



BLUE ZONES PROJECT®
by HEALTHWAYS

Blue Zones Project Southwest Florida Blueprint 2015

Sponsored by

NCH
Healthcare
System

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This Blueprint will inform the work for Naples beginning in July of 2015. The zip codes for the Naples community are pictured below (34102, 34103, 34110, 34109, 34108, 34119, and 34105).	5
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Introduction

Across the globe lie Blue Zones® areas – places where people reach age 100 at an astonishing rate. People in places like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, are living vibrant, active lives well into their hundreds—and with a lower rate of chronic disease. The common cultural practices of these longevity super stars have been compiled in National Geographic explorer Dan Buettner’s *New York Times* bestselling book, *The Blue Zones—Lessons for Living Longer from the People Who’ve Lived the Longest*. This research, coupled with an eight-year worldwide longevity study, has been used to develop lifestyle management tools and programs that help people live longer, healthier, and happier lives by optimizing their surroundings.

In these longevity hot spots dubbed “Blue Zones areas,” communities share nine traits that not only help people live longer, but also better. The Blue Zones Project® approach works with communities like ours to adopt these behaviors, called the Blue Zones Power 9®, through changes to environment, policy, and social networks.

1. **Move Naturally** (be active without having to think about it)
2. **Know Your Purpose** (know and be able to articulate your purpose in life)
3. **Down Shift** (slow down, rest, take vacation)
4. **80% Rule** (stop eating when you’re 80 percent full)
5. **Plant Slant** (eat more veggies, less meat, and fewer processed foods)
6. **Wine @ Five** (one alcoholic beverage every day for those who have a healthy relationship with alcohol)
7. **Right Tribe** (create a healthy social network)
8. **Community** (participate in a religious community of your choice)
9. **Loved Ones First** (make family a priority)

Executive Summary

Blue Zones Project came to Southwest Florida at the invitation of NCH Healthcare System (NCH) and other community leaders. NCH has made a significant investment to launch this project in the community. Their mission is to, “help everyone live a longer, happier, and healthier life” and they value stewardship, equality, respect, teamwork, integrity, compassion, and excellence.

In the fall of 2014, NCH partnered with Blue Zones Project to determine the local readiness for bringing the initiative to Southwest Florida in support of an 8 year vision to make Southwest Florida an even healthier, happier and vibrant place to live. The Blue Zones Project team conducted a qualitative environmental analysis of the community and met with key local community leaders in order to create a Southwest Florida Assessment Report (found in the Appendix of this document) summarizing the findings in the community that have been used to inform a phased implementation approach.

The results of the assessment demonstrated the civic leadership, citizen motivation, and overall community readiness to carry out a large-scale, community-wide initiative such as this. Although the community has many strengths, it also faces many challenges that can have an adverse effect on

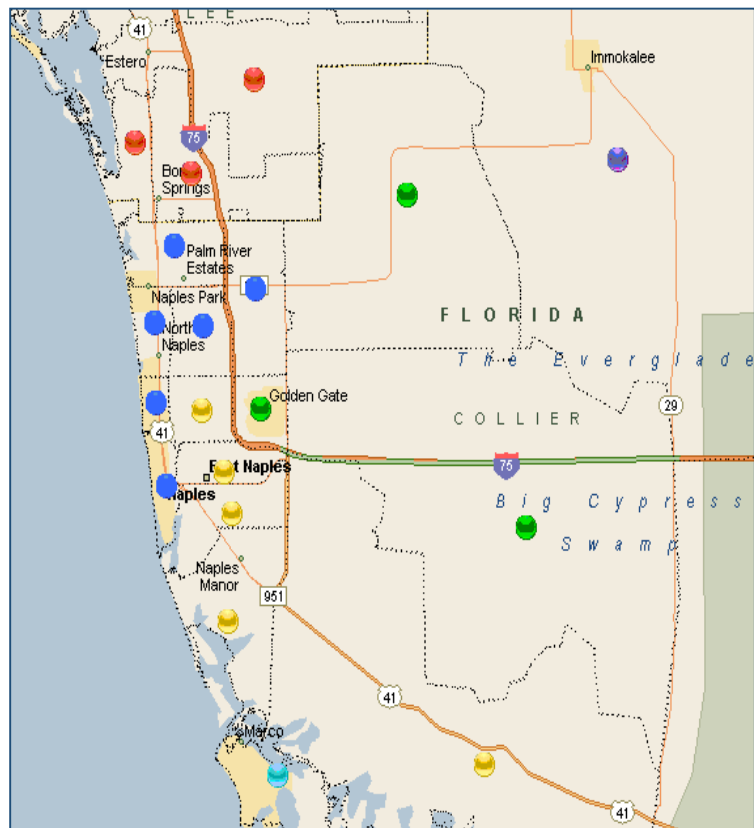
residents' health and well-being. Blue Zones Project will help Southwest Florida create the changes needed to help residents overcome these challenges and start their journey toward community well-being improvement.

Blue Zones Project has compiled evidenced-based best practices and assembled a comprehensive set of tools and resources that our community will use to engage schools, worksites, restaurants, grocery stores, city and county government, as well as faith-based, civic and community organizations as outlined in this Blueprint. Together, all of these organizations will implement strategies that nudge us into eating a little better, moving a little more, and connecting socially to measurably improve well-being. By helping people live longer, better— we seek to improve health and well-being, improve productivity, and boost national recognition as a great place to live, work and play.

Regional Strategy

Southwest Florida, as defined by the project, includes 19 zip codes across two counties (Collier County and southern Lee County). Due to the large size of this region and the unique characteristics of its many neighborhoods, we have divided Southwest Florida into six geographic communities that will be progressively targeted over the course of the 8 year initiative, pictured here. The project will start in Naples in 2015 with a population of 125,815. Each community (Naples, Bonita Springs, Immokalee, Golden Gate, East Naples, and Marco Island) will have their own Blueprint to achieve the goals unique to their community. The Blueprint outlined in this document is for Naples (defined by zip codes 34102, 34103, 34110, 34109, 34108, 34119, and 34105). Population based on 2013 census data for full-time residents 18 years and older.

- 1. Naples – 125,815
 - 2. Bonita Springs – 72,375
 - 3. Immokalee – 26,130
 - 4. Golden Gate – 75,087
 - 5. East Naples – 83,052
 - 6. Marco Island – 16,702
- Total: 399,161



Leadership and Volunteer Roles

To be successful, Blue Zones Project is led and sustained by citizens who live and work in the community. The Blueprint will guide the work of these citizens, who will implement the actual changes. Committees of volunteers will lead this work by training members, recruiting and organizing other volunteers, and beginning the overall engagement process for citizens and organizations.

There are many ways to get involved as a community leader or volunteer:

- **Volunteer:** Offer general support to events or projects. Share your gifts and time to improve well-being in your community.
- **Ambassador:** Recruit friends and colleagues to get involved; get organizations to support well-being. Ambassadors are essential, as the most powerful invitation is the one that is delivered in person from a friend or acquaintance.
- **Speakers Bureau:** Dynamic presenters will be selected to speak to small groups where Blue Zones Project is invited to make a presentation.
- **Committee member:** Meet regularly to plan and implement a specific strategy.

There are also other ways to get involved! For example, be an employee who encourages his or her company to make the worksite healthier, volunteer as a Walking School Bus chaperone, or serve on a wellness committee at a school.

Southwest Florida's Steering Committee Members are listed below:

Committee Chairman

Allen Weiss, MD, NCH Healthcare System

Committee Members

Bill Barker, Naples Daily News

John Cox, Naples Chamber of Commerce

Sheriff Kevin Rambosk, Collier County Sherriff's Office

Paul Hobaica, MD, Arthrex

Steven Kissinger, The Immokalee Foundation

Jimmy Lynn, Everglades Chapter/ Club Managers Association

Stephen McIntosh, City of Bonita Springs

Kamela Patton, Collier County Public Schools

Michael Riley, NCH Healthcare System

Mayela Rosales, Media Vista Group

Steven Sanderson, United Way of Collier County

John Sorey, City of Naples

Penny Taylor, Collier County

Stephanie Vick, Collier County Public Health

Ann Walsh, Bonita Springs Chamber of Commerce

Harold Weeks, Collier County NAACP

Michael Wynn, Sunshine ACE Hardware

Naples' Leadership Team Members are listed below:

Built Environment & Active Living – Tobacco & Food Policies

Bill Moss, City Manager, City of Naples

Dudley Goodlette, Chairman, Greater Naples Chamber of Commerce

Schools – Walking School Bus/Safe Routes to School

Jennifer Kincaid, Elementary Programs Executive Director, Collier County Public Schools

Eileen Vargo, Health Services Coordinator, Collier County Public Schools

Bev Budzynski, Sea Gate Elementary School Principal, Collier County Public Schools

Worksites

Monica Dubroja, Wellness Coordinator, Arthrex

Denise Perez, Human Resources Director, City of Naples

Lori McCullers, Risk Manager, City of Naples

Restaurants

Vince DePasquale, The Doc, Inc

Lise Sundria, 5th Avenue Business Improvement District

Grocery Stores

Jeff Wynn, Wynn's Market

Linda McCulloch, Costco Whole Sale

Engagement

Dan Lavender, CEO, Moorings Park

Scott Burgess, CEO, David Lawrence Center

Measures of Success

Attaining optimal well-being means that our physical, emotional, and social health is thriving. Blue Zones Project is committed to measurably improving the well-being of our community's residents and utilizes rigorous metrics to inform strategies and track impact throughout the life of the project. These include both process and outcome measures to ensure the work to transform a community is occurring and the anticipated outcomes are achieved.

As mentioned above, Southwest Florida will be launched in six waves through the eight year duration of the project, with the goal of engaging 15 percent of the total population. The first wave will include Naples, as defined by the zip codes 34102, 34103, 34110, 34109, 34108, 34119, and 34105. The below progress and outcome measures are unique to Naples; however, the community-wide measures are designed to impact the Southwest Florida region collectively.

Progress Measures

To become a Blue Zones Community®, Southwest Florida will implement well-being improvement

strategies in thirteen pillar areas focusing on people, places, and policy. Achieving these targets will allow our community to reach a tipping point so that positive environmental changes become ingrained in the community and the healthy choice becomes the easy choice for all citizens. Each community within the Southwest Florida region will have progress measures unique to each community, which will contribute to the regional certification criteria. The table below lists the 13 pillar areas, the Southwest Florida Regional Certification Criteria, and the Naples specific targets.

Pillar	Pillar Title	Southwest Florida Regional Certification Criteria	Naples Targets
1	Built Environment and Active Living	- Complete 4 of the 6 “Core Blue Zones Project Built Environment Practices” AND implement (at minimum) one marquee project—demonstrates one visible change to the built environment to enhance active living - Select and implement at least 3 short-term and 2 long-term policies/practices identified during the Built Environment Workshop	Implement 4 of the 6 “Core Blue Zones Project Built Environment Practices”; implement 3 short-term and 2 long-term policies/projects; and implement one marquee project.
2	Food Policy	Adopt at least 3 short-term policies and 2 long-term policies.	Adopt at least 3 short-term policies and 2 long-term policies.
3	Tobacco Policy	Adopt at least 2 short-term policies and 1 long-term policy.	Adopt at least 2 short-term policies and 1 long-term policy.
4A	Schools	At least 50 percent of public schools become Blue Zones Project Approved™.	12 Blue Zones Project Approved Schools
4B	Walking School Bus / Safe Routes to Schools	25 percent of participating elementary Schools implement one of the following: - Walking school bus - Complete a new Safe Routes to School Program (4 safe routes to school per participating school) - Institute a Bus-to-Walk Program	1 School Participating in Walking School Bus/Safe Routes to Schools
5	Restaurants	At least 10 percent of all restaurants become Blue Zones Project Approved	36 Blue Zones Project Approved Restaurants
6	Grocery Stores	At least 25 percent of grocery stores become Blue Zones Project Approved	4 Blue Zones Project Approved Grocery Stores
7	Worksites	If community is more than 250k in population, then 50 of the top 100 worksites by number of employees	25 Blue Zones Project Approved Worksites

8	Faith-Based Organizations	Achieve <u>one</u> of the following: If community is more than 250k in population, then 50 of the top 100 faith-based by number of members	10 Blue Zones Project Approved Faith-Based Organizations
9	Individual Pledges	15 percent of the population 18 and older receives the engagement speech and signs a paper pledge	15,941 Signed Paper Pledges
10	Moai Participation	3 percent of adult population participates in a Moai	3,188 Moais participants or 531 Moais (Walking, Potluck, and Purpose)
11	Purpose	1 percent of residents attend a Purpose Workshop	1,062 Purpose Workshop Participants
12	Volunteering	Five curated volunteer experiences held in conjunction with Purpose workshops over duration of the Blue Zones Project	Five curated volunteer experiences held in conjunction with Purpose workshops over duration of the Blue Zones Project
13	Public Awareness / Media	Achieve one of the following: 10 media stories in the highest exposure channels (TV, print, and/or radio) throughout the duration of the project - Signed partnership agreement for Public Service Announcements throughout the duration	10 media stories in the highest exposure channels (TV, print, and/or radio) throughout the duration of the signed partnership agreement

Outcome Measures

Organizations in the community will identify measures that correlate with strategies outlined in this plan to demonstrate the early impact of best practices at the community and organization level. The long-term success of Blue Zones Project will be measured using the Gallup-Healthways Well-Being Index® (WBI). The WBI is the first-ever daily assessment of U.S. residents' health and well-being, giving governments, worksites, and communities' unmatched insight into the health and prosperity of their populations. To-date, more than two million WBI surveys have been completed, nationally. Utilizing the WBI and The Healthways Well-Being 5® allows for unprecedented measurement of the specific challenges each community is facing and improvement over time. The current state of well-being for Naples is included below.

	Naples 2015	SW Florida 2015	Variance
Overall			
Life evaluation (% Thriving)	68.4	62.2	6.2
Purpose Well-Being Score			
There is a leader in your life who makes you enthusiastic about the future.	41.9	42.7	(0.8)
In the past 12 months, you have reached most of your goals.	55.6	50.5	5.1
You get to use your strengths to do what you do best every day.	60.5	59.8	0.7
You learn or do something interesting every day.	56.1	54.8	1.3
Social Well-Being Score			
Your friends and family give you positive energy every day.	68.9	66.9	2.0
Someone in your life always encourages you to be healthy.	66.1	67.8	(1.7)
Community Well-Being Score			
The city or area you live is a perfect place for you.	76.4	73.2	3.2
You are proud of your community (or the area where you live).	80.8	73.4	7.4
You always feel safe and secure.	87.8	82.3	5.5
In the last 12 months, you have received recognition for helping to improve the city or area where you live.	16.8	15.7	1.1
Physical Well-Being Score			
% with high blood pressure (lifetime)	34.2	38.6	(4.4)
% with high cholesterol (lifetime)	35.7	38.7	(3.0)
In the last seven days, you have felt active and productive every day.	68.4	64.2	4.2
You always feel good about your physical appearance.	62.0	56.4	5.6
% who smoke	4.6	8.8	(4.2)
% who exercised for 30+ minutes 3+ days in last week	59.3	58.2	1.1
% who had 5+ servings of fruits and vegetables 4+ days in last week	59.7	55.5	4.2
% Obese	14.7	20.9	(6.2)
% Normal Weight	48.1	42.6	5.5

Community-Wide Measures

The Southwest Florida Steering Committee has identified the following additional outcome measures that will be tracked to demonstrate community-wide or regional economic impact and well-being improvement. (Additional metrics for each pillar are included in their respective sections.)

Community-Wide Measure	Measuring Source
Reduction in BMI	Florida Community Health Assessment Resource Tool Set (CHARTS) data
Decrease in Childhood Obesity	School Data from CCHD
Increase in Vegetable Consumption	Point-of-Sale Reports and Behavioral Risk Factor Surveillance System (BRFSS)
Increase in Physical Activity	Behavioral Risk Factor Surveillance System (BRFSS).

	Safe Routes to School Coordinator to track the percent of children who walk and bike to school over a several month period, then calculate average
Increase Street Connectivity Index	Street Connectivity Index
Increase in Public Transportation, Pedestrian or Bike Commuting	Collier Area Transit and Florida Department of Transportation (FDOT) American Community Survey (ACS) Data Conduct pedestrian/bicycle counts before and after corridor improvements (ex. Central Avenue)
Increase in Property Values	Property Appraiser
Increase in New Businesses	Chamber of Commerce
Decrease in Diabetes, Heart Disease or Cancer Rates	CHARTS data
Reduced Healthcare Claims	Claims data

Community Blueprint: Naples

Our Purpose: To lead a community well-being transformation initiative, where the healthy choice becomes the easy choice through permanent changes in environment, policy and social networks.

Our Result:

- Improved health and well-being with lower associated healthcare costs
- Improved productivity at home and work
- Improved economic and social vitality

Community Policy

The Community Policy Sector has three designated subcommittees to plan, adopt and implement policies within each particular area of the pledge; Built Environment, Tobacco Free Collier Partnership (Tobacco Policy) and the Food Policy Advisory Council (Food Policy). These subcommittees will each have co-chairs who will inevitably guide the strategy and policy development for that particular area. Policy workshops, held in the Spring of 2015, helped drive informed policy strategies discussions within the community (see Appendix/ Policy Workshop Reports).

1. Built Environment

Goal: Create a built environment that promotes well-being.

Municipal governments play a key role in Blue Zones Project by shaping policies and building infrastructure in a way that supports active living and healthier lifestyles. This results in: enhanced quality of life and well-being for citizens, competitive positioning for financing/grants for community improvement projects, a vibrant local economy, and an attractive place for businesses and individuals to locate.

A comprehensive tour of Collier County (which included Naples, Golden Gate, Golden Gate Estates, Immokalee, Ave Maria, East Naples and Marco Island) was conducted. The county is vast and diverse, reflected by a Walk Score of 46. (Walk Score is a tool that measures the walkability of any address from 1-100. To learn more, visit walkscore.com.) The City of Naples has excellent connectivity with a Walk Score of 88 due to short blocks, a compact and walkable downtown, a Bicycle Master Plan and bike lanes evident with great way-finding, which residents would like to improve upon. Particularly, the City of Naples has an engaged neighborhood association who meets with city staff monthly. This is key to public input and advocacy for the built environment, supporting elected leaders and is to be applauded. Collier County is challenged by US 41, Collier Boulevard, Airport Road, Immokalee Road, Goodlette-Frank Road and other major four-to six-lane arterial and collector roadways which are designed primarily for the automobile. According to a study by Transportation for America, *Dangerous by Design*, 2014, Florida ranks number one as the highest pedestrian/bicycle fatality rate based on population in the nation. In 2011, Florida had 2.6 pedestrian traffic deaths per 100,000 residents, compared to a national average of 1.46 deaths. Implementing Complete Streets policies and adopting language to support these principles in the Land Development Code can help to decrease accident rates in Southwest Florida.

While the county is populated through a pattern of urban sprawl and auto-dependency, numerous bike lanes and some pedestrian shared-use pathways are evident. Significant travel distances to retail or commercial places does not yield active transportation usage due to low density. Collier County's population has grown by 88,000 or 35 percent since the year 2000 and its diversity is increasing. Significant growth has been realized in gated communities which are often separated from places where residents work, live, play or receive daily services. For example, Pelican Bay has 6500 homes on 2300 acres of land and an internal tram system, yet residents need to leave the property to access some essential services. This generally creates auto dependency for residents and contributes to traffic gridlock and single entry-exit points within these areas. Collier County Activity Centers, which are designed to create mixed-use hubs, provide a solid example for built environments, which support active transportation, but do not have the full density of street connectivity to surrounding neighborhoods. The County has addressed growth via planned unit development, which typically focuses on single development projects rather than an integrated approach to include the entire community. Historically, Collier County has allowed development of communities that are disconnected and homogenous. This has unfortunately set a precedence for future developers to replicate.

The City of Naples is poised to lead Southwest Florida Blue Zones Project in taking the next steps to enhance its policies and practices to continue to evolve its built environment—streets, neighborhoods, downtown, parks and open space—into places for people, not just cars. Local governments play an

important role in addressing health issues in the design of the public realm by focusing on developing strategies, to support and encourage street connectivity, open space, walking and bicycling. The future demands that any public investment, especially in the design of streets, adds value to the adjacent land.

Making the changes needed for a community to become more walkable, age-friendly, supportive of active living, and overall better built environments requires that government staff, technical practitioners, elected leaders, business owners, resident advocates, and other key stakeholders have access to information about best practices, and a shared vision for moving forward.

Objectives				
Advance a complete streets policy	Incorporate a complete streets policy for development and redevelopment in Naples	Increase the percent of people who walk or bike to their chosen destination	Increase use of public transportation and ride sharing	
Strategies				
1. Conduct a policy workshop to engage stakeholders, develop community priorities and establish partnerships. 2. Secure city council support through passage of a Blue Zones Project resolution. 3. Review existing policies related to selected priorities. 4. Gather baseline data/information identified in progress indicators. 5. Engage advocates through a Blue Zones Project Action Force to advance policy priorities. 6. Implement the following priorities selected from the Blue Zones Project menu of policy best practices.				
Core Policies 1. Adopt a Complete Streets Policy 2. Conduct Complete Streets Training for Local Staff (City and County) and Stakeholders 3. Adopt Street-Design Guideline Manual 4. Develop a Complete Streets Implementation Plan 5. Review and modify current city projects to create model Complete Streets project				
Short-term Policies 1. Street Connectivity Index 2. Joint-use-of-facilities Agreements 3. Pavement markers and Sharrows				
Long-term Policies 1. Off-Street Shared-Use Paths 2. Active Transportation Plan				
Progress Indicators				
WBI = • The area where you live is a perfect place for you (percent who agree)				

- You always feel safe and secure (percent who agree)
- Percent who exercised for 30+ minutes, 3+ days in the last week

Before & after studies on traffic, sidewalk, trail and park usage.

Increase in kids walking/biking to school.

Increased usage rates of public transportation.

2. Tobacco

Goal: Create an environment where smoking is less desirable.

Municipal governments can play a key role in Blue Zones Project by shaping policies including tobacco and smoke-free policies. According to Florida CHARTS data for 2013, 14 percent of adults living in Collier County currently smoke. Non-smoking adults who report exposure to second-hand smoke in the past seven days is 6.2 percent. Statistics, from the Florida Youth Tobacco Survey (FYTS), for Collier County, indicated, in 2014, 1.5 percent of middle school students and 8.1 percent of high school students smoked a cigarette on one or more of the past 30 days. In addition, 1.6 percent and 4.9 percent of middle and high school-aged youth used smoke-less tobacco on one or more of the past 30 days. 5.3 percent of middle school students and 14.7 percent of high school students used electronic cigarettes on one or more of the past 30 days. A total of 6.2 percent and 20.5 percent of middle school students and high school students, respectively, used any form of tobacco, excluding cigarettes, on one or more of the past 30 days. 65.0 percent of middle school students and 77.1 percent high school students thought ENDD is less harmful than cigarettes. Finally, 33.6 percent of middle school students and 32.9 percent of high school students reported being exposed to second-hand smoke during the past 7 days (in a room or car).

There are a half dozen or so prominent employers with smoke-free campuses and the Collier County Public Schools have smoke-free campuses. Florida has the Clean Indoor Air Act which prohibits smoking in public and private indoor workplaces including restaurants. However, within this legislation is preemption language stating a community's policy for tobacco cannot be more stringent than the state's policy. The state policy does not prohibit or limit tobacco use in public open-air spaces. Hence, there are potential legal implications if a Florida community creates policy regarding smoke-free beaches and other public open-air spaces.

Tobacco Free Collier Partnership has been run by the Florida Department of Health – Collier County since 1997. In addition, the health department has coordinated Students Working Against Tobacco (SWAT) youth advocacy groups in middle and high schools for the past sixteen years. Together the partnership and SWAT have run numerous tobacco education campaigns and have affected local and state policy. However, with the added support of the Blue Zones Project Southwest Florida, these groups hope to further impact the community in a positive way.

Objectives

Encourage smoke-free work environments	Decrease exposure to second-hand smoke	Reduce use of tobacco products in public parks, playgrounds and public places	Decrease use of tobacco amongst youth	
Strategies				
1. Conduct a policy workshop to engage stakeholders, develop community priorities and establish partnerships. 2. Blue Zones Project team will assist in building the existing Tobacco Free Collier Partnership by referring individuals interested in tobacco policy to the partnership. 3. Secure city council support through passage of a Blue Zones Project resolution. 4. Review existing policies related to selected priorities. 5. Gather baseline data/information identified in progress indicators. 6. Engage advocates through a Blue Zones Project Action Force to advance policy priorities. 7. Implement the following priorities selected from the Blue Zones Project menu of policy best practices.				
Short-term policies: 1. Electronic Cigarettes: Amend worksite smoke-free policies so that the definition of “smoking” includes use of ENDD. 2. Enact a voluntary policy (due to state preemption law) that designates park playgrounds as smoke-free.				
Long-term policies: 1. Multi-Unit Housing and Homeowner Common Areas: Amend smoke-free policies so that the definition of “smoking” includes use of ENDD.				
Progress Indicators				
• WBI = percent who smoke; use of ENDD, Youth Tobacco Control Survey, CHARTS, Behavioral Risk Factor Survey. • Quality participation in TFP • # of worksites with smoke-free policies • # of home owner associations with smoke-free policies • # of local park playgrounds with voluntary smoke-free policies				

3. Food Environment

Goal: Create an environment where healthy foods are accessible and embraced.

Municipal governments can play a key role in Blue Zones Project by shaping policies including those related to food. Southwest Florida includes Immokalee, which is the heartland of vegetable production for the state and country, and creates an opportunity to achieve higher consumption of healthy produce for Southwest Florida residents. During the peak seasonal months, Southwest Florida is host to over a dozen farmer’s markets which are popular and well-attended by a diverse population. Some of the local

restaurants and schools use local produce. Southwest Florida has less than half a dozen community gardens. Support to some of these gardens comes from the University of Florida Extension Master Gardeners and the Naples Botanical Garden. Southwest Florida does not have a food policy advisory committee or local food hub. Food policy opportunities exist within governmental vending machine options, restaurants menus for children and access to SNAP vendors at farmer's markets.

Objectives				
Increase access to locally grown produce	Increase consumption of fruit and vegetables	Improve food environment in government facilities and schools to model for and influence other community organizations	Establish criteria to sustain and advance policies, programs and advocacy	Educate consumers, chefs and restaurants about healthy food
Strategies				
1. Conduct a policy workshop to engage stakeholders, develop community priorities and establish partnerships. 2. Secure city council support through passage of a Blue Zones Project resolution. 3. Review existing policies related to selected priorities. 4. Gather baseline data/information identified in progress indicators. 5. Engage advocates through a Blue Zones Project Action Force to advance policy priorities. 6. Implement the following priorities selected from the Blue Zones Project menu of policy best practices.				
Short-term Policies				
1. Establish a city/ county food policy council to provide ongoing advice and input to government policy makers and staff on food-related issues. 2. Establish and implement nutrition standards for all food and beverage vending machines at local government facilities. 3. Assist farmer's markets to accept federal, state or local food assistance programs, including SNAP, as a form of payment.				
Long-term policies				
1. Create a local food hub where small, local farmers can sell their produce to restaurants, schools, hospitals, institutions and other food-service establishments. Food hubs are facilities that manage the aggregation, storage, processing, distribution or marketing of locally or regionally produced foods. 2. Create incentive program for SNAP that encourages participants to purchase produce from local food hub or farmer's markets. 3. Set nutrition recommendations for kid's meals eaten in Blue Zones Project Approved restaurants.				
Progress Indicators				

- WBI = percent of people who had 5+ servings of fruit and vegetables 4+ days in the last week; CHARTS, Behavioral Risk Factor Survey, County Health Rankings data.
- # SNAP vendors at farmer's markets
- # vending machines with nutrition standards in governmental buildings
- # of new vending machines with nutrition standards in worksites
- # of new kids menu options based on nutrition standards

4. Schools and Walking School Bus

Goal: Create the healthiest possible environment for children to learn.

Description: Collier County schools serve more than 45,000 students. The District includes 57 schools (29 elementary, 11 middle, 8 high, 1 K-12 school, 5 charter, 1 alternative school and 2 (iTECH and LWIT) technical schools). Twenty four of these schools lie within the Naples area, which was identified as the first community to begin the Blue Zones Project implementation.

Schools play a key role in the Blue Zones Project by creating an environment that teaches healthy lifestyle choices today and for years to come. School leaders are in a pivotal position to implement evidence-based strategies to help children grow up to be healthier, more productive members of our community. Healthier students earn higher test scores, have higher attendance rates and tend to be better adjusted and socially connected.

Existing school district policy reflects the Board's commitment to providing a learning environment that supports and promotes wellness, nutrition, and an active lifestyle and there are a number of initiatives underway related to Blue Zones Project best practices that can be enhanced or scaled across the district, including fresh fruit and vegetable snack carts, a mileage program, a farm to school program, school gardens, and healthy fundraisers.

Objectives			
Create school-level procedures for certain achievable, appropriate pledge items.	Increase access to and consumption of fruits and vegetables, while reducing access to unhealthy options.	Increase knowledge of healthy lifestyles.	
Strategies			
1. Host a school summit to engage building leadership. 2. Develop a comprehensive communications strategy for staff, students, and families. 3. Expand and implement Safe Routes to School program and increase walkability at 25 percent of participating elementary schools. 4. Increase opportunities for hands on experience with fresh fruits and vegetables through schools gardens, farm to school program, and healthy snack program.			

5. Limit access to unhealthy snacks and vending.
6. Implement smart lunchroom strategies to make healthy choices easier for students.
7. Implement healthy fundraisers, rewards, and celebrations.

Measures of Success/(Measuring Source)

Progress Measures:

- Number of registered/participating schools (CCPS)
- Number of Blue Zones Project Approved schools (Goal – 12/24) over the next 3 years. (CCPS)
- Number of safe routes to school (or walking school buses/ bus to walk programs) (CCPS)
- Number of elementary schools participating in the Blue Zones Challenge (CCPS)

Outcomes Measures:

- Improved student performance (CCPS)
- Increase in active student transportation (walk, bike) via travel tally (Safe Routes to School)
- Improvement in County public health data (Florida Department of Health – Collier County)
- Increase in consumption of healthy food and beverages (CCPS – Food & Nutrition Data)

5. Restaurants

Goal: Increase offerings and consumption of healthy options in restaurants.

Description: According to Gallup, 58 percent of Americans eat at a restaurant at least once a week, and we believe that the frequency in Naples is greater because of our affluent population and the fact that we are a vacation destination. Choices are often limited to large portion entrees, high caloric foods, and foods high in sodium and cholesterol. Increasing healthy options in restaurants is essential for residents and visitors of Southwest Florida.

We have 360 restaurants in Naples, ranging from one-of-a-kind fine dining to seafood eateries on the water. There are 25 restaurants located on 5th Avenue South and many more throughout Naples. Naples Originals is a group of independent locally-owned restaurants that has 39 members.

A primary goal of Blue Zones Project is to work with restaurants in our community to increase their offerings of healthy, delicious options that will result in the improved health of their patrons while increasing each restaurant's bottom line.

Objectives			
Implement best practices in restaurant environment, beverages, education and promotion to nudge customers	Increase consumption of fresh fruits and vegetables and reduce waste and plate loss.	Restaurateurs champion employee and customer participation in the Blue Zones Project.	Drive new customers to restaurants through promotion on Blue Zones Project website and social media.

toward making healthy choices.			
Strategies			
1. Hold a Blue Zones Project Summit to showcase the value of this project, to explain what's in it for them, and what they can do to earn Blue Zones Project Approval. 2. Speak with an average of 10 restaurateurs a month. Due to extremely high traffic in season, more restaurateurs will likely be reached out of season, May through October. 3. Use Blue Zones Project Restaurant Pledge and resources to assist at least 10 percent of restaurants in becoming Blue Zones Project Approved. 4. Make the healthy choices easier to find and more appealing by optimizing menus and leveraging Blue Zones Project signage and marketing collaterals. 5. Collaborate with WORKSITE and ENGAGEMENT Committees on marketing strategy, methods, opportunities, and timelines to generate excitement and awareness about Blue Zones Project. 6. Hold cooking demonstrations in restaurants to promote Blue Zones Project inspired dishes and foods. 7. Encourage restaurants to feature Blue Zones Specials (instead of Blue Plate specials). These dishes should be fresh, plant slant, Blue Zones Project inspired. Track comp sales. 8. Encourage restaurants to offer Blue Zones Project inspired menu items in half-size portions. Track comp sales. 9. Reach out to restaurants in gated communities and country clubs by working with the ENGAGEMENT committee. 10. Host celebrity chef competitions at restaurants and clubs to promote the Blue Zones Project, and show just how delicious healthy foods can be. 11. Hold Wine at Five events at restaurants to encourage Blue Zones Project participation. 12. Promote Blue Zones Project Approved Restaurants through WORKSITE and ENGAGEMENT committees so they can encourage their use for catering and special events. 13. Get local restaurant purveyors to collaborate with the local restaurants to create a plan or program for special Blue Zones Approved menu items. 14. Use Dan Buettner's "Blue Zones Solution", to inform, encourage, and reward participation. 15. Use existing case studies from other Blue Zones Project efforts to show the profitability of healthy foods in restaurants. 16. Find key restaurant partners to develop case studies for Naples restaurateurs. 17. Partner with ENGAGEMENT COMMITTEE to hold Moai launches at select restaurants. 18. Utilize media, Concierge Association, Tourist Centers, Hotels and Vacation Publications to feature Blue Zones Project Approved restaurants. 19. Implement Blue Zones Project promotional programs to increase traffic and drive sales at Blue Zones Project Approved restaurants.			
Measures of Success/ (Measuring Source)			
Progress Measures: • 36 Restaurants become Blue Zones Project Approved: (Pillar target of 10 percent of the 360 restaurants in the seven Naples zip codes) Outcome Measures: • Increase in sales for promoted Blue Zones foods. (restaurant sales metrics)) • Beverage sales: water vs. soda. (restaurant sales pre/post metrics)			

- Sales metrics pre/post changes: (restaurant sales pre/post metrics)
 - Healthy dishes
 - Per customer
 - Average ticket
 - Daily totals
- Decrease in plate waste (restaurant pre/post metrics)
- Decrease in inventory spoilage (restaurant pre/post metrics)
- Customer feedback (surveys, face-to-face, Yelp, etc.)
- Employee/Server feedback (surveys, face-to-face)

6. Grocery Stores

Goal: Increase the purchase and consumption of water, fruit, vegetables and other plant-based foods in grocery stores.

Description: There are a total of 20 grocery stores in Naples. Regional chains account for ten stores (9 Publix and 1 Winn-Dixie) and National chains account for eight stores (3 Walmart, 2 Target, 1 The Fresh Market, 1 Trader Joe's, and 1 Whole Foods). We also have two local grocery stores; Food & Thought and Wynn's Market.

We want everyone to have easier access to healthy foods. We want our grocery stores to be optimized so that customers buy more water, fruit, vegetables and plant-based foods and subsequently consume fewer unhealthy foods. We want our grocery stores to thrive by expanding their businesses while promoting the health and well-being of our community's residents. Grocers can do this by promoting Blue Zones foods in ways that make them stand out as more healthful and more appealing to shoppers, thereby increasing sales and reducing the costs associated with spoilage.

Objectives			
Implement best practices in store environment, beverages, education and promotion to nudge customers toward making healthy choices.	Increase the sales of fresh fruits and vegetables and reduce spoilage and loss.	Grocers champion employee and customer participation in the Blue Zones Project.	Drive new customers to stores through promotion on Blue Zones Project website and social media.
Strategies			
1. Host a Blue Zones Project Summit to showcase the value of this project, to explain what's in it for them, and what they can do to earn Blue Zones Project Approval. 2. Utilize relationships to form ongoing partnerships with national and regional chain groceries, as well as local grocers. 3. Use Blue Zones Project Grocery Store Pledge and resources to assist at least 25 percent of grocery stores in becoming Blue Zones Project Approved. 4. Make the healthy choices easier to find and more appealing by leveraging Blue Zones Project signage and marketing collaterals.			

5. Focus on increasing the sales of fresh fruits and vegetables.
6. Build Blue Zones Project-inspired endcaps and displays to help drive sales.
7. Offer Blue Zones Project recipes in-store to go along with the foods being displayed.
8. Collaborate with WORKSITE and ENGAGEMENT Committees on marketing strategy, methods, opportunities, and timelines to generate excitement and awareness about Blue Zones Project.
9. Hold cooking demonstrations in grocery stores to promote Blue Zones foods.
10. Hold Wine @ Five Blue Zones Project events at grocery stores to encourage Blue Zones Project participation.
11. Use Dan Buettner's latest book, *Blue Zones Solution*, to inform, encourage, and reward participation.
12. Use existing case studies from other Blue Zones Project efforts to show the profitability of healthy foods in grocery stores.
13. Find key grocery partners to develop case studies for Naples grocers.
14. Partner with ENGAGEMENT COMMITTEE to hold Potluck Moai launches at select grocery stores.
15. Utilize media, Concierge Association, Tourist Centers, Hotels and Vacation Publications to feature Blue Zones Project Approved Grocery Stores.

Measures of Success/ (Measuring Source)

Progress Measures:

- Five Grocery Stores become Blue Zones Project Approved: (Pillar target of 25 percent of the 20 stores in the seven Naples zip codes)

Outcome Measures:

- Increase sales of promoted Blue Zones foods. (pre/post metrics required)
- Increase sales of fresh fruits and vegetables. (pre/post metrics required)
- Blue Zones Checkout Lane sales, if applicable (pre/post metrics required)
- Beverage sales: water vs. soda. (pre/post metrics required)
- Customer & Employee feedback. (surveys, face-to-face, Yelp, etc.)
- Decrease in fresh fruit/vegetable inventory loss/spoilage due to higher rate of sales. (pre/post metrics required)

7. Worksites

Goal: Create a workplace environment that supports health and well-being and, in turn, results in improved productivity, decreased turnover, and lower healthcare costs.

Description: The largest employers in Naples are the Collier County Public Schools with 7,000 employees, the NCH Healthcare System with 4,000 employees, and the Collier County Government with 2,400 employees. The majority of employers are in healthcare, restaurant and hospitality, service industries, construction, landscaping, and retail.

We seek to foster a thriving business community with employers that see Naples as a great place for their employees to live and work and to attract the best and the brightest businesses and talented employees they require. To do this, we need to be recognized as progressive leaders and innovators.

We know that healthy and motivated employees are key to a company's success, and that successful companies are key to a community's economic success. Employers that earn Blue Zones Project Approved status will enjoy having healthier employees, lower healthcare costs, and increased productivity. And the healthy choices and habits that employees learn from the Blue Zones Project will be taken home, benefiting their families, friends, and the community at large.

Objectives				
Establish comprehensive tobacco-free workplace policies and cessation support.	Implement employer best practices to promote physical activity through policy and programs.	Create a healthy workplace food environment and promote healthy options through healthy vending, cooking demonstrations, and healthy offerings in cafeterias.	Increase employee engagement through participation in Moais, individual well-being actions, and through creation and enhancement of employer well-being programs.	Create business network for sharing best-practices and successes.
Strategies				
1. Host a summit for employers in Southwest Florida to increase awareness, education, and provide support for how the Blue Zones Project will help their business. 2. Conduct Networking Events to share best practices and maintain momentum. Events with the Chamber of Commerce and professional and civic organizations will help us to reach other employers, share our vision, and encourage their participation. 3. Use Blue Zones Project Worksite Pledge and resources to assist worksites in becoming Blue Zones Project Approved. 4. Offer tobacco cessation solutions and/or rewards (stipends) and provide opportunities for tobacco cessation speakers to present in the workplace. (Use readily available state and local resources) 5. Partner with Tobacco Free Collier to create a template for tobacco-free policy change. 6. Add healthy vending machine options to worksites. 7. Change policies to encourage healthy celebrations in the workplace in lieu of cakes and cookies for birthdays, anniversaries, promotions, retirements, etc. 8. Increase cooking demonstrations and classes for employees and the community at worksites. 9. Utilize restaurant and food service best practices to increase healthy options and purchases in on-site cafeterias (food labels, small portions, smaller plates, etc.). 10. Utilize marketing materials to educate employees on the benefits of eating healthy, including lunch and learns, and seminars in the workplace. 11. Offer Potluck, Purpose, and Walking Moais and Purpose Workshops at worksites. 12. Encourage volunteerism and support employee's efforts wherever possible. 13. Offer designated parking spots (spaces toward back of parking lot) to encourage natural movement. 14. Create company sponsored exercise programs.				

15. Utilize signage to show walking paths and mileage around parking lot, etc.
16. Set up signs at elevators to encourage employees and guests to use the stairs instead and create signage at each landing in stairwell with quotes, healthy tips, etc.
17. Begin partnering with gyms in the area for discounts and promotions.

Measures of Success/ (Measuring Source)

Progress Measures:

- Track tobacco-free policy adoptions among worksites participating in the project. (worksites)
- Track number of registered worksites. (Blue Zones Project team)
- Track number of Blue Zones Project Approved Worksites, Goal is 25 worksites in Naples; 50 in Southwest Florida (Blue Zones Project team)
- Track the number of Potluck, Walking and Purpose Moais formed at worksites. (worksites and Blue Zones Project team)
- Track the number of seminars and education classes offered in worksites. (worksites)

Outcome Measures:

- Utilize the Well-being index to measure and track smoking rate changes, awareness of the Blue Zones Project, fruit and vegetable consumption, and self-reported BMI changes. (WBI)
- Track self-reported productivity changes among participating worksites. (worksites)
- Track employee healthcare costs. (worksites)
- Track change in sales of healthy food in employer owned cafeterias. (worksites)
- Track the sale of healthy options in vending machines. (worksites/ vendors)

8. Engagement

Goal: Improve individual well-being, resulting in better health, increased quality of life, and longevity.

Description: Per the 2009-2013 American Community Survey 5 Year Estimates, Southwest Florida has a population of 399,161. Blue Zones Project will create a tipping point toward a culture of health and well-being by engaging a least fifteen percent of adults age 18 years of age and older (44,502 individuals) in learning about Blue Zones Project through the engagement presentation and completing the Personal Pledge. By pledging to participate in Blue Zones Project and making changes to personal environments, well-being will improve for both individuals as well as their family, friends, neighbors and colleagues. The influence of social connectedness will lead to more supporters and leaders of environmental and organizational action toward enhanced well-being.

With a population of 326,786 in Collier County and 72,375 in Bonita Springs, SW Florida is very diverse. After two decades of accelerated population increases, SW Florida's growth rate appears to follow the pace of the star of Florida through the year 2040. Collier and Bonita include areas of high affluence and numerous areas of low income and poverty level communities. With the average household income at \$94,483, over 41 percent of the population reports an average household income below \$50,000.

Naples has a thriving retirement community and a large vibrant faith community. There's a significant amount of intellectual capital ready to refocus their energy on other passion projects. Many faith-based organizations are in the process of looking into parish nursing programs for their congregations and

health related programs to improve members' lives. A large philanthropy and volunteer base exists in this area for both organizations and individuals. Lastly, there is a great opportunity to tap into the existing social networks to create champions who can help drive engagement in the Blue Zones Project, whether hosting walking competitions between HOA/Gated Community/Private Clubs (509), hosting potluck Moais with faith-based communities (267) or by tapping into volunteer networks.

Objectives				
Engage faith-based organizations and their members by offering and implementing best practices to increase social connectedness and create an environment that encourage healthy choices.	Establish and strengthen social networks by creating Moais where individuals participate in walking or healthy group activities for at least a 10 week period.	Help individuals discover their purpose and connect them with volunteer opportunities.	Work with Home Owners Associations and Private clubs to implement engagement, built environment, and organization best practices so residents may enjoy a community that nudges them toward healthier behaviors.	Support the WORKSITE COMMITTEE to engage employees by forming Moais (Walking, Purpose and Potlucks), providing the engagement speech and Purpose Workshops, and assisting individuals with completing the personal pledge.
Strategies				
1. Engage faith-based organizations via existing relationships within the Steering Committee, Leadership Team, Committees and identified advocates and Ambassadors. 2. Leverage HOA/Private Club memberships to align with mission to offer speeches, Moais, and Purpose Workshops, built environment and restaurant environment changes that lead to more social connectedness, natural movement and healthy food consumption. 3. Provide trainings for worksite ambassadors and volunteers to provide structure and capacity to engage employees within worksites/faith-based organizations/HOAs/private clubs to hear the engagement speech, offer Purpose Workshops (1,602 participants) and Moais (3,188 Moai participants or 531 Moais) as well as work on leadership, purpose, engagement, physical environment and benefit/incentive packages to maximize colleague well-being. 4. Establish relationships with all top local media including television, radio and newspaper and develop partnerships that will drive profound Blue Zones Project coverage. 5. Utilize trained Ambassadors to work as advocates and reach out to worksites, HOAs, faith-based organizations and civic groups to engage their members (at least 70 ambassadors will be trained). 6. Train speakers to deliver the Blue Zones Project Engagement Speech and to drive pledge actions and Moai formation (15,941 signed paper pledges and 3,188 Moai participants -531 Moais).				

7. Curate an “Action Force” of individuals interested in food and tobacco policy changes as well as policies and projects to promote bikeability and walkability that will advocate for these changes.
8. Curate and inform about volunteering opportunities across the community and within the Blue Zones Project by partnering with the United Way’s volunteer work to expand Southwest Florida volunteering.
9. Host a Kickoff/Celebration event for Southwest Florida that informs all citizens about the Blue Zones Project and offers opportunities to explore the Project further and to get involved in engagement activities.

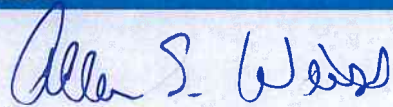
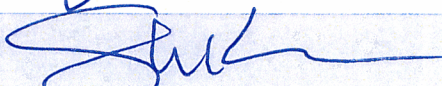
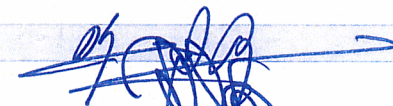
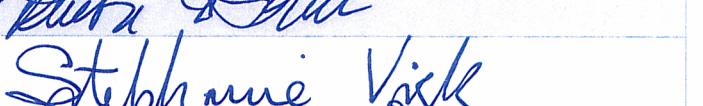
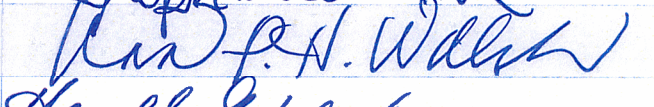
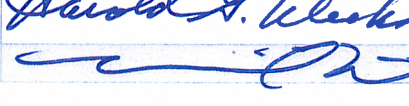
Measures of Success/(Measuring Source)

Progress Measures:

- Percent of the adult population that participates in the engagement presentation and complete the Personal Pledge via paper. (Goal is 15 percent in Naples – 15, 941 individuals; Southwest Florida - 44, 502 individuals) (Blue Zones Project team)
- Faith-based Organizations that become Blue Zones Project Approved. (Goal is 10 in Naples toward 50 of the top 100 in Southwest Florida) (Blue Zones Project team)
- Percent of the adult population participating in a Moai (Goal is 3 percent in Naples -3,188 people ; Southwest Florida - 8,900 people) (Blue Zones Project team)
- Number of individuals who participate in a Purpose Workshop (Naples – 1,062 people) (Blue Zones Project team)
- Number of curated volunteer experiences (Blue Zones Project team)
- Number of people volunteering in the Blue Zones Project (Blue Zones Project team)
- Number HOA and other groups that complete the organization checklist (Blue Zones Project team)
- Media coverage and Blue Zones Project awareness (Blue Zones Project team)
- Outcome Measures: (from the Gallup Healthways Well-Being Index):
 - Increase the number of individuals that learn or do something interesting every day
 - Increase the number of individuals that have someone that encourages them to be healthy
 - Increase the number of individuals that are proud of the community
 - Increase the number individuals that exercise 30+ minutes 3 days a week
- Reduce the number of self-funded employer health care claims (worksites)

Leadership Roster and Signatures

We Approve!

Name, Affiliation	Signature
Dr. Allen Weiss - CEO, NCH Healthcare System Steering Committee Chairman	
Bill Barker – Publisher, Naples Daily News	
John Cox – President & CEO, The Greater Naples Chamber of Commerce	
Dr. Paul Hobaica – Medical Director, Arthrex	
Steven E. Kissinger- Executive Director, The Immokalee Foundation	
Jimmy Lynn- President of the Southwest Florida Country Club Managers Association	
Dr. Steve McIntosh – Deputy Mayor, City of Bonita Springs	
Dr. Kamela Patton – Superintendent, Collier County Public Schools	
Kevin Rambosk – Sheriff, Collier County	
Mayela Rosales – Executive Vice President/CCO of Media Vista Group	
Steve Sanderson - President and CEO, United Way of Collier County	
John F. Sorey III – Mayor, City of Naples, Florida	
Penny Taylor- Commissioner, Collier County	
Stephanie Vick – Administrator, Collier County Public Health Department	
Ann Walsh– Secretary, Bonita Springs Chamber of Commerce	
Harold Weeks – President, Collier County NAACP	
Michael Wynn – Owner, Wynn's Grocery	

Appendix (available upon request)

- Implementation Plan (Milestones, Owners, Dates)
- Assessment Report
- Well-Being Report
- Policy Workshop Reports