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Agenda

- Blues Zones History and Research
- Blue Zones Activate Value Proposition
- Expectations/outcomes
- Discussion Q&A

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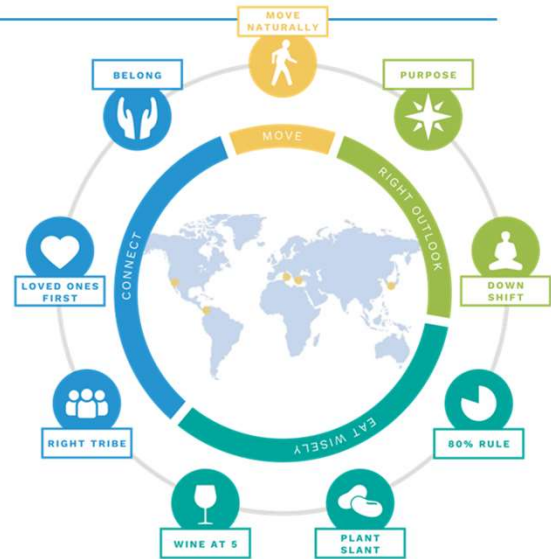
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Blue Zones – Solution Model

POWER 9®

Lifestyles of all Blue Zones residents
shared **nine commonalities**.

We call these characteristics the **Power 9**.



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**optimizing
our man-made surroundings
for sustainable
well-being improvement**

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Blue Zones – Solution Model

LIFE RADIUS®

Almost all Americans spend 90% of their lives within 20 miles of home. We call this the **LIFE RADIUS**.

That's where we focus—implementing *permanent* and *semi-permanent* changes to where people spend the majority of their waking lives.

At homes, schools, worksites, grocery stores, restaurants, and faith-based organizations.

We make healthy choices easier—even unavoidable.

Where you spend your time and who you spend it with is the intervention that transforms well-being.



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Activate Overview

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Blue Zones Activate Value Proposition

Tangibly jumpstart the transformation of a community to position it for a future Blue Zones Project

- Proven on-ramp to a Blue Zones Project
- Building a community “Change Competency”
- Activating citizen leadership and volunteer base
- Changing the built environment including a Marquee (demonstration) Project
- Improving food systems including a Marquee (demonstration) Project
- Securing more funding for expansion and sustainability

Blue Zones Activate Components



Community
Governance
and Volunteer
Structure



Built
Environment
Policy and
Marquee Project



Food Systems
Policy and
Marquee Project



Awareness
Campaign, PR,
and Media
Stories



Supplemental
Grant Acquisition
Support



Fundraising and
Sponsorship for
Expansion

Blue Zones Activate

IGNITING TRANSFORMATION THROUGH SYSTEMS CHANGE



Blue Zones Project

DEPLOYING THE FULL LIFE RADIUS MODEL



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Activate Pathway To Blue Zones Project



Assessment

- Educate and mobilize local leaders and residents
- Evaluate the community's current state of well-being
- Identify the highest priority challenges and opportunities
- Produce and present an expert plan for Transformation

Activate

- Prioritize, adopt and implement key policy changes
- Inspire citizen awareness and engagement
- **Attract additional funding and resources**
- Raise the community profile

Blue Zones Project

- Full focus on people, places and policy
- Prove and communicate the impact
- Capture value of being a Blue Zones Community
- Assure sustainability



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Blue Zones Activate Cornerstone

Built Environment and Food Systems Improvement Policy as a Lever

Changes to these environments drive the most long-lasting impact on health outcomes that can be made in a 3-year time period and create momentum and readiness for a Blue Zones Project



What can be done?

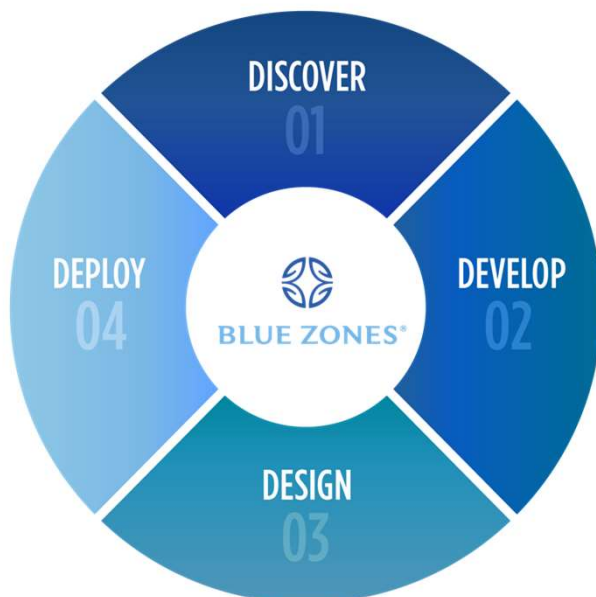
- Creating and/or adding miles towards bicycle & pedestrian projects for shared use paths.
- Support community well-being projects (Safe Routes to Parks and Schools) and increasing park access.
- Adding healthy options to existing restaurant, school & workplace menus.
- Hosting Purpose workshops & cooking demonstrations.
- Connecting local producers (produce) with consumers.
- Creating Moai walking groups.

Questions?

- Do not hesitate to contact me.
- Like us on our FB page
- Want to volunteer?
- This process is Grays Harbor centric (bottom up; not top down).

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4D Policy Process



The 4D Policy Process is Blue Zones proven plan for effecting policy change in a community

- **DISCOVER:** Thorough inventory of community priorities, strengths, and weaknesses
- **DEVELOP:** Thorough analysis of findings from discovery and creation of customized recommendations. Supported by an established community-based action team
- **DESIGN:** Collaboration with community leaders and stakeholders to identify the most effective and feasible policies and projects to implement
- **DEPLOY:** Supported deployment of selected policies and projects

Through this process, community-wide improvements in the built and food environment can be achieved

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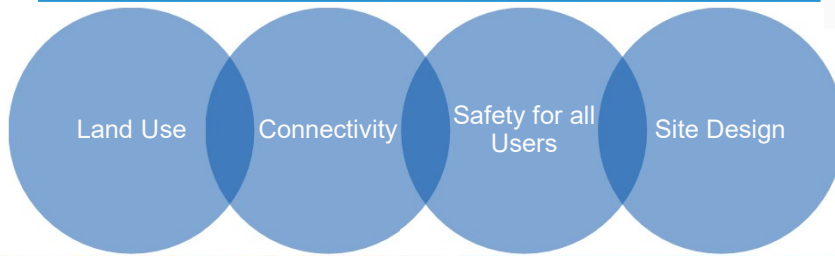
Built Environment Improvement



- 4D Process Implementation
 - Discover
 - Develop
 - Design
 - Deploy
- Focus on policy changes with most impact
- Utilization of “pop ups” and demonstration projects
- Marquee project selection to highlight visible change

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Built Environment Principles



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BUILT ENVIRONMENT CASE STUDIES

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ALBERT LEA, MN completed a multi-use trail around Fountain Lake increasing trail use by 81 percent

UNIVERSITY PLACE, WA saw a 60 percent decline in annual crashes after placing Bridgeport Way on a “road diet” creating ample space for pedestrian and biker usage.

Commerce improved on LA JOLLA BOULEVARD in SAN DIEGO, CA after a “road diet” and installation of 5 roundabouts including a long-term lease by CVS Pharmacy.

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Food Systems Improvement



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- 4D Process Implementation
 - Discover
 - Develop
 - Design
 - Deploy
- Focus on policy changes with most impact
- Utilization of “pop ups” and demonstration projects
- Marquee project selection to highlight visible change

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What is Food Policy?

- Offers an evidence-based way to make changes in community anchor institutions (such as schools, hospitals, parks, etc.) and/or in their local units of government.
- Changes are designed to ensure that residents have reliable access to affordable, healthy food in the places they spend time.



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Health | Food Insecurity | Hunger Relief

WHAT WE LEARNED

HEALTH

- 34% adult obesity rate; higher than state average
- 6th highest county diabetes rate in Michigan
- 80% of county residents eat less than 2 servings of vegetables a day

HUNGER RELIEF

- Some hunger relief programs lack the resources they need to provide the healthy food they want
- Rural areas need better access to hunger relief programs
- Volunteers do amazing work to feed hungry people across the county

FOOD INSECURITY

- 9.5% adult food insecurity rate
- 13% childhood food insecurity rate, or 1740 children



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Fort Worth, Texas

City Healthy Food Financing Initiative with low-to-no interest loans: Retailers can open, renovate or expand retail outlets that provide fresh produce.

Urban Agricultural Ordinance allows vacant lots within the city to be used for the development of urban farms with rezoning. Community and backyard gardens allowed to have small temporary sales on-site.



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Klamath Falls, Oregon

Established Online Farmers Marketplace: A food hub connecting local producers with consumers. Provides the only year-round location where SNAP recipients can purchase fresh produce year-round.

Produce Connection: A network of eight drop sites where free produce is provided. Over 790,000 lbs of produce was distributed in 2018.



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Manitou Springs, Colorado



The town had recently seen a loss of business life after a by-pass was built. Although the by-pass removed significant unwanted traffic, it also reduced tourism and other shoppers.

The project involved conversion of a 4-lane roadway into a distinctive, character driven two lane roadway with a key roundabout at a tight three-legged intersection.

This change helped the merchants bring back life to the downtown while improving traffic flow. Today there are many new mixed-use buildings, new retail and increased activity downtown.



Community Awareness

- Stakeholder Presentation
- PR/Media Toolkit and Expert Support
- Landing Page/Social Media
- Online Tools for Individuals
- Milestone Celebrations

Media Exposure and Awareness



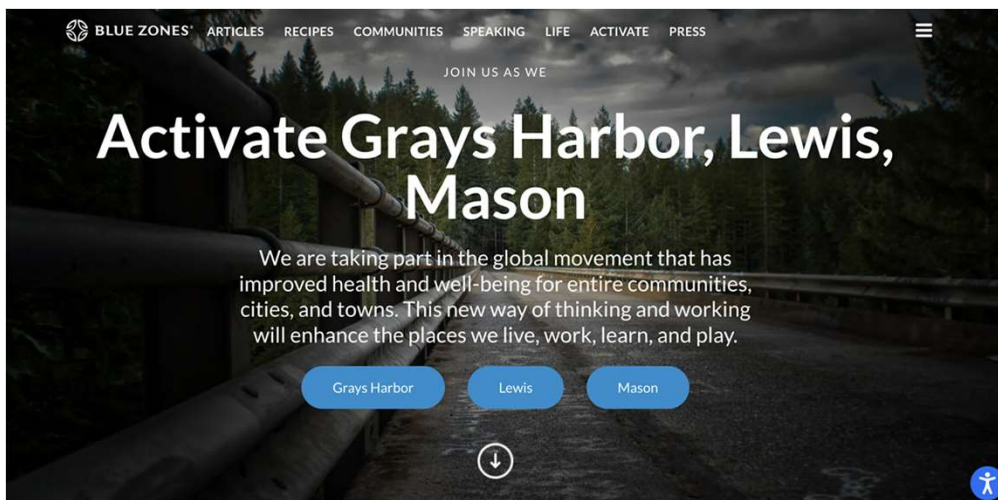
Blue Zones and its brand have attracted global recognition, with more than 10 billion media impressions to date. Since its launch in 2008, Blue Zones has been heralded for innovative approaches to population health management in such publications as *The New York Times*, *National Geographic*, *Scientific American* and the *Oprah Magazine*.

Blue Zones has appeared on shows like CNN, NPR, Good Morning America, ABC World News and CBS's The Early Show. We leverage this awareness to celebrate and shed light on our innovative community partners.

COMMUNITY AWARENESS

- In Albert Lea, MN, **85%** of residents were aware and **40%** of residents engaged
- Awareness was 44% in Naples, FL and 33% in the region's first phase of the project
- Blue Zones Project Fort Worth was featured in over **2,200** news stories including the *TODAY Show*, *NBC Nightly News*, *The New York Times*, *Forbes*

Example Landing Page



Publicity Materials and Templates



American Life Expectancy is Decreasing.

KNOW WHERE YOU STAND.

Take the free life expectancy test at bluezonesactivate.com and get personalized recommendations to live longer, better.

WE ARE TRANSFORMING ANYTOWN SO EVERYONE CAN LIVE LONGER, HAPPIER, AND HEALTHIER LIVES.

BlueZonesActivate.com



BLUE ZONES™



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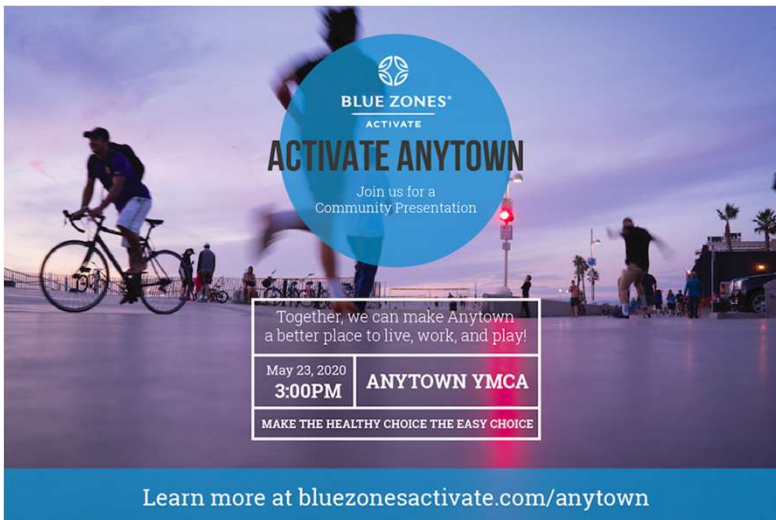


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Publicity Materials and Templates



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Publicity Materials and Templates

Together, we can make Anytown a better place to live, work, and play!

BLUE ZONES[®]
ACTIVATE

ACTIVATE ANYTOWN

Join us for a Community Presentation

May 23, 2020 | 3:00PM
ANYTOWN YMCA

MAKE THE HEALTHY CHOICE THE EASY CHOICE
Learn more at bluezonesactivate.com/anytown

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Grant Acquisition Support

- Discovery Phase Assessment
- Research & Training
- Story Development
- Grant Writing & Scoping Services

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Blue Zones Project Fundraising & Sponsorship

Funding and Sponsor Strategy
Business Case & Value Briefs
Ongoing Development Support

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Support Materials

Material	Purpose
Built Environment Planning Guide	Step by step guide to the built environment 4D process
Food Systems Planning Guide	Step by step guide to the food systems 4D process
Grant Writing Planning Guide	Step by step guide to grant identification 4D process
Awareness Campaign Planning Guide	Step by step guide to creating an awareness campaign
Marketing Materials	Portfolio of marketing materials that can be used for the community awareness campaign
Timeline Placemat	Overview of the Activate timeline
Action Plan Template	Template for creating the Activate Action plan
Annual Report Template	Template for the annual report to the community
Community Notebook	All materials compiled in a notebook
Job Description(s)	Job description for the local resource
Volunteer Kit	Step by Step guide for volunteers to engage the broader community in the Activate process and in their own well-being journey

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Our Team



Ben R. Leedle
Chief Executive Officer



Dr. Dexter Shurney
Chief Medical Officer



Nick Buettner, Jr.
VP, Product



Amelia Clabots
VP, Finance & Operations



Lynn Richards
SVP Policy & Implementation



Maggi Adamek, PhD
National Food Policy Expert



Marcy McInnelly, AIA
Built Environment Expert



Naomi Imatome-Yun
Editor-in-Chief



Shelly Trumbo
VP, Transformation Solutions



Lisle Wescott
Director of Accounts



Allison Troyer-Wiswell
Account Executive



Rachel Walsh
Project Coordinator

Blue Zones Activate Support

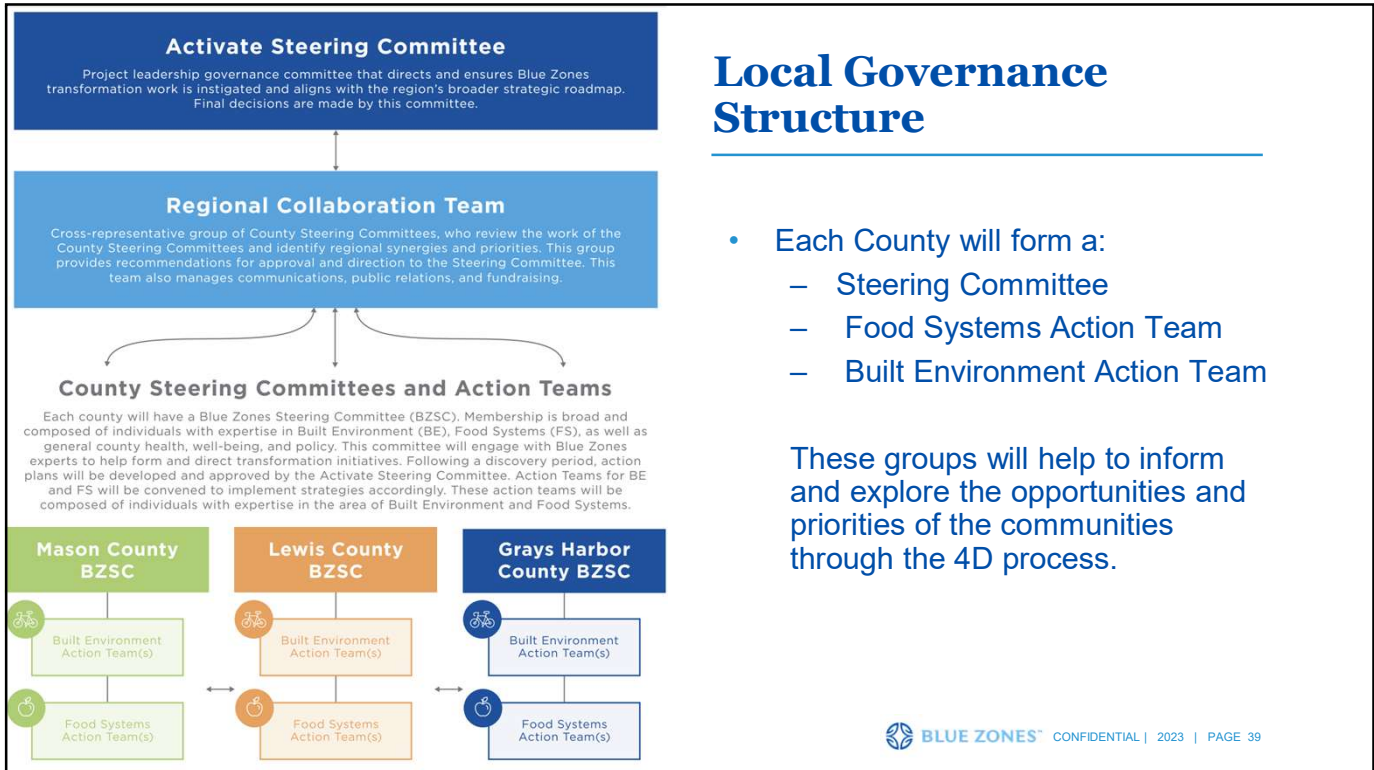
THE TEAM SUPPORTING THE LOCAL ACTIVATE TEAM MEMBERS

Blue Zones Activate Account Manager - Responsible for the relationship with assigned Activate communities and ensuring that the product is successfully delivered.

Blue Zones Activate Project Manager – Responsible for the coordination of all built environment and food systems processes and interface with built environment and food systems experts.

Blue Zones Activate PR and Marketing Specialist – Responsible for supporting the communities in the execution of the community awareness tool-kit and the interface to optimize media impressions.

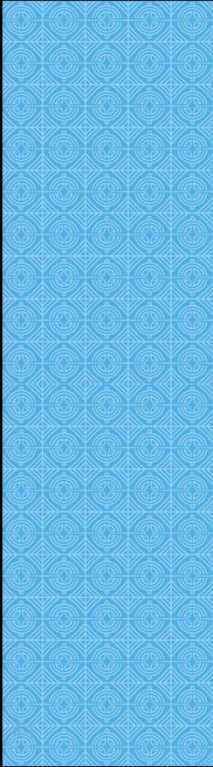
BE and FS Global & Technical Assistance – Specialists in the built environment and/or food systems industry will be called into a community on occasion to provide specific global & technical assistance in support of the projects the community has undertaken



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Discussion / Q&A

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Questions? Please contact:

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<https://www.bluezones.com/activate-ghlm>



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