



BLUE ZONES™

live better, longer™

Keynote Event

Blue Zones



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Luigi Ferrucci MD, PhD

- Director, Baltimore Longitudinal Study of Aging

Jack Guralnik MD, PhD

- Chief – Epidemiology and Demography Section, National Institute of Aging

Robert L. Kane, MD

- Minnesota Chair in Long-Term Care and Aging, University of Minnesota Public Health



Board of Advisors

S. Jay Olshansky, PhD

- Professor, School of Public Health, University of Illinois at Chicago

Thomas Perls MD, PhD

- Director of New England Centenarian Study, Associate Professor, Boston University

Margaret Artz, PhD

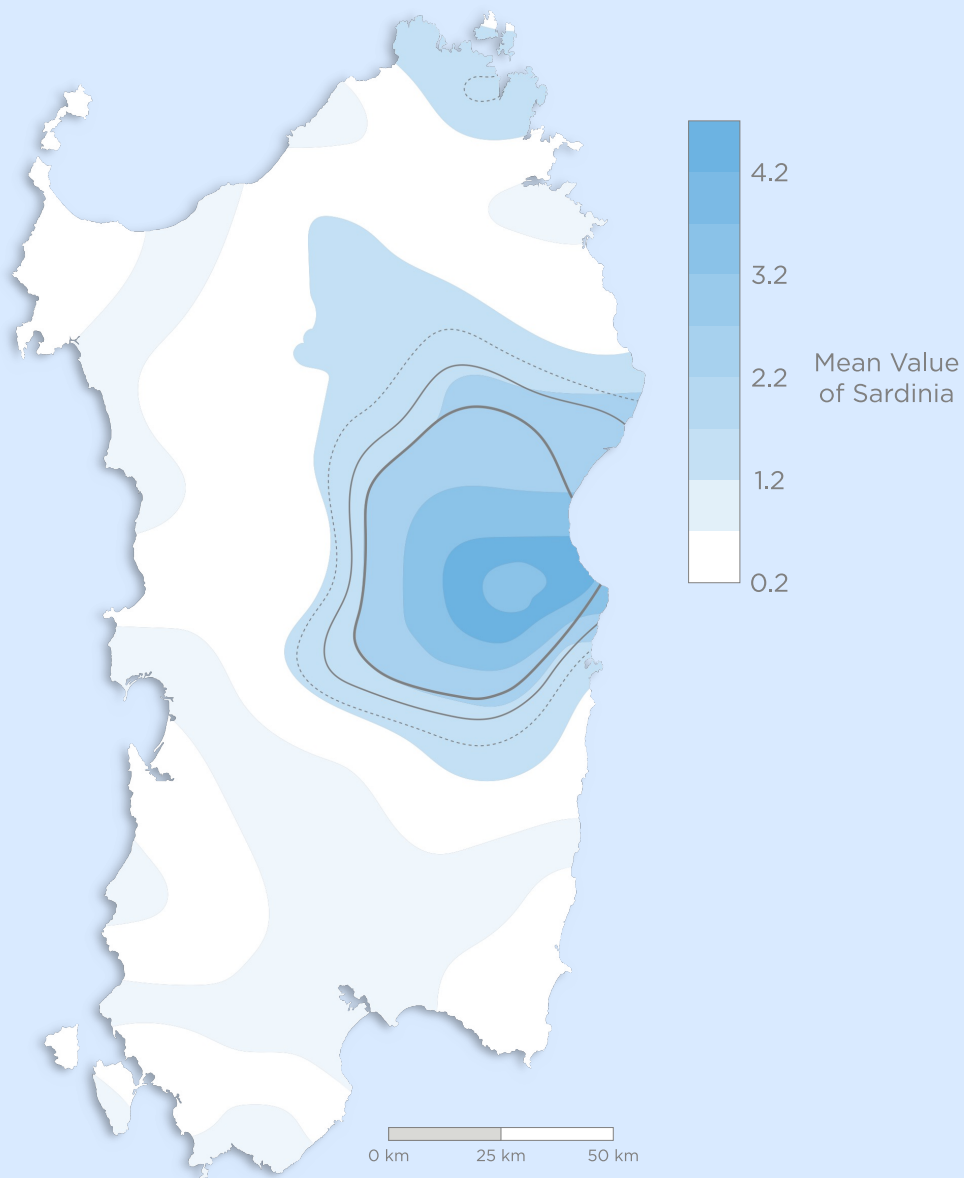
- Assistant Professor, Department of Experimental and Clinical Pharmacology, University of Minnesota



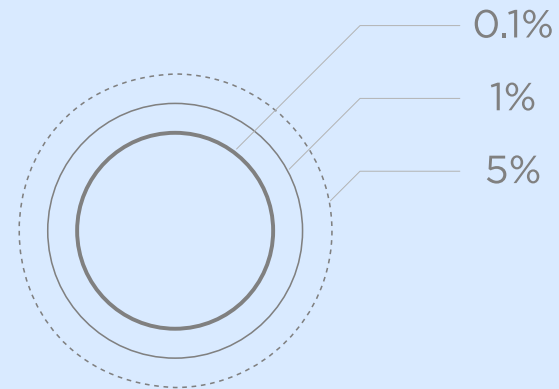




Average Number of Centenarians for 1,000 Births



Khi-square Test of Areas with Significant Positive Deviations to Mean Value of Sardinia



























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**





















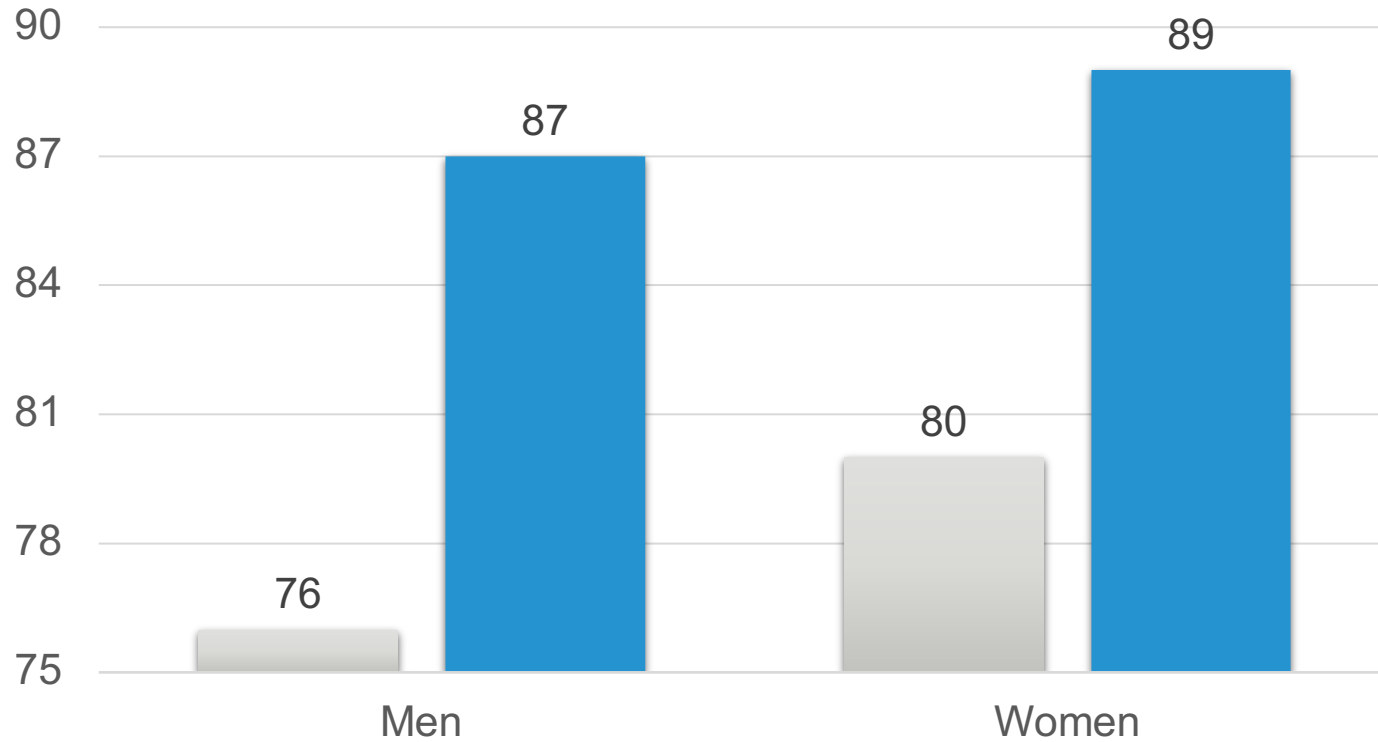








Adventists















New Orleans Style
Gumbo
with rice & vegetable

GUMBO



















WARNING

Chemicals known to the state to cause cancer, birth defects, or other reproductive harm are found in gasoline, diesel fuel, and other fuels. Avoid contact with these chemicals. Do not use fuel in enclosed spaces. Do not use fuel near open flames, sparks, or other ignition sources. Do not use fuel near children or pets. Do not use fuel near electrical equipment. Do not use fuel near power lines. Do not use fuel near buildings or other structures. Do not use fuel near water. Do not use fuel near roads or highways. Do not use fuel near airports or other flight paths. Do not use fuel near bridges or other structures. Do not use fuel near power lines. Do not use fuel near power lines. Do not use fuel near power lines.

rs Peanuts!

y
ottle
Drink



Food Mart

25890

ONUTS

NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

NATIONAL GEOGRAPHIC

The Secrets of Living Longer

**Nepal: Inside
the Revolution** 46

Autumn in Acadia 28

Stealth Cats 66

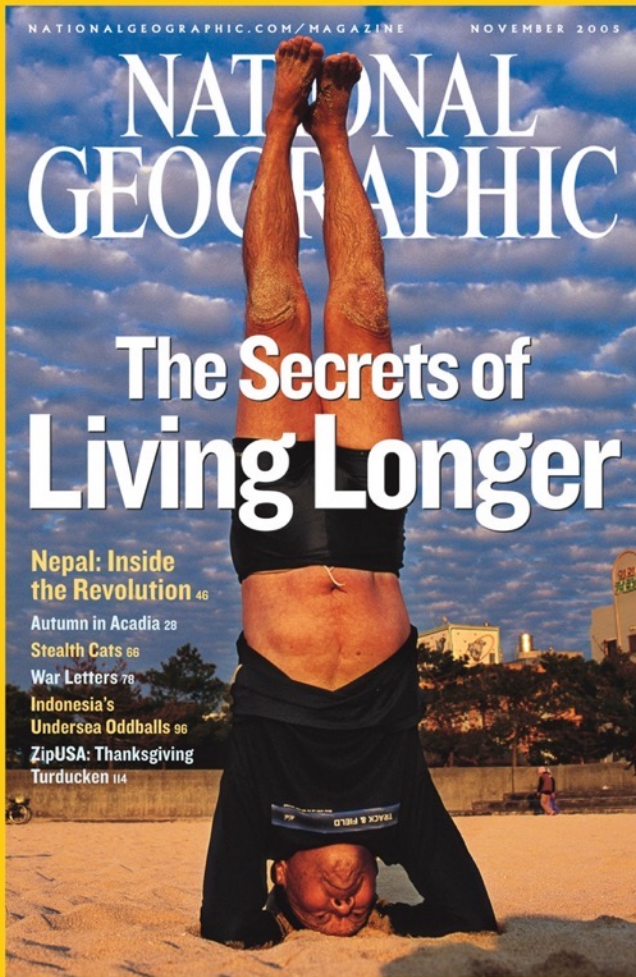
War Letters 78

Indonesia's

Undersea Oddballs 96

ZipUSA: Thanksgiving

Turducken 114



























Power 9[®]

SECRETS TO LIVING BETTER, LONGER



Move

1. Move Naturally

Right Outlook

2. Purpose
3. Down Shift

Eat Wisely

4. 80% Rule
5. Plant Slant
6. Wine at 5

Connect

7. Belong
8. Loved Ones First
9. Right Tribe



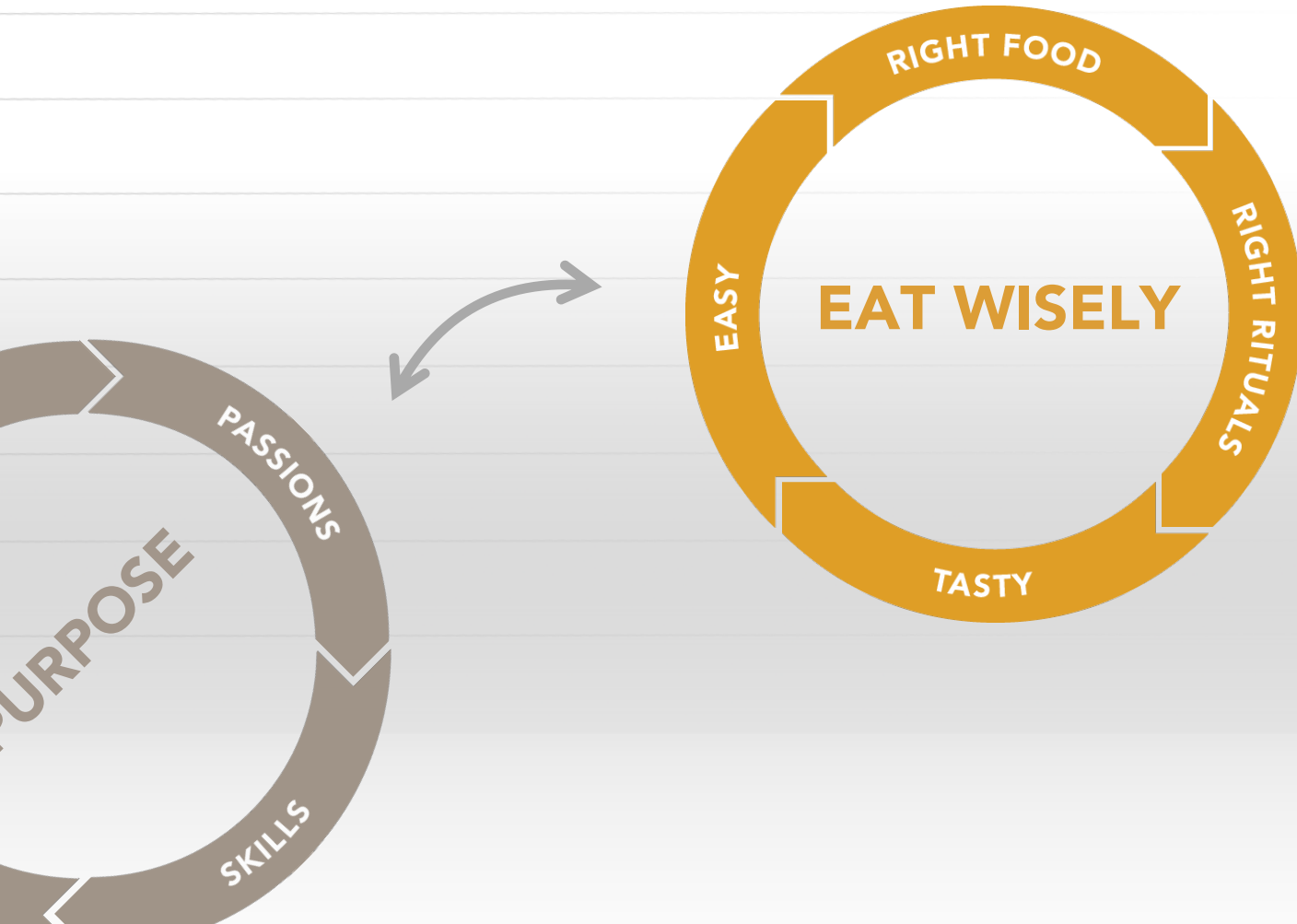
EAT WISELY



EAT WISELY

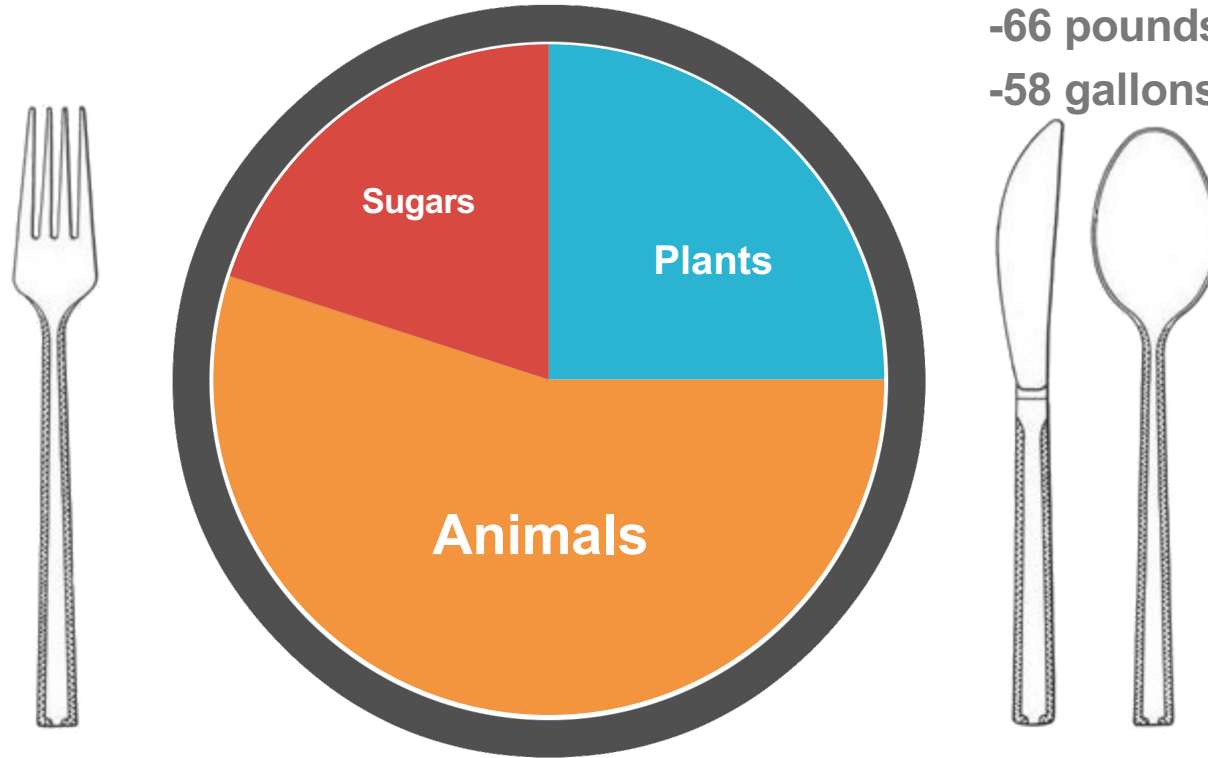






What americans eat

- 208 lbs of meat
- 607 pounds of dairy products
- 91 pounds of sugar
- 46 slices of pizza
- 66 pounds of chips
- 58 gallons of soda pop



What should you eat?

A state of absolute nutritional confusion:

DASH	MyPlate	Atkins	South Beach	Paleo	Ornish
carbs	carbs	carbs	carbs	carbs	carbs
fat	fat	fat	fat	fat	fat
protein	protein	protein	protein	protein	protein
saturated fat	saturated fat	saturated fat	saturated fat	saturated fat	saturated fat
added sugars	added sugars	added sugars	added sugars	added sugars	added sugars

(Comparisons and percentages based on a 2000 calorie diet or on percentage of weight loss diet's prescribed calories/day)

Protein, Fat or Carbs?

A state of absolute nutritional confusion:

DASH

MyPlate

Atkins

South Beach

Paleo

Ornish

fat

saturated fat

carbs

saturated fat

protein

carbs

fat

protein

protein

fat

added sugars

added sugars

carbs

saturated fat

carbs

protein

saturated fat

added sugars

protein

protein

saturated fat

carbs

added sugars

fat

fat

added sugars

added sugars

fat

saturated fat

carbs

BLUE ZONES

LOMA LINDA
CA, USA

NICOYA
COSTA RICA

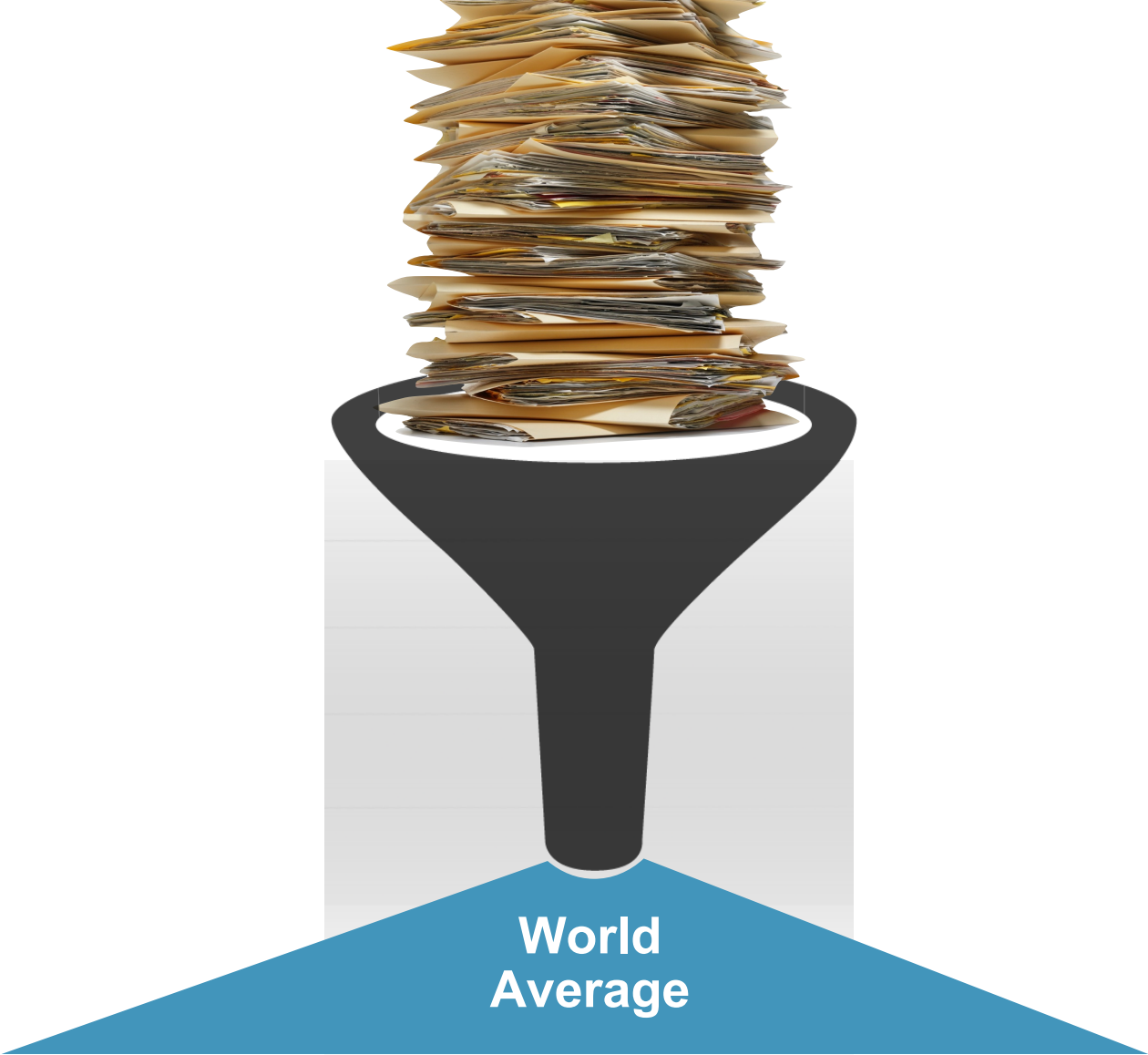
SARDINIA
ITALY

IKARIA
GREECE

OKINAWA
JAPAN

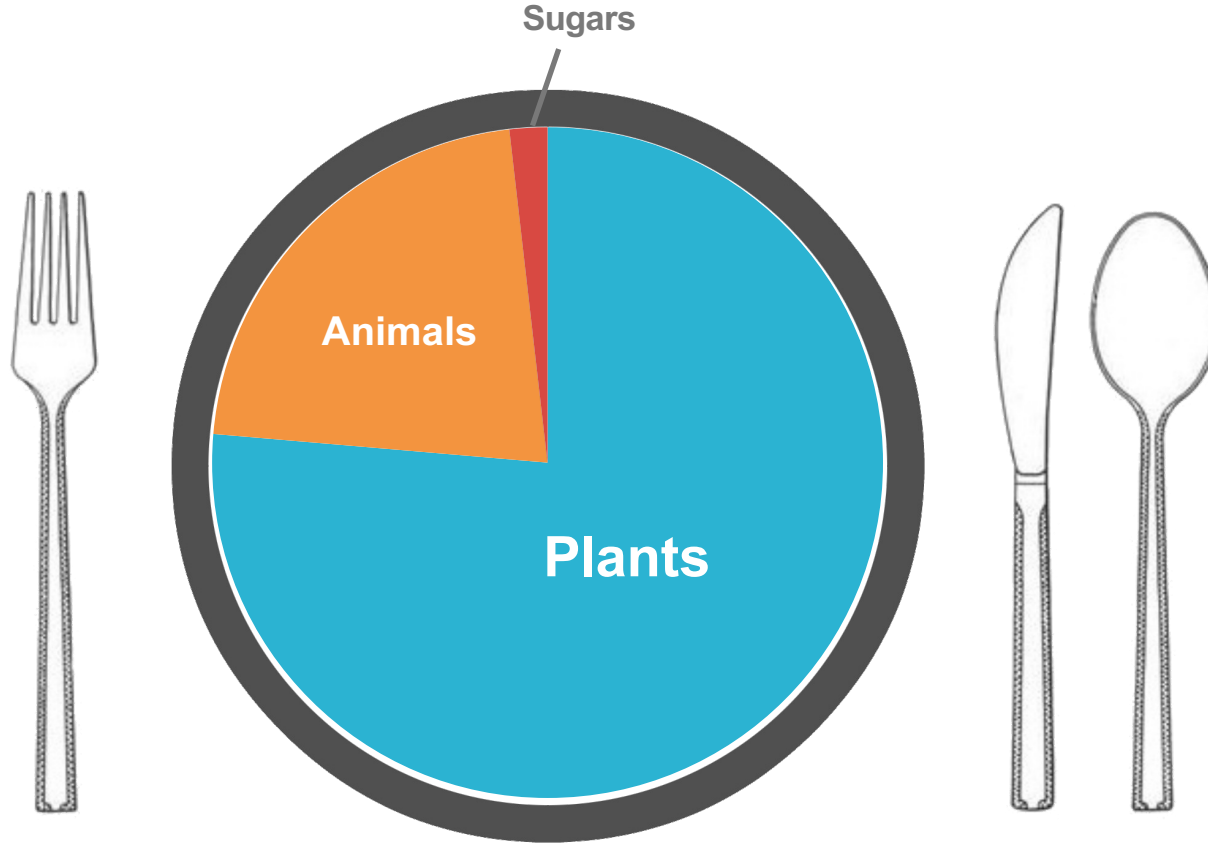


**150+ dietary
studies**



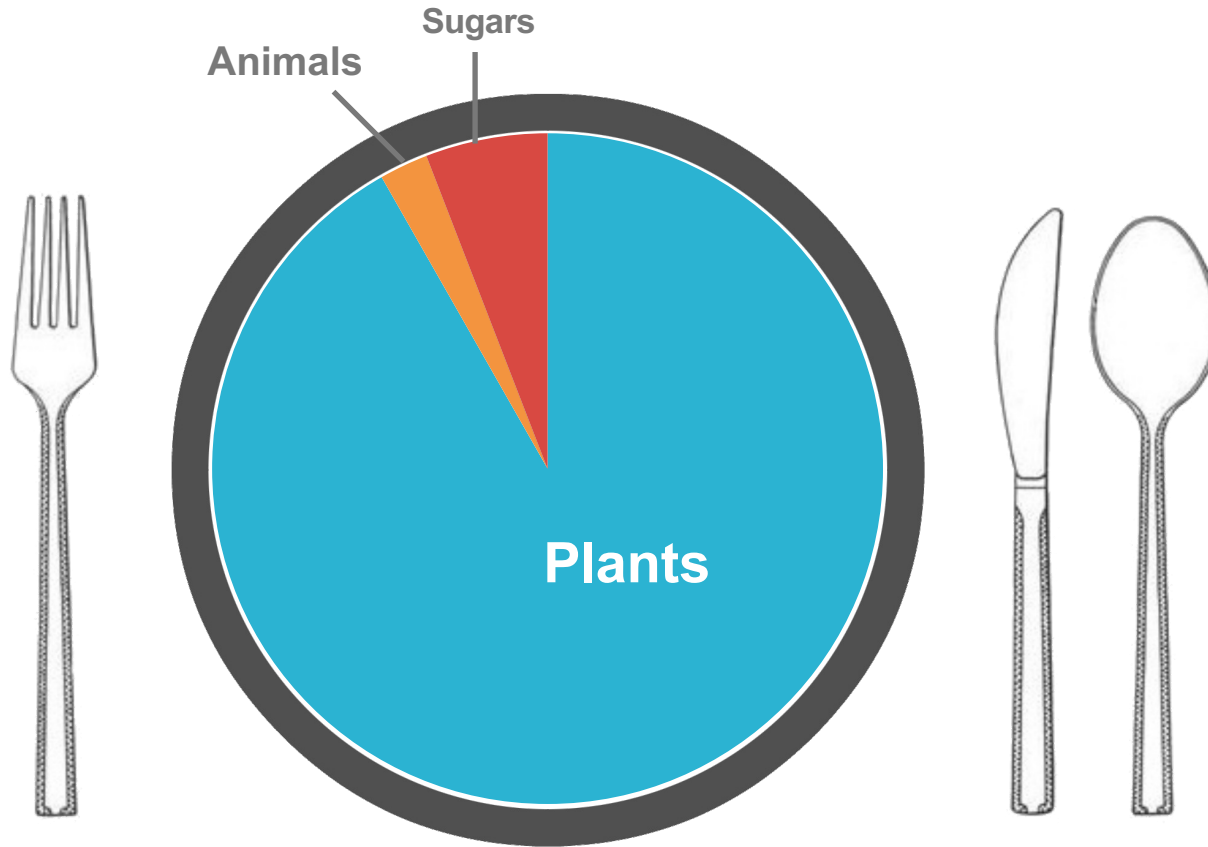
**World
Average**

Sardinia



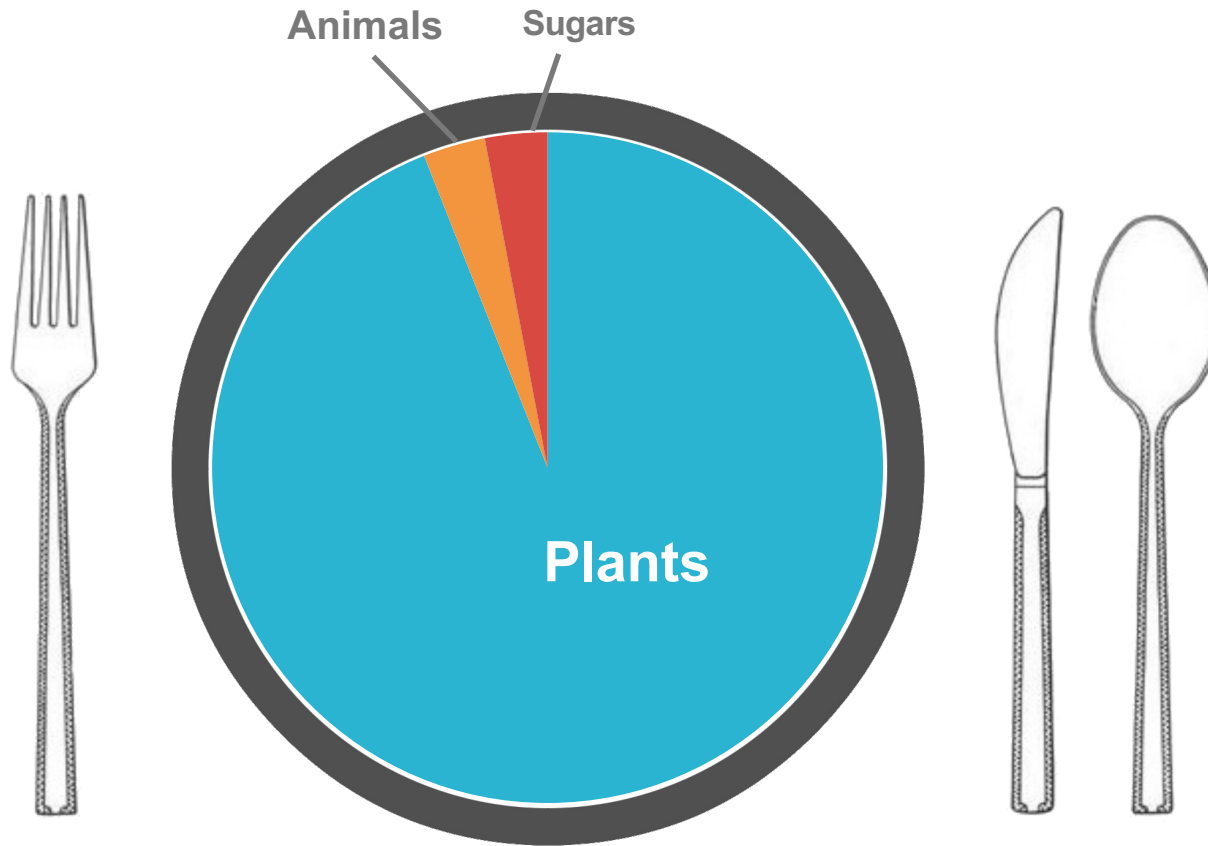
- Barley
- Sourdough bread
- Fava beans
- Tomatoes
- Cannonau wine

Ikaria



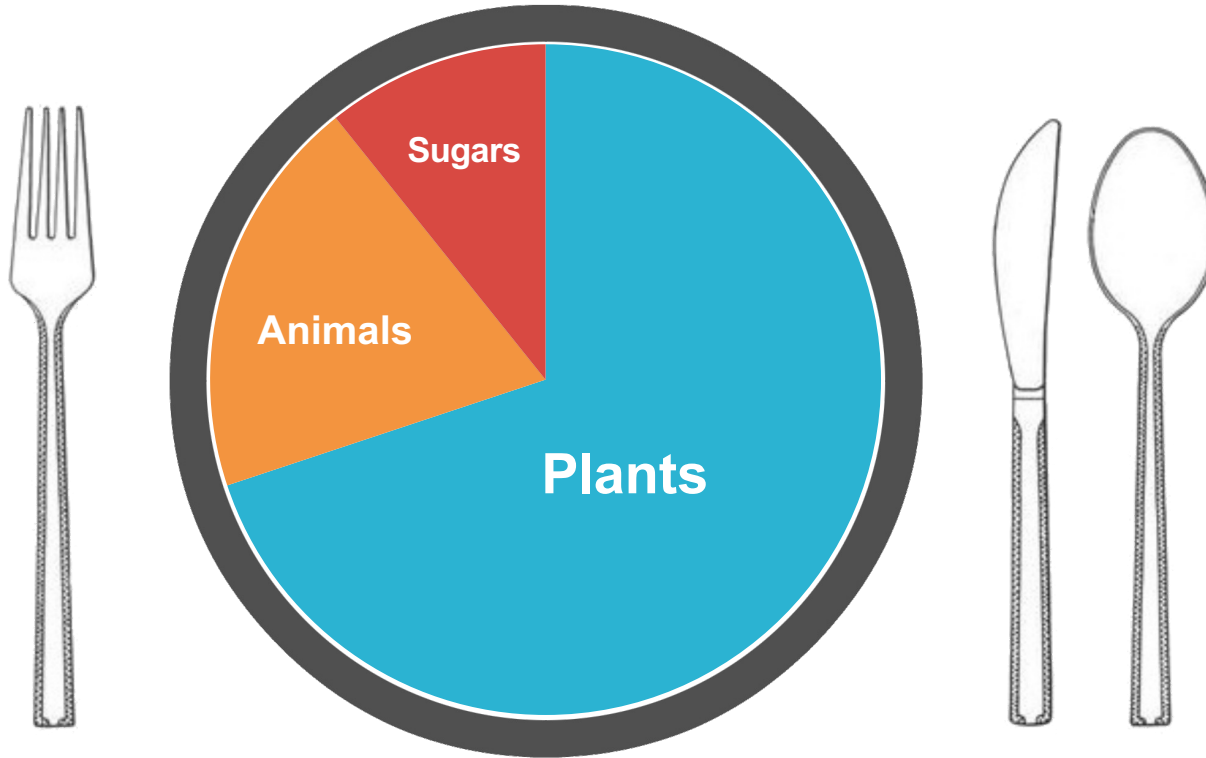
- Wild Greens
- Beans
- Potatoes
- Olive Oil
- Lemons

Okinawa



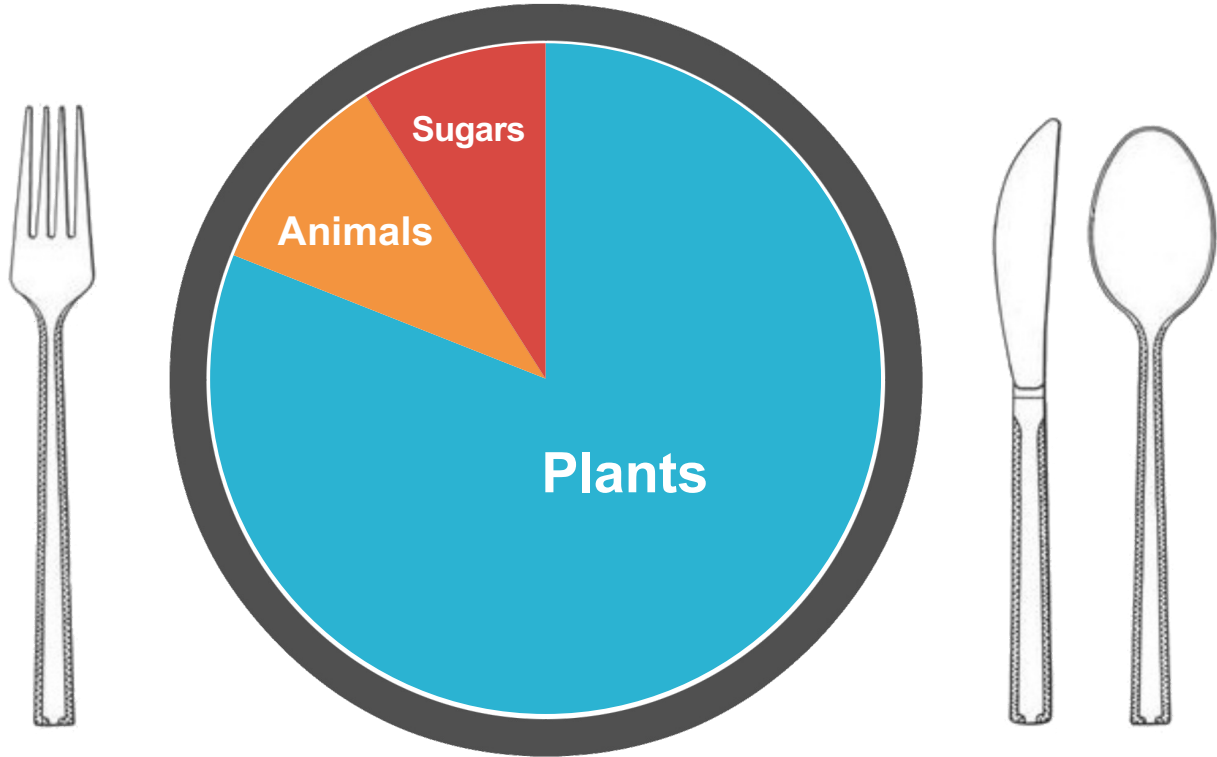
- Tofu
- Sweet Potato
- Bitter Melon (Goya)
- Brown Rice
- Turmeric

Nicoya



- Corn
- Beans
- Squash
- Papayas
- Bananas

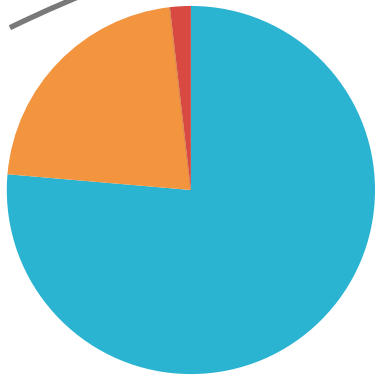
adventists



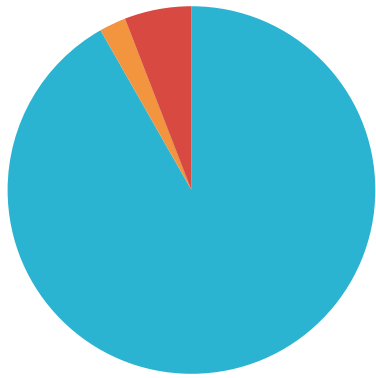
- Avocados
- Oatmeal
- Nuts
- Whole Wheat Bread
- Soy Milk

World's Blue Zones Diets...

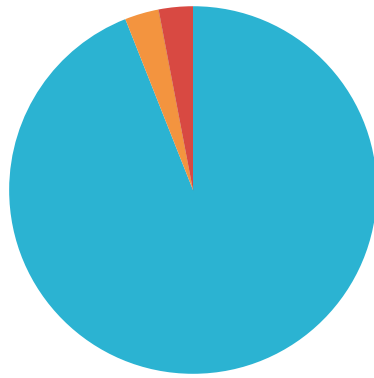
{plant-based foods account for vast percentage of diet}



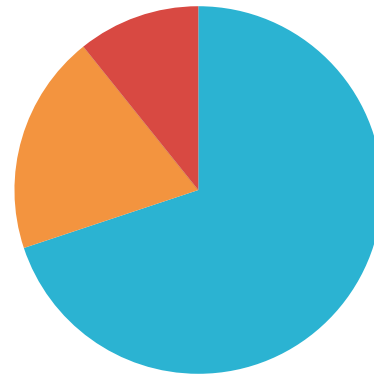
SARDINIA



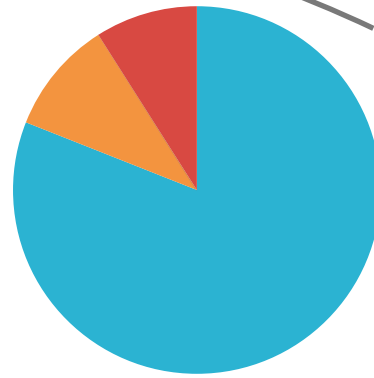
IKARIA



OKINAWA

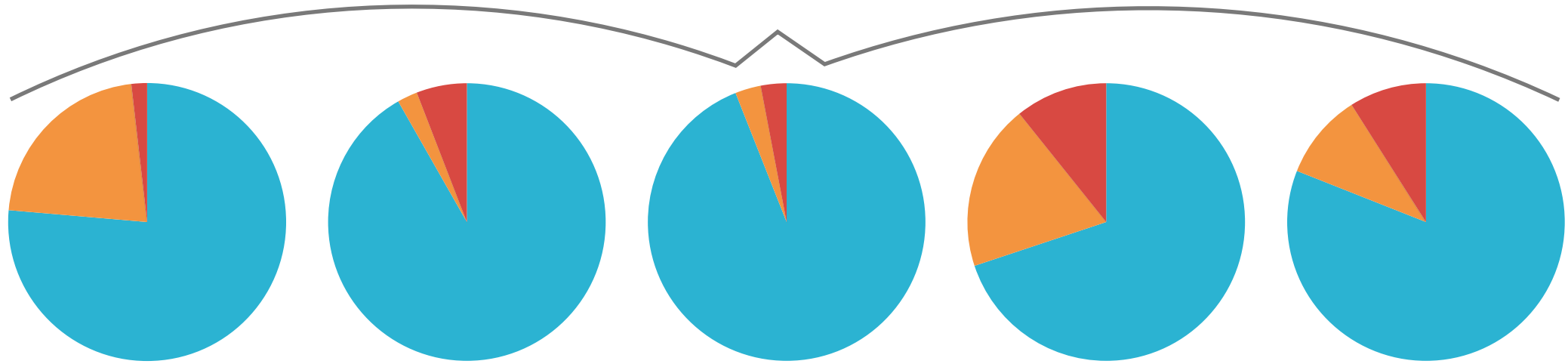


NICOYA



ADVENTISTS

World's Blue Zones Diets...



SARDINIA

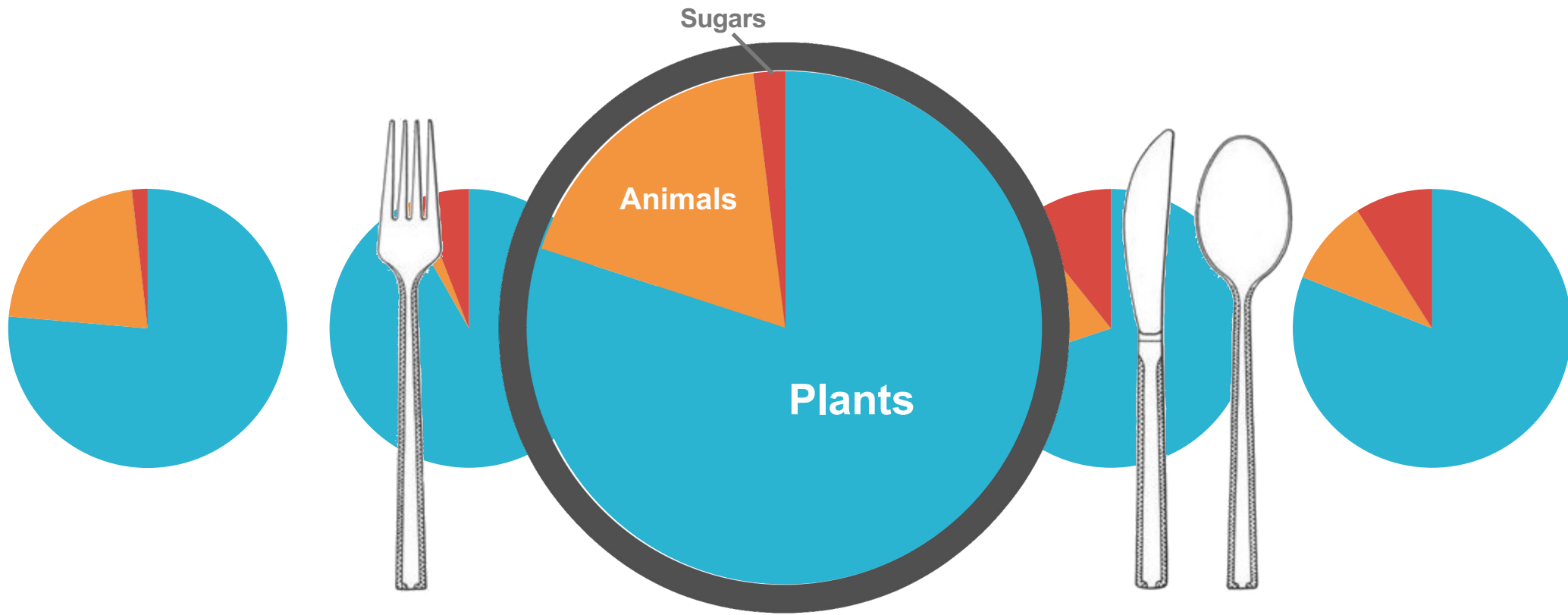
IKARIA

OKINAWA

NICOYA

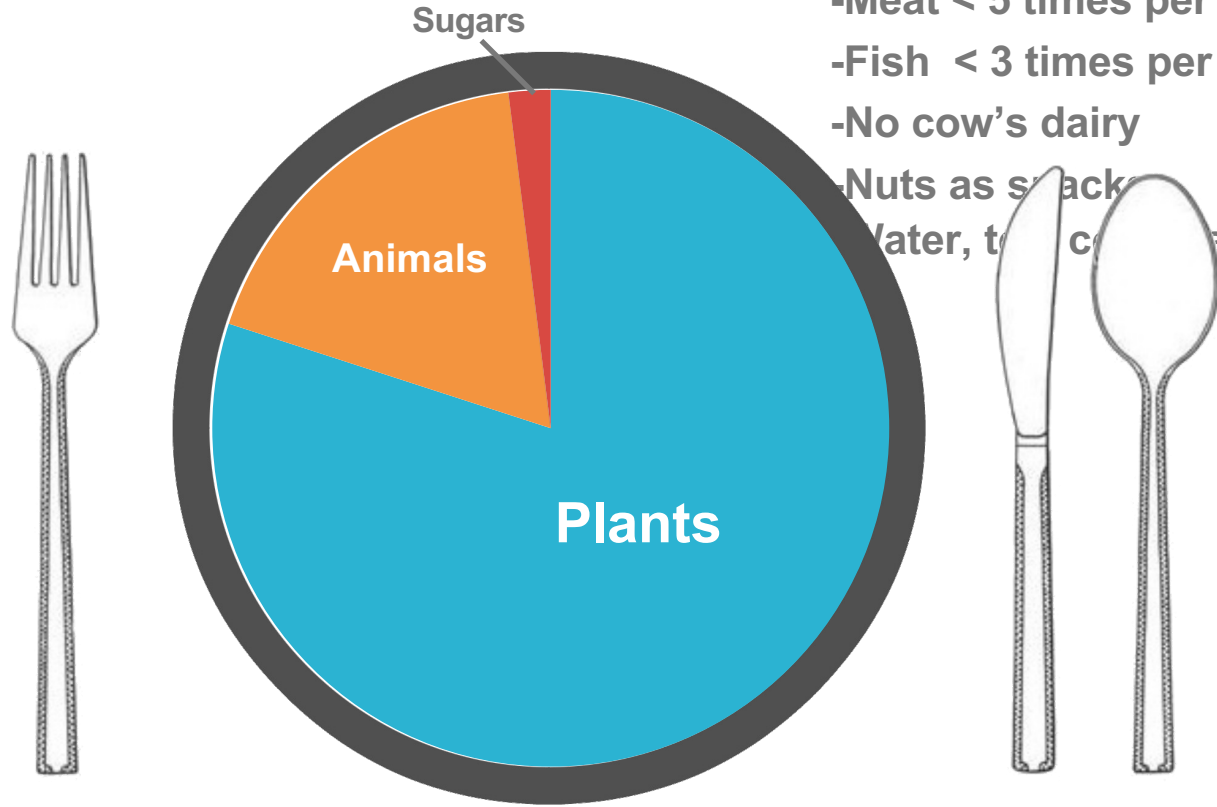
ADVENTISTS

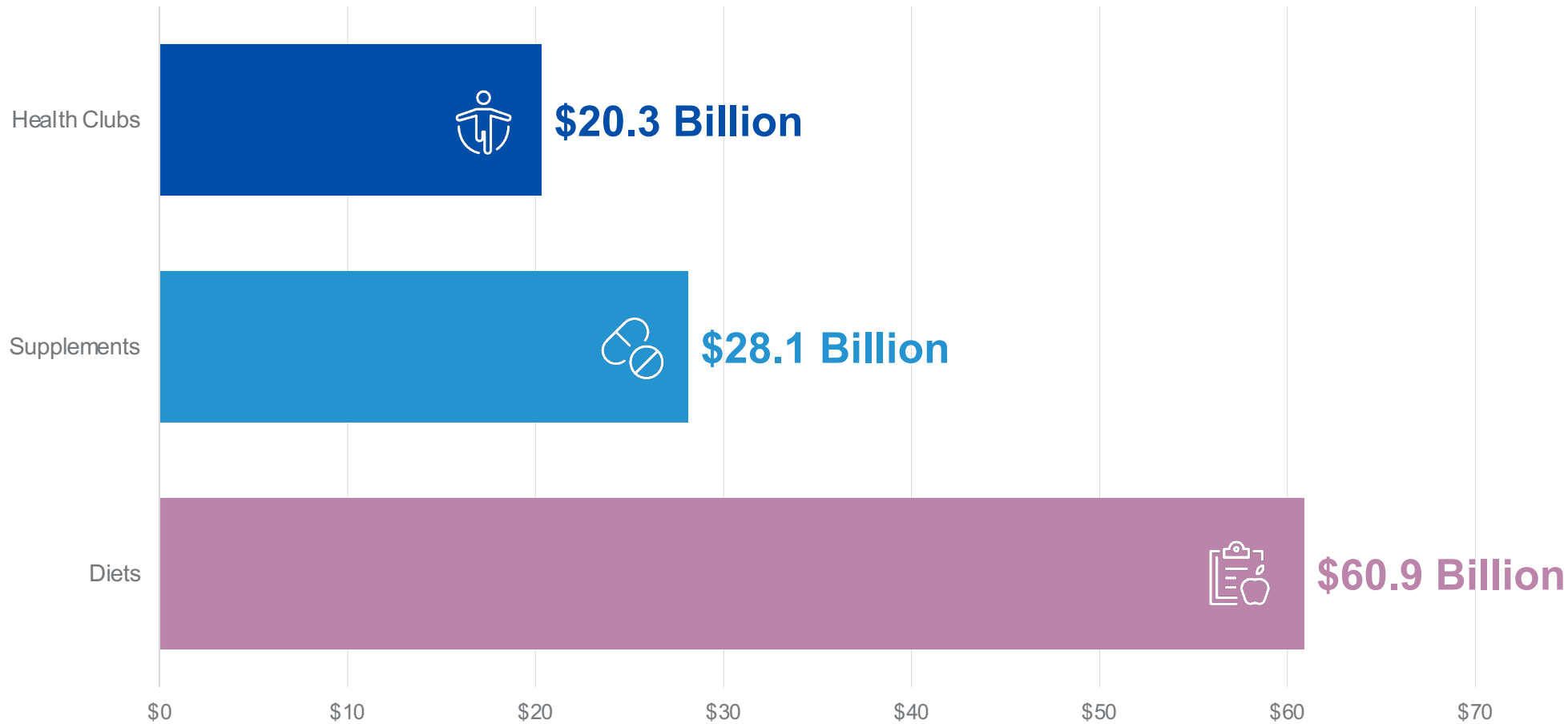
Average Longevity diet...



Average Longevity diet

- 90% plant and plant products
- 65% carbohydrates/starch
- Grains, sweet potatoes, greens
- Cup of beans daily
- Meat < 5 times per month
- Fish < 3 times per week
- No cow's dairy
- Nuts as snack
- Water, tea, coffee and wine

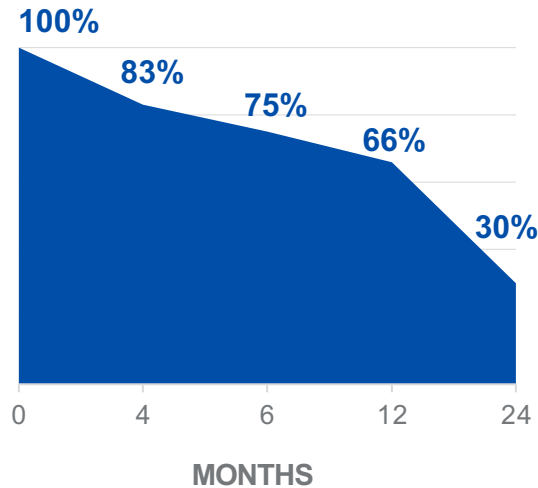




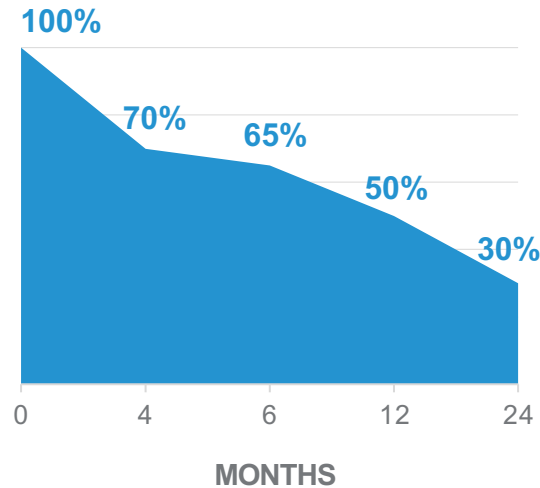
Adherence



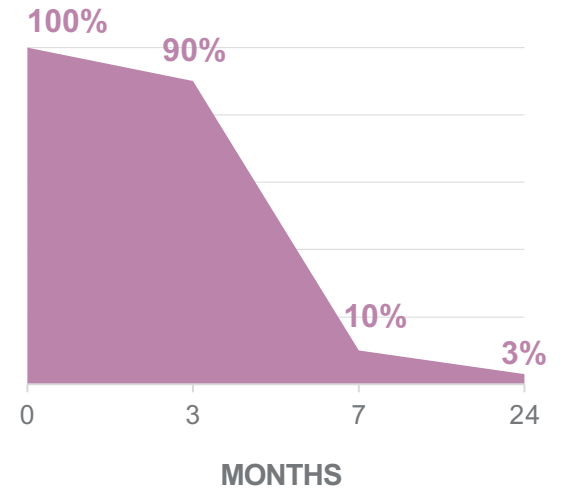
ADHERENCE TO GYM MEMBERSHIP²



ADHERENCE TO DAILY MEDICATIONS³



ADHERENCE TO DIETS¹



1 Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease: An evidence-based assessment. J of the Am College of Cardiology. 2005;45:1379-1387.

2 Paul Bedford. Shaping Up the Figures. Recreation. March 2009, 34-45. Recreation magazine (now called "Sport and Physical Activity") is published by the Institute for the Management of Sport and Physical Activity.

3 Vrijens B, Vincze G, Kristanto P, Urquhart J and M Burnier. Adherence to prescribed antihypertensive drug treatments: longitudinal study of electronically compiled dosing histories. BMJ 336 : 1114.

2 FOR 10
WHIPPED-UP MEAT



2 FOR 4
CROISSAN'WICH



**Mac[®]
Cheetos[®]**

BRAND

Limited Time Only



EAT A
BIGMAC

Panera
BREAD
DRIVE THRU



QUALITY
12-OUNCE RECIPE
TRY
OUR NEW
SUMMER BERRY SALAD
OPEN LATE
MAY

SUBWAY

8 - 6 INCH
SUBS
WITH 6 GRAMS
OF FAT OR LESS

FOR LEASE
Chris Flachholz
914 830-5000
705 254-0000

NO FEE AT



Life Radius



How do we work with Places?

- Menu of best practices developed for each PLACES area of focus, aka the PLEDGE
- All menus are based on evidence based “nudges” that will change the environment in a permanent way
- Organizations pick the best practices that they want to implement
- A critical mass of best practices required to receive Blue Zones Approval status
- Places team members work with the organizations to guide them in the process and validate process
- Once receiving Blue Zones approval, the organization can use the Blue Zones Approved brand and moniker
- Work continues with the organizations throughout the life of the project



PLACES WHERE WE LIVE, WORK, LEARN, PLAY, PRAY

Restaurants

In our work in cities and counties across the nation, our goal is for **10%** of all restaurants within the community to take the Restaurant Pledge to become Blue Zones Approved.

The Restaurant Pledge is designed along five areas of best practice:

- Increasing Plant-Based Entrée Offerings
- Healthier Side Dishes and Portion Sizes
- Staff Education and Awareness
- Work Environment
- Food Preparation and Presentation

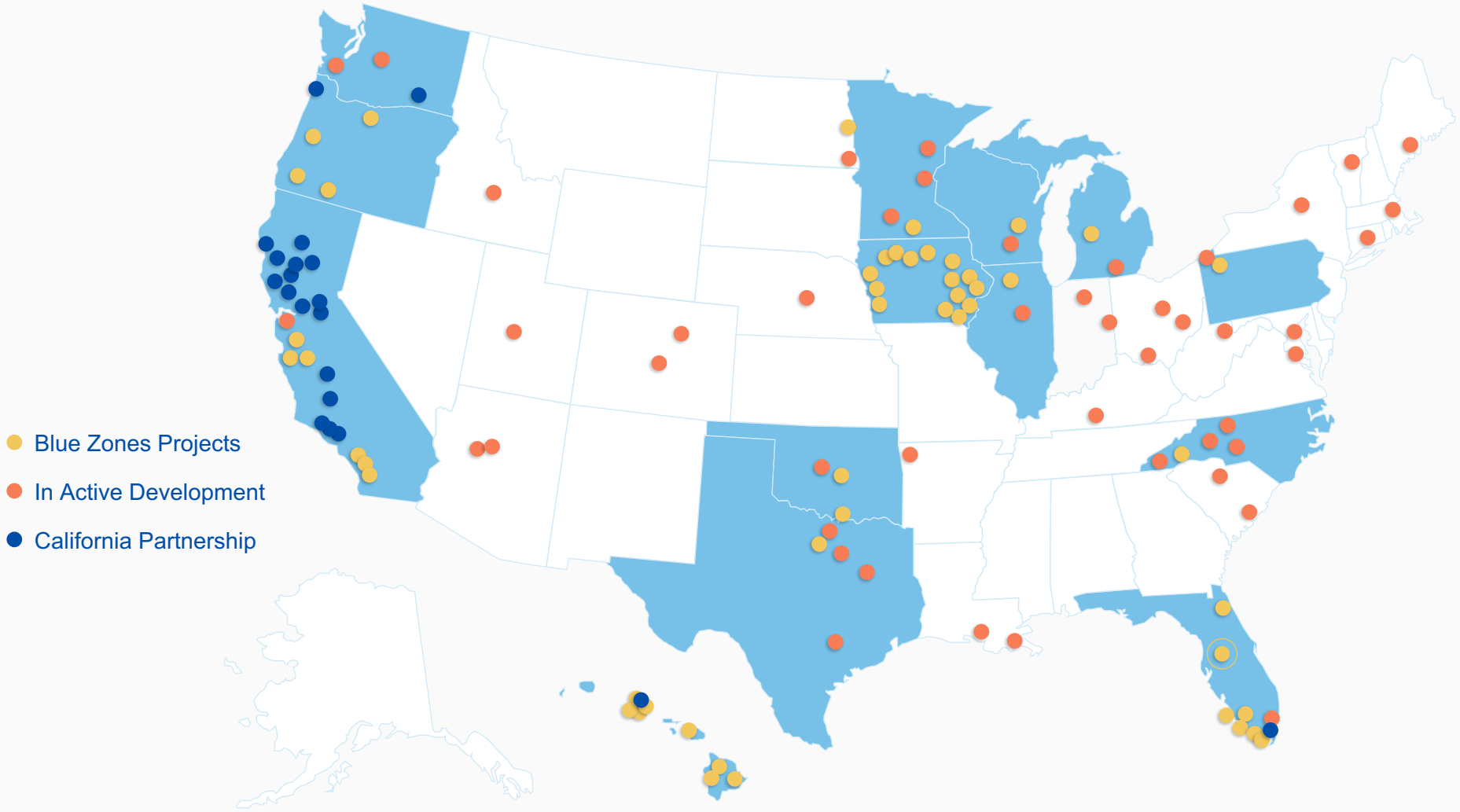


Restaurants: Shaping a Healthier Dining Experience with Customer and Restaurant Benefits

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**.





- Blue Zones Projects
- In Active Development
- California Partnership

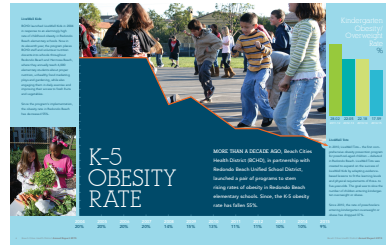
Deployed to 4.7M+ lives in 75 Community Projects across 14 States



Small Community
Albert Lea, Minnesota
10 Years

- **49% decrease in medical claims cost** for city workers.
- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34th place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

\$40M
 Follow-On Grants



Mid-Size Community
Beach Cities, California
7 Years

- **55% drop in childhood obesity** rates at Redondo Beach K-5 schools.
- **15% drop in overweight/obese** adults.
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity savings.**

+12%
 Life Evaluation



Large Community
Fort Worth, Texas
5 Years

- **31% decrease in smoking**, reducing smoking rate to 13.5%
- **Nine-point increase** in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, **a gain of 3.7 points or 6%** since 2014.

\$20B
 Lifetime Reduced Smoking Value



Large Employer
NCH Healthcare System
3 Years

- **A 4.9 point jump** in overall well-being among employees.
- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost work days due to injury.

+7%
 Well-Being Improvement

> 5% Sustained Improvement in Well-Being

84%

of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.







BLUE ZONES™

live better, longer™

Thank You