



Let's make the healthy choice the easy choice.

What are the benefits of Blue Zones Project?

Blue Zones Project® is a well-being improvement initiative designed to make healthier choices easier by encouraging changes to communities that lead to healthier options. When individuals and organizations participate, their small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and a higher quality of life.

A community-wide approach



SCHOOLS

By encouraging better eating habits, implementing tobacco-free policies, and increasing physical activity, we create healthy habits for life.



GROCERY STORES

By providing easier access to healthful and tasty foods, we better educate families on improving nutrition.



RESTAURANTS

Adding healthier foods improves customer satisfaction and increases traffic.



COMMUNITY POLICY

Adding or improving sidewalks, community gardens, farmers markets, and other infrastructure enhances our ability to move naturally, connect socially, and access healthy food.



WORKSITES

Creating worksites where employees feel better and are more connected to their colleagues creates a more productive and engaged workforce with lower healthcare costs.



INDIVIDUALS

Small changes to our daily routines, like moving naturally more often and finding purpose in our lives, make it easier to live happier and healthier lives.



What is Blue Zones Project?

What began as a *New York Times* best-seller by *National Geographic* Fellow Dan Buettner has evolved into a global movement that's inspiring people to live longer, more active lives. Blue Zones Project offers a unique opportunity for individuals, organizations, and communities to make permanent changes to the environments where they live, work, and play, which makes healthy choices easier.

POWER 9®

LIVE A LONGER, HEALTHIER LIFE BY APPLYING THESE PRINCIPLES
INSPIRED BY THE PEOPLE WHO HAVE LIVED THE LONGEST.



Move Naturally: Find ways to move more. You'll burn calories without thinking about it.



Friends@5: Brighten your life with more happiness by sharing your day with other people.



Purpose: Wake up with purpose each day and add up to seven years to your life.



Belong: Belong to a faith-based community and attend services regularly to add up to 14 years to your life.



Downshift: Reverse disease by finding a stress-relieving strategy that works for you.



Positive Pack: Surround yourself with people who support positive behaviors — and who support you.



80% Rule: Eat mindfully and stop when 80 percent full.



Loved Ones First: Invest time with family to add up to six years to your life.



Plant Slant: Put more fruits and vegetables on your plate.

Find out more!



@bzpbakersfield



@bzpbakersfield



bakersfield.bluezonesproject.com