BLUE ZONES PROGRAM RESOLUTION OF SUPPORT AND CITY SPONSORSHIP

Office of Sustainability
Community & Economic Development

City Council
August 6, 2024

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BACKGROUND

June 21,2022 – City Council approved an assessment to determine the City of Riverside's eligibility in a Blue Zones program. This was done at no cost to the City with Riverside University Health System (County of Riverside) funding the assessment.

November 2023 – Inland Empire Health Plan announced it was sponsoring 50% of the Blue Zones project in the City of Riverside.

December 12, 2023 – City Council directed staff draft a Resolution supporting the City of Riverside Blue Zone project with a 1% sponsorship contribution.

May and June 2024 – Two additional sponsorships were approved totaling 35% of the Blue Zones cost for the City of Riverside Blue Zones project.

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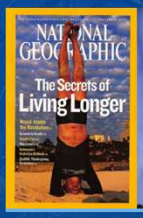
BLUE ZONES

Blue Zones brings over 20 years of research, exploration, and solutions from the world's most extraordinary cultures—the blue zones—where people have lived better and longer than anyone else on the planet.



PURPOSE

To empower everyone, everywhere to live better, longer.

PROMISE

More good years.

Partnered with and trusted by leading organizations:

NATIONAL GEOGRAPHIC · AARP · UNIVERSITY OF OXFORD · GALLUP · CDC · HEALTH UNIVERSITY OF MINNESOTA · NIH National Institutes of Health · BUSH'S BEST · BORGO EGNAZIA · Unilever

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BLUE ZONE LONGEVITY HOT SPOTS

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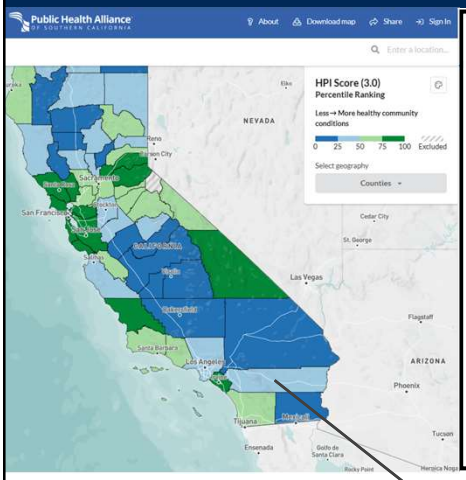
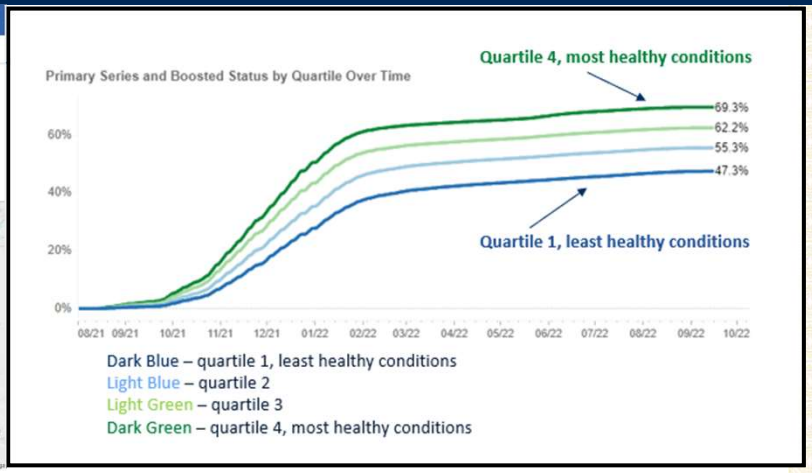
THE CHALLENGE





Riverside County Healthy Places Index = 39.3

County Health Rankings and Roadmaps. Robert Wood Johnson Foundation. https://www.countyhealthrankings.org/explore-health-rankings/california?year=2023&tab=0&measure=Health+Factors. Accessed February 1st, 2024.
The California Healthy Places Index. Public Health Alliance of Southern California. https://map.healthyplacesindex.org/. Accessed March 24th, 2024.

Riverside University HEALTH SYSTEM

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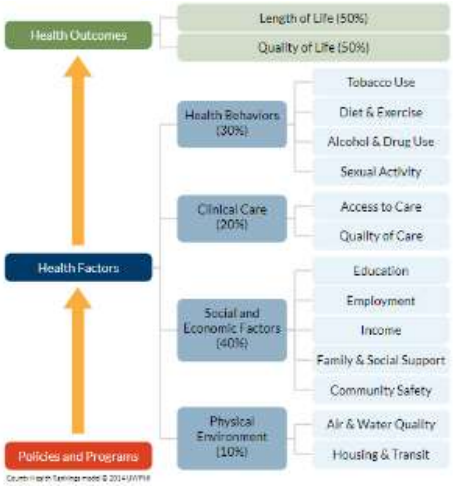
THE CHALLENGE



In the State of California, out of 58 counties, Riverside County is ranked #36 (Health Factors) and #27 (Health Outcomes)

Riverside University HEALTH SYSTEM

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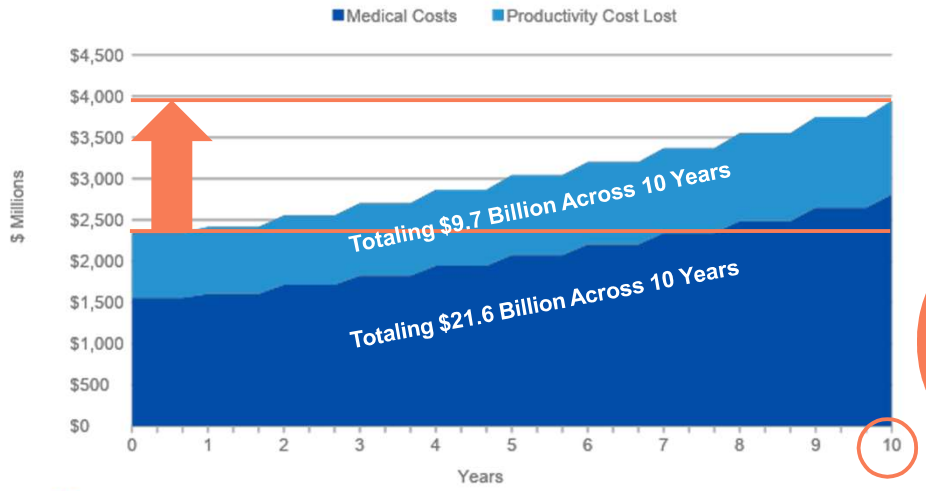
City of Riverside
Adult Population 247,079

The Cost of Doing Nothing...Differently



Without different intervention, simulated total costs increase by **5.36%** per year

$1.6 Billion
Annual Increase

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Ten Year Impact

CITY OF RIVERSIDE

Medical	Productivity	Regional Economic
$164.7 Million	$228.9 Million	$75.2 Million

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BLUE ZONES

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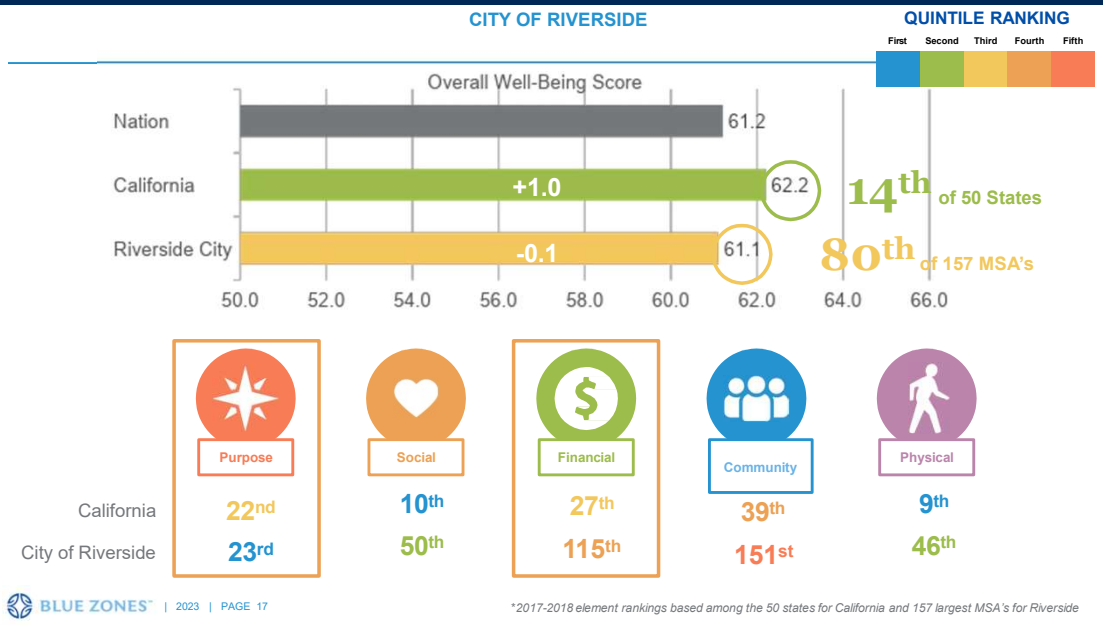
WELL BEING ELEMENTS



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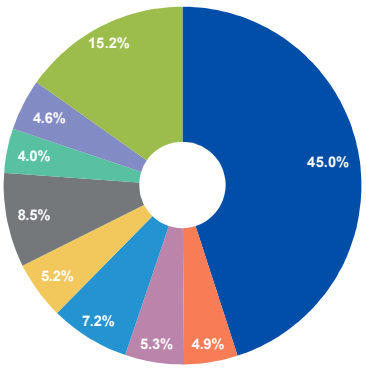
RESOURCE ALLOCATION

Key Features: Blue Zones Assumes 25% Risk; Annual Gallop Measurement; Locally hired staff

Resource Allocation

Cumulative $20.83M



- Local Team
- National Experts
- Marketing
- G&A, Technology
- Measurement
- IP/Licensing
- Non-Executive Overhead
- Innovation
- Contract Margin

Local Hire FTE Mix

Local FTE MIX	AVG
Executive Director	1
People	3
Places	3
Policy	2
PM Coordination	1
Events & Marketing	2
Innovation	1
Total	13

- Powerful Innovations
- Driven by Data
- Enabled by Technology
- Powered by People

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FUNDRAISING

85% OF FUNDRAISING SECURED – HIT THRESHOLD TO LAUNCH

Blue Zones Sponsors	Amount	Total Raised
No. 1: Inland Empire Health Plan	50% $10,415,000	50%
No. 2: To Be Announced	10% $2,083,000	60%
No. 3: To Be Announced	25% $5,207,500	85%
No. 4: City of Riverside	1% $208,300	86%
Additional Need	14% $2,916,200	(14%)

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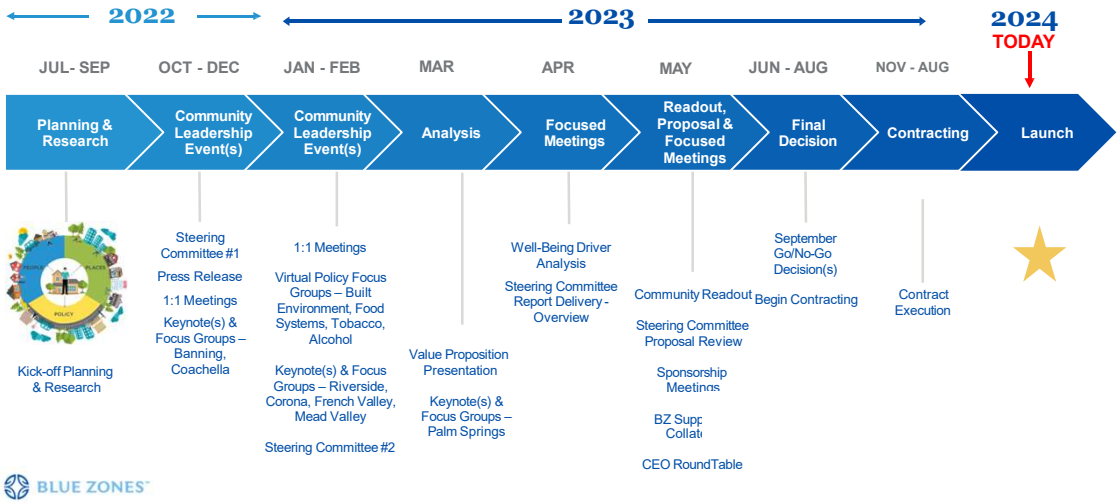
BLUE ZONE PROJECT

DEVELOPMENT TIMELINE AND MILESTONES – 5 YEARS FROM LAUNCH TO COMPLETION



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STRATEGIC PLAN ALIGNMENT

Strategic Priority No. 2—Community Well-Being

Goal 2.2: Strengthening neighborhood identifies and improving community health and the physical environment through amenities and programs that foster an increased senses of community and enhanced feelings of pride and belonging citywide

Cross-Cutting Threads

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RECOMMENDATIONS

1. Adopt the attached Resolution supporting the Blue Zones Certification Initiative; and

2. Approve the City sponsorship portion of the Blue Zones Certification Initiative in the amount of $208,300, or 1% of the total Blue Zones Certification program costs.

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REFERENCE SLIDES

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BACKGROUND

Value Impact Analysis - City of Riverside

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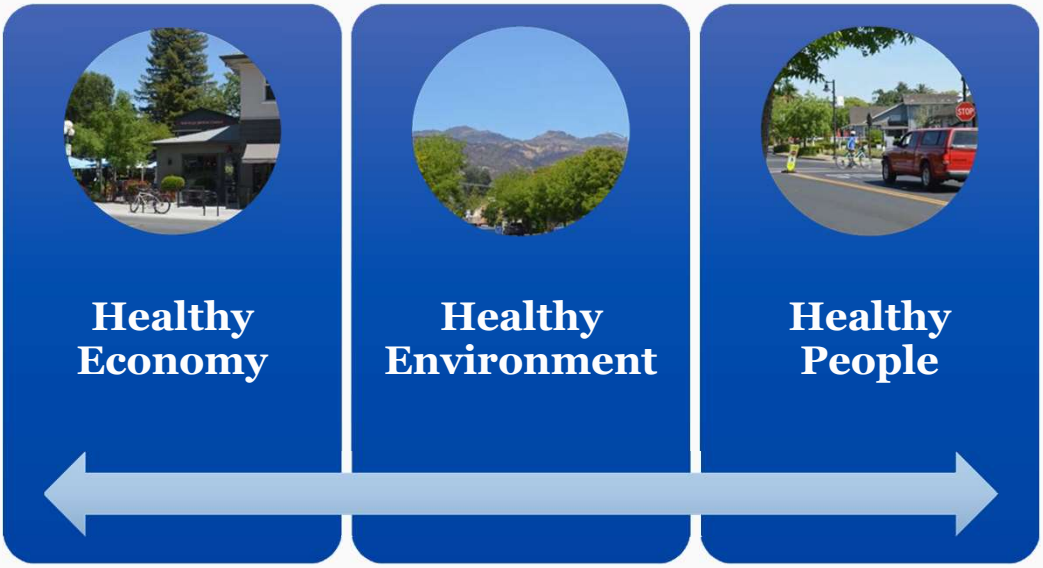
HEALTHY DESIGN YIELDS TRIPLE BOTTOM LINE



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Power 9®

Lifestyles of all blue zones centenarians shared
NINE COMMONALITIES

We call these characteristics the Power 9.

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Life Radius

Blue Zones Project works to improve what we call the Life Radius, the 20-mile area around a person's home where they spend 90% of their time.

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Transformation Model Process

Assessment

- Preliminary community assessment
- Focus groups, 1:1's
- Presentations
- Sponsor identification and Value, Impact and, ROI analysis

Foundation & Planning

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

Transformation

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

Certification/ Sustainability

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

BLUE ZONES

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Foundation Period

Foundation

- Hiring and Training of the Core Team
- Establishment of Committee Structure and Training
- Establishment of Volunteer Base and Training
- Global Expert Summits
- Gallup Community Oversample: Baseline
- Baseline Metrics and Annual Targets - Dashboard
- PR Media and Marketing/ Engagement Outreach
- Web and Social Media Engagement with Tools
- Community Engagement Events
- Master Blueprint: All Sectors & Marquee Projects Detail
- Central Team Implementation and Project Management Oversight

BLUE ZONES

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Blue Zones Certification Criteria

Awareness & Engagement of leadership, citizens and organizations

Improvement in Key Components and/or Overall Well-Being

Reduction in Population Health and Well-Being Risks

Evidence of change deployed to people, places and policy

Improvement in key community self-reported metrics

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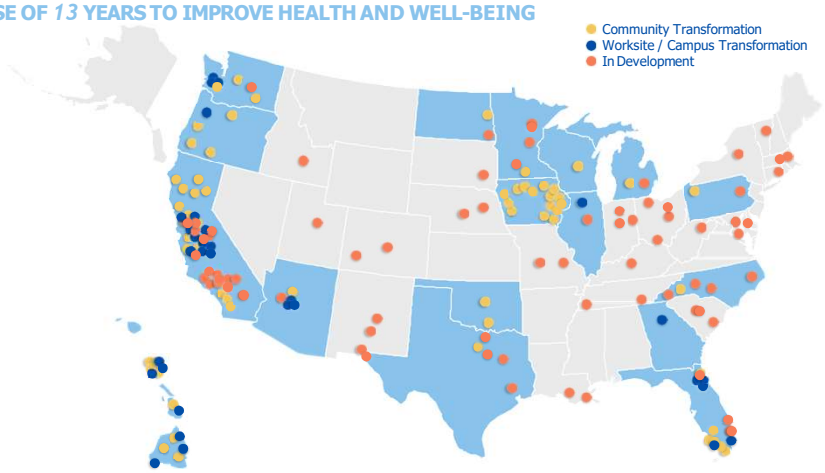
BLUE ZONES TRANSFORMATIONS

BLUE ZONES HAS DEPLOYED TO *6.5M+* LIVES IN OVER *90* TRANSFORMATION PROJECTS ACROSS *17* STATES OVER THE COURSE OF *13* YEARS TO IMPROVE HEALTH AND WELL-BEING



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Measurable Results

Small Community
Albert Lea, Minnesota
13 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
10 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
8 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
6 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 workdays due to injury.

+7%
Well-Being Improvement

> 5% Sustained Improvement in Well-Being

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What We Know

Gallup Well-Being Index

Purpose | Social | Financial | Community | Physical

Improvement

Health Outcomes

Healthcare Utilization
Hospital Admissions
Hospital Readmissions
Disease Burden

Business Outcomes

Performance
Unplanned Absence
Turnover
Safety

Community Outcomes

Crime Rates
High School Graduation Rates
Teen Pregnancy Rates
Motor Vehicle Deaths

Mental Health Outcomes

Clinical Depression
Daily Emotions
Resilience
Adaptability

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City of Riverside Population

City of Riverside Adult Population 247,079

Total Population		317,300
Under 18	22.1%	70,221
18-64	67.0%	212,644
Over 64	10.9%	34,435
Adult Population		**247,079**

BLUE ZONES

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Voice of the City of Riverside

City of Riverside
Adult Population 247,079

3 in 5	Do not exercise at appropriate levels
1 in 2	Do not eat sufficient fruits and vegetables
1 in 2	Have worried about money in the last week
1 in 3	Do not feel safe and secure
7 in 10	Are obese or overweight
1 in 2	Are not proud of their community
1 in 2	Do not have a good perception of their health
1 in 3	Have a poor current life evaluation

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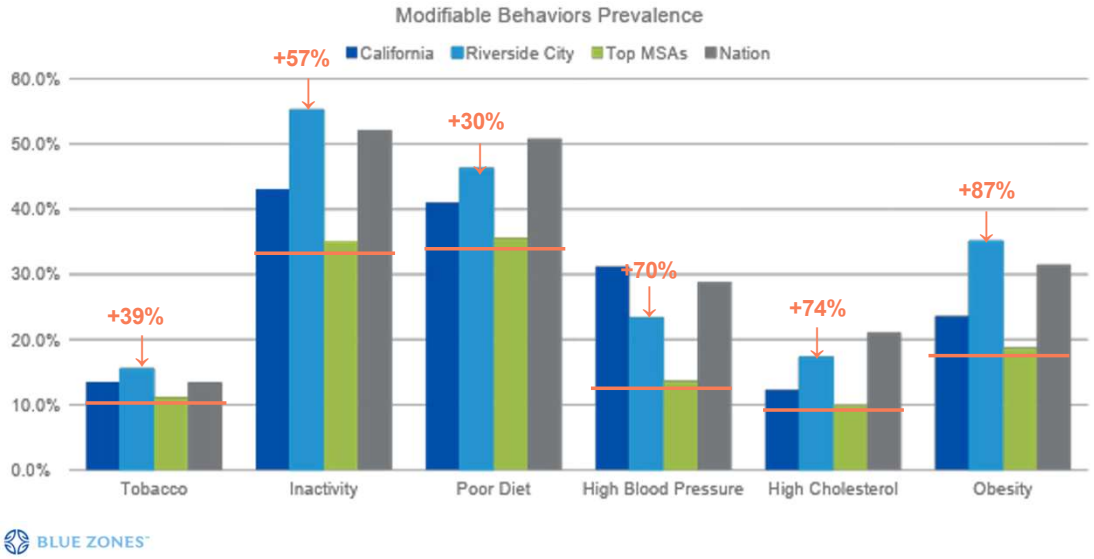
Select Behaviors

City of Riverside
Adult Population 247,079

CITY OF RIVERSIDE



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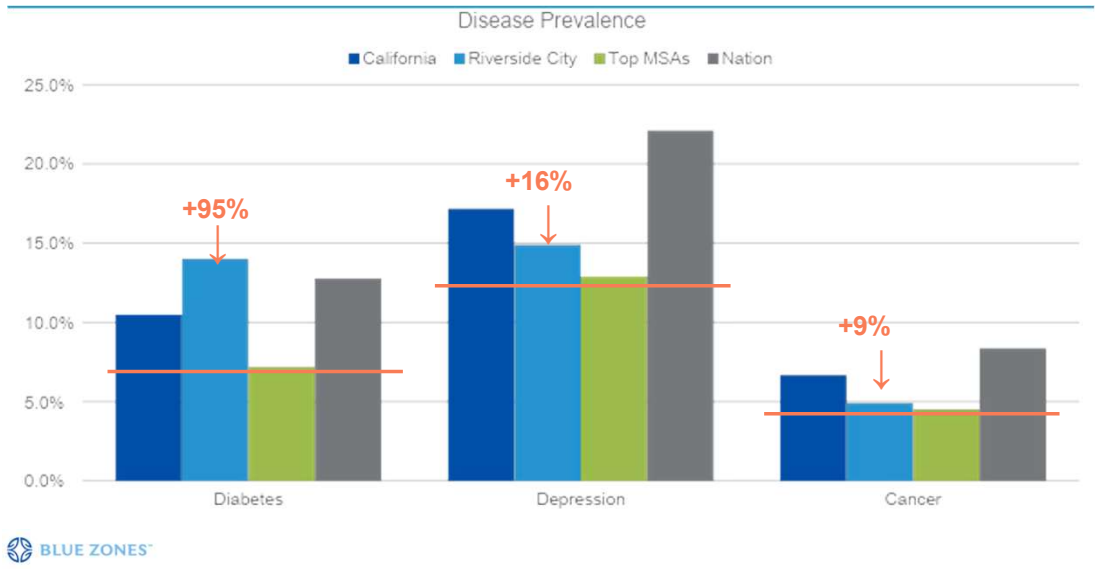
Disease

CITY OF RIVERSIDE

City of Riverside
Adult Population 247,079



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Risk Behaviors and Disease

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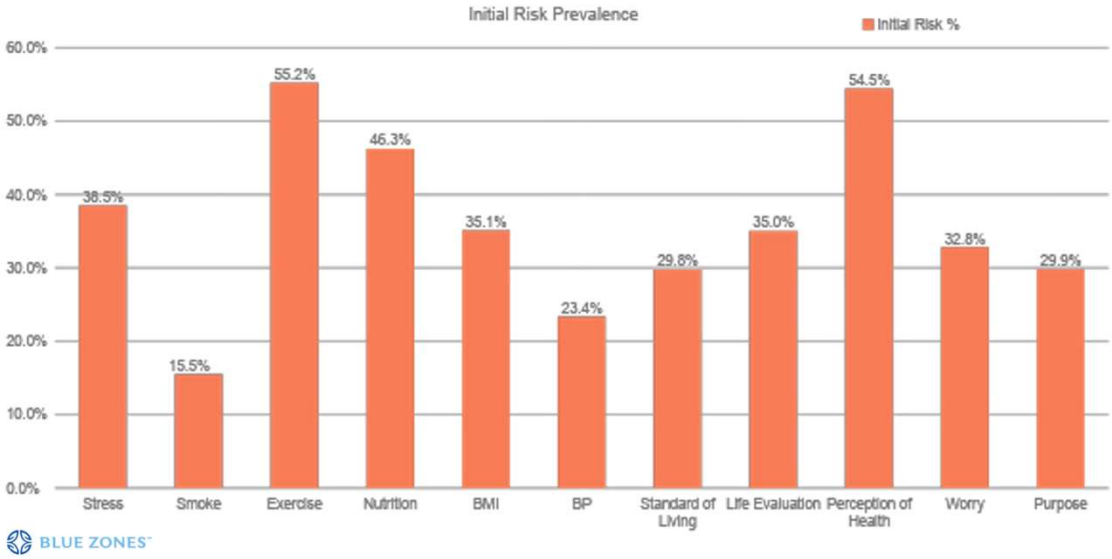
City of Riverside
Adult Population 247,079



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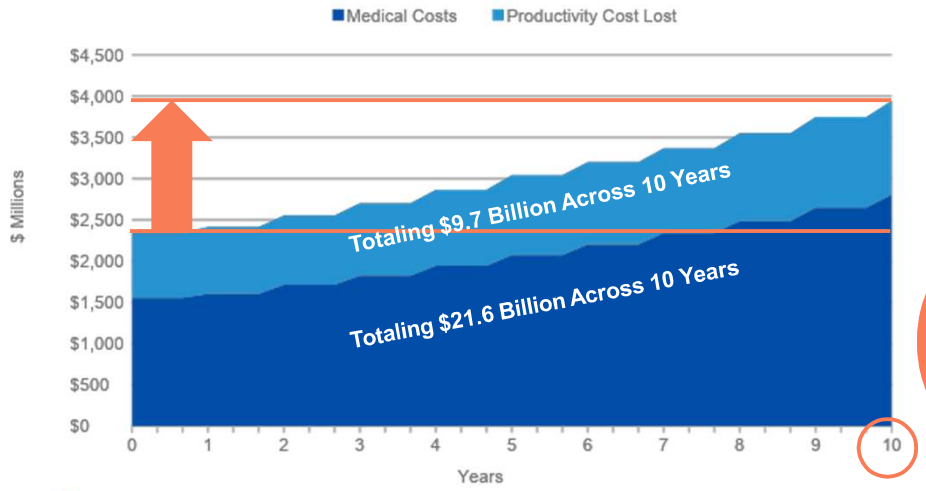
City of Riverside
Adult Population 247,079

The Cost of Doing Nothing...Differently



Without different intervention, simulated total costs increase by **5.36%** per year

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BLUE ZONES

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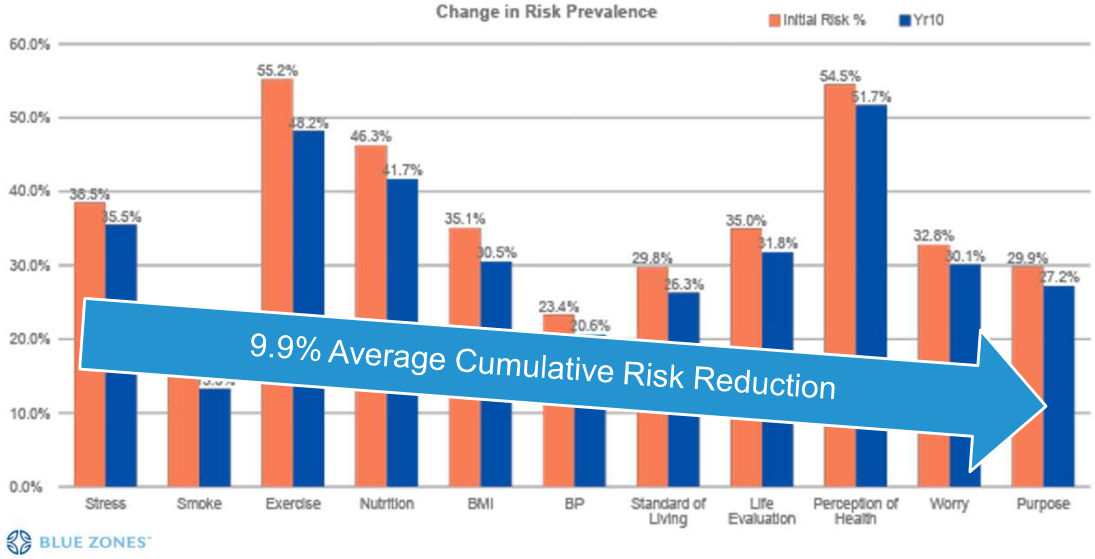
City of Riverside
Adult Population 247,079

Annual Prevalence Rate Projections



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Ten Year Impact

CITY OF RIVERSIDE

Medical	Productivity	Regional Economic
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Annual Prevalence Rate Projections

City of Riverside
Adult Population 247,079

Initial % | Yearly Prevalence Rate Projections

RISKS	Risk %	Yr1	Yr2	Yr3	Yr4	Yr5	Yr6	Yr7	Yr8	Yr9	Yr10
Stress	38.5%	3					%	36.2%	36.0%	35.8%	35.5%
Smoke	15.5%	1					%	13.6%	13.5%	13.4%	13.3%
Exercise	55.2%	5							49.4%	48.8%	48.2%
Nutrition	46.3%	4					%	42.7%	42.3%	42.0%	41.7%
BMI	35.1%	3					%	31.3%	31.0%	30.8%	30.5%
BP	23.4%	23.0%	22.8%	22.4%							20.6%
Standard of Living	29.8%	29.3%	28.9%	28.4%							26.3%
Life Evaluation	35.0%	34.7%	34.4%	34.0%							31.8%
Perception of Health	54.5%	54.2%	54.0%	53.6%							51.7%
Worry	32.8%	32.6%	32.3%	32.0%							30.1%
Purpose	29.9%	29.6%	29.4%	29.0%	28.6%	28.1%	28.0%	27.8%	27.6%	27.4%	27.2%

247,079 Adults
978,569 Well-Being Risks
3.96 Risks / Adult

Blue Zones Impact
96,614 Fewer Well-Being Risks
3.57 Risks / Adult

BLUE ZONES

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