

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 healthier and happier people; it also means a better and more productive workforce and a more vibrant economy.

-  Sustainable Community Vitality
-  Civic Pride and Economic Development
-  Improved Well-Being
-  More Productive, Less Costly Populations

Measurement and Value

- 1** We measure risk reduction with the Gallup Well-Being Index® and survey elements tied to overall well-being improvement.
- 2** Improvement in Community and Organizational metrics as prioritized and reported by the community.
- 3** Enhanced community brand and marketing value associated with billions of positive media impressions and thousands of published stories.

Coachella Challenges


Coachella faces widely-known, seemingly intractable, and significant challenges to well-being:

-  High rates of **food insecurity**
-  **Financial** stress
-  Lack of **affordable housing**
-  Limited access to **healthy food and healthcare**

According to Gallup:

-  **1 in 2** Coachella residents are struggling with their health
-  **2 in 5** report they are not proud of their community
-  **3 in 5** are experiencing regular financial stress

These well-being shortcomings are costing countless billions in **lost productivity, absenteeism, and healthcare costs.** Chronic diseases are costing the city billions of dollars in largely avoidable healthcare costs.








Over the next five years, Coachella could save about \$139.6 million with a coordinated comprehensive effort





Coachella Opportunities

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

BUILT ENVIRONMENT

-  Cycling Infrastructure
-  Housing
-  Wellness Hub
-  Capitalize on City Investments
-  Climate Adaptations

FOOD ENVIRONMENT

-  Aligning and Coordinating Coachella's Food Environment Leaders
-  Hatching a Comprehensive Food Environment Plan
-  Creating Healthy Food Policies at Key Sites
-  Growing Well-Being at Area Schools





PLACES

Achieve Blue Zones Approval:




- 50%** of Schools
- 10%** of Restaurants
- 25%** of Grocery Stores
- 25%** of the Workforce

Partner with **Faith-Based Communities** in **Volunteer Programs**

TOBACCO

-  Public Health Allies Value Relationships
-  Trust Building and Trust-Maintaining
-  More Innovative "Upstream," Culturally Appropriate and Trauma-Informed Solutions for Serving Communities
-  Valuing of More Innovative Approaches to Promoting Prevention Education and Cessation

ALCOHOL

-  Develop Data Collection Methods
-  Underage Access to Alcohol
-  Understand the Local Impact of Excessive Drinking

PEOPLE

15% of Community Participate in:

- Purpose Workshops
- Blue Zones curated Volunteer Program
- Take the Blue Zones Vitality Compass
- Join a Blue Zones "Moai"


Key Well-Being Measures for Coachella


1 in 2	2 in 5	3 in 4	3 in 5	3 in 10
Do not exercise at appropriate levels	Do not eat sufficient fruits and vegetables	Do not have a good perception of their health	Are not proud of their community	Are obese or overweight
				Have worried about money in the last week
				Do not feel safe and secure
				Have a poor current life evaluation


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

 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

 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

 NCH Healthcare System in Florida showed a 54% decrease in self-insured healthcare claims, saving \$27 million over 4 years

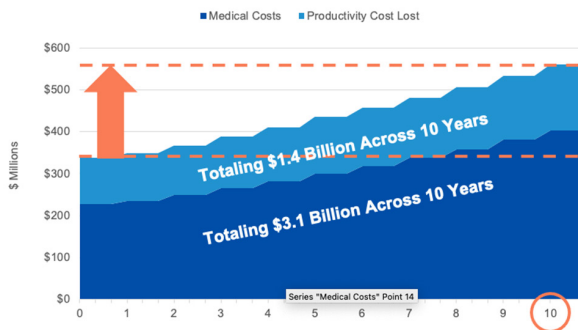
Cost of Doing Nothing

The current well-being trends for Coachella create a high price for doing nothing differently

Blue Zones estimates that without transformation, the annual medical and productivity costs will increase annually by **\$222 million** over the next decade.

Over the next decade, Coachella will incur a cumulative burden of **\$3.1 billion** more in medical costs and **\$1.4 billion** more in lost workforce productivity.

Medical and Productivity Cost Projections Absent Intervention for Ages 18 and Up



Without different intervention, simulated total costs increase by **5.17%** per year

\$222 Million Annual Increase



QUINTILE RANKING



Category	California	Coachella
Purpose	22 nd	2 nd
Social	10 th	3 rd
Financial	27 th	4 th
Community	39 th	3 rd
Physical	9 th	3 rd

Creating Value for Coachella

Over the next decade, the impact of a Blue Zones Project transformation that includes three designated transformation areas and county-wide efforts around policy and transformation in schools can result in:

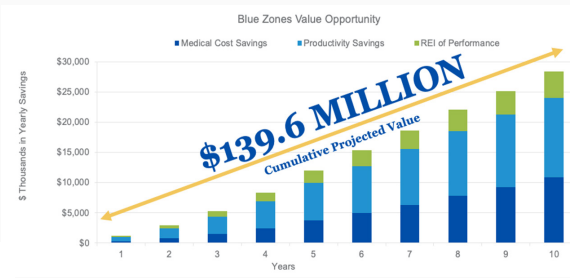
Overall value includes:

- Projected Medical Cost **Savings of \$48M**
- Reductions in projected workforce lost productivity of **\$68.9M over the next decade**
- Projected **\$323 average annual per capita medical savings and productivity improvement value** for the adult population over the next decade
- Approximately \$22.7M in direct and indirect **benefits to the regional economy**
- Billions of expected **positive media** and brand impressions
- Additional related follow-on **community grants, gifts, and investments**
- Cumulative total value of **over 139 million** for Coachella area



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

Medical	Productivity	Regional Economic
\$48 million	\$68.9 million	\$22.7 million



Measuring the Impact of Well-Being

Research demonstrates the link between well-being, medical costs, and job performance

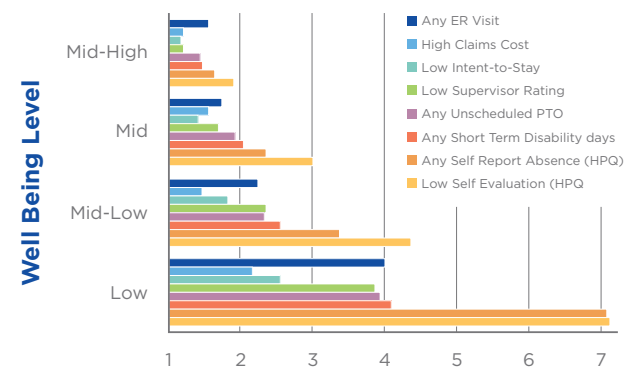
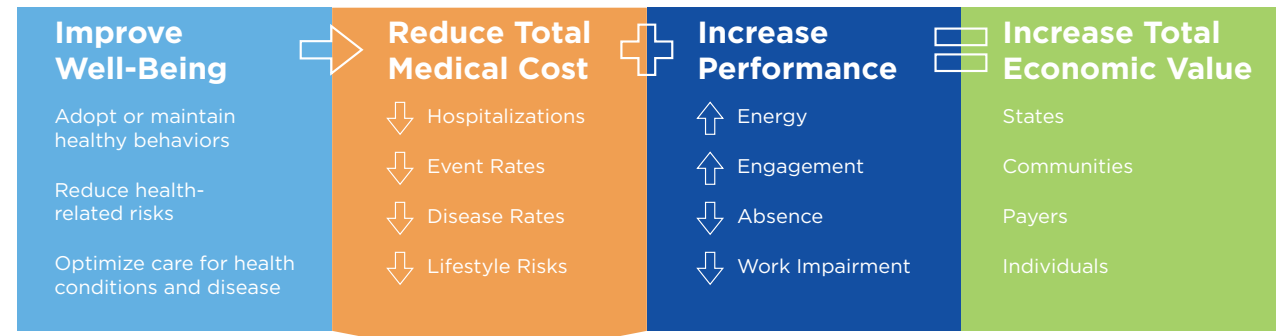
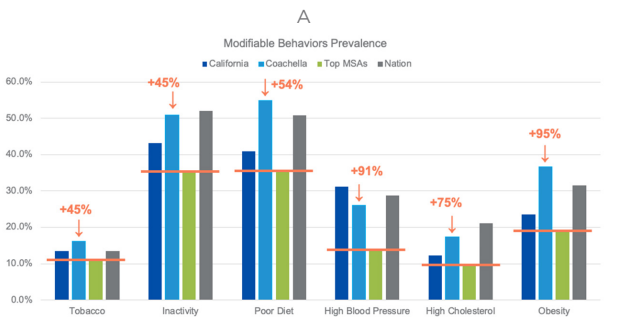
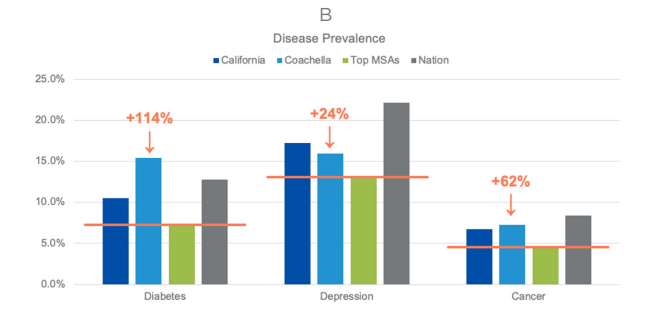


Figure adapted from: Overall Well-being as a Predictor of Healthcare, Productivity and Retention Outcomes in a Large Employer. *Population Health Management*, 2013.



Coachella has a number of challenges in the risk profile of the population. Obesity, high blood pressure, and high cholesterol are 95%, 91%, and 75% higher (respectively) as compared to the benchmark MSAs in the U.S. Benchmark v represent the top ten performing communities within the category of comparison. Additionally, inactivity, poor diet, and tobacco use are all 45%, or more, higher than the benchmark MSAs. Risk prevalence data is reflected in figure A.



Disease prevalence rates in diabetes, depression and cancer far exceed that of the benchmark MSAs. Notably, by more than 100% for diabetes, as shown in figure B.

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