



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
- Civic Pride and Economic Development
- Improved Well-Being
- More Productive, Less Costly Populations

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** Media value associated with media interest and millions of media impressions generated by Blue Zones work in community.

Jacksonville Today

Jacksonville faces significant challenges to well-being:

- ✗ Limited **transportation** options
- ✗ Lack of **affordable housing**
- ✗ Lack of access to **healthy food**
- ✗ Lack of **behavioral health services**
- ✗ High rates of **crime**
- ✗ Significant **economic** and **health disparities** across the city

According to Gallup:

- 3 out of 4 of Jacksonville citizens are overweight or obese**
- 2 in 3 report they are struggling with their hope and purpose**
- 1 in 4 report not having enough money to buy food**

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

Over the next five years, Jacksonville could save about **\$1.1 billion** with a coordinated comprehensive effort

Jacksonville Tomorrow

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

BUILT ENVIRONMENT

- ✓ Gateway and Regency Mall redevelopment to model reuse of first-generation strip mall into mixed-use village
- ✓ Create and Update zoning to require true mixed-use development patterns
- ✓ Build Community Capacity with implementation workshops and technical training
- ✓ Advance a "Health in all Policies" approach
- ✓ Engage local community in neighborhood pop-ups and demonstration projects

TOBACCO

- ✓ Establish Tobacco Retailer licensing program
- ✓ Create policy that restricts incentives and fruit and candy flavorings
- ✓ Expand parks, greenspace, and beach-area smoke-free policies
- ✓ Assist schools in implementing supportive and progressive interventions

PLACES

Achieve Blue Zones Approval:

- **30%** of Schools
- **10%** of Restaurants
- **25%** of Grocery Stores
- **50%** of Top 100 Worksites

Partner with **Faith-Based Communities in Volunteer Programs**

WORKFORCE DEVELOPMENT

- ✓ Form big-tent coalition of leaders from business, government, and non-profit sectors
- ✓ Start talent pipeline earlier at middle school populations
- ✓ Apprenticeships targeting high school graduates and adult workers
- ✓ Align with millennial and gen z values to recruit highly-skilled workforce

FOOD ENVIRONMENT

- ✓ Create development standards and update zoning to support healthy food infrastructure
- ✓ Healthy corner store initiative to improve healthy food access in underserved areas
- ✓ Expand Fresh Access Bucks Program
- ✓ Transform Jacksonville Farmers Marketing into Healthy Food Center
- ✓ Expand community Gardening

ALCOHOL

- ✓ Launch responsible beverage service and management training programs
- ✓ Public education campaign to educate community
- ✓ Place of last drink reporting (POLD) program
- ✓ Screening, brief intervention, and referral to treatment (SBIRT) for people who need help but not full treatment

PEOPLE

15% of Community Participate in:

- Purpose Workshops
- Blue Zones curated Volunteer Program
- Take the Blue Zones Vitality Compass
- Join a Blue Zones "Moai"

HEALTH EQUITY & VULNERABLE POPULATIONS

- ✓ Create cross-sector high-utilization collaborative to identify the needs of vulnerable populations at greatest risk
- ✓ Target interventions via geo-mapping to zip codes of greatest need
- ✓ Affordable housing initiative
- ✓ Smart justice initiatives
- ✓ Identify policy actions as part of root cause work

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 23% in Fort Worth and exercise increased by 15%

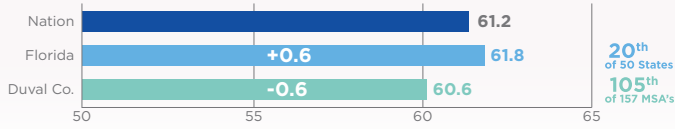
Fort Worth moved from 185th to 31st in nation for healthiest city rankings since launch of Blue Zones Project Fort Worth

68% drop in childhood obesity rates and elementary schools in Redondo Beach

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

At NCH Healthcare System in Florida, showed a 54% decrease in healthcare spending resulting in \$27 million savings over 4 years

Key Well-Being Measures for Jacksonville



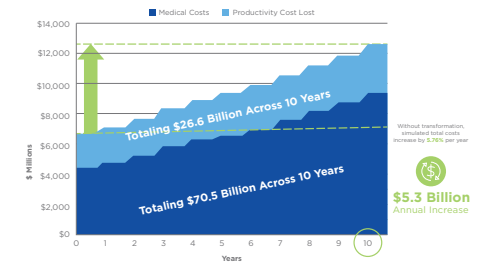
Cost of Doing Nothing

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

Blue Zones estimates that without transformation, the annual medical and productivity costs will increase annually by **\$5.3 billion** over the next decade.

Over the next decade, Jacksonville will incur a cumulative burden of **\$26.6 billion** more in medical costs and **\$70.5 billion** more in lost workforce productivity.

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



Innovation Opportunities

Starling Community Solutions

This community-based approach measurably and sustainably improves well-being by addressing the eco-system of health and social needs for our most vulnerable community members. With this model, a rural California community saw:

- 82% reduction in community response systems
- 45% reduction in hospital costs among high-use (uninsured) population

Workforce Development

Our holistic approach focuses on enhancing the region's economic prosperity and improving equity by supporting employee success now and into the future. This helps people, businesses, and the entire community by impacting deeper societal issues.

Creating Value for Jacksonville

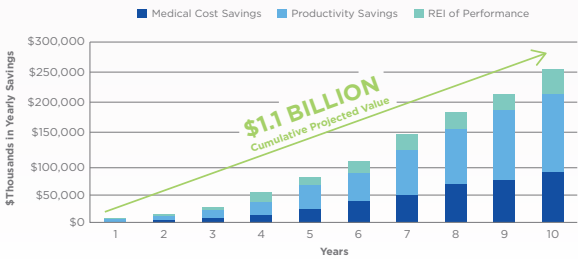
The impact of a Focused Blue Zones Project transformation that includes three designated transformation areas and county-wide efforts around policy and transformation in schools can result in:

Overall value includes:

- Projected Medical Cost Savings of **-\$381.1M**
- Reductions in projected workforce lost productivity of **~\$540.8B over the next decade**
- Projected **-\$131 average annual per capita medical savings and productivity improvement value** for the adult population over the next decade
- Approximately \$177.7M in 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**
- Cumulative total **value of over \$1B** for Jacksonville area



Through a Blue Zones Transformation, Jacksonville 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.

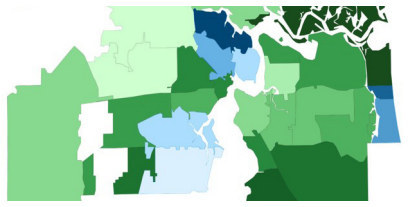


Focused Blue Zones Project

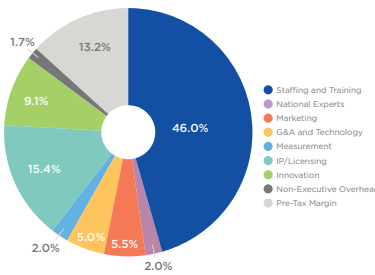
Full Life Radius

~235K Population; Zip Codes: 32206, 32208, 32209, 32210, 32244, 32250, 32266

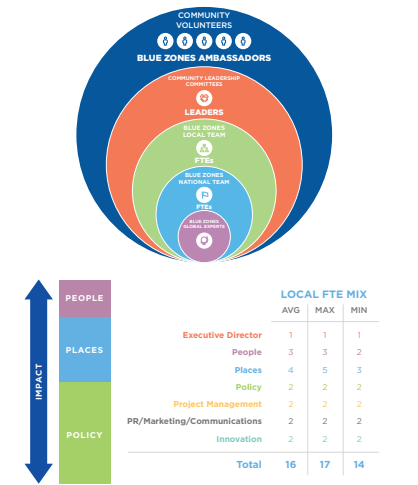
- County-Wide: Policy + Schools/Universities
- Blue Zones Campus Certification for Key Sponsor Organizations
- Health Equity Innovation
- Workforce Development Innovation



RESOURCE ALLOCATION CUMULATIVE \$19.59M



Our Collective Impact



CUMULATIVE ROI = 7.93

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:

- Improved Productivity
- Lowered Healthcare Costs
- Reduced Turnover Rates
- Improved 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
- Elevated 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
- Reduce siloed efforts and join inclusive movement in community

Benefits to Health Systems:

- Position system as leader in preventive health and innovation
- Healthier, happier, more engaged employee population
- Elevated brand perception and media exposure
- Starling Solutions innovation targets high utilizers to lower ER costs
- Each point improvement in community Well-Being Index scores corresponds with a 1-2% reduction in ER utilization