

What is Blue Zones?

Blue Zones uses over 20 years of research and scientifically proven lessons of longevity, health, and happiness from the longest-lived cultures in the world to transform community environments so healthy choices are the easiest to make. We have a proven history of improving well-being for entire populations.



To boost the well-being of entire communities, we take a systems approach to making lasting changes in all the places and spaces people live, work, learn, and play. These changes to our surroundings and systems collectively nudge people to move naturally, eat wisely, develop the right outlook, and connect with each other.

Riverside Challenges

Riverside faces widely-known, seemingly intractable, and significant challenges to well-being:

- ✖ Strong car-dependency, with limited convenient public transit and challenges around ridership
- ✖ Environmental issues with air and water quality
- ✖ Limited supply of affordable, diverse housing
- ✖ Limited walkability outside of select neighborhoods
- ✖ High concentration of fast food and convenience stores selling junk food



These well-being shortcomings are costing countless billions in lost productivity, absenteeism, and healthcare costs. Chronic diseases are costing the city billions of dollars in largely avoidable healthcare costs.

Our Promise

Building a Culture of Well-Being not only means healthier and happier people; it also means a better and more productive workforce and a more vibrant economy.



Riverside Opportunities

We've identified the ways in which we can forge a pathway forward, creating true measurable steps towards transformation in Riverside.

BUILT ENVIRONMENT

- Update Street Design Guidelines and Standards
- Adopt Vision Zero Resolution and Implementation Strategy
- Continue to Build on Investments in the Downtown Core
- Encourage Diversified Housing Development

FOOD ENVIRONMENT

- Strengthening Policies and Infrastructure for Hunger Relief System and Healthy Food Access
- Creating Healthy Food Policies at Key Sites
- Deploying Zoning to Improve Health

PLACES

Achieve Blue Zones Approval:

- 50% of Schools
- 10% of Restaurants
- 25% of Grocery Stores
- 25% of the Workforce

Partner with Faith-Based Communities in Volunteer Programs

TOBACCO

- Public Health Allies Value Relationships
- Trust Building and Trust-Nurturing
- More Innovative "Upstream" Culturally Appropriate and Trauma-Informed Solutions for Serving Communities
- More Innovative Approaches to Promoting Prevention Education and Cessation

ALCOHOL

- Implement Additional Policy to Address and Mitigate Alcohol Abuse
- Develop Targeted and Impactful Communication to Raise Awareness about the Risks of Alcohol Abuse
- Utilize Data Analysis to Assess the Effectiveness of Interventions, Identify Trends, and Make Informed Decisions about Further Improvement

PEOPLE

- 15% of Community Participate in:
 - Purpose Workshops
 - Blue Zones curated Volunteer Program
 - Take the Blue Zones "Moai"
 - Join a Blue Zones "Moai"

Key Well-Being Measures for Riverside

1 in 2	3 in 5	3 in 10	7 in 10
Do not eat sufficient fruits and vegetables	Have worried about money in the last week	Are not proud of their community	Do not have a good perception of their health

BLUE ZONES PROJECT RESULTS

Collier County heart disease deaths dropped by 8.1% since launch of Blue Zones Project Fort Worth



Fort Worth moved from 18th to 31st in nation for healthiest city rankings since launch of Blue Zones Project Fort Worth



Blue Zones Project Fort Worth was featured in more than 2,500 news stories including TODAY Show, The New York Times, and NBC Nightly News



Smoking declined by 31% in Fort Worth and exercise increased by 15%



NCH Healthcare System in Florida showed a 54% decrease in self-insured healthcare claims, saving \$27 million over 4 years



Measurement and Value

We measure risk reduction with the Gallup Well-Being Index® and survey elements tied to overall well-being improvement.

- 1 We measure risk reduction with the Gallup Well-Being Index® and survey elements tied to overall well-being improvement.
- 2 Improvement in Community and Organizational metrics as prioritized and reported by the community.
- 3 Enhanced community brand and marketing value associated with billions of positive media impressions and thousands of published stories.



Cost of Doing Nothing

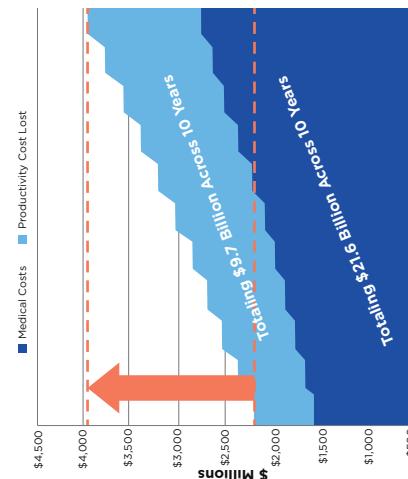
Creating Value for Riverside

Over the next decade, the impact of a Blue Zones Project transformation that includes three designated transformation areas and county-wide efforts around people, places, and policy can result in:

Overall value includes:

- Projected Medical Cost Savings of **\$164.7M**
- Reductions in projected workforce lost productivity of **\$228.9M over the next decade**
- Projected **\$159 average annual per capita medical savings and productivity improvement value for the adult population over the next decade**
- Over the next decade, Riverside transformation, the annual medical and productivity costs will increase annually by **\$22 million** over the next decade.

Medical and Productivity Cost Projections Absent Intervention for Ages 18 and Up



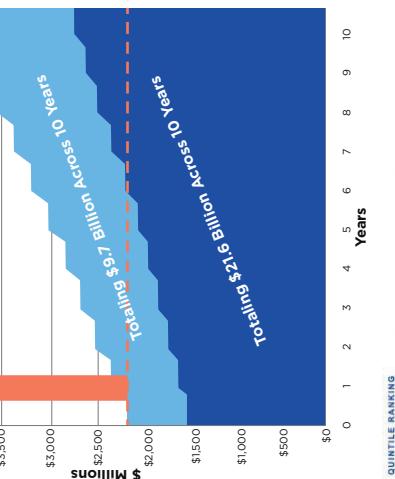
Measuring the Impact of Well-Being

Research demonstrates the link between well-being, medical costs, and job performance



Through a Blue Zones Transformation, Riverside has an opportunity to change not only individual lives but the entire course of health and vitality of the community today and for future generations.

Medical Costs in Years & Up



Everyone Benefits

Deepen brand equity and differentiate in a competitive market, accelerate reach, and expand total media impressions, create trust and legacy of bettering your community, public recognition at community events, and national and regional recognition.

Benefits to Non-Profit Organizations:

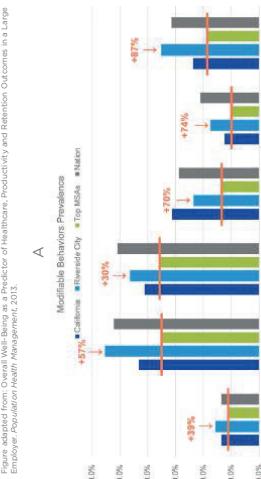
- Accelerate community reach and awareness
- Attract grants and awards
- Guide Blue Zones work by sitting on Leadership Committees
- Position organization as innovator and leader in community
- Highly impact by joining inclusive movement in community

Benefits to Health Insurers:

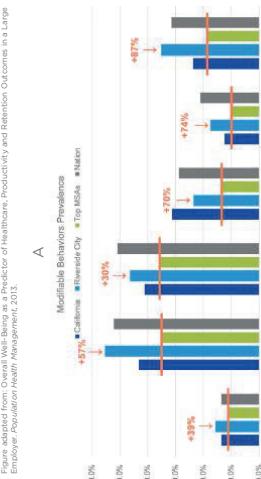
- Sustainably lower healthcare costs
- Improve employee well-being and productivity
- Improve employee and customer engagement and satisfaction
- Position company as leader in preventative health
- Elevate brand perception and media exposure

Benefits to Health Systems:

- Join with partners to create an accountable community health model
- Position brands as trusted partner for health and well-being with consumers
- Decrease prevalence and incidence of chronic disease
- Lead with innovation to meet highest needs
- Help people live better, longer



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Disease Prevalence
■ California ■ Riverside City ■ Nation



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