



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

North and South Sacramento Opportunities

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

BUILT ENVIRONMENT



- Continue to implement Vision Zero
- Align city and county transportation plans and standards
- Adopt a Complete Streets ordinance
- Enforce existing code ordinances
- Amend zoning codes to increase housing density
- Incentivize infill projects
- Implement creative permanent supportive housing solutions
- Transform underutilized public spaces
- Address aging area parks and recreational outlets
- Increase pedestrian connectivity
- Advance bicycle infrastructure
- Improve Life Radius®

FOOD ENVIRONMENT



- Continue to grow institutional procurement of locally grown healthy food
- Strengthen and expand food production county-wide
- Improve healthy food access across the community
- Create lasting base of resources to support food systems development work across the county
- Equitably expand culturally responsive food skills education
- Provide technical assistance to develop healthy food financial options
- Conduct comprehensive analysis and planning for the development of a food hub
- Shape strategies for farmland preservation, farmland access, land tenure, and food enterprise development

TOBACCO



- Explore policies that limit tobacco and vape marketing
- Support efforts to obtain smoke-free spaces policies
- Advance commercial tobacco endgame policies
- Establish youth cessation services within the Sacramento County Office of Education (SCOE) Schools Centers of Wellness
- Improve access to cessation services among priority populations

ALCOHOL



- Incorporate alcohol education and prevention programs into the SCOE Schools Centers of Wellness
- Establish policies that limit alcohol marketing and advertising
- Explore additional special license restrictions at youth-orientated events
- Explore additional special license restrictions at non-profit and charity events
- Adopt policies that limit happy hour and drink specials
- Establish policies that reduce alcohol outlet density

PLACES



Achieve Blue Zones Approval:

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

PEOPLE



- 15% of Community Participate in:
- Purpose Workshops
 - Blue Zones curated Volunteer Program
 - Take the Blue Zones True Vitality Test
 - Join a Blue Zones “Moai”

Partner with Faith-Based Communities and Volunteer Programs

ALZHEIMER'S INNOVATION



- Facilitating true social connections
- Fostering the identification and connection to purpose
- Utilizing technology among the older population as a strategy for mental stimulation
- Increased focus on the education of the public related to the importance of mitigating the risk factors associated with Alzheimer's and dementia

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



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



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



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

Key Well-Being Measures for North & South Sacramento area

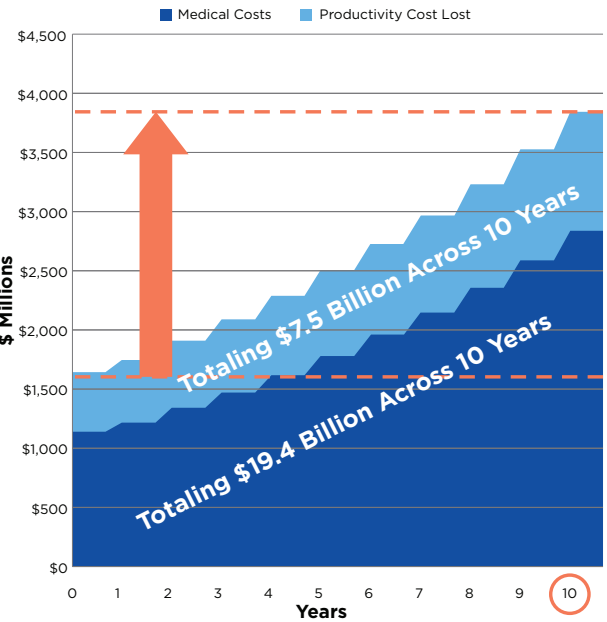
1 in 2		2 in 3		1 in 3	3 in 7	4 in 7	3 in 5
Do not exercise at appropriate levels	Are not proud of their community	Have worried about money in the last week	Are obese or overweight	Do not feel safe and secure	Do not have a good perception of their health	Do not eat sufficient fruits and vegetables	Have a poor current life evaluation

Cost of Status Quo, North & South Sacramento

The current well-being trends for North and South Sacramento create a high price for doing nothing differently

Blue Zones conservatively estimates that without transformation, the annual medical and productivity costs will increase annually by \$2.2 Billion over the next decade.	Over the next decade, these areas will incur a cumulative burden of \$19.4 Billion more in medical costs and \$7.5 Billion more in lost workforce productivity.
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Medical and Productivity Cost Projections Absent Intervention for Ages 18 and Up



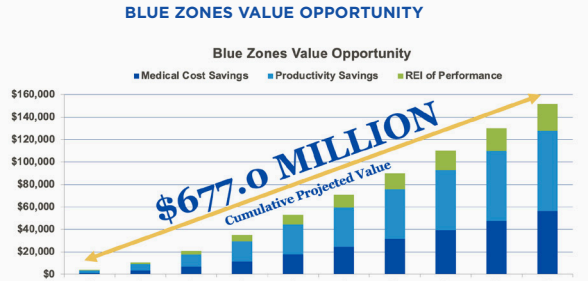
Creating Value for North and South Sacramento

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

- ✓ Projected Medical Cost Saving of **\$240.3M**
- ✓ Reduction in projected workforce lost productivity of **\$328.7M**
- ✓ These two sources of value result in a project **\$352 average annual per capita** medical saving and productivity improvement value for the adult population over the next decade
- ✓ Approximately **\$108M** of direct and indirect benefits to the regional economy
- ✓ Additional related follow-on community **grants, gifts, and investments**
- ✓ **Billions** of expected positive media and brand impressions.
- ✓ **A cumulative total value of over \$677 million for the North & South Sacramento area including medical cost savings, productivity savings, and regional economic impact**



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



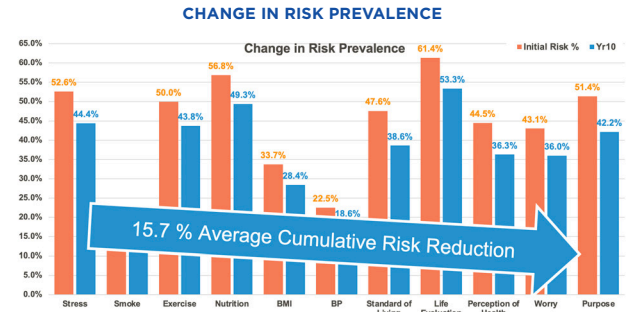
Blue Zones Project

Deployment of the full Life Radius model in **North and South Sacramento** over four years and nine months.

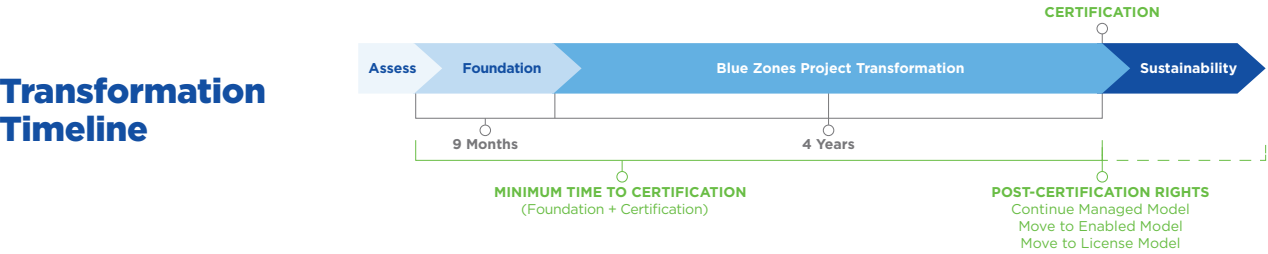
A team of 10 will be hired to advance the transformation over time with the support of Blue Zones national team.

Blue Zones Community Transformation Risk Reduction and Savings Analysis for North and South Sacramento

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

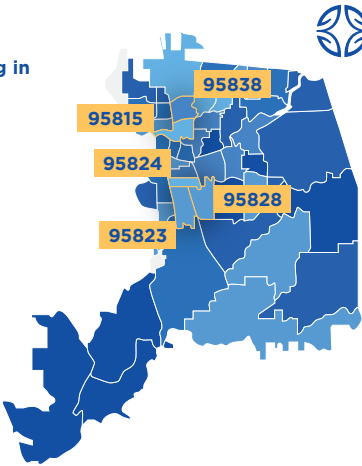


Transformation Timeline



Mapping Well-Being in Sacramento County

7.27 - 8.28
7.04 - 7.27
6.88 - 7.04
6.77 - 6.88
6.66 - 6.77
6.00 - 6.66
<5 Respondents



Path to Certification - Blue Zones Project North and South Sacramento + Alzheimer's Innovation

Resource Allocation - Cumulative \$19.5M (25% Fees at Risk)

Key Features Include: Blue Zones Challenge App, Annual Gallup Comprehensive Measurement and Analysis Well-being Index and Alzheimer's Survey

IMPACT	PEOPLE	PLACES	POLICY	LOCAL FTE MIX	
					AVG
	Executive Director	1			
	People	2			
	Places	3			
	Policy	2			
	PM/Events	1			
	Innovation	1			
	Total	10			

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