

Join the Movement

Blue Zones Project

FOR HEALTHIER COMMUNITIES











LOMA LINDA, CA, USA



NICOYA, COSTA RICA



SARDINIA, ITALY



IKARIA, GREECE



OKINAWA, JAPAN



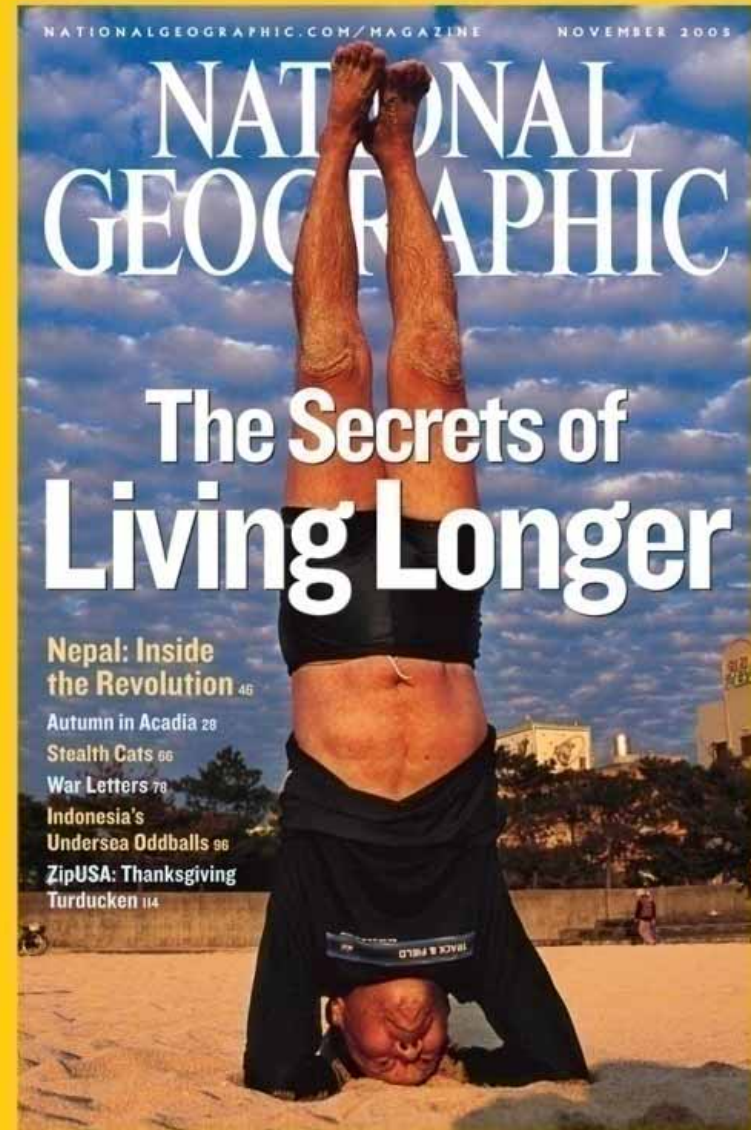
New York Times bestseller!

"A must read if you want to stay young,"
– Dr. Mehmet Oz.

"Practical tips for living long and well,"
– Dr. Andrew Weil



Order Now ➔



Common Principles: Blue Zones Power 9™



POWER 9

Move Naturally

Right Outlook

- Purpose Now
- Downshift

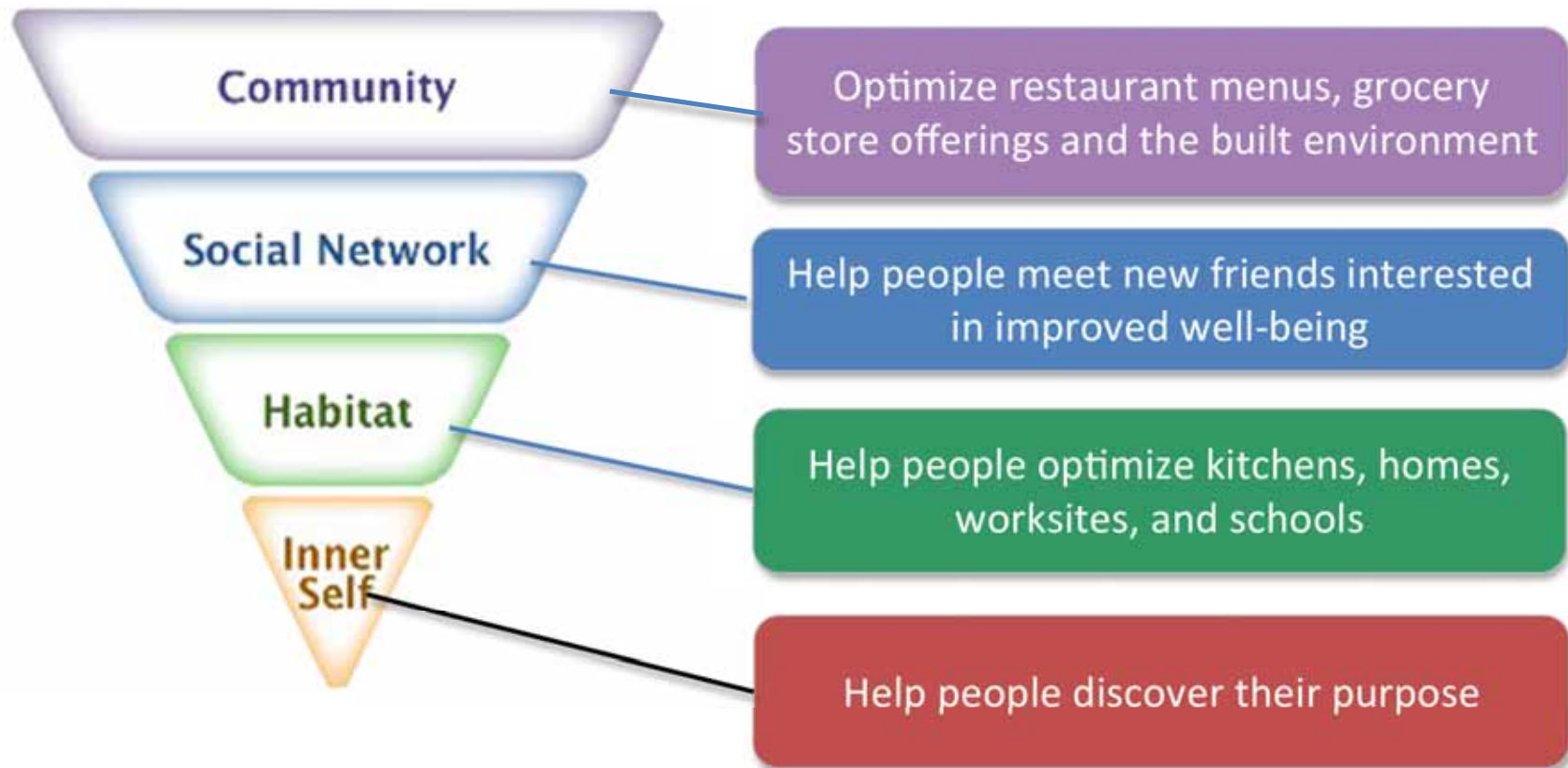
Eat Wisely

- 80% Rule
- Plant Slant
- Wine@5

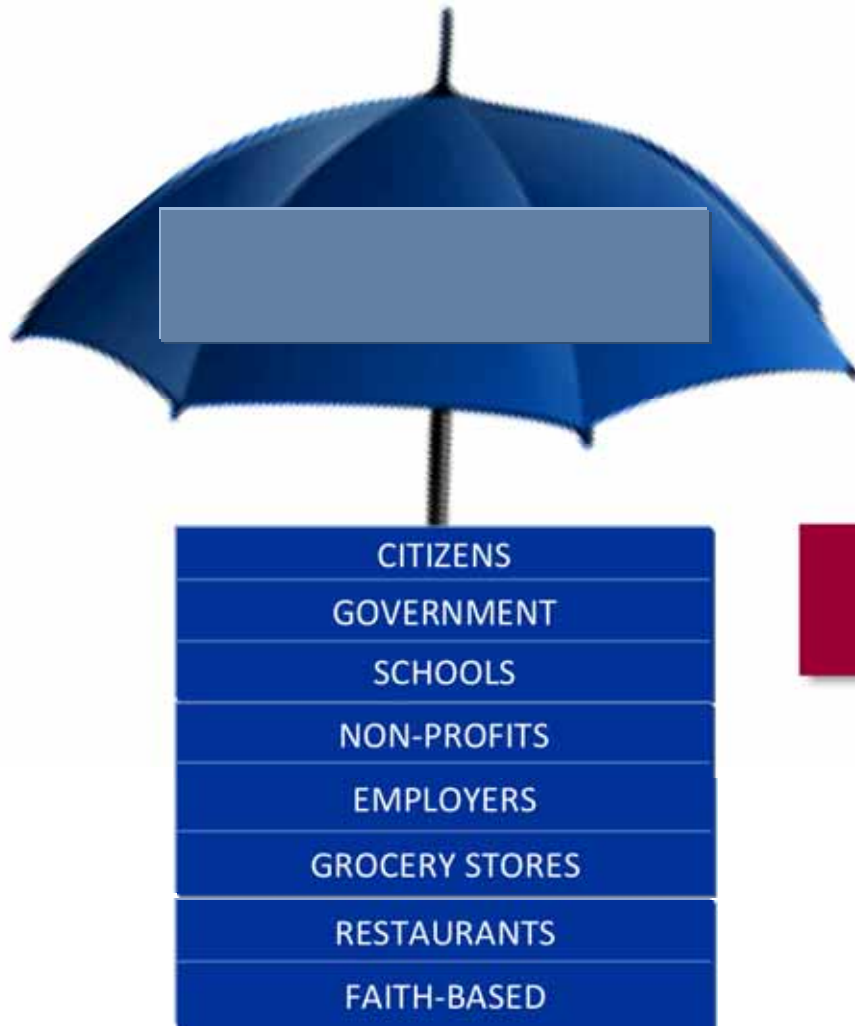
Belong

- Right Tribe
- Community
- Loved Ones First

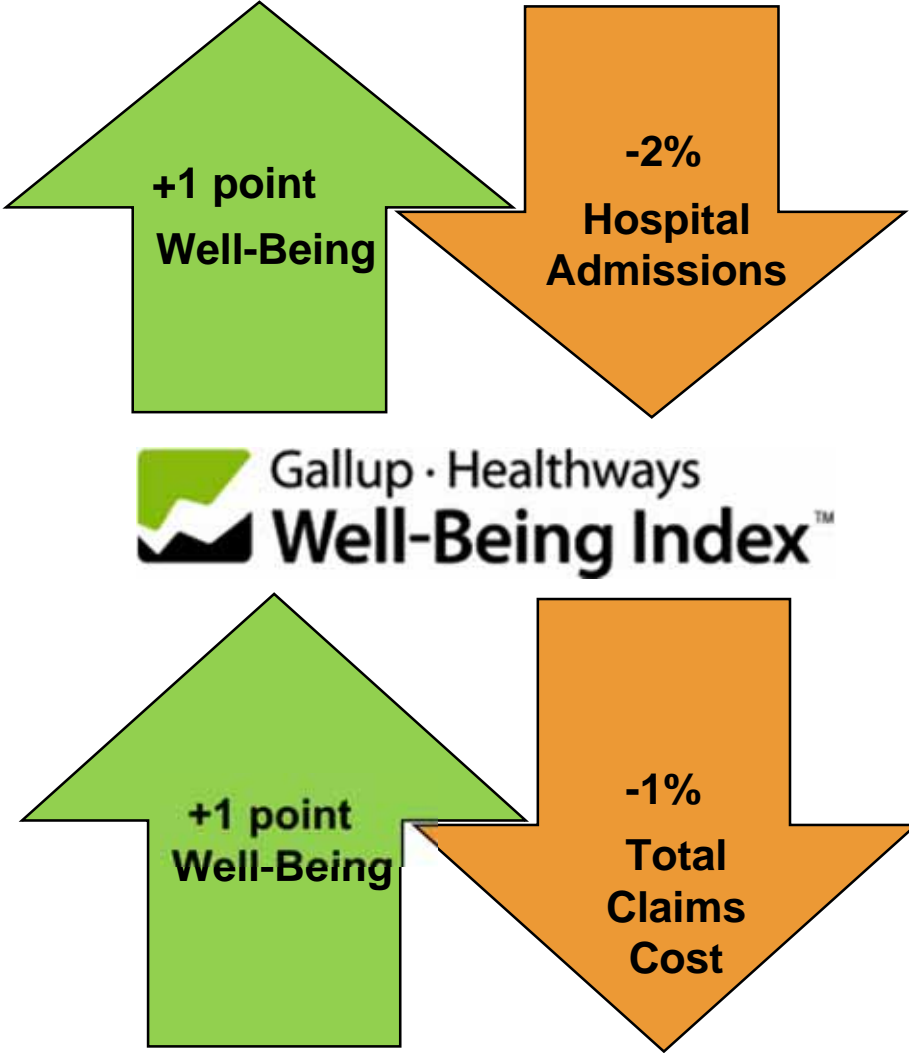
Optimize surroundings to make
the healthy choice the easy choice



A Unifying Approach



1. Life Evaluation
2. Work Quality
3. Basic Access
4. Healthy Behavior
5. Physical Health
6. Emotional Health



BLUE ZONES SCHOOL PLEDGE

The Blue Zones[®] School Pledge uses evidence- and theory-based strategies to help administrators optimize the school environment in order to nudge students toward healthier choices. The Pledge encourages its students to eat better, move more, and reduce sedentary time, all while increasing healthy social interactions and mindfulness about well-being. It also introduces programs that schools can implement to promote both physical and emotional health in students. This project even includes the tools needed for you to assess your school's current health and wellness policies and programs before upgrading them to Blue Zones Project's standard of excellence.



BECOMING A BLUE ZONES SCHOOL

Schools that meet certification criteria will earn recognition as a Blue Zones School. Achieving certification sends a message to students, school staff, parents, city leaders, and the community, that your school is committed to providing the best possible environment for students to learn and grow.

BENEFITS FOR BLUE ZONES SCHOOL

- Recognition for helping your community reach Blue Zones Community certification
- Join leading schools in the national trend toward healthier education
- Healthier, happier students can earn higher test scores
- Official certification as a Blue Zones School
- Press release sent to local media highlighting your school's accomplishments
- Recognition and promotion through Blue Zones Project media channels

CERTIFICATION CRITERIA

Schools that meet the following criteria will receive certification as a Blue Zones School:

- Earn at least two-thirds of the total points (51 points or more of 76 possible points) by implementing and enforcing recommended policies and programs in the Blue Zones School Pledge.
- Complete at least one Pledge action from each category (Policies and Programs).









CLEMENTS '11



\$1.25 E4



\$1.25 E5



FIT PICK 70 E6



FIT PICK 70 E7





BLUE ZONES[®] FOOD

Live Longer, Better!

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WELLNESS TEA
SAMPLER
HERB 5 TEAS
Tangy Pineapple
Tropical Tiramisu
Tummy Aid
Gutting Energy
Echinacea Complete Care

DECAF
India Spice

chai spice
tea

CELESTIAL REASONINGS WELLNESS
20 CT
\$3.99

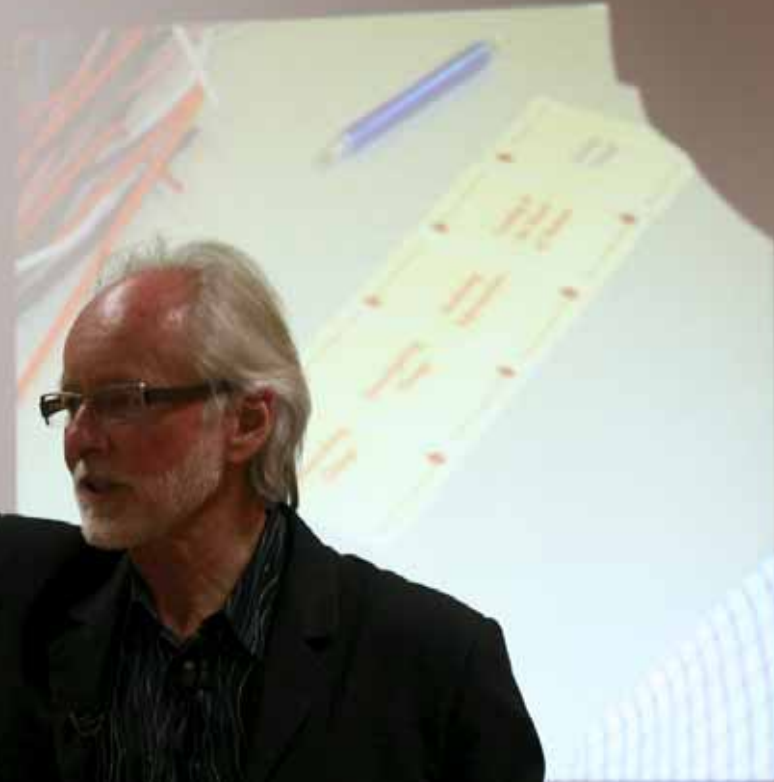
\$3.19

\$2.29



Calling Cards Sort

1. Spread all the cards in front of you
2. Sort into piles:
 - Yes
 - Maybe
 - No
3. Choose your #1 Calling Card







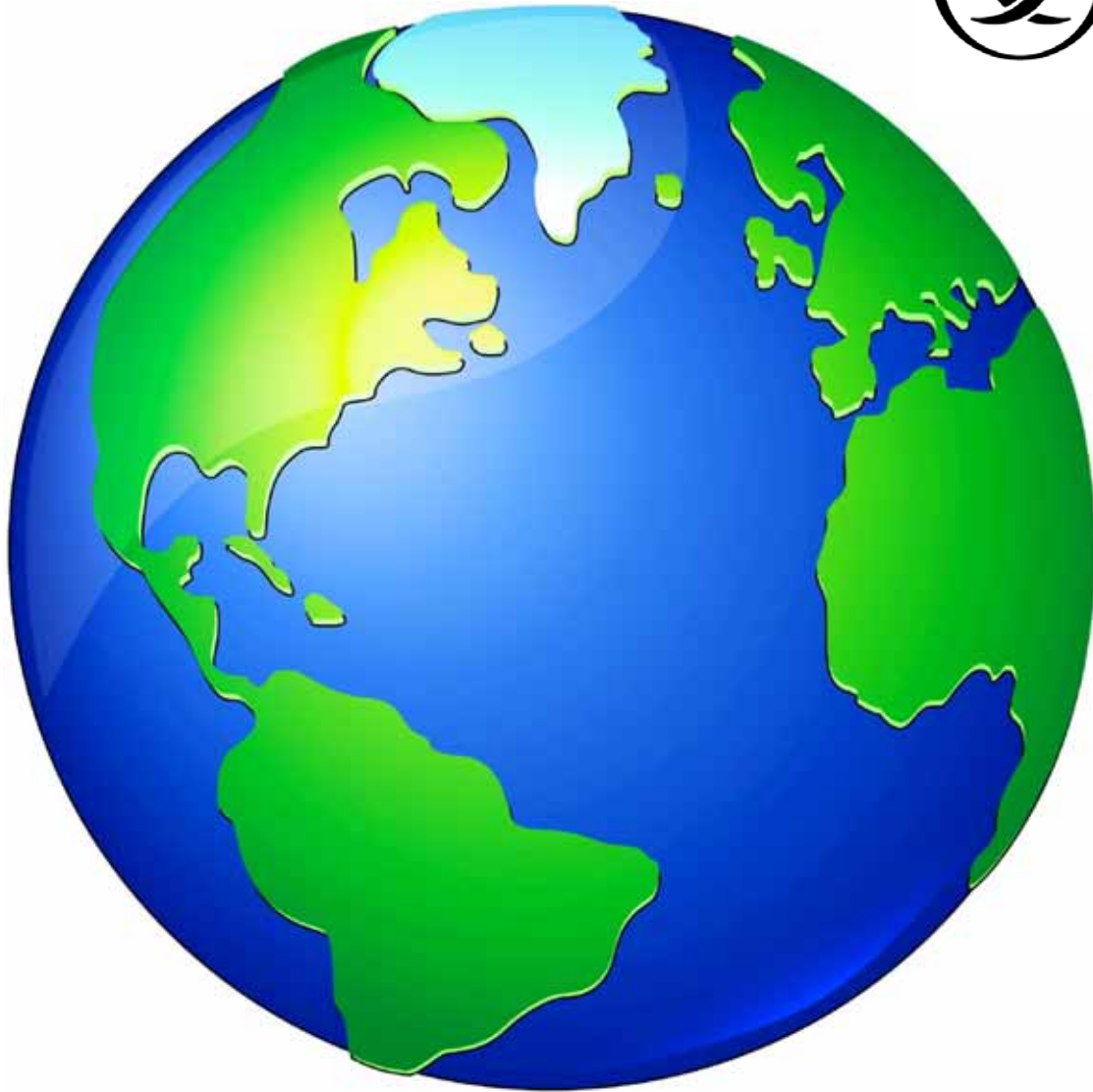


The Prototype: Albert Lea, Minnesota





38 million







-  Demonstration sites announced **May 2012**
-  Demonstration sites announced **October 2012**
-  Demonstration sites announced **January 2013**

Real People. Real Change.

“The Blue Zones Project helped our community set amazing, aggressive, and achievable strategies that moved the Public Health agenda further in 10 months than what I could have expected in 10 years.” – *Lois Ahern, (retired) Director of Freeborn County Health*



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www.BlueZonesProject.com

