What are the benefits of Blue Zones Project?
Blue Zones Project® is a well-being improvement initiative designed to help make healthier choices easier by encouraging changes to communities that lead to healthier options. When individuals and organizations participate — from worksites and schools to restaurants and grocery stores — the small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and ultimately, a higher quality of life.

Learn more at bluezonesproject.com.
What is Blue Zones Project®?

What began as a *New York Times* bestseller 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 to make healthy choices easier.

**POWER**

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
- **Purpose:** Wake up with purpose each day and add up to seven years to your life
- **Down Shift:** Reverse disease by finding a stress-relieving strategy that works for you
- **80% Rule:** Eat mindfully and stop when 80% full
- **Plant Slant:** Put more fruits and vegetables on your plate
- **Wine @ Five:** If you have a healthy relationship with alcohol, enjoy a glass of wine with good friends each day
- **Family First:** Invest time with family – and add up to six years to your life
- **Belong:** Belong to a faith-based community and attend services regularly to add up to 14 years to your life
- **Right Tribe:** Surround yourself with people who support positive behaviors – and who support you

To find out more about this exciting well-being initiative, email bluezonesprojectoregon@healthways.com or visit oregon.bluezonesproject.com.

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