



BLUE ZONES PROJECT

CHECKLIST FOR PARTICIPATING ORGANIZATIONS

Clubs, Civic Groups, Non-Profits, Faith-Based Organizations, Homeowners Associations, Caterers, Food Trucks, and Other Community Groups

Blue Zones Project® has identified specific activities that help organizations make healthy choices easier. By getting involved in Blue Zones Project and completing the Checklist for Participating Organizations, you can:

- Fuel the movement to **MOVE NATURALLY**
- Lead the way to **RIGHT OUTLOOK**
- Make it easy to **EAT WISELY**
- Help people in your organization **CONNECT**
- Become recognized as a Blue Zones Project Participating Organization for your contribution to this important community-wide effort

Achieving Blue Zones Project Recognized Status

- Step 1: Identify and Activate Leaders
- Step 2: Engage at least 25% of Your Members in Hands-On Blue Zones Project Activities
- Step 3: Transform Your Environment
- Step 4: Communicate and Celebrate Your Success

Participating Organization Best Practices

- Make healthy choices easier for all members through permanent and semi-permanent changes to the organization's surroundings and practices. **Choose a minimum of two actions per category:** Move Naturally, Eat Wisely, Right Outlook, and Connect.

For more details on how and why to implement these actions, see implementation guidelines found in the Participating Organization Pledge Checklist.

MOVE NATURALLY

- Ensure bike racks are available to encourage alternative transportation.
- Encourage stretching, exercise, and/or movement at meetings, events, or gatherings.
- Plant and maintain a garden.
- Organize Walking Moai® teams.
- Coordinate a trail day or other recreation opportunity to encourage members to spend more time in nature.
- Support Blue Zones Project built environment projects and initiatives.

RIGHT OUTLOOK

- Host or attend a Purpose Workshop that supports individuals connecting with their personal purpose.
- Promote volunteer opportunities in the community.
- Host a charitable-giving campaign or provide easy opportunities for your members to donate to a cause they're passionate about.
- Create an easy way for members to share gratitude and appreciation with each other.
- Organize Purpose Moai teams.

EAT WISELY

- Establish a tobacco-free environment and designate your organization as a "Tobacco-Free Zone."
- Offer healthy, nutritious foods at meetings, special events, in vending machines, and as concessions.
- Don't use unhealthy foods for fundraisers.
- Host Potluck Moais.
- Install a water cooler or filtered-water dispenser.
- Support Blue Zones Project food and tobacco policy priorities.
- For Caterers and Food Trucks ONLY: Offer at least two Blue Zones Inspired® dishes on menus. Please refer to the Healthy Dish Guidelines and submit dishes for approval.

CONNECT

- Establish a health-and-well-being council that meets regularly at the organization.
- Read best-sellers The Blue Zones or The Blue Zones Solution and organize book discussions.
- Host a family fun night, game or move night, or other monthly gathering that encourages social connections.
- Start an organized sports team or league, such as softball or bowling, and open up participation to all members.

Marketing and Promotion

- Share your accomplishments within and outside your organization to generate positive recognition and associate your organization with community well-being. Use one or more of the following marketing and promotional actions to increase awareness, engagement, and recognition of your organization's participation in Blue Zones Project.
- Add a Blue Zones Project web banner to your website.
- Promote Blue Zones Project with a status update on your group's Facebook page and link it to bluezonesproject.com.
- Tweet about Blue Zones Project and link it to bluezonesproject.com to match latest copy of org checklist: Post/write about Blue Zones Project and link it to bluezonesproject.com.
- Write a blog post explaining and promoting Blue Zones Project.
- Include information on Blue Zones Project in your next newsletter.
- Email members about Blue Zones Project involvement and accomplishments.
- Co-Host a Blue Zones Project Activity.

Celebrate Your Success

- Plan a formal announcement or celebration after the Blue Zones Project team has confirmed that you've completed the actions necessary to become a Blue Zones Project Participating Organization. Your Blue Zones Project representative will work with you to organize and promote this event.