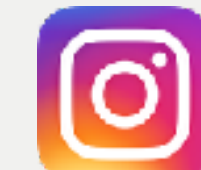
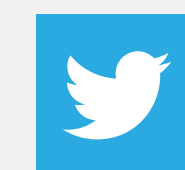


How to Live Longer and Better: Lessons from the Blue Zones

Nick Buettner



BLUE ZONES™
live longer, better®



@Bluezones

The Original Blue Zones



Collaborators

Michel Poulain, Ph.D.

Senior Researcher at Estonian Institute for Population Studies at Tallinn University, Estonia



Gianni Pes, M.D., Ph.D.

Senior Researcher at the Department of Clinical and Experimental Medicine, University of Sassari, Italy



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Robert L Kane M.D.

Chair, Long-Term Care and Aging at the University of Minnesota



Walter Willet, M.D., Dr. P.H

Chairman of the Department of Nutrition at Harvard School of Public Health

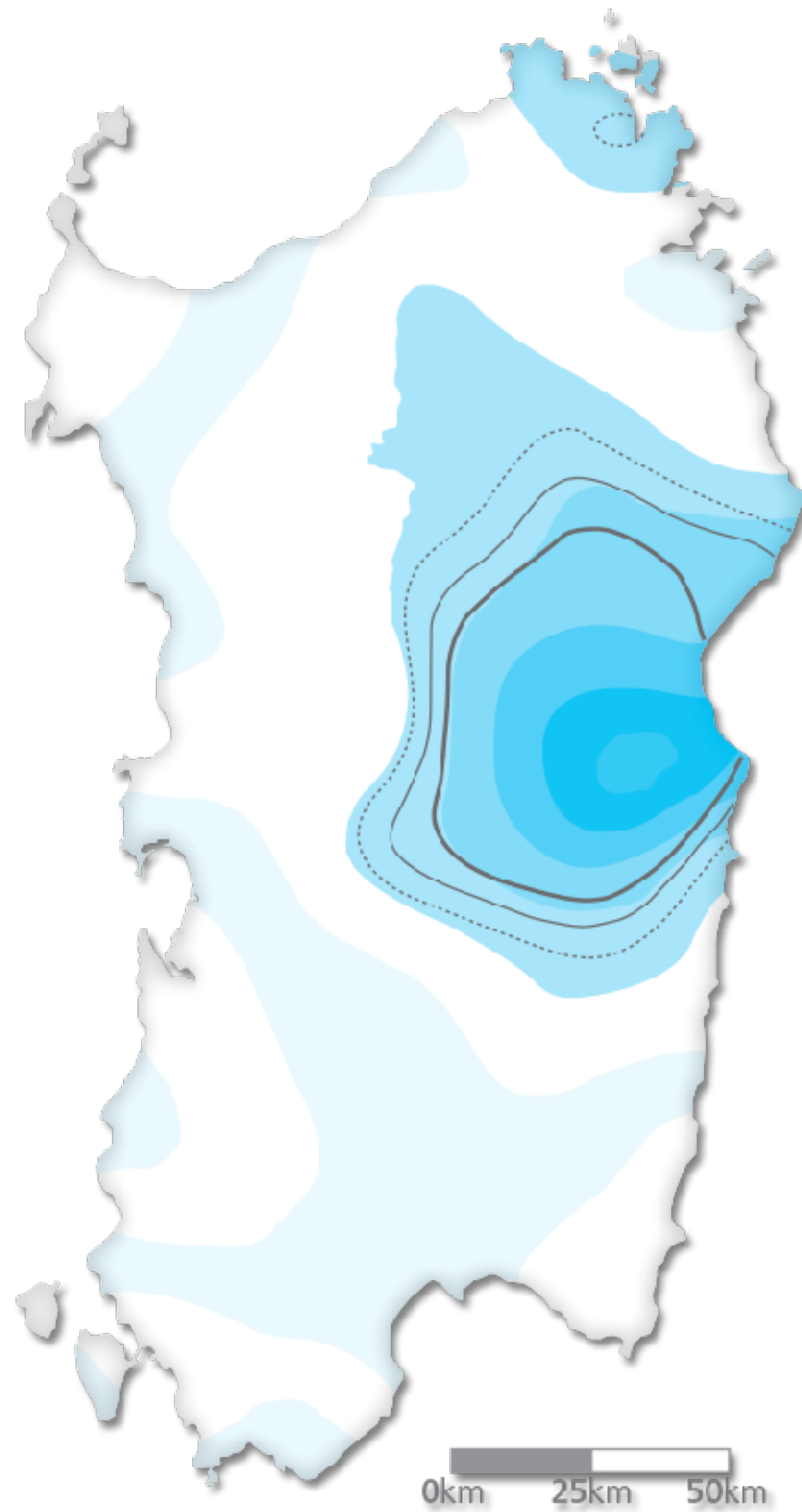


Dean Ornish, M.D.

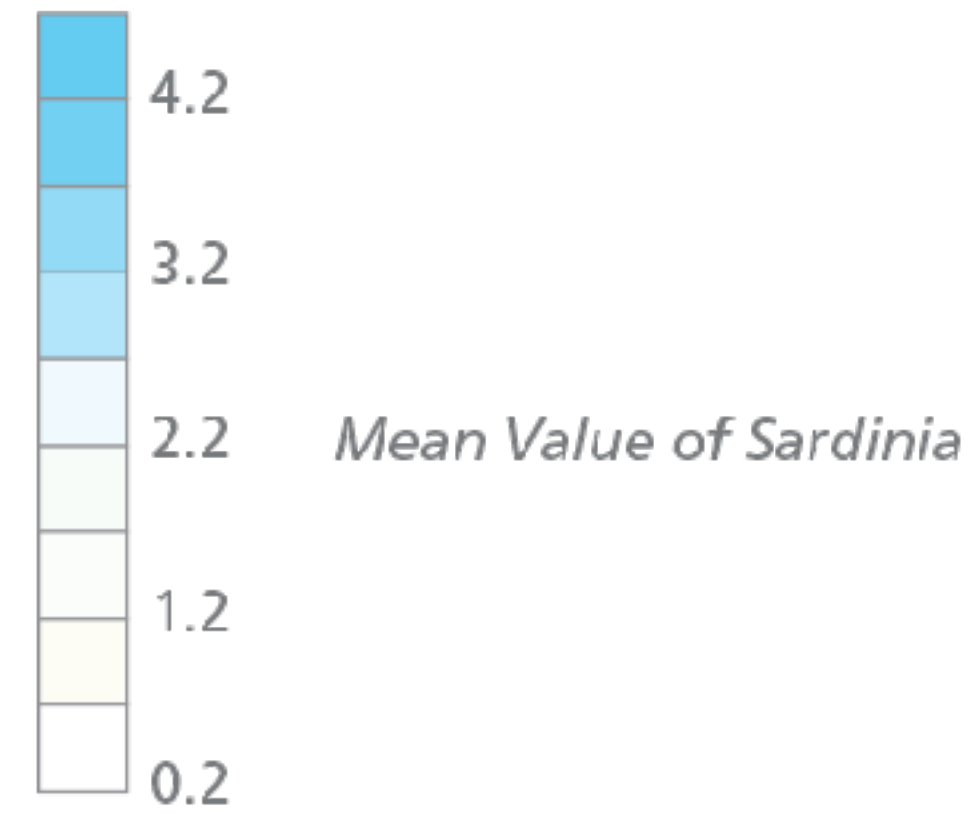
Clinical Professor of Medicine UCSF and Founder and President, nonprofit Preventive Medicine Research Institute



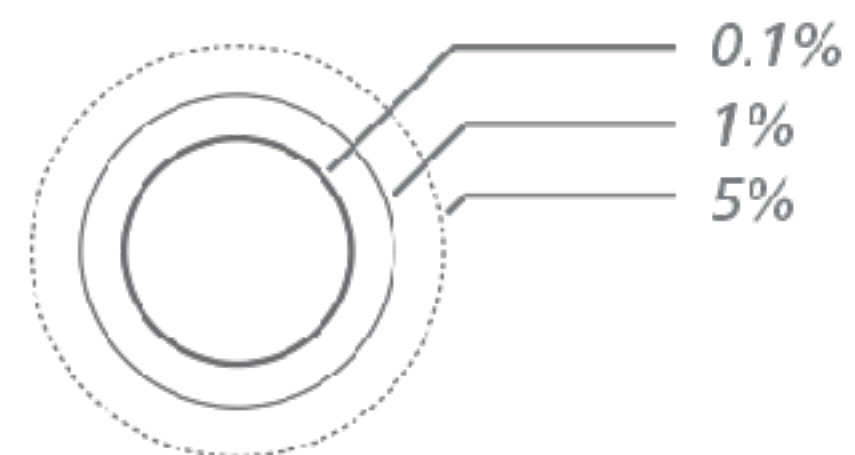




Average Number of Centenarians for 1000 Births



Khi-square Test of Areas with Significant Positive Deviations to Mean Value of Sardinia

















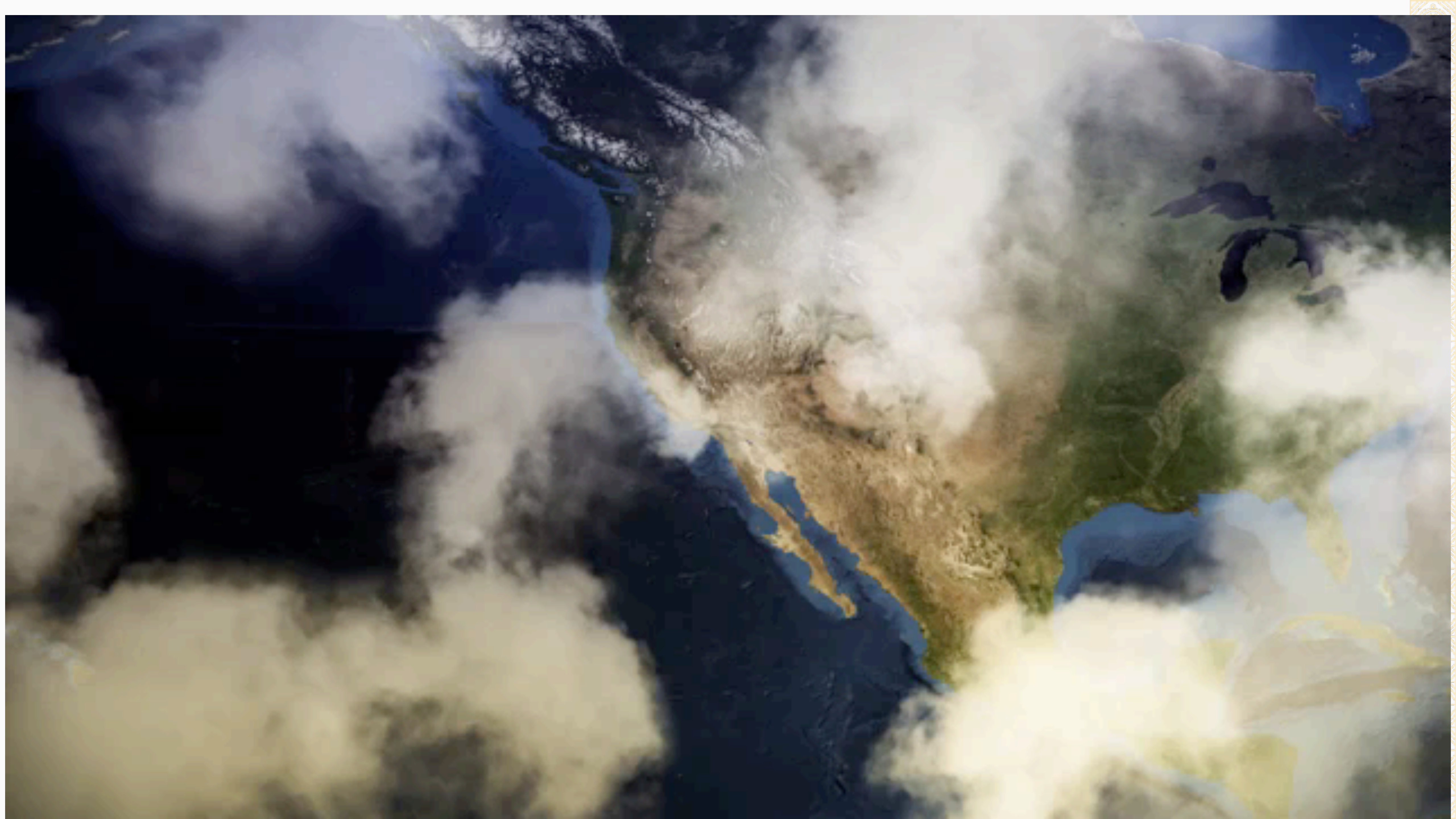






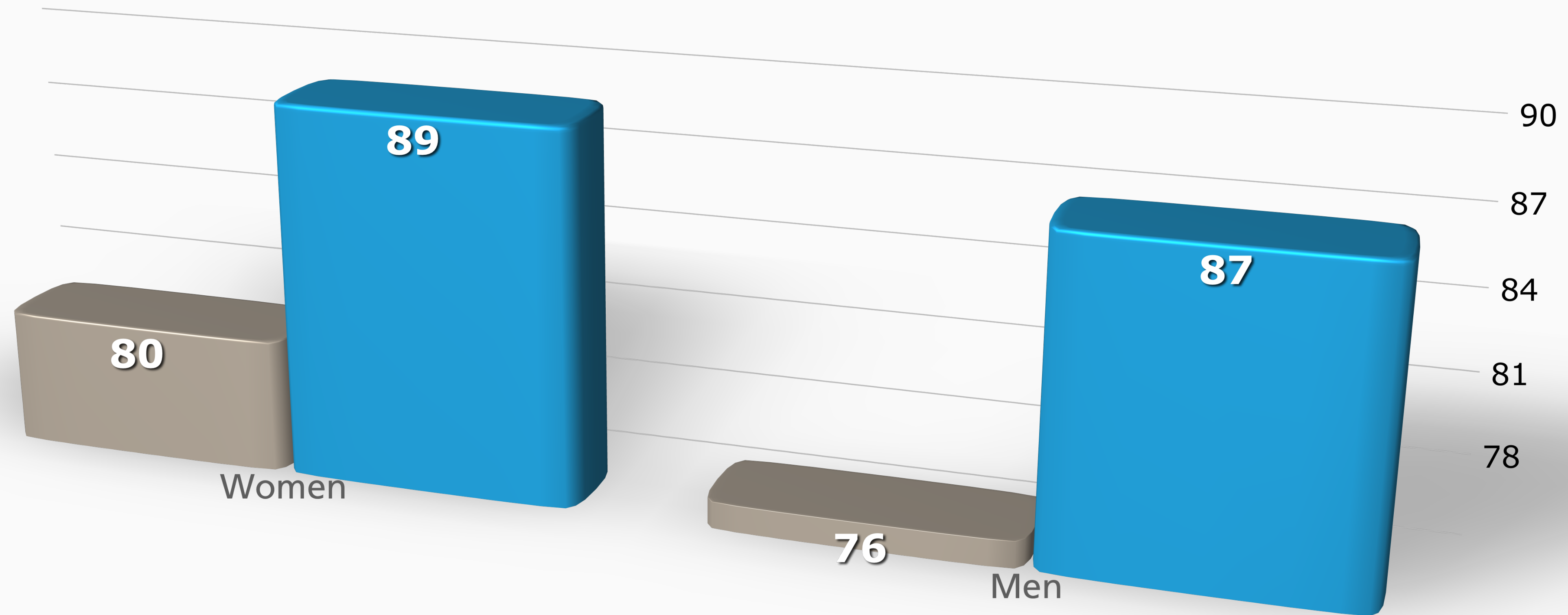




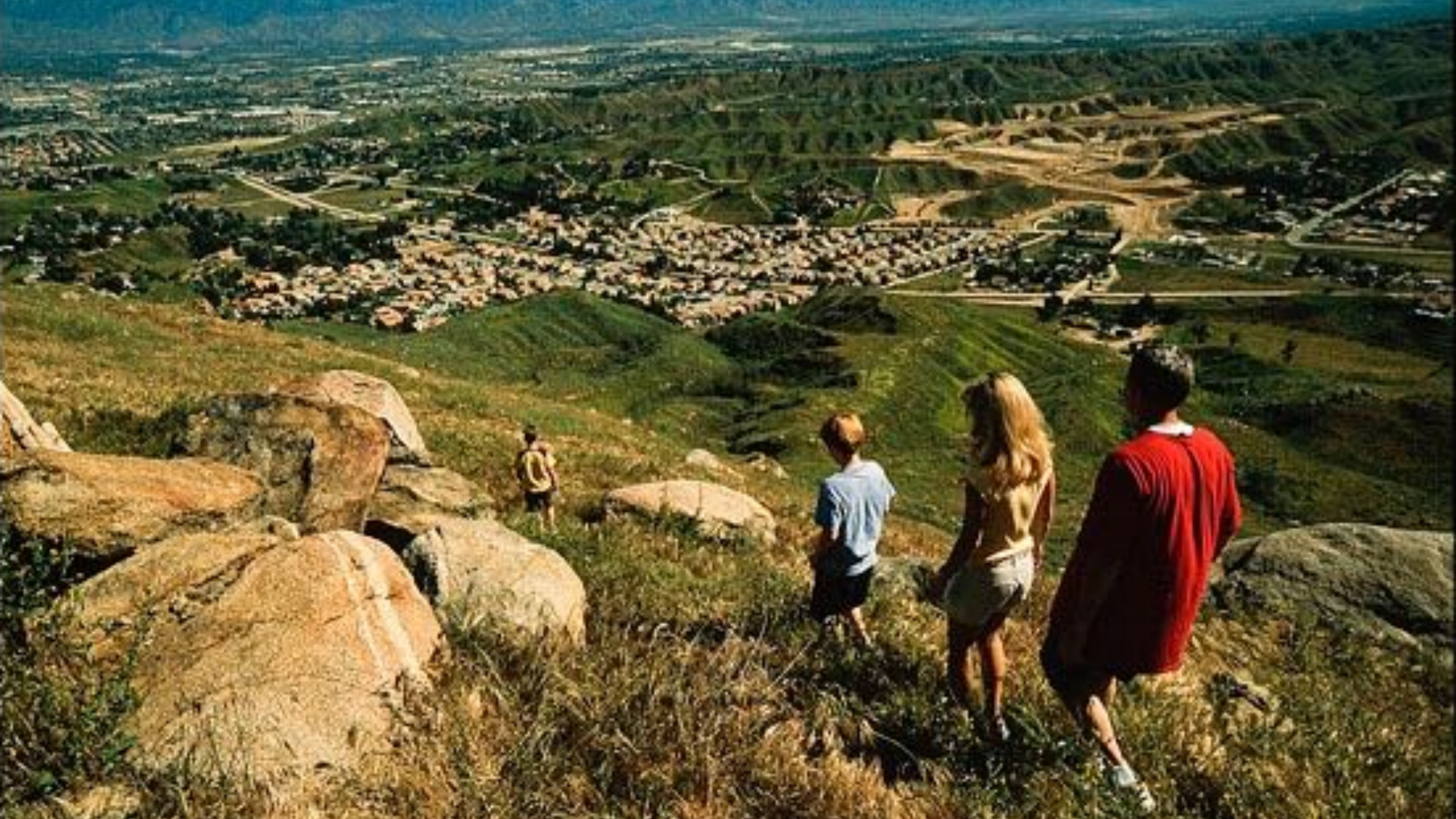




ADVENTISTS







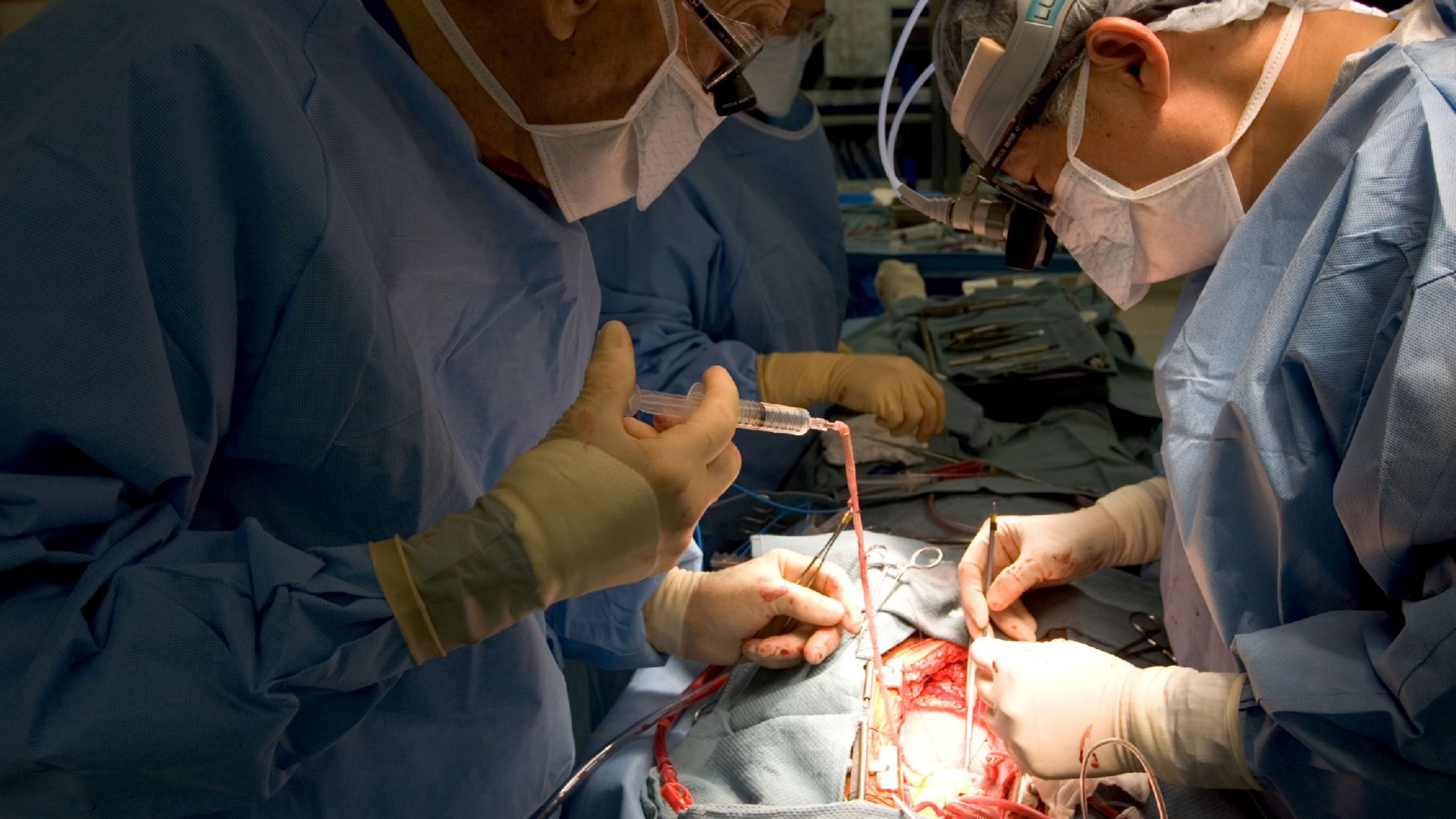
























WARNING: TO PREVENT AIRBAG INFLATION, YOU MUST ALWAYS WEAR YOUR SEATBELT.
An occupant safety restraint is not meant to protect you if you are not wearing your seat belt. The air bag will not inflate unless you are wearing your seat belt. The air bag will not inflate unless you are wearing your seat belt. The air bag will not inflate unless you are wearing your seat belt. The air bag will not inflate unless you are wearing your seat belt.

SPEED LIMIT 30

US VOL. 100 200 300 400 500 600 700 800 900 1000
FM 100 200 300 400 500 600 700 800 900 1000
AUTO ON SWEEP SCAN SEEK
AUTO OFF SWITCH
AUX BY DISP. TUNE
AUTO REVERSE
TYP. 4.50

NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

NATIONAL GEOGRAPHIC

The Secrets of Living Longer

**Nepal: Inside
the Revolution** 46

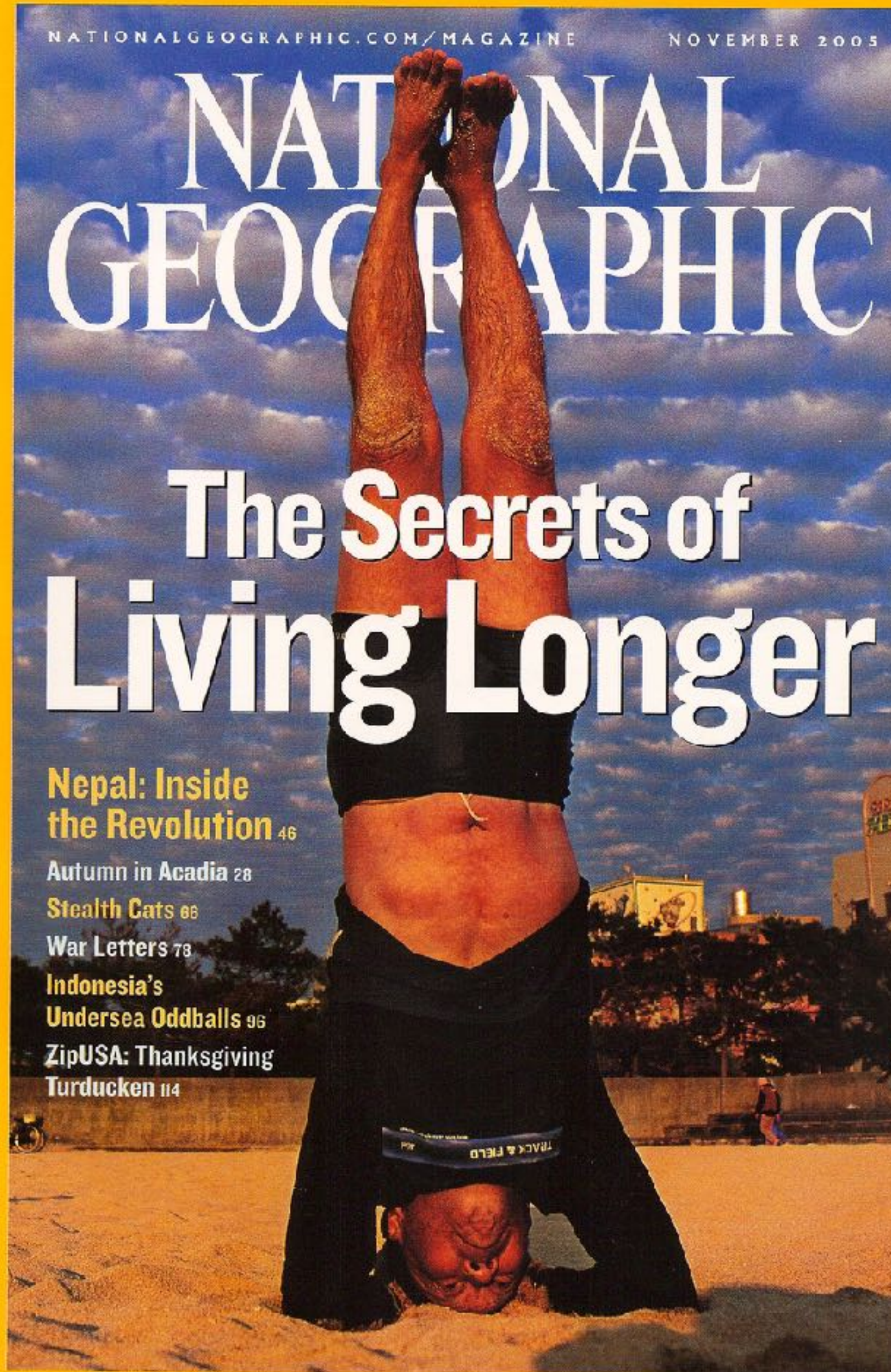
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Stealth Cats 66

War Letters 78

Indonesia's
Undersea Oddballs 96

ZipUSA: Thanksgiving
Turducken 114



















Move Naturally

Right Outlook

- Downshift
- Purpose Now

Eat Wisely

The Power 9

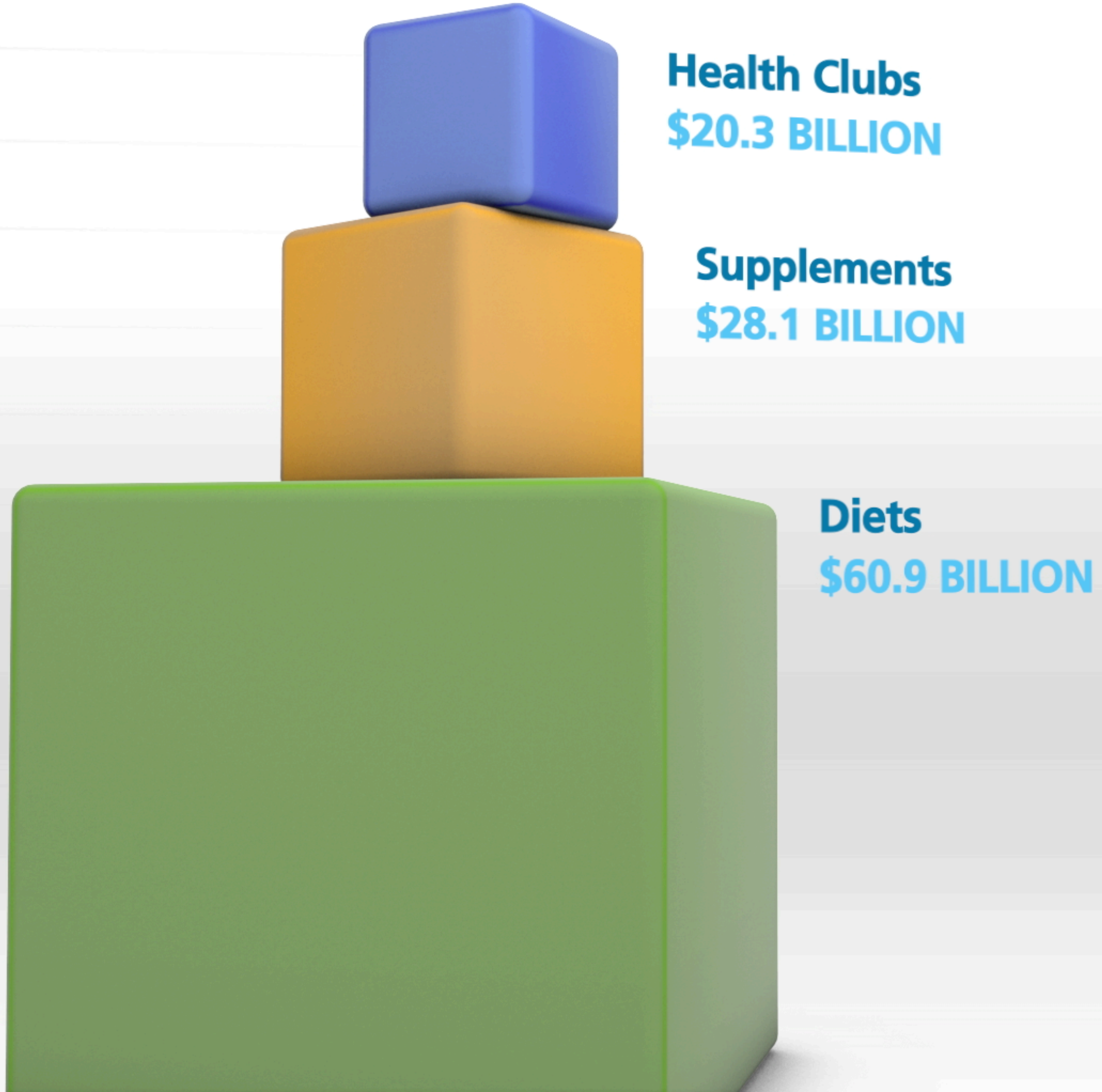
Secrets to Living Longer, Better

- 80% Rule

Connect

- Loved Ones First
- Belong
- Right Tribe

- **90%-100% plant based**
- **65% carbohydrates/starch**
- **Grains, greens, nuts and beans**
- **Meat < 5 times per month**
- **Fish < 3 times per week**
- **No cow's dairy**
- **Water, tea, coffee and wine**



Health Clubs
\$20.3 BILLION

Supplements
\$28.1 BILLION

Diets
\$60.9 BILLION

ADHERENCE

3

7

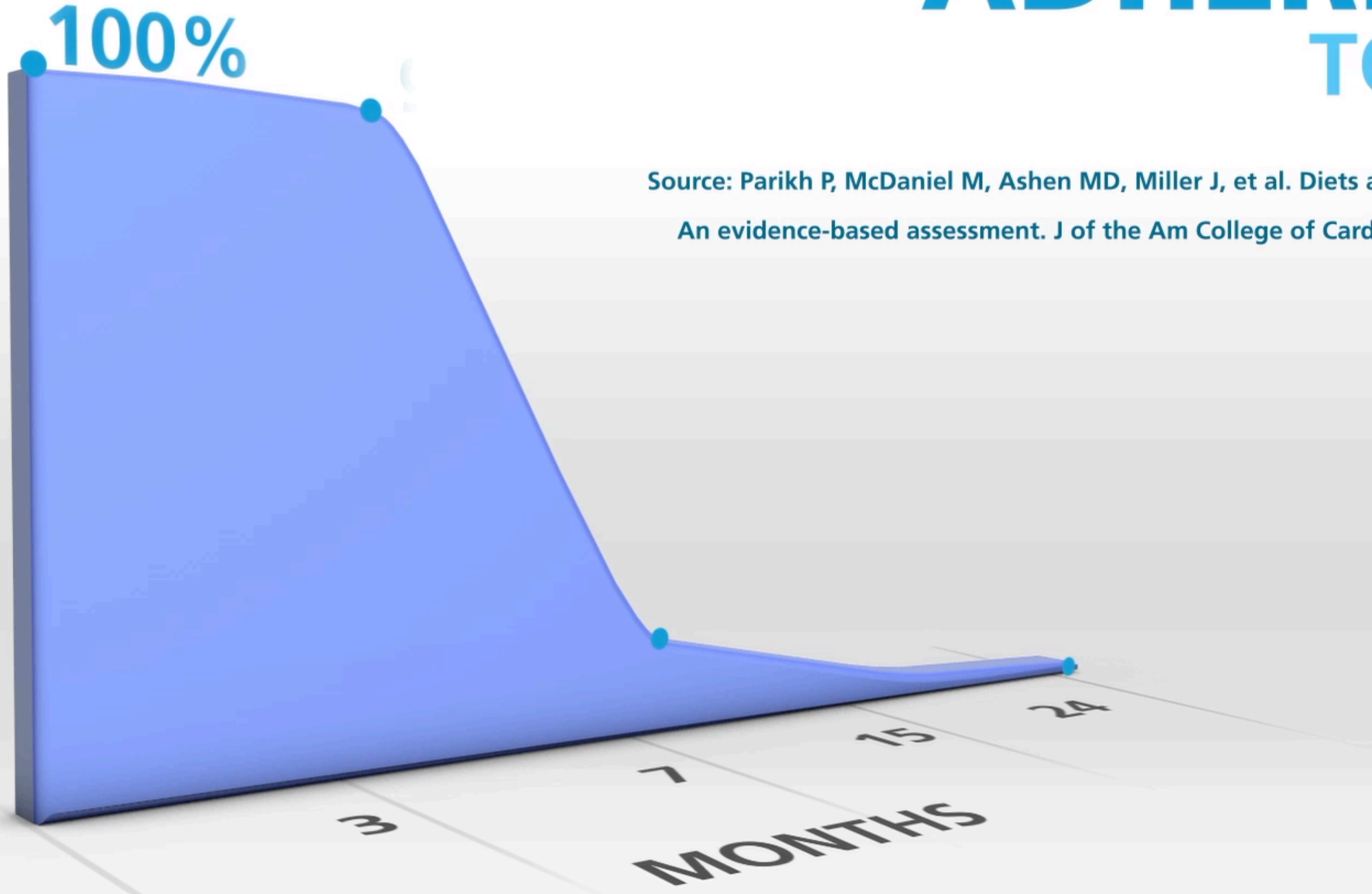
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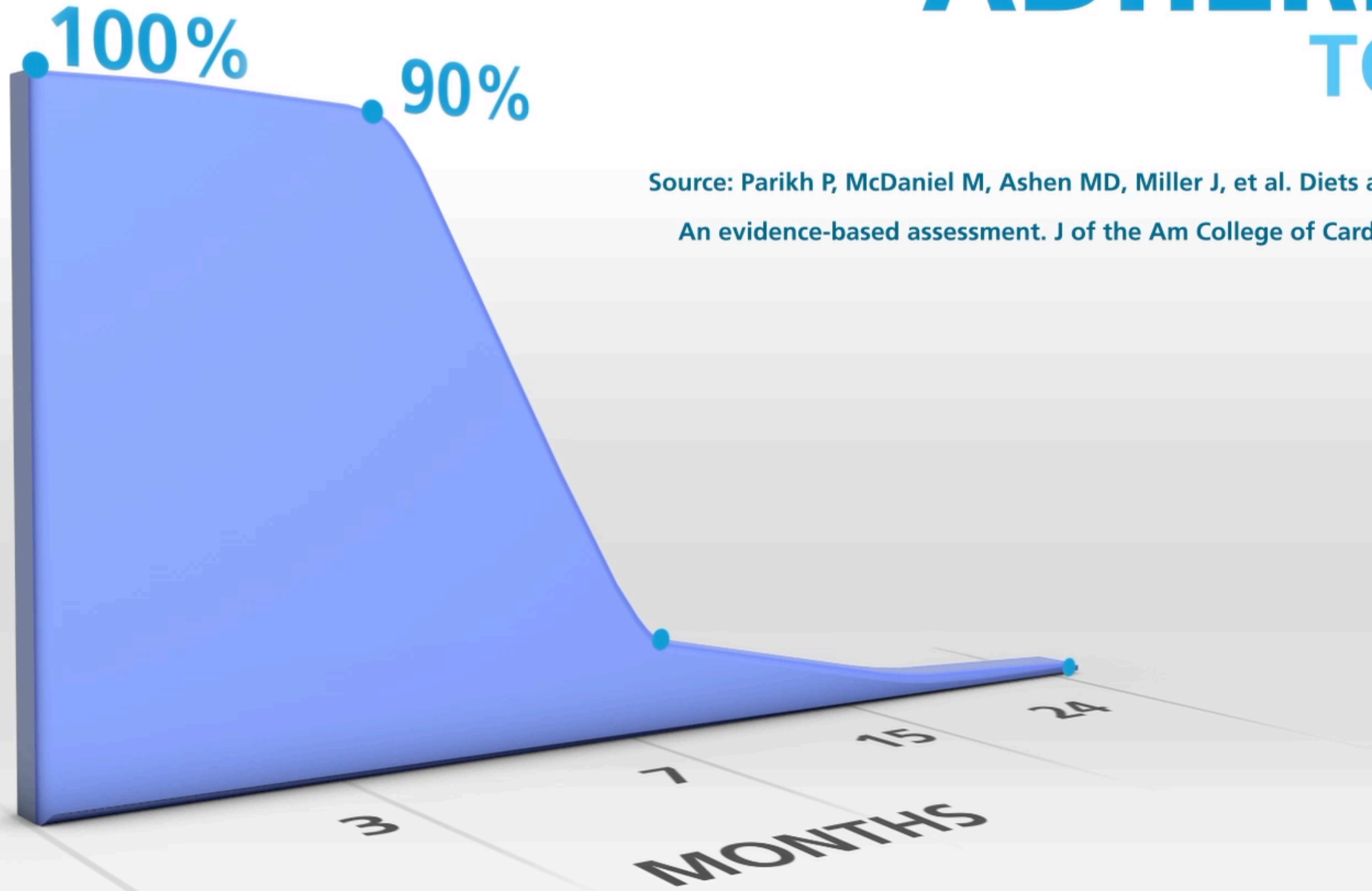
MONTHS

ADHERENCE TO DIETS

Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease:
An evidence-based assessment. J of the Am College of Cardiology. 2005;45:1379-1387.

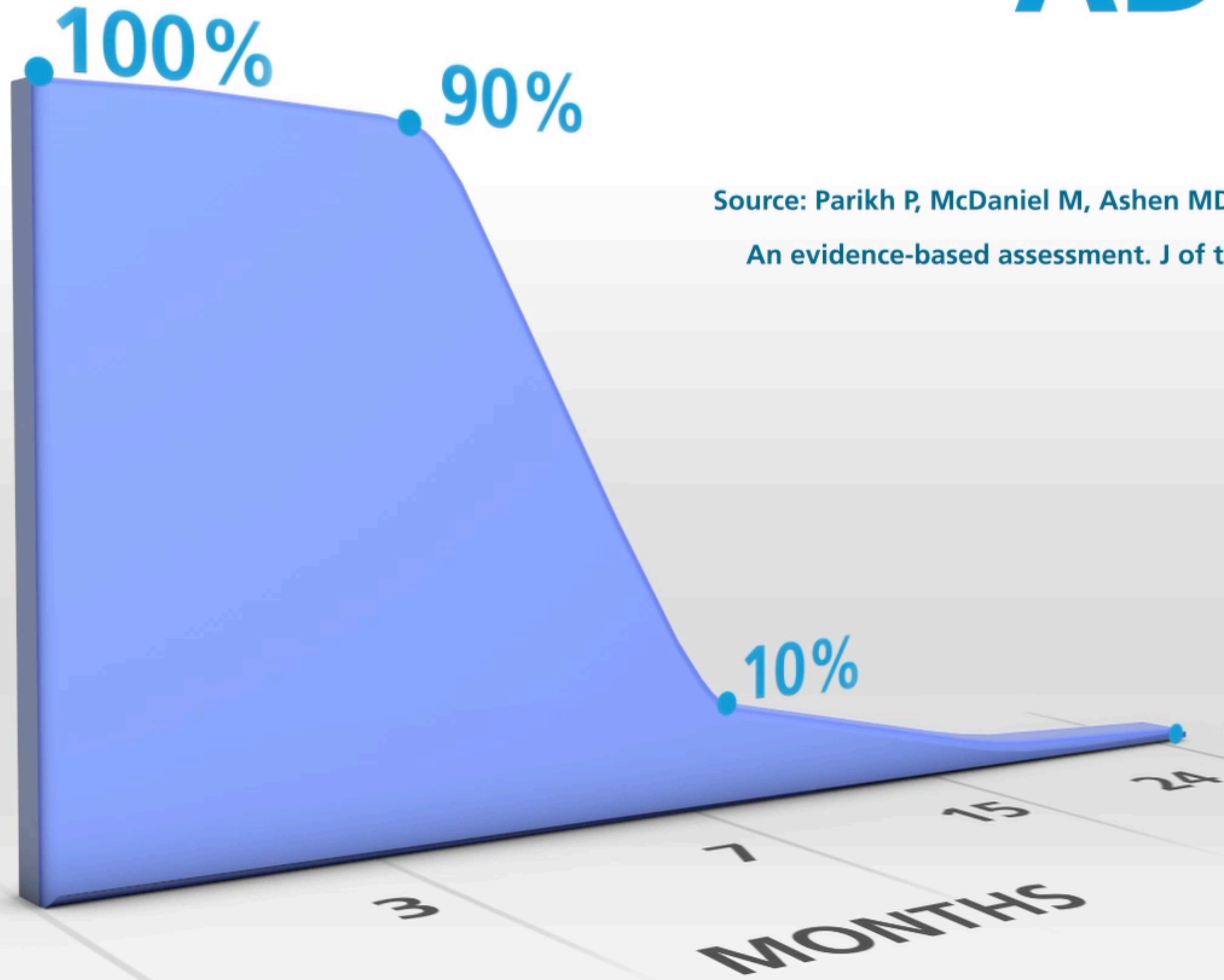


ADHERENCE TO DIETS



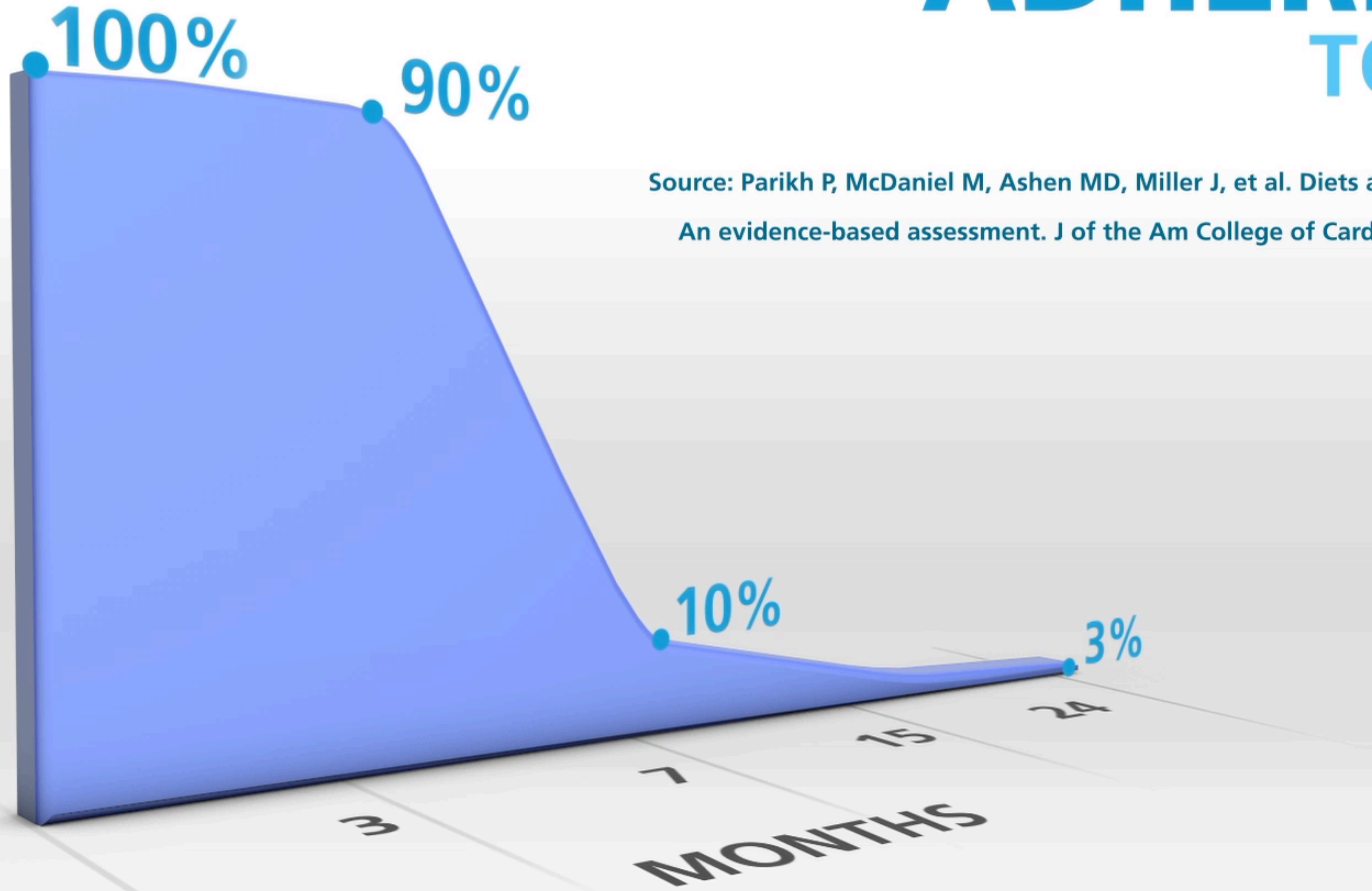
Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease: An evidence-based assessment. *J of the Am College of Cardiology*. 2005;45:1379-1387.

ADHERENCE TO DIETS



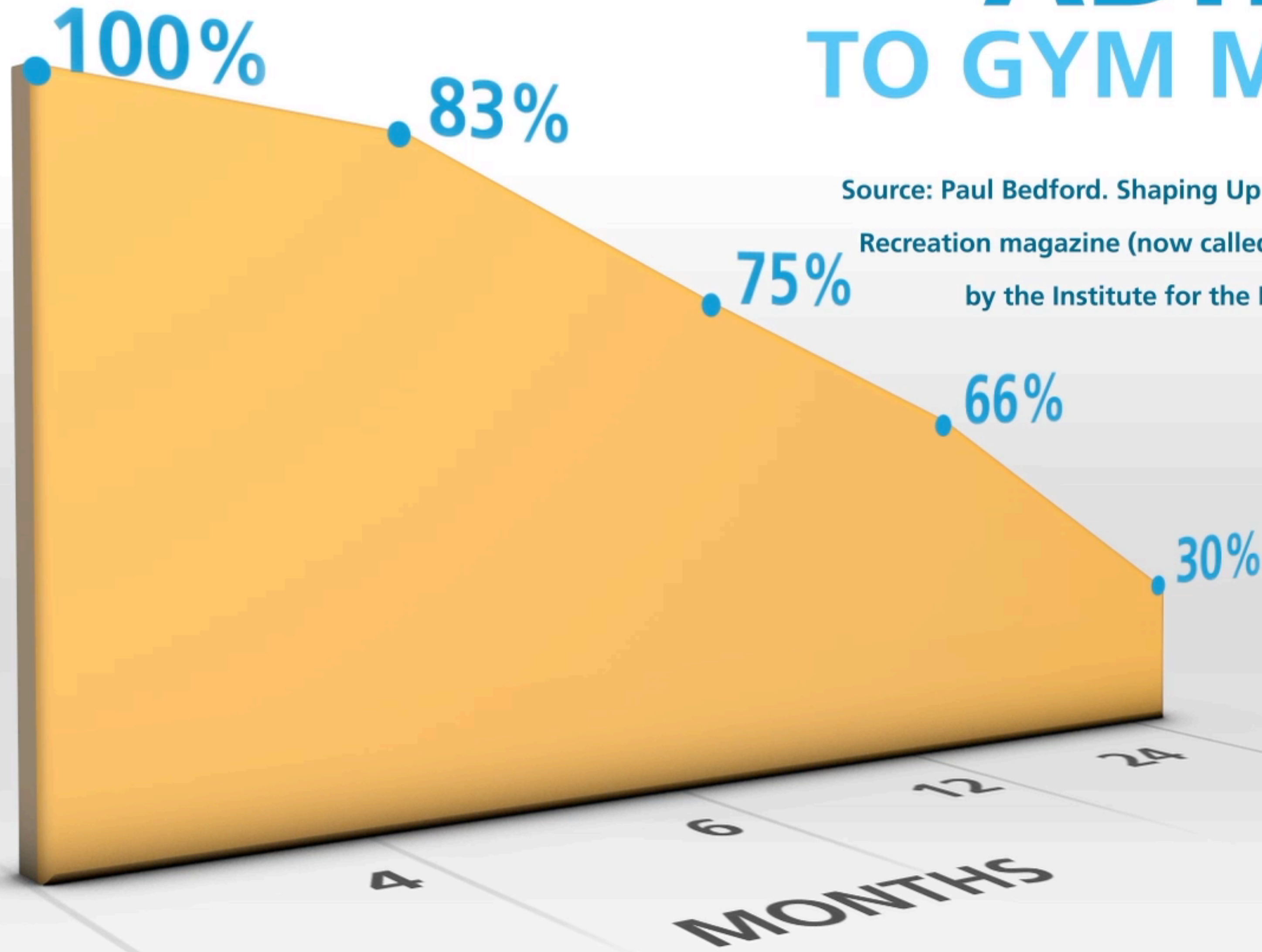
Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease: An evidence-based assessment. *J of the Am College of Cardiology*. 2005;45:1379-1387.

ADHERENCE TO DIETS



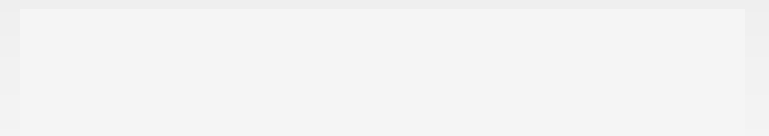
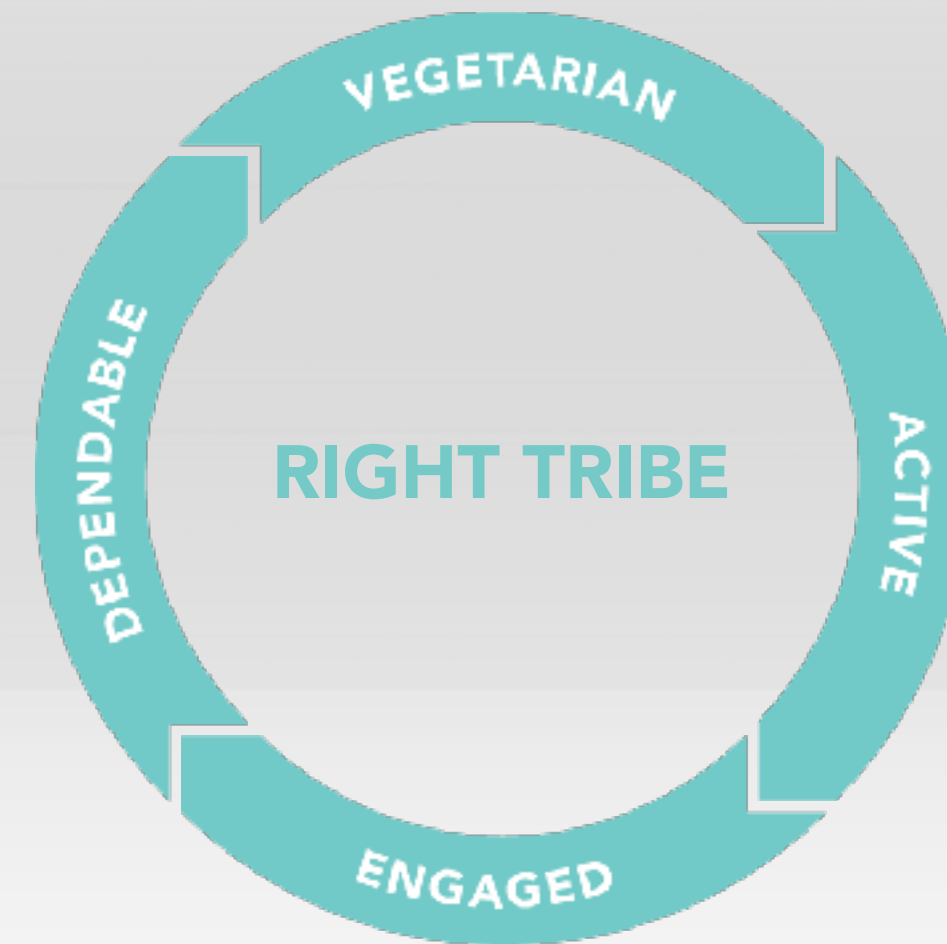
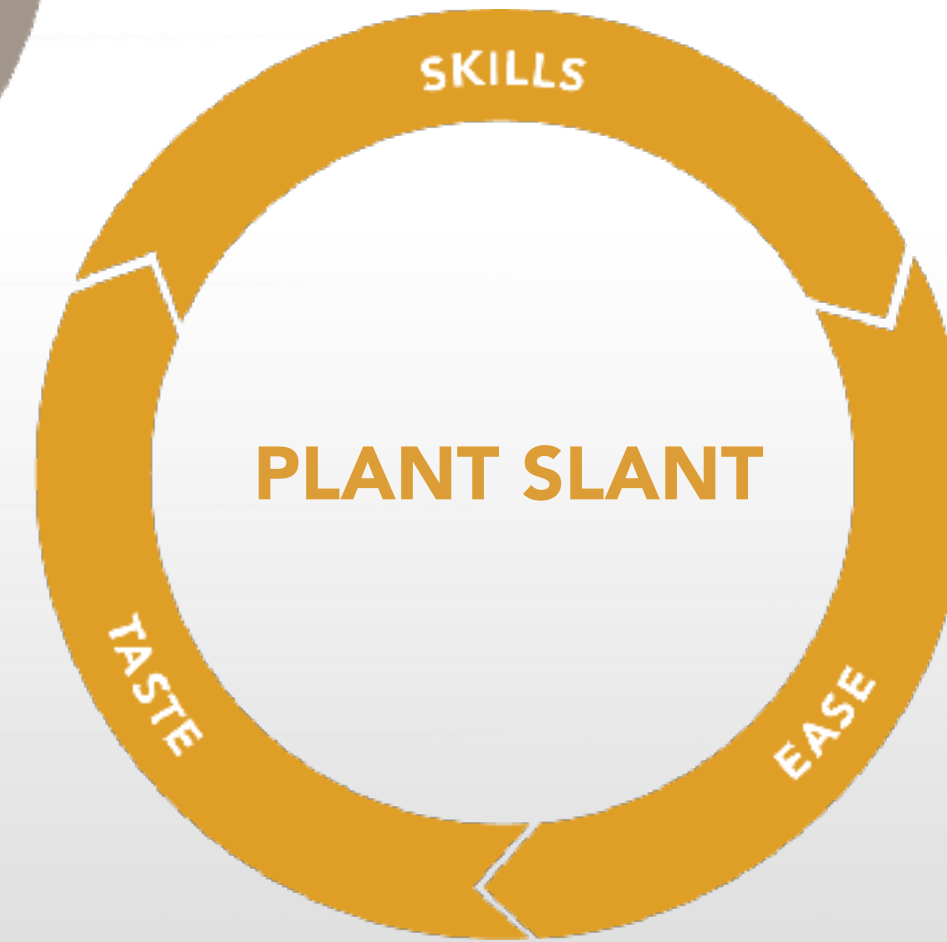
Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease: An evidence-based assessment. *J of the Am College of Cardiology*. 2005;45:1379-1387.

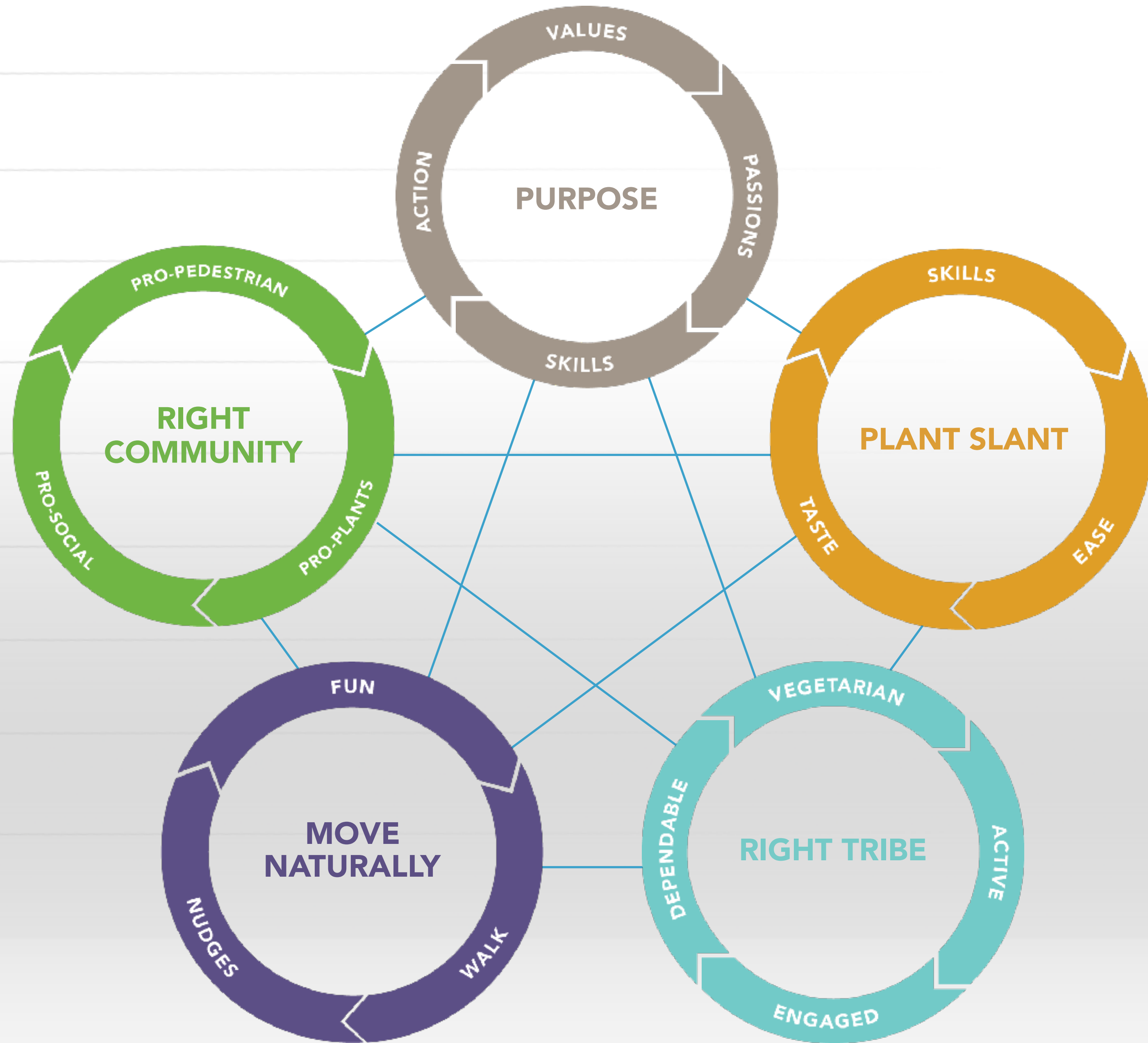
ADHERENCE TO GYM MEMBERSHIP



Source: Paul Bedford. Shaping Up the Figures. Recreation. March 2009, 34-45.

Recreation magazine (now called "Sport and Physical Activity") is published by the Institute for the Management of Sport and Physical Activity.





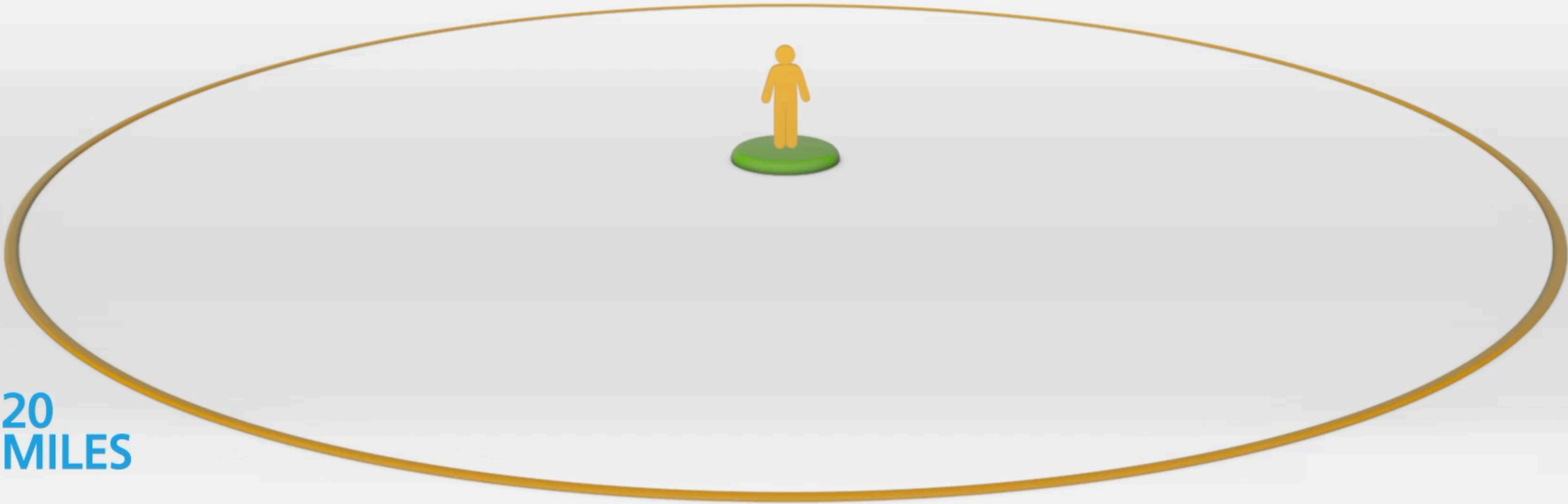
LIFE RADIUS

BLUE ZONES:
OPTIMIZING THE ENVIRONMENT



LIFE RADIUS

BLUE ZONES:
OPTIMIZING THE ENVIRONMENT



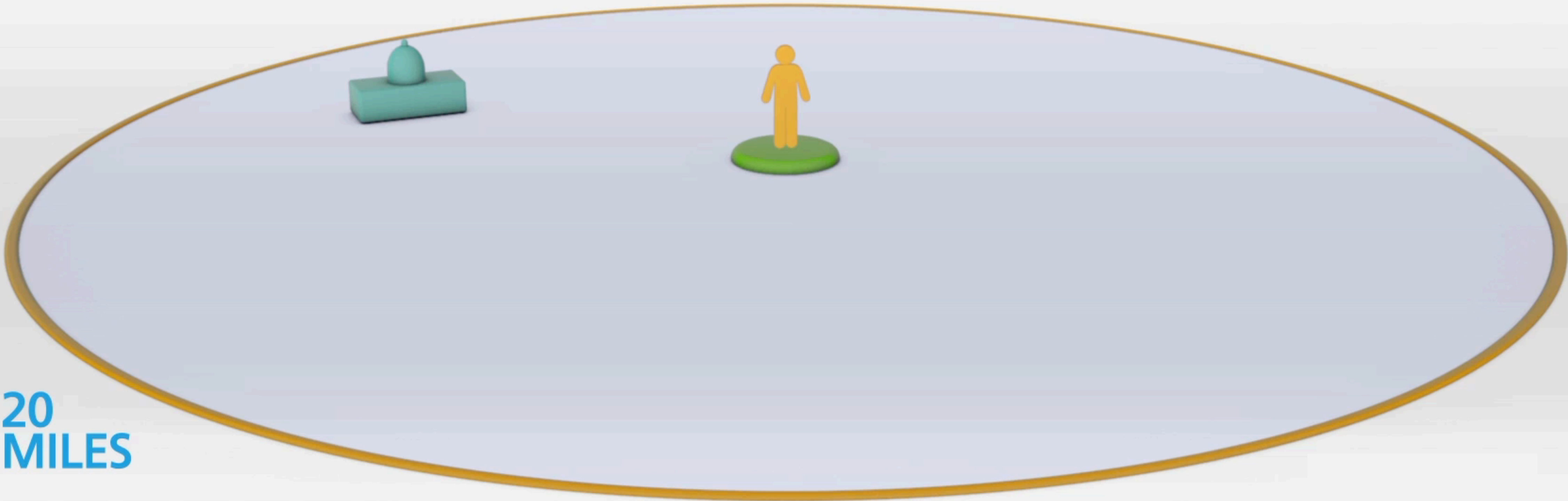
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MILES

LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT



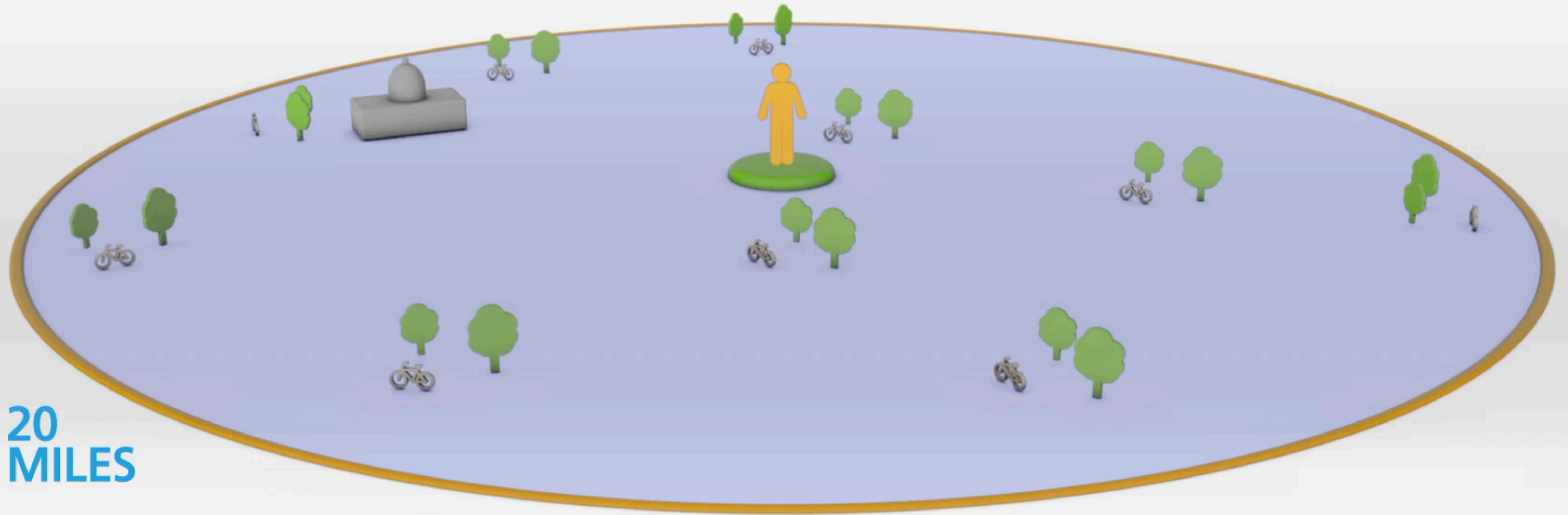
POLICY



20
MILES

LIFE RADIUS

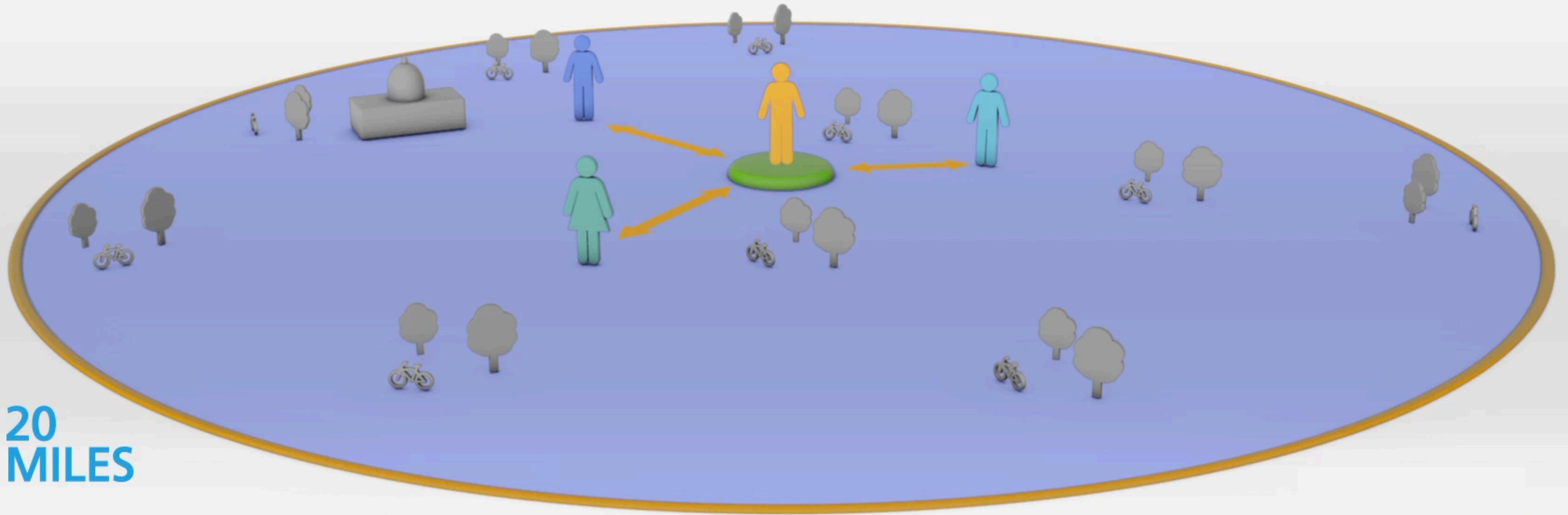
BLUE ZONES: OPTIMIZING THE ENVIRONMENT



20
MILES

LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT



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MILES

LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT



POLICY



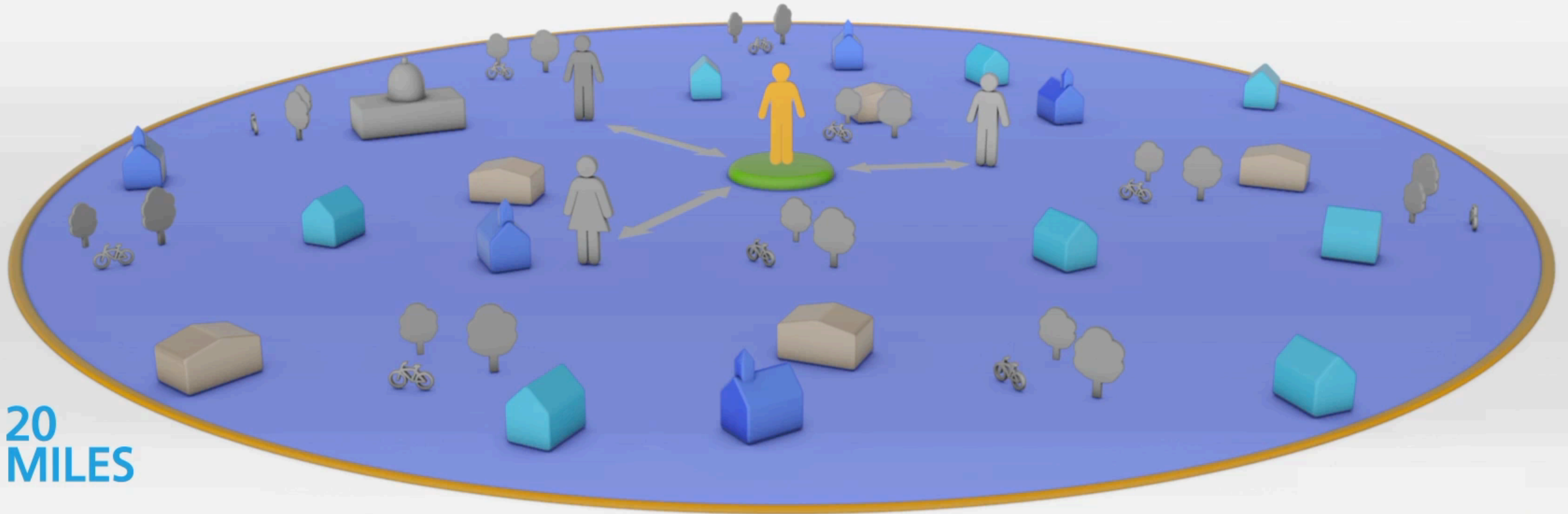
BUILT ENVIRONMENT



SOCIAL NETWORK



BUILDING DESIGNS



20
MILES











HOBBY SHOP

REFUNDS

CRESCENDO

MUSIC

LET MULTIMEDIA
MAGNATIX

LET











All Teas

LONGEVITY FOOD

Live Longer, Better!

CELESTIAL SEAS
WELLNESS T
SAMPLE
LIFE 5

CALL FOR
READ THE
PARTIAL
20
19523

THE SEAS
to



BLUE ZONES[®]
LANE



ADVERTISED!
ADVERTISED!
ADVERTISED!
1.99

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ADVERTISED!
ADVERTISED!
1.99

Get Your
jam with
your
jam!







Block



Behaviors found in the Blue Zones

[View disclaimer](#)
[View privacy statement](#)

Outlook Move Eat Belong

Question 23: During the past week, how many servings of fruit did you eat?

- A I did not eat fruit during the past 7 days
- B 1 to 3 servings during the past 7 days
- C 4 to 6 servings during the past 7 days
- D 1 serving per day
- E 2 servings per day
- F 3 servings per day
- G 4 or more servings per day

<PREVIOUS

ABOUT VITALITY COMPASS

A serving equals a medium-sized apple, pear, or banana, or 1/2 cup of diced fruit. This does not include fruit juice.



YOUR LAST VITALITY COMPASS™
Last Taken 10/3/08

<p>Bio Age</p> <p>31.2</p> <p>YEARS</p>	<p>Life Expectancy</p> <p>95.1</p> <p>YEARS</p>
<p>Disease-Free Life Expectancy</p> <p>79.9</p> <p>YEARS</p>	<p>Accrued Years</p> <p>17</p> <p>YEARS</p>

You could gain **2.7 extra years** of life by optimizing your lifestyle. Enroll in the [Blue Zones Vitality Coach](#) and let us help you succeed.

Past Vitality Compass Data

Date	BA	LE	DFLE	AY	LEC
9/30/08	30.6	96.8	81.2	18.8	1.7
9/24/08	30.7	96.6	81.1	18.6	1.5

BA: Bio Age, **LE:** Life Expectancy, **DFLE:** Disease Free Life Expectancy, **AY:**Accrued Years, **LEC:** The change in your life expectancy from your most current taking of the Vitality Compass.













RESULTS

PILOT PROGRAM
ALBERT LEA, MN

AVERAGE LIFE EXPECTANCY GAIN

3.2
YEARS



RESULTS

PILOT PROGRAM
ALBERT LEA, MN

COLLECTIVE WEIGHT LOSS

7280
POUNDS



RESULTS

PILOT PROGRAM
ALBERT LEA, MN

CITY WORKER'S HEALTH CARE COSTS

DROPPED **40%**



**Special
Reprint
Edition**

**USA
TODAY**



News
June 15, 2009

Town sets off on healthy path practicing 4 keys to longevity

By Mary Brophy Marcus
USA TODAY

Fit and tanned, National Geographic explorer Dan Buettner has spent recent years traveling the globe, analyzing cultures where people live long, healthy lives, teasing out the secrets behind their enduring well-being.

He has christened these longevity hot spots "Blue Zones," and has written a book about them, *The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest* (National Geographic, 2008). They include Sardinia, Italy, and Hojancha, Costa Rica, and he is just back from the isolated Greek island of

"Optimizing where you spend most of your day, minimizing the opportunity to eat unhealthy food, and helping people find meaning and purpose is tied to healthier, longer living," he says.

apply for the chance to participate in the longevity experiment, and Albert Lea was chosen because its residents were most motivated to change. "Albert Lea's leaders handed in a proposal as thick as Akron, Ohio's phone book," Buettner says.

The Albert Lea High School gym was packed with 1,300 town residents a few weeks ago when the project officially launched, Buettner says. "We had a sea of people, all ages."

The six-month-long undertaking focuses on revitalizing four areas of the lives of Albert Lea's residents, including:

Community environment. Creating more bike paths





GOOD MORNING
AMERICA

ALBERT LEA'S WALKING SCHOOL BUS

POSITIVE
THE BEST

Hey Gabby
Hey
LUDY PA

M.M.
© ROCKS

R.U.

Crimes of the Heart

IT'S TIME SOCIETY STOPPED REINFORCING THE BAD BEHAVIOR THAT LEADS TO HEART DISEASE—AND PURSUED POLICIES TO PREVENT IT. BY WALTER C. WILLETT AND ANNE UNDERWOOD

Until last year, the residents of Albert Lea, Minn., were no healthier than any other Americans. Then the city became the first American town to sign on to the AARP/Blue Zones Vitality Project—the brainchild of writer Dan Buettner, whose 2008 book, *The Blue Zones*, detailed the health habits of the world's longest-lived people. His goal

was to help other communities replicate their menus. Schools banned eating in hallways (reducing the opportunities for kids to munch on snack food) and stopped selling candy for fundraisers. (They sold wreaths instead.) More than 2,600 of the city's 18,000 residents volunteered, too, selecting health-promoting behaviors and implementing measures—for example, ridding their

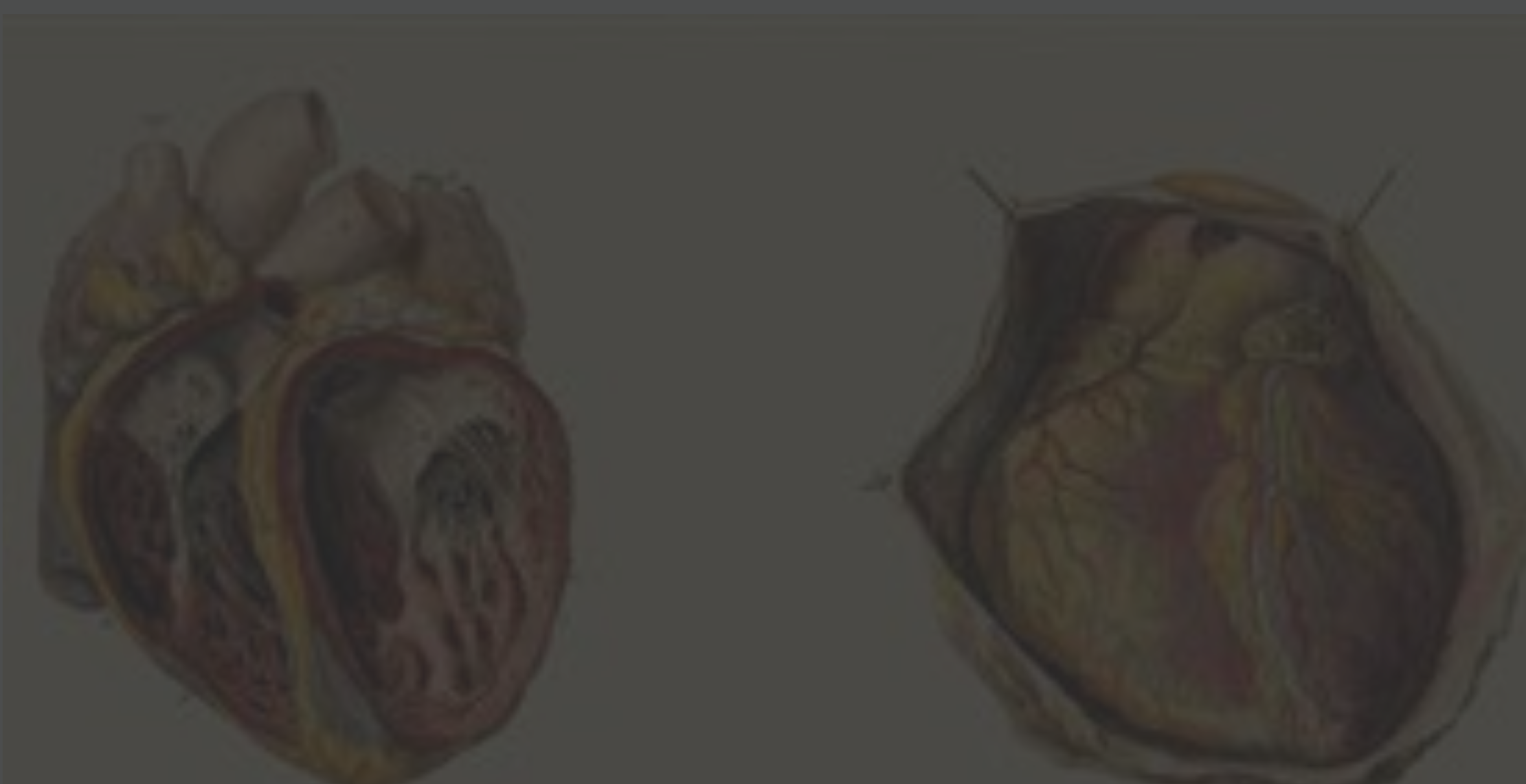
neighborhood of fast-food restaurants that accue solely to volunteers. Thanks to the influence of social networks, says Buettner, “even the curmudgeons who didn't want to be involved ended up modifying their behaviors.”

Isn't it time we all followed Albert Lea's example? Diet and exercise programs can't be implemented for lack of willpower, but because the society in which

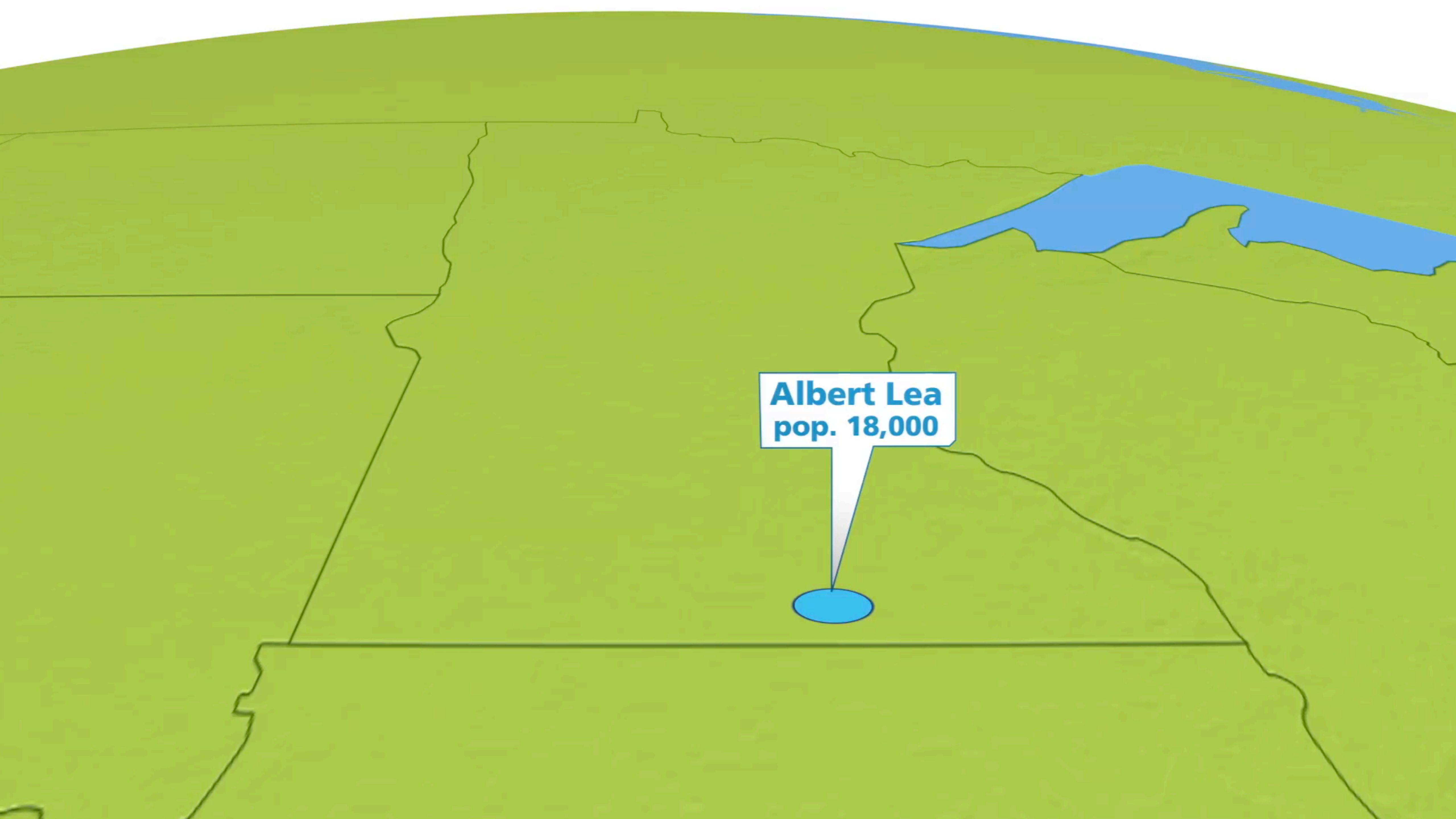
“...the results are stunning”

we live favors unhealthy behaviors. In 2006, cardiovascular disease cost \$403 billion in medical bills and lost productivity. By 2025 an aging population is expected to drive up the total by as much as 54 percent. But creative government programs could help forestall the increases—and help our hearts, too. A few suggestions:

Require graphic warnings on cigarette packages. It's easy to disregard a black-box warning that smoking is “hazardous to your health.”





A stylized map of North Dakota is shown in a light green color. A blue callout bubble points to a specific location in the central part of the state. The callout bubble contains the text "Albert Lea" and "pop. 18,000".

Albert Lea
pop. 18,000





ON THE
TABLE

#1

#3

#5



Mini Storage
30

STOP

STOP

STOP STOP



Mini Storage
30

Bike Rental



4TOM665

3215



LiveWell Kids
A South Coast Health Center Program

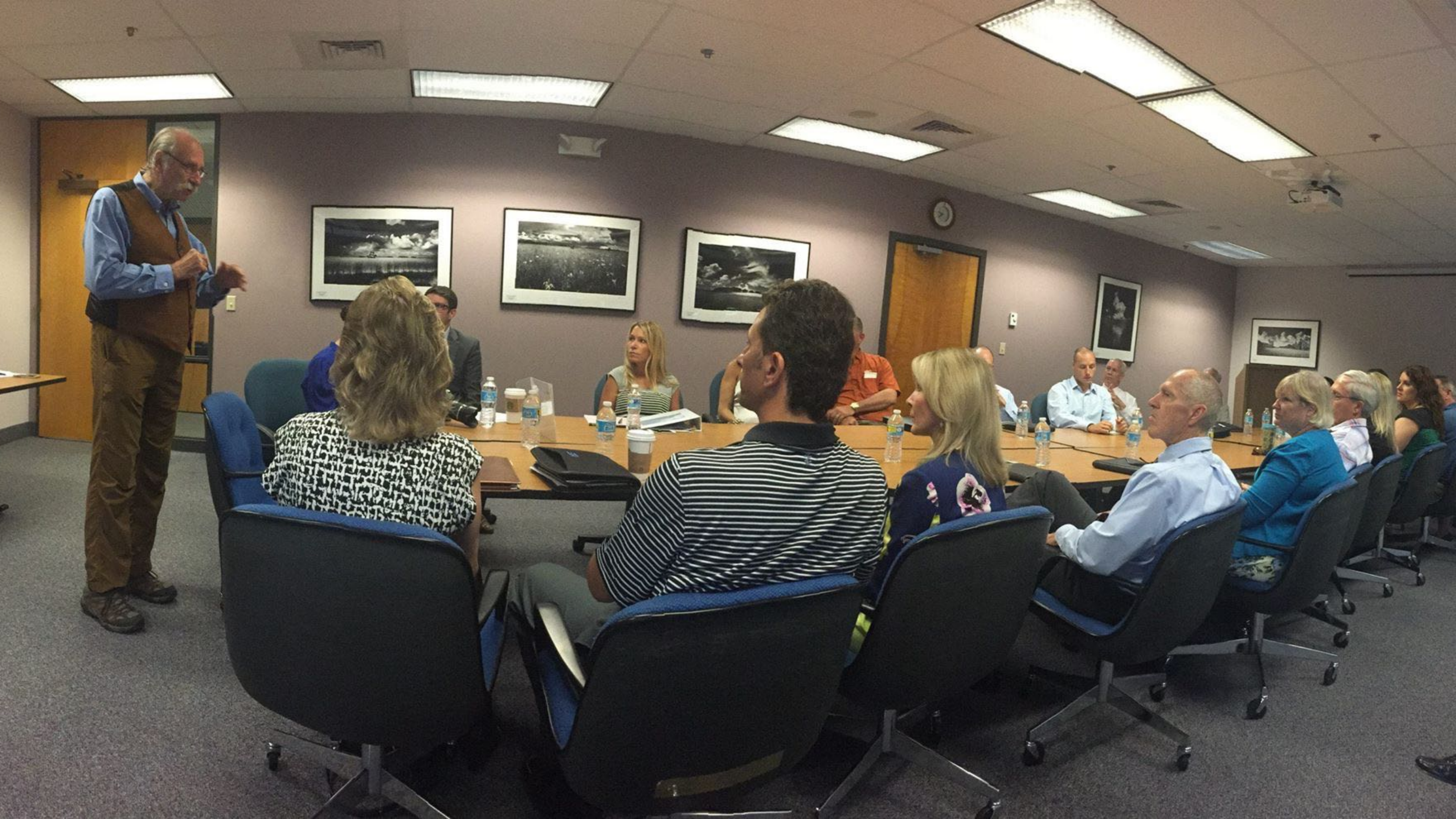
Visitor

Handwritten note on a desk with a drawing of a heart.

Handwritten text on a child's sleeve: "KINGS"







REDONDO UNION
HIGH SCHOOL

College Bus
Wednesday, October 18th
Students Dismissed @ 12:30

TOW-AWAY
NO
STOPPING
ANY
TIME

UNION HIGH SCHOOL







SMOKE-FREE ZONE

H.B.M.C. Section 8.40.020

www.hermosabch.org

SIGNS SAVE LIVES!

JFNA 4JJASOND

1213141516171819

Merri Sign 12
HERMOSA BEACH CA

**BREATHE FREE
MANHATTAN BEACH**



**Manhattan Beach is Smoke-Free
in ALL its Public Places**

Please join us in making Manhattan Beach
a healthier & cleaner community.





Smoking



Above Normal Weight



Daily Stress



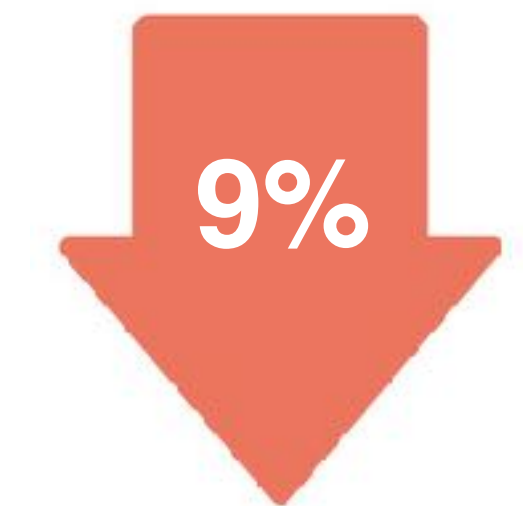
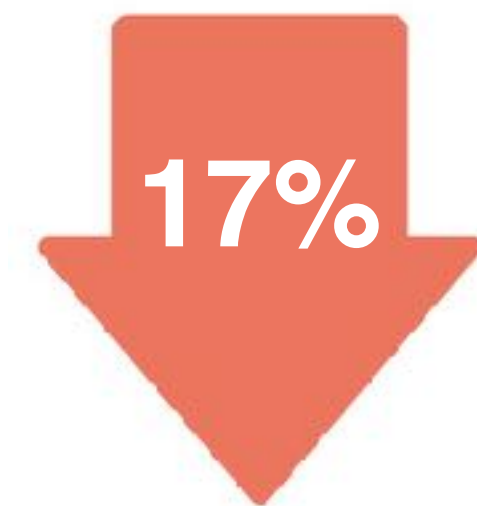
Exercise



Thriving

2010

2015



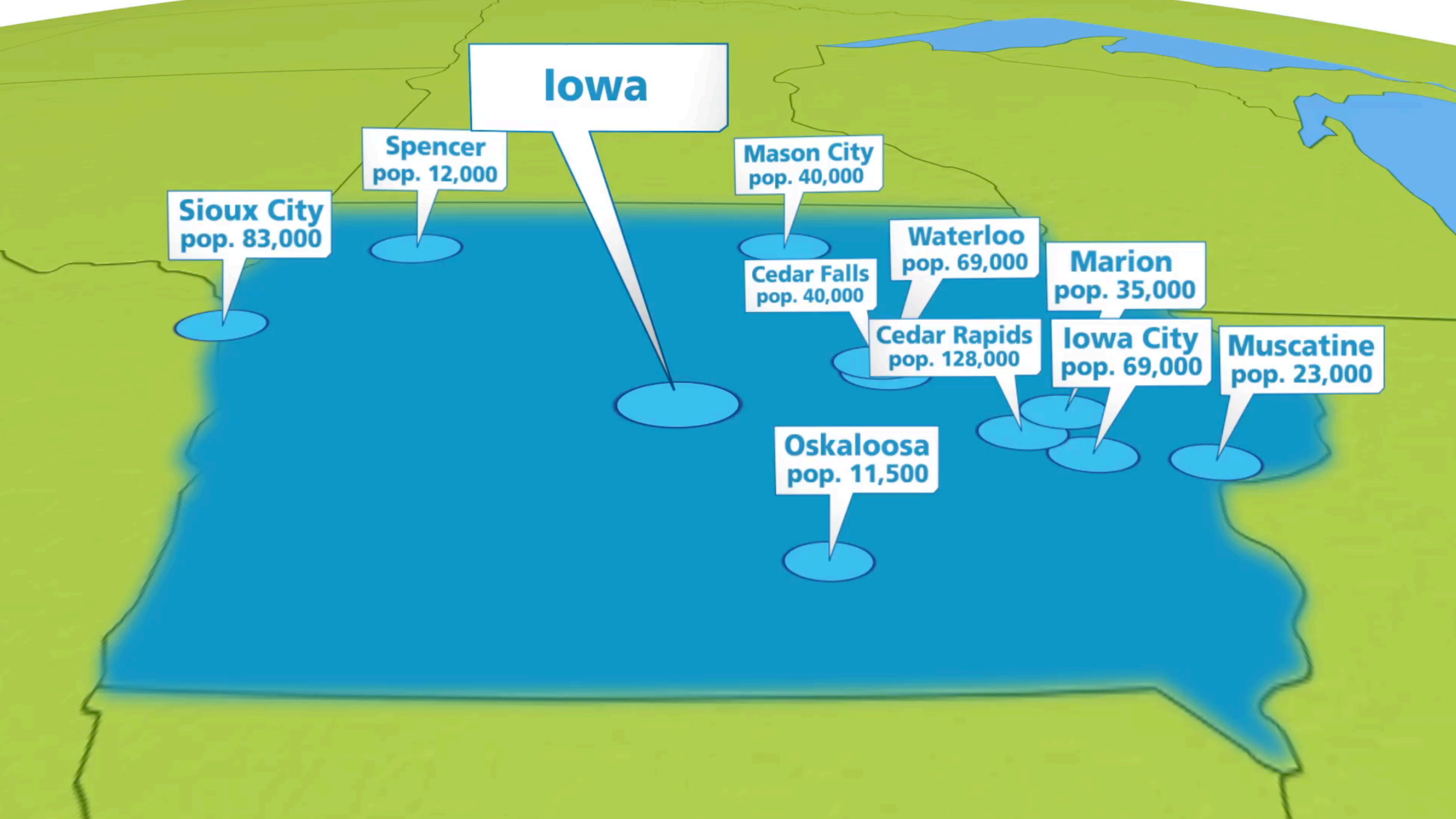


Manhattan Beach
pop. 36,000

Hermosa Beach
pop. 21,000

Redondo Beach
pop. 68,000





Iowa

Sioux City
pop. 83,000

Spencer
pop. 12,000

Mason City
pop. 40,000

Cedar Falls
pop. 40,000

Waterloo
pop. 69,000

Marion
pop. 35,000

Cedar Rapids
pop. 128,000

Iowa City
pop. 69,000

Muscatine
pop. 23,000

Oskaloosa
pop. 11,500





5428

NOTICE
The unlicensed possession of a weapon on these premises is a felony with a maximum penalty of 10 years imprisonment and a fine not to exceed \$10,000.

NOTICE
NO FIREARMS ALLOWED

MEET THE NEW GOLD STANDARD
Winston \$ 4.79

BUYING TOBACCO FOR MINORS COULD COST YOU

UNDER 21
Please Buy or Sell in Compliance with State Law

Under 18 No Tobacco We Card
Please Buy or Sell in Compliance with State Law

EBT
ACCEPTED HERE

ATM INSIDE



99¢

WE'VE GOT YOU COVERED

AVISO
Posesión de armas sin licencia en este local es un crimen con una pena máxima de 10 años de cárcel y una multa sin exceder \$10,000.

THIS IS OUR MATH

Have ID Ready



147 MILLION

227 MILLION

OPEN

-ADVERTENCIA-
ES UN CRIMEN (MENOR) CONSUMIR LICOR O CERVEZA EN ESTE LUGAR.

SCRATCH & BOOM!
CASH EXPLOSION

2-99¢
SWISHER SWEETS CIGARILLOS
2-99¢
SWISHER SWEETS CIGARILLOS
2-99¢
SWISHER SWEETS CIGARILLOS
99¢ PER POUCH

NO LOITERING!



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GREEN Boosts Immune System!

BLUE/PURPLE Slows the Aging Process!

Bell Peppers
99¢ each

Apples
59¢ each

Oranges
50¢ each

Lemons
79¢

Av/Cados
89¢ each

RANGE/YELLOW

GREEN Boosts Immune System!

BLUE/PURPLE Slows the Aging Process!

DRINK WATER!
The Clear Choice.

ATM



MB MASTER-BILT





NO SMOKING
ALLOWED IN
CITY PARKS
Per City Code 29.5






Blue Zones Project *Fort Worth Results*

The Gallup-Sharecare Well-Being Index™ 2014-2017

- **13%** decrease in smoking
- **7.2%** decrease in obesity
- ***\$250m estimated savings in 2017-2018***



A map of Texas with a light green background and black outlines for county boundaries. A blue oval marker is placed in the north-central part of the state, representing Fort Worth. A white callout box with a blue border and a pointer to the marker contains the text "Fort Worth" in bold blue font and "pop. 778,000" in blue font below it. The Gulf of Mexico is visible in the bottom right corner.

Fort Worth
pop. 778,000

84%

of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.

