



Blue Zones Community Assessment and Project



Justin Tucker
Assistant to the City Manager
December 7th, 2022

Ask

Does Council wish to direct staff to facilitate a Community Assessment for a potential Blue Zones Project in Corona.

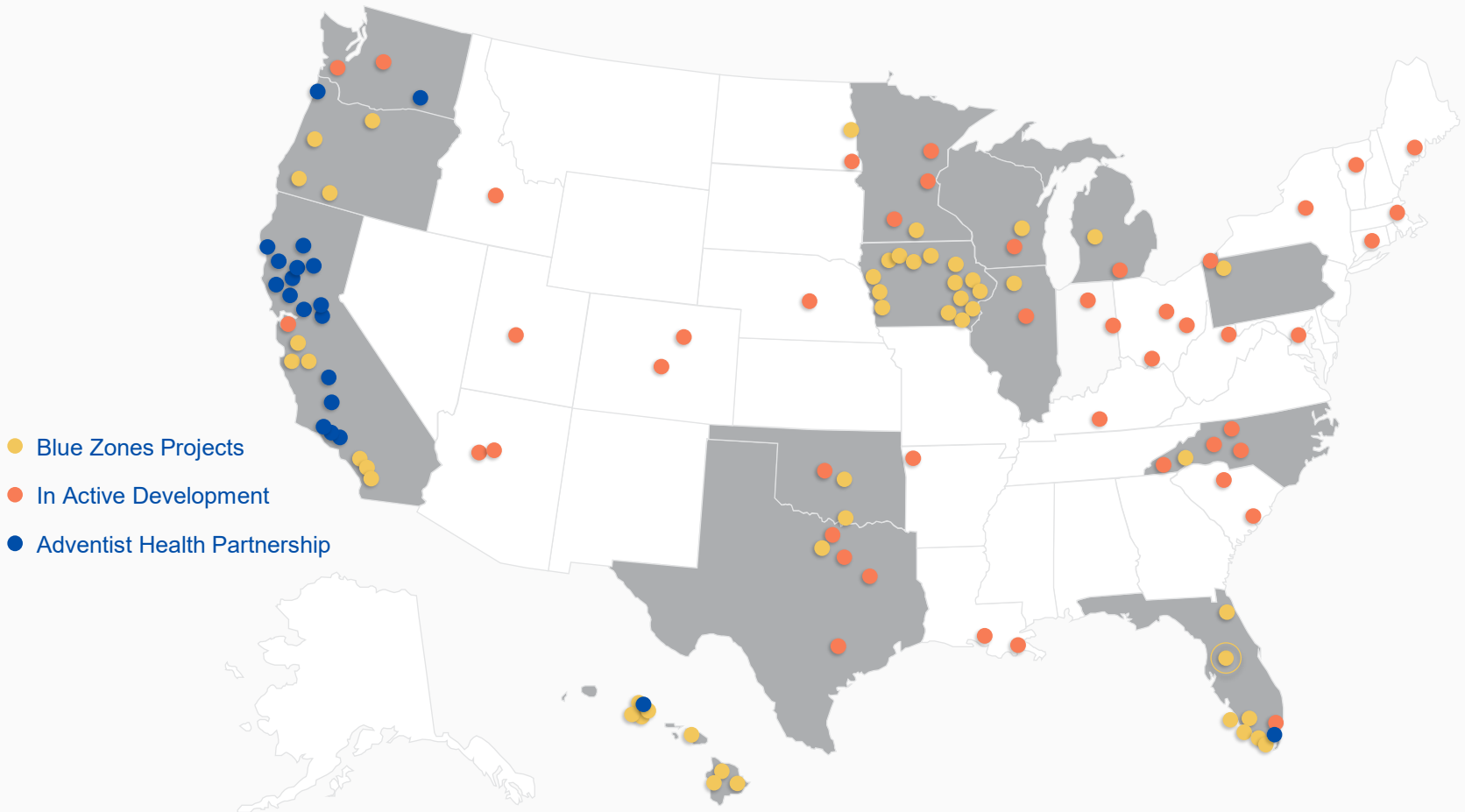




BLUE ZONES™
live better, longer™

Blue Zones Activate

RIVERSIDE UNIVERSITY HEALTH SYSTEM – PUBLIC HEALTH



Deployed to 4.4M+ lives in 71 Community Projects across 14 States



Backed by research of the original blue zones - rare longevity hotspots where people thrive into their 100's – we help people live better, longer.

By optimizing our human-made surroundings for sustainable well-being improvement - we transform communities.

Blue Zones Longevity Hot Spots

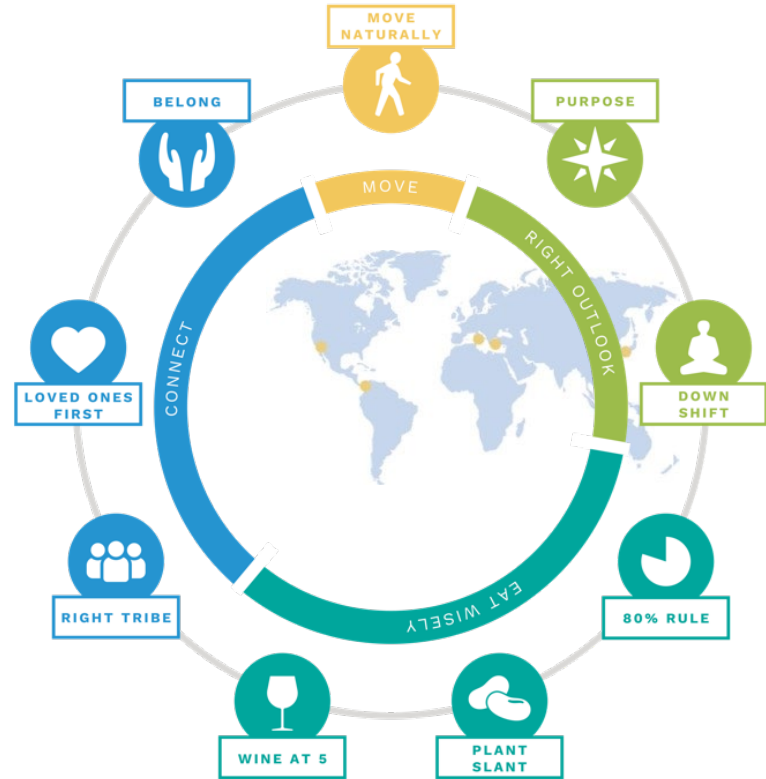


Blue Zones – Solution Model

POWER 9®

Lifestyles of all Blue Zones residents shared **nine commonalities**.

We call these characteristics the **Power 9**.



Blue Zones – Solution Model

LIFE RADIUS®

Almost all Americans spend 90% of their lives within 20 miles of home. We call this the **LIFE RADIUS**.

That's where we focus—implementing *permanent* and *semi-permanent* changes to where people spend the majority of their waking lives.

At homes, schools, worksites, grocery stores, restaurants, and faith-based organizations.

We make healthy choices easier—even unavoidable.

Where you spend your time and **who you spend it with** is the intervention that transforms well-being.



Blue Zones Community Transformation



Blue Zones Process



Readiness Assessment ➔ **Expert Guidance** ➔ **Plan to Transform**

- Educate and mobilize local leaders and residents
- Evaluate the community's current state of well-being
- Identify the highest priority challenges and opportunities
- Produce and present an expert plan for Transformation

Align Priorities ➔ **Implement Key Policies** ➔ **Build Capacity**

- Prioritize, adopt and implement key policy changes
- Inspire citizen awareness and engagement
- Attract additional resources
- Raise the community profile

Expand Intervention ➔ **Prove Impact** ✓ **Leverage the Value**

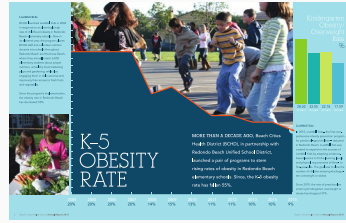
- Full focus on people, places and policy
- Prove and communicate the impact
- Capture value of being a Blue Zones Community
- Assure sustainability



Small Community
Albert Lea, Minnesota
13 Years

- **49% decrease in medical claims cost** for city workers.
- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34th place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

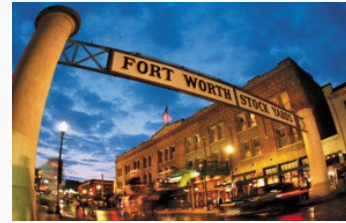
\$40M
 Follow-On Grants



Mid-Size Community
Beach Cities, California
10 Years

- **55% drop in childhood obesity** rates at Redondo Beach K-5 schools.
- **15% drop in overweight/obese** adults.
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity savings.**

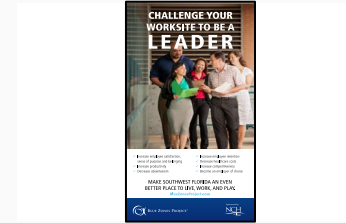
+12%
 Life Evaluation



Large Community
Fort Worth, Texas
8 Years

- **31% decrease in smoking**, reducing smoking rate to 13.5%
- **Nine-point increase** in residents who exercise in at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, **a gain of 3.7 points or 6%** since 2014.

\$20B
 Lifetime Reduced Smoking Value



Large Employer
NCH Healthcare System
6 Years

- **A 4.9 point jump** in overall well-being among employees.
- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost work days due to injury.

+7%
 Well-Being Improvement

> 5% Sustained Improvement in Well-Being

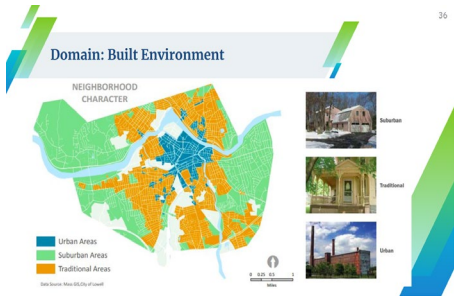
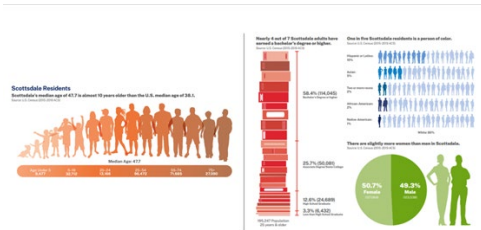
A close-up photograph of a person's hands holding a green pea pod. The person is wearing a blue shirt and a black wristband. The background is a soft, out-of-focus blue. The text is overlaid on the left side of the image.

CREATING A TRANSFORMATION PLAN

PHASE I: READINESS ASSESSMENT

Blue Zones experts will perform a structured exploration of your community and collaborate to build a plan for change.

Assessment



Options

	Proceed with the Community Assessment	Do not Proceed with the Community Assessment
Pros	<p>Opportunity to:</p> <ul style="list-style-type: none">• Engage with community• Evaluate ways to improve the quality of life <p>Aligned with Strategic Plan goals (3) Sound Infrastructure and (5) Sense of Place</p> <p>RUHS is bearing the cost of the assessment</p>	<p>No staff time for coordinating assessment</p>
Cons	<p>Some staff time</p>	<p>Missed opportunity to</p> <ul style="list-style-type: none">• Engage community• Better understand community needs



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Questions?



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www.CoronaCA.gov

Blue Zones Projects

Community/Campus	Number	Population	Time	Primary Sponsor	Blue Zones Certified
Albert Lea, MN	1	20K	13 Years	United Health Foundation/AARP	✓
Beach Cities, CA	3	125K	10 Years	Beach Cities Health District	✓
Iowa (Statewide)	15	600K	5 Years	Wellmark (BCBS of IA & SD)	✓
Collier Co., FL	8	350K	7 Years	Naples Community Health	✓
Fort Worth, TX	1 (6)	850K	8Years	Texas Health Resources/ HCSC (BCBS TX)	✓
Hawaii (Statewide)	8	900K	6 Years	HMSA (BCBS HI)	✓
Dodge County, WI	4	75K	5 Years	Marshfield Clinic	✓
Pottawatomie County, OK	1	75K	5 Years	Avedis Foundation	✓
Oregon (Statewide)	4	150K	5 Years	Cambia (Regence BCBS)	✓
Rockford, IL (OSF Campus)	1	5K	3 Years	OSF Saint Anthony Medical Center	✓
Monterey County, CA	8	435K	2 Years	SVMH/Montage Health/Taylor Farms	
Erie County, PA (Corry, PA)	1	20K	2 Years	Highmark/UPMC/LECOM/Erie County Govt.	
Barry County, MI (Activate)	3	60K	2 Years	Spectrum Health	
Brevard, NC	1	35K	1 Year	Pisgah Health Foundation	
Durant, OK	1	50K	1 Year	Imagine Durant	
Walla Walla, WA	1	60K	Launching	Adventist Health	
Mendocino County, CA	3	85K	Launching	Adventist Health	
Napa County, CA	2	135K	Launching	Adventist Health	
Upland, IN –Taylor University (Campus)	1	5K	Launching	Taylor University	