

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.**

Our Promise

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



Sustainable Community Vitality



Improved Well-Being



Civic Pride and Economic Development



More Productive, Less Costly Populations

Poplar Bluff Challenges

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

- Households without transportation lack grocery access
- Residents experience high rates of diet-related chronic disease
- Access to healthy foods varies across geography; unhealthy options are abundant
- Poverty impacts residents' ability to purchase healthy foods
- Food culture and the value of personal choice impact health

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.

Measurement and Value

- 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.

According to Gallup, Butler County Residents:



4 in 7 do not eat sufficient fruits and vegetables



2 in 5 have a poor current life evaluation



2 in 3 do not exercise appropriately

Note: Data has been captured here for all of Butler County due to sample size limitations in Poplar Bluff.



Over the next ten years, Poplar Bluff could save about \$72.2 Million with a coordinated comprehensive effort

Poplar Bluff Opportunities

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

- FOOD ENVIRONMENT
- Improve nutrition in hunger relief settings
 - Foster food skills development to shift food culture
 - Expand locally managed healthy food incentive programs to reach more people
 - Strengthen wellness policies across schools and youth-serving organizations
 - Provide comprehensive training, coaching, and technical assistance to implement farm to institution initiatives
 - Create long-term business, implementation, and fundraising plans for local food infrastructure improvements
 - Expand farmers market to include year-round vending space and incubator kitchen
 - Schedule city-wide family mealtime

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

- PLACES
- Achieve Blue Zones Approval:
- 50% of Public Schools
 - 10% of Restaurants
 - 25% of Grocery Stores
 - 50% of Top 100 Worksites
- Partner with **Faith-Based Communities** and **Volunteer Programs**

BLUE ZONES PROJECT RESULTS



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%



Fort Worth moved from 185th to 31st in nation for healthiest city rankings since launch of Blue Zones Project Fort Worth



68% drop in childhood obesity rates in elementary schools in Redondo Beach, CA



Collier County heart disease deaths drop by 8.1% since launch of Blue Zones Project SW Florida and life expectancy improved to the highest in the nation



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

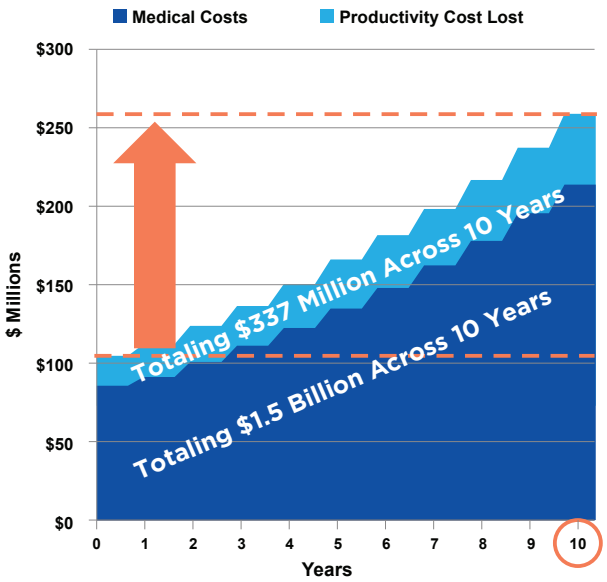
Cost of Status Quo, Poplar Bluff

The current well-being trends for Poplar Bluff create a high price for doing nothing differently

Blue Zones conservatively estimates that without transformation, the annual medical and lost productivity costs will increase annually by **\$150 Million** over the next decade.

Over the next ten years, Poplar Bluff will incur a cumulative burden of **\$1.5 Billion** more in medical costs and **\$337 Million** more in lost workforce productivity.

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



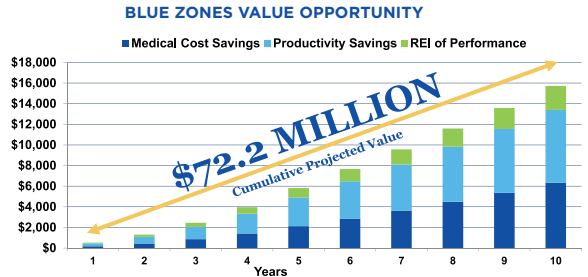
Creating Value for Poplar Bluff

Over the next decade, the impact of a focused Blue Zones Project transformation can result in:

- Overall value includes:
- ✓ Projected Medical Cost Saving of **\$27.7M**
 - ✓ Reduction in projected workforce lost productivity of **\$33.5M**
 - ✓ These two sources of value result in a projected **\$504 average annual per capita** medical savings and productivity improvement value for the adult population over the next decade
 - ✓ Approximately **\$11M** of direct and indirect benefits to the regional economy
 - ✓ Billions of expected positive media and brand impressions
 - ✓ Additional related follow-on community **grants, gifts, and investments**
 - ✓ A cumulative total value of over **\$72.2 million for Poplar Bluff including medical cost savings, productivity savings, and regional economic impact.**



Through a Blue Zones Transformation, Poplar Bluff 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.



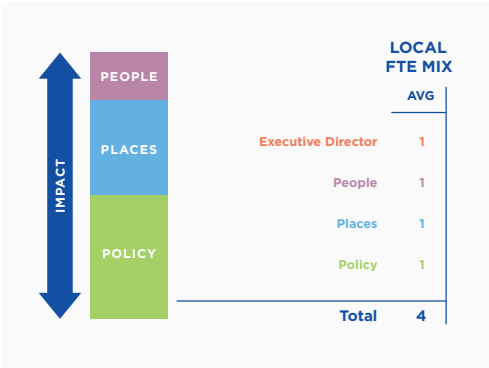
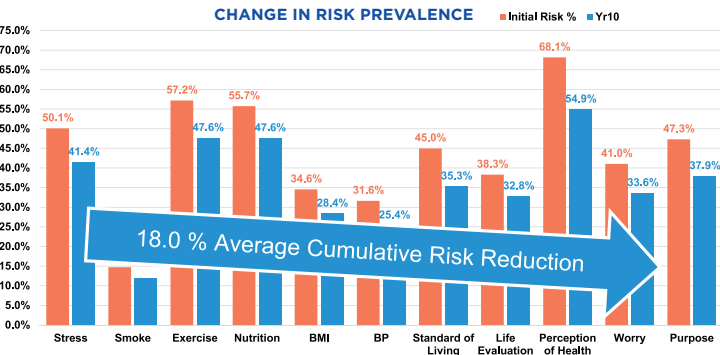
Blue Zones Project

Deployment of the full Life Radius model in **Poplar Bluff** over four years and nine months.

A team of 4 will be hired to advance the transformation over time with the support of the Blue Zones national team.

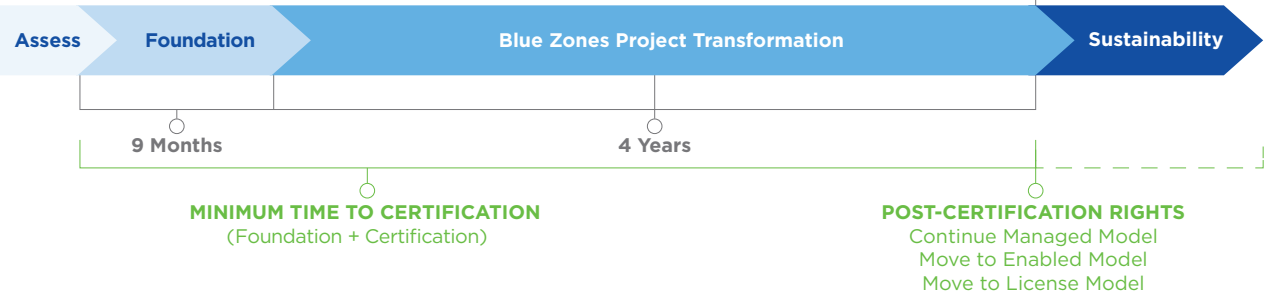
Blue Zones Community Transformation Risk Reduction and Savings Analysis Poplar Bluff

Our approach does not drive these risks to zero at a population level for Poplar Bluff, but rather **drives slow, steady, and sustainable progress in reduction.**



Better Performance, More Good Years Guaranteed
25% of Blue Zones Fees At Risk

Transformation Timeline



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 City and County:

- Boost economic vitality
- Attract new businesses
- Increase property values
- Generate new housing starts
- Attract grants, awards, gifts, and funding

Benefits to Large Employers:

- Improve productivity
- Lower healthcare costs
- Reduce turnover rates
- Improve employee engagement and satisfaction
- Attract skilled workforce

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 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
- Magnify impact by joining inclusive movement in community

Benefits to Health Systems:

- Join with partners to create an accountable community health model
- Position brand 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

