



BLUE ZONES RESULTS

Better Health, Lower Costs, Vitalized Economy



OBESITY

- 25% drop in obese and overweight adults in Beach Cities, CA (2010-2017)
- 15.5% decline in obesity rates since 2014 in Iowa City
- 34% of employees at NCH Healthcare System in Florida lowered their BMI



SMOKING

- 36% drop in smoking from 2010-2017 in Beach Cities, CA
- 35% drop in smoking rates in Albert Lea, MN
- 31% decrease in smoking in Fort Worth, TX from 2014 to 2018



HEALTH COSTS

- 49% decrease in medical claims for city workers in Albert Lea, MN
- \$27 million in savings during a three year period for Naples Community Hospital
- 11% decrease in prescription costs for Beach Cities school district



STRESS

- 10% decline in significant daily stress in Beach Cities, CA
- 12% drop in stress levels in Albert Lea, MN
- 10% decrease in stress in Southwest Florida communities



INVESTMENTS

- Albert Lea, MN received more than 40 million worth of add-on grants since start of program
- Muscatine, IA received major investments totaling \$425 million
- \$15 million allocated for sidewalks and bicycle infrastructure and \$5 million allocated for Safe Routes to School improvement in Fort Worth, TX



AWARENESS

- In Albert Lea, MN, **85%** of residents were aware and **40%** of residents engaged in the project.
- Awareness was 44% in Naples, FL and 33% in the region first phase of the project.
- Blue Zones Project Fort Worth was featured in over **2,200** news stories including *TODAY Show*, *The New York Times*, *Forbes*, *The Huffington Post*