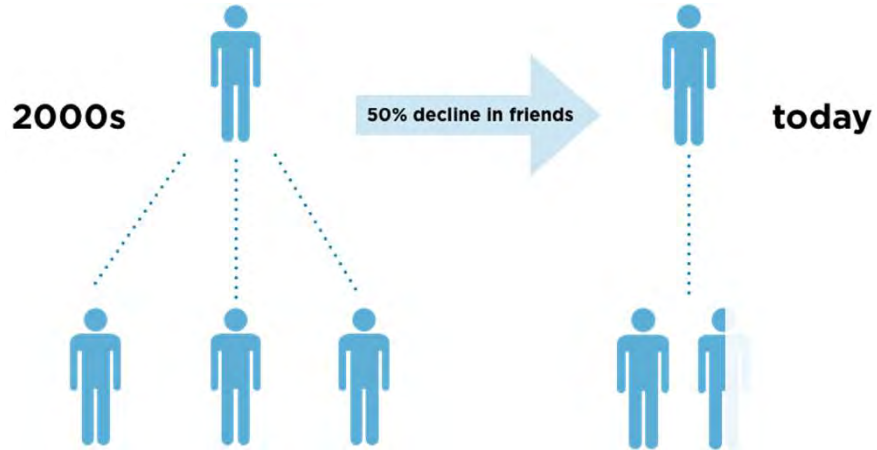


OKINAWA
Japan

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WE ARE GETTING LONELIER



Loneliness has the same impact on longevity as smoking 15 cigarettes a day

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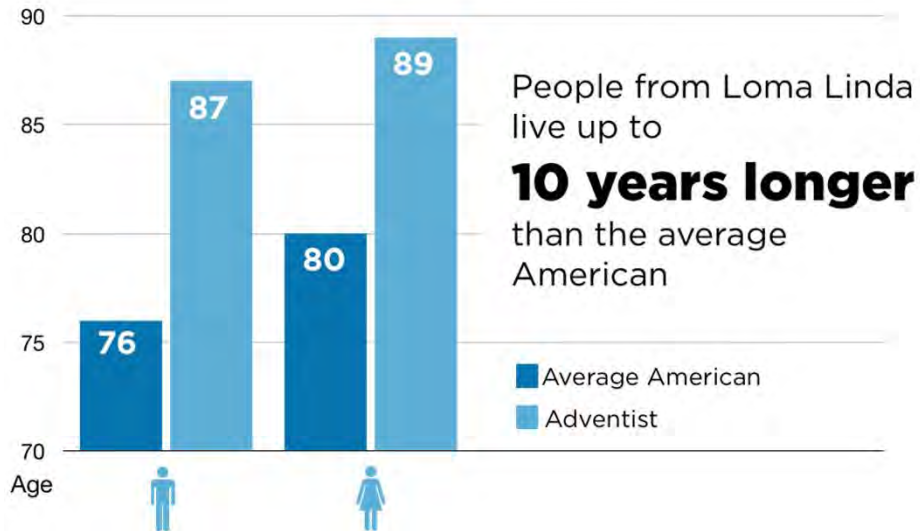


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SEVENTH-DAY ADVENTISTS



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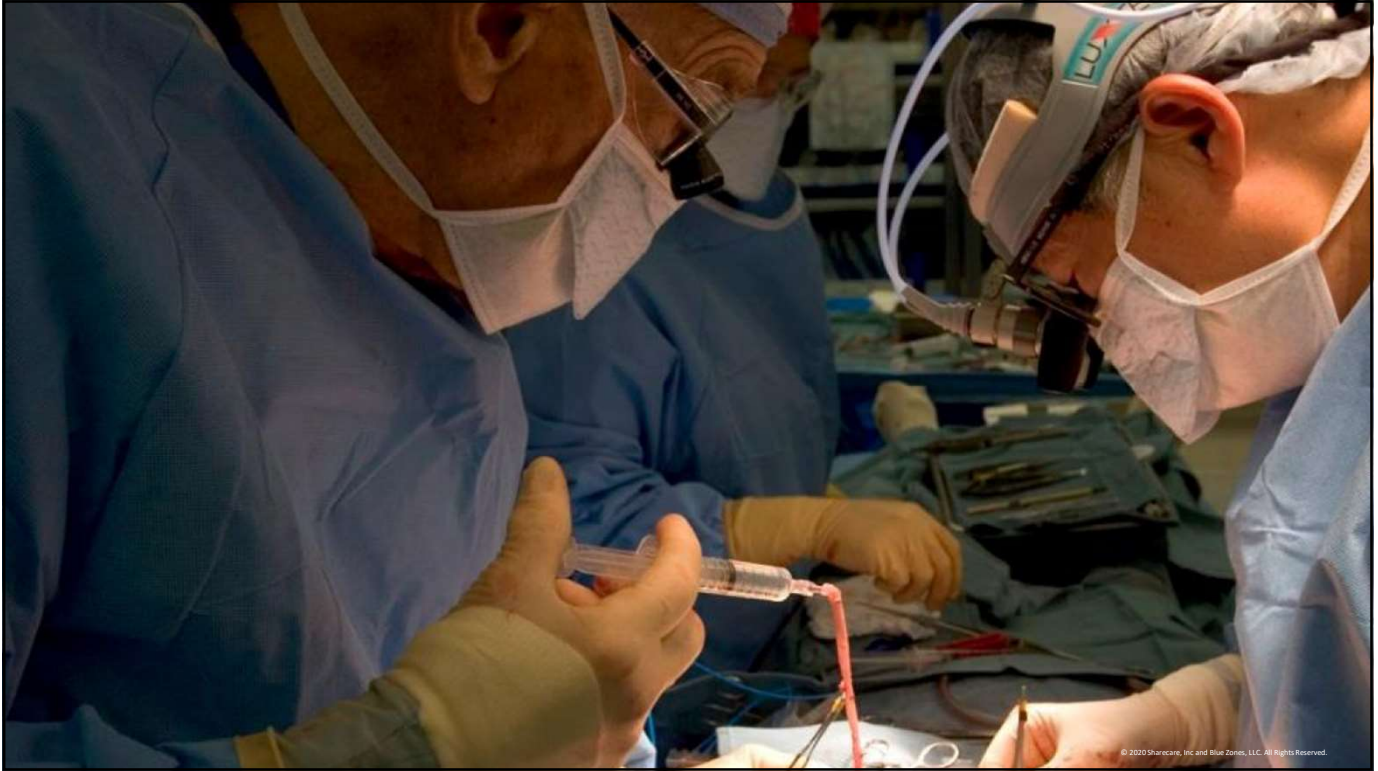
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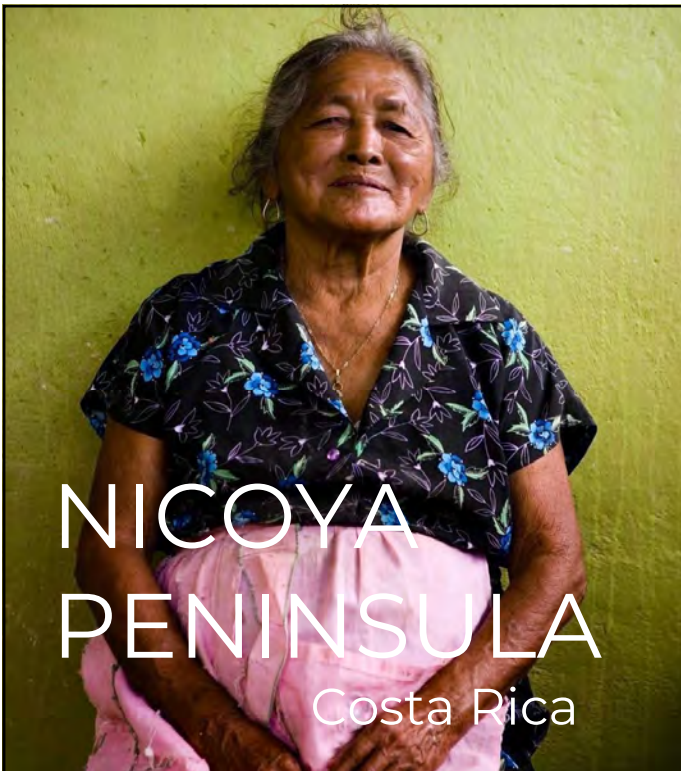
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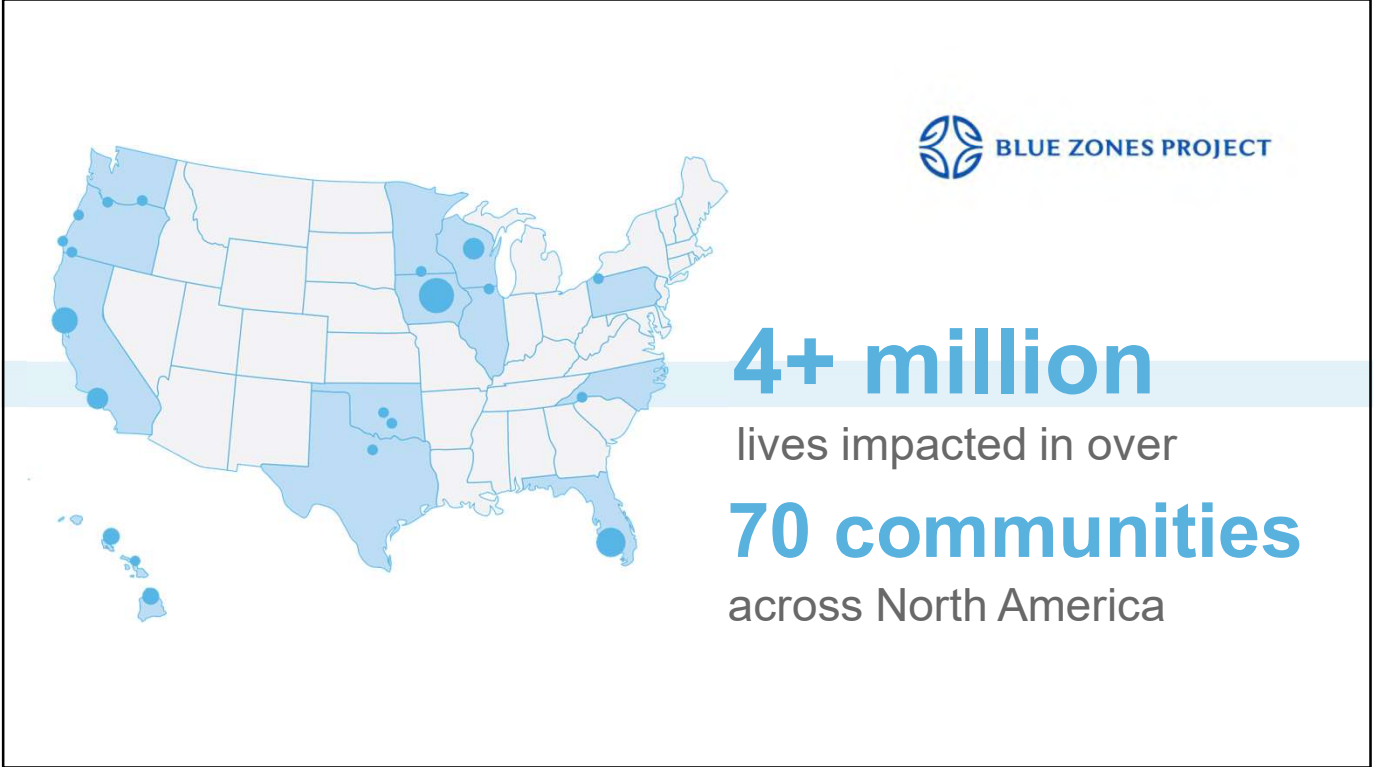


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BLUE ZONES PROJECT

4+ million
lives impacted in over
70 communities
across North America

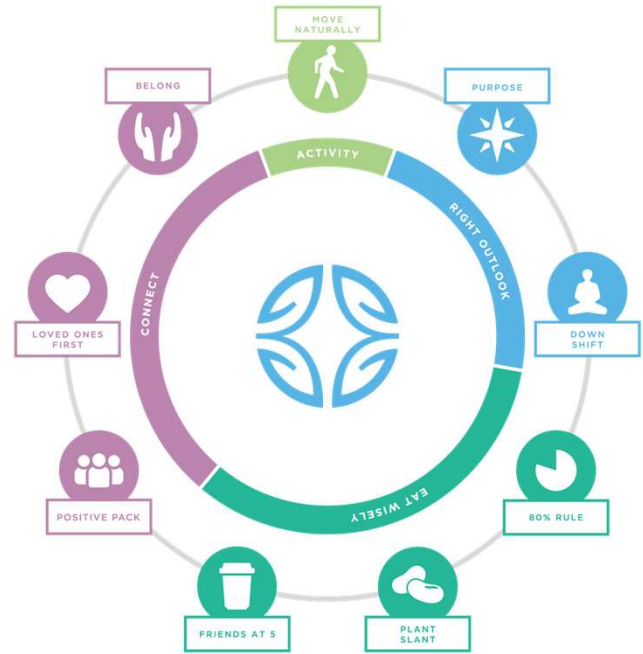
The image shows a map of North America with several states highlighted in light blue. Overlaid on these highlighted areas are various sized blue circles, representing the 70 communities mentioned in the text. The largest circle is in the central US, with others scattered across the West Coast, Midwest, and Southeast. The Blue Zones Project logo is in the top right corner.

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POWER 9® Lessons for living longer, better



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What is well-being?

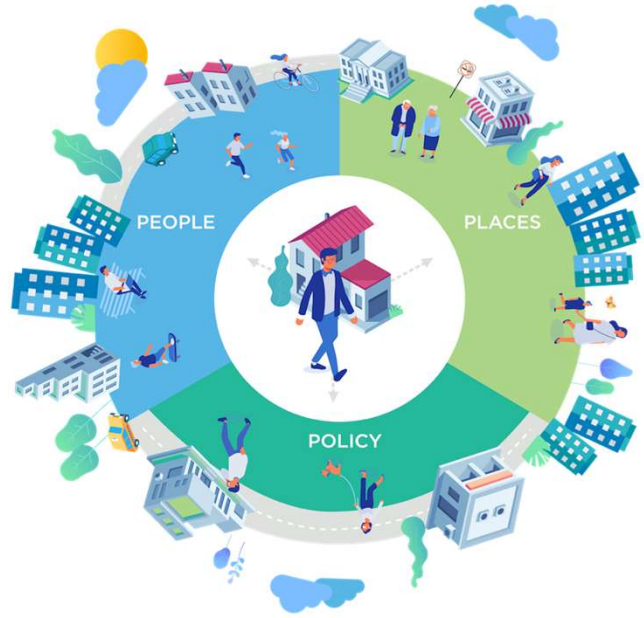
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LIFE RADIUS

Blue Zones Project works to improve what we call the life radius, the area around a person's home where they spend most of their time.

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IMPACTING PEOPLE

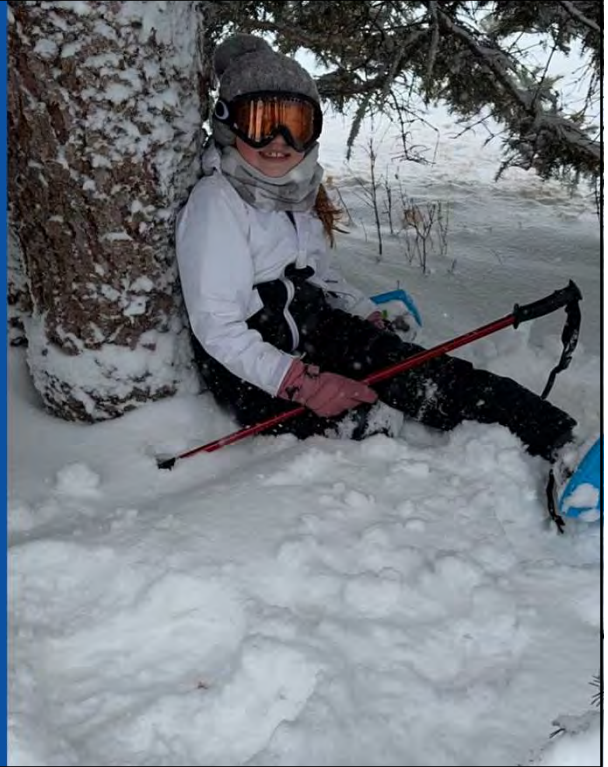


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TAKE STEPS TOWARD IMPROVING YOUR WELL-BEING:

- Move more
- Discover your purpose
- Eat better
- Make new friends



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PEOPLE CREATING A HEALTHIER FUTURE

64% drop in childhood obesity over nine years in elementary schools in Redondo Beach, CA.

.....

14% increase in people who report they are thriving in their life evaluation in Fort Worth.

.....

9% increase from 2014 – 2018 in people who were proud of their community in Fort Worth.

.....

10% drop in daily stress in SWFL.

8% increase the number of residents who learn or do something interesting daily in SWFL.



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IMPACTING PLACES



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DISCOVER HOW HEALTHY CHOICES ARE MADE EASIER:

- Schools
- Worksites
- Restaurants
- Grocery stores
- Civic & Faith-Based Orgs



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WORKSITES: NCH Leading a Healthier Culture Brings Business Benefits

NCH created a workplace culture and environment that inspires employees to feel better and do their best work.

NCH experienced:

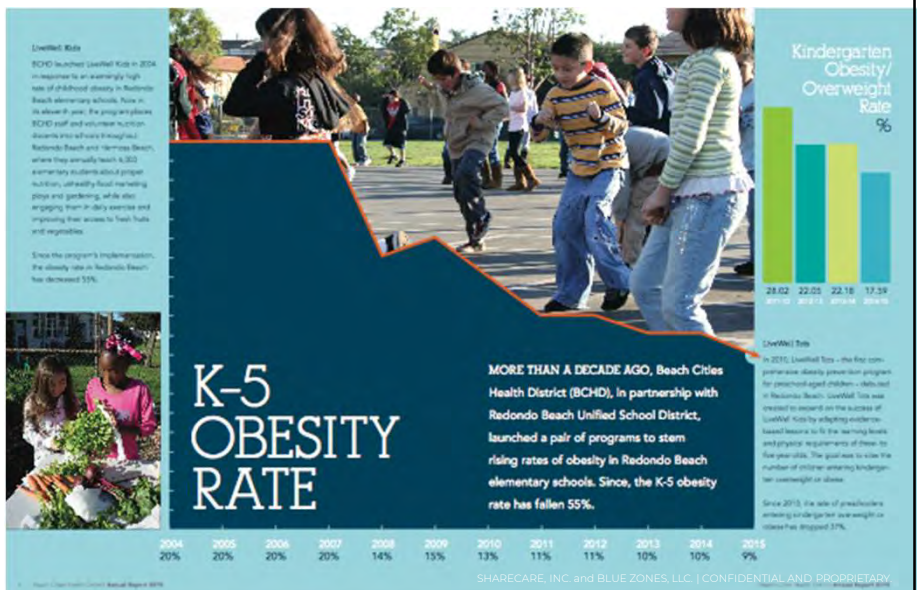
- A nearly three-point jump in overall well-being among employees
- 54% decrease in healthcare expenditures over six years
- \$27 MILLION in savings during a 3-year period



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SCHOOLS: Building a Healthier Future for the Next Generation

**K-5
OBESITY
DOWN
64%
AS OF 2016**



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SCHOOLS: Building a Healthier Future for the Next Generation

K-5 OBESITY DOWN 64% AS OF 2016

LiveWell Kids

BCHD launched LiveWell Kids in 2004 in response to an alarmingly high rate of childhood obesity in Redondo Beach elementary schools. Now in its fourth year, the program gives BCHD staff and volunteer nutritionists access to every classroom in Redondo Beach and Hermosa Beach, where they annually teach K-5 elementary students about proper nutrition, healthy food marketing, play and gardening, while also engaging them in daily exercise and improving their access to fresh fruits and vegetables.

Since the program's implementation, the obesity rate in Redondo Beach has decreased 55%.

K-5 OBESITY RATE

MORE THAN A DECADE AGO, Beach Cities Health District (BCHD), in partnership with Redondo Beach Unified School District, launched a pair of programs to stem rising rates of obesity in Redondo Beach elementary schools. Since, the K-5 obesity rate has fallen 55%.

Kindergarten Obesity/Overweight Rate %

Year	Rate %
2012	22.02
2013	22.16
2014	22.16
2015	17.59

LiveWell Kids

In 2010, LiveWell Kids – the first comprehensive obesity prevention program for preschool-aged children – debuted in Redondo Beach. LiveWell Kids was created in response to the success of LiveWell Kids by adapting evidence-based lessons to fit the learning needs and physical requirements of these five-year-olds. The goal was to raise the number of children meeting kindergarten overweight or obese.

Since 2010, the rate of preschoolers meeting kindergarten overweight or obese has dropped 37%.

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RESTAURANTS: Shaping a Healthier Dining Experience with Customer and Restaurant Benefits

Buffalo West, in Fort Worth, known for ribs, steaks, and upscale comfort food, saw a rise in sales after becoming an approved restaurant:

- Salad bar now makes up 70% of the lunch business.
- Price-per-person average has increased \$8-9.
- 20% revenue increase from 2016-2017 and a 13.5% increase from 2017-2018.

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GROCERY STORES: Connecting Customers with Healthier Shopping and Eating Well



One-third of all Foodland grocery stores are now Blue Zones Project Approved (11 out of 33) with a goal of reaching 100%.

Since becoming approved, they've seen:

- 12+% increase in natural food sales
- 6+% increase in produce sales, on average

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ORGANIZATIONS BOOST ECONOMIC & COMMUNITY VITALITY

Albert Lea, MN, employers saw \$8.6 million savings in annual healthcare costs thanks to a 35% decrease in tobacco use.

At Midwest Metal Products in Cedar Rapids, IA, paid medical claims dropped from \$7,348 to \$5,207 per covered member.

89%

of employees reported feeling a sense of belonging at work.

73%

of employees felt personally connected to Berthel Fisher's well-being efforts spurred by Blue Zones Project and the Power 9.

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In just three months after opening a healthy checkout lane, a Hy-Vee Grocery Store in Iowa saw:

- + 122% healthy beverage sales
- + 15% produce sales
- + 25% fruits and vegetables sold at the salad bar



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COMMUNITY POLICY
HAS A BIG IMPACT ON
HEALTHY CHOICES:

- Built environment
- Tobacco policy
- Food policy

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\$6.4 MILLION

in grant funding will support a Safe Routes to School initiative to make it easier and safer for students to walk or bike to school in Fort Worth.



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California's Beach Cities
have seen a

36% REDUCTION

in tobacco use
since 2010.



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POLICY PROGRESS YIELDS RESULTS

Smoking dropped 36% in California's Beach Cities over seven years and 31% in Fort Worth, TX, saving FW an estimated \$268 M since 2014.

Smoking is prohibited in cars when minors are present across the islands of Oahu and Maui.

Built environment work on North and South Broadway in Albert Lea saw a 25% increase in downtown property values and a 96% increase in pedestrian traffic over four years.

There has been an 81% increase in trail usage as a result of the Fountain Lake Trail completion in Albert Lea.



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BLUE ZONES PROJECT Foundation and Planning Phase



ASSESSMENT & DEVELOPMENT

- Preliminary community assessment (2-day visit)
- Focus groups, 1:1's
- Presentations
- Sponsor identification and ROI analysis
- Identify volunteers and talent to support project roles

FOUNDATION (9 months)

- Community Input & Discovery
- Well-Being Measurement
- Coalition Building
- Training
- Blueprint Development
- Volunteer Mobilization

TRANSFORMATION: 5-10 years (4 years)

- **Implement Blueprint**
- **Engage people and places**
- **Impact policy to drive environmental change**
- **KPIs reported on annual basis**

CERTIFICATION + SUSTAINABILITY + EVOLUTION

- Celebrate!
- Create and implement sustainable blueprint
- Continue impacting well-being in the community
- Showcase outcomes using Community Well-Being Index

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#74

BLUE ZONES PROJECT

4.5 million lives impacted in over 78 communities across North America

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THE ALBERT LEA PROJECT

Special Reprint Edition

USA TODAY News June 18, 2006

Town sets off on healthy path practicing 4 keys to longevity

By Mark Heath/Media USA TODAY

“Thinking where you spend most of your day, exercising the opportunity to take advantage of the area’s great parks, trails, and programs is not a health-improvement strategy,” he says.

He has obtained two national awards for his work: the 2005 National Geographic Explorer Award and the 2006 National Geographic Explorer Award. He is also a member of the Blue Zones Living Well Institute, the Blue Zones Living Well Institute, and the Blue Zones Living Well Institute.

By Andy Katz for USA TODAY

Walking through the Albert Lea, Minn., area, one can see the signs of a town that is practicing the four keys to longevity: diet, exercise, social connections, and a sense of purpose.

Albert Lea is a town of 10,000 people in the state of Minnesota. It is a town that is practicing the four keys to longevity: diet, exercise, social connections, and a sense of purpose.

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- 2.9 year lifespan increase
- 49% decrease in healthcare claims
- 36% drop in smoking
- \$8.6M annual healthcare cost savings
- Jumped to 34th place in MN County Health Rankings (up from 68 out of 87 counties)

ALBERT LEA CLIMBS OUT OF ECONOMIC CRISIS



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Fill in most recent ppl data

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Fill in most recent policy data

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Listing of upcoming events

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LIVE LONGER, BETTER



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Join us and make
our community an even
better place to
LIVE, WORK, LEARN, AND PLAY

@BZPGrandForks

**LIVE
LONGER
BETTER®**

