

RESOLUTION NO. _____

**RESOLUTION APPROVING BLUE ZONES PROJECT TO
IMPROVE WELL-BEING AND VITALITY**

WHEREAS, improving the overall well-being of the citizens of the City of Muscatine will improve productivity, lower health care costs, and improve the economy; and

WHEREAS, Muscatine currently has scored 66.7% in the Gallup-Healthways Well-Being Index and ranks 66 out of 99 Iowa counties in the national County Health Rankings for overall Health Outcomes; employers cite "presenteeism" as a significant productivity concern with employees showing up to work without the ability to focus at 100%; and the rate of obesity and related chronic disease healthcare costs have increased dramatically with adult obesity rates increasing from 28% to 32% over just the last 3 years; and

WHEREAS, there are known geographic regions around the world where people live longer and "better" and these communities have nine commonalities:

1. Move Naturally
2. Know Your Purpose
3. Down Shift
4. 80% Rule
5. Plant Slant
6. Wine @ 5
7. Right Tribe
8. Community
9. Love Ones First

NOW, THEREFORE, BE IT RESOLVED that the City of Muscatine will seek to understand our level of well-being and improve upon those things at which those in Blue Zones areas excel, so that we will improve our well-being, productivity, and economic vitality.

Through appropriate council or administrative policies and built environment changes by May of 2014, we will formally consider adoption of the following items as outlined in the Blue Zones Community Policy Pledge to achieve certification as a Blue Zones Community:

A. Complete Streets Policy

1. Pass a city resolution or ordinance to adopt Complete Streets principles.
2. Ensure staff in charge of design has received training on how to design Complete Streets.

B. Tobacco Policy

1. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places and adopt a policy to address smoke-free multi-unit public housing.

C. Active Living Policy

1. Update zoning and building codes to encourage mixed-use development.
2. Adopt a bicycle master plan that includes plans for accountability, funding, implementation, and evaluation.
3. Adopt a pedestrian master plan that includes plans for accountability, funding, implementation, and evaluation.

D. Healthy Eating Policy

1. Establish zoning to limit density and location of fast-food establishments.
2. Adopt policies to promote outdoor dining.
3. Ensure that community gardens and farmer's markets are allowable uses of city property.
4. Adopt healthy vending standards in municipal buildings and public parks.
5. Increase access to fresh-water drinking fountains.
6. Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees.

PASSED, APPROVED, AND ADOPTED THIS 16th DAY OF MAY, 2013.

CITY COUNCIL OF THE CITY OF MUSCATINE, IOWA

BY: _____

DeWayne Hopkins Mayor

ATTEST:

Gregg Mandsager, City Administrator



BLUE ZONES PROJECT

Certification Overview

WHAT IS THE BLUE ZONES PROJECT?

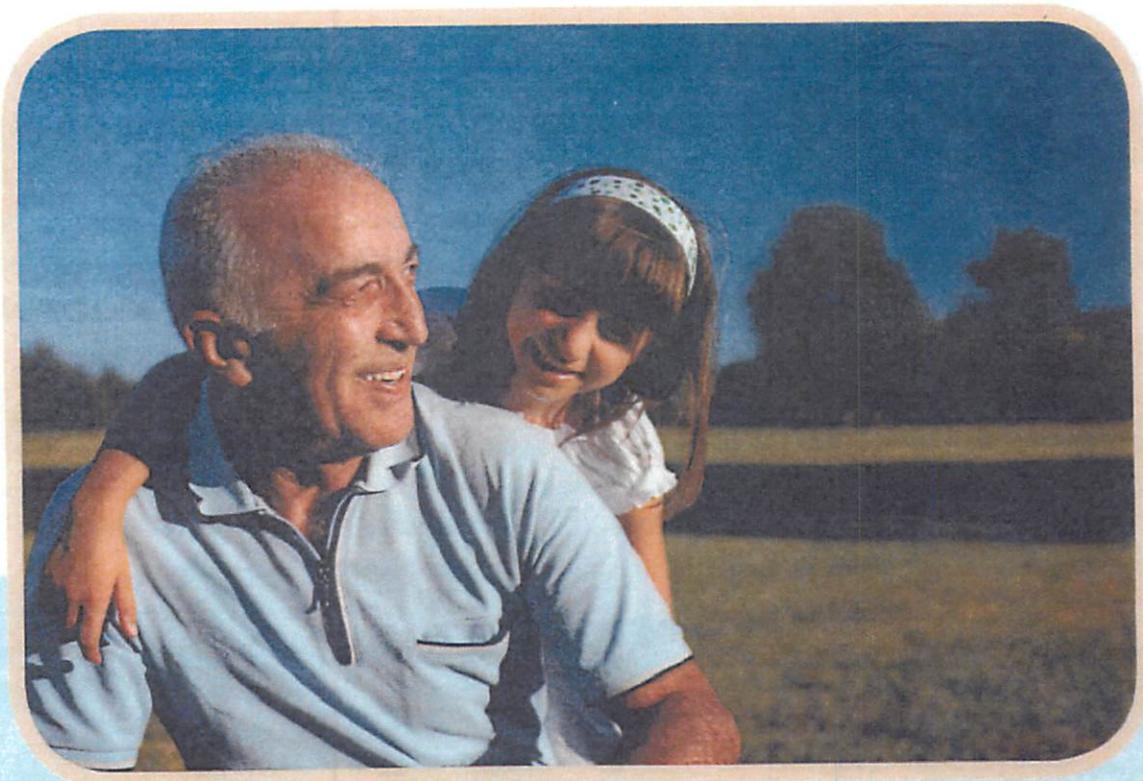
Ready to live a longer, better life? Citizens in Blue Zones® areas like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, have enjoyed happier, healthier, longer lives for generations – and now you can too! With support from the Blue Zones Project™, you can transform your community's surroundings, making the healthy choice the easy choice for everyone.

How do we achieve Blue Zones Community certification?

To become a Blue Zones Community™, six community sectors must pledge and then act on their specific responsibilities. Once your community has met these goals, everyone can share the benefits of living in a place where well-being is a way of life, and your town can enjoy national recognition as a great place to live, work, and play.

Becoming a Blue Zones Community requires:

- At least 20% of citizens sign the Blue Zones® Personal Pledge and complete one action.
- Completion of the Blue Zones® Community Policy Pledge.
- At least 50% of the top twenty community-identified employers become a Blue Zones Worksite™.
- At least 25% of independently or locally owned restaurants become a Blue Zones Restaurant™.
- At least 25% of public schools become a Blue Zones School™.
- At least 25% of grocery stores become a Blue Zones Grocery Store™.



BLUE ZONES PERSONAL PLEDGE

The Blue Zones® Personal Pledge includes a variety of options to best suit your current lifestyle, goals, and changing health behaviors. These are small, easy steps that you can take in your daily life to provide lasting benefits to your overall physical and emotional health. These changes can also help you lose unwanted pounds, develop lasting friendships, and find more meaning and purpose in your life.

Personal Checklist

Choose the actions you'd like to personally accomplish.

- I will sign up for the Blue Zones Project at bluezonesproject.com.
- I will take the free Blue Zones Vitality Compass® and Blue Zones Vitality Coach®. I will then see how simple lifestyle changes have influenced my projected longevity by retaking the Vitality Compass after at least three months.
- I will use the Blue Zones® Kitchen Checklist to set up my kitchen so that I begin to eat smaller portions of healthier foods without even thinking about it.
- I will use the Blue Zones® Tribe Check Up to learn how my closest friends are affecting my health and well-being.
- I will use the Blue Zones® Home Checklist to encourage me to move more in and around my home and yard.
- I will use the Blue Zones® Bedroom Checklist to learn how to make my bedroom a sanctuary for sleep.
- I will use the Blue Zones® Family Checklist (if applicable) to make changes in my home to optimize the health and well-being of my children and family.
- I will complete one new activity in each of the following five categories – Move Naturally, Right Outlook, Eat Wisely, Connect, and Habitat.

Move Naturally

- I will get a bicycle (or clean or repair my current bicycle) and a bike helmet.
- I will buy or adopt a dog.

Right Outlook

- I will discover my purpose.
- I will attend at least four worship services in the next ninety days.
- I will volunteer at least once during this project.
- I will sign up for the FREE online Daily Challenge™.
- I will learn a new hobby.
- I will designate a space in my home for quiet time/ meditation/prayer.

Eat Wisely

- I will say “Hara Hachi Bu” at mealtimes.
- I will stock my kitchen with ten-inch plates and tall, narrow glasses.
- I will grow a garden.
- I will add Blue Zones Food List items to my weekly menu.

Connect

- I will join a “Moai.”
- I will recruit a Blue Zones Buddy.
- I will establish “Family Dinner Nights” three nights each week.

Habitat

- I will designate my home a “Smoke-Free Zone.”

BLUE ZONES COMMUNITY POLICY PLEDGE

Where we live, work, and play influences the choices we make. Creating a healthy city means creating surroundings where it's easy for citizens to make the healthy choice — from providing easier access to grocery stores than fast food restaurants to providing bike lanes with direct access to work, shopping centers, and parks. City governments can support the health and vitality of citizens by introducing policies that nudge people into eating better and moving more.

Taking the Blue Zones® Community Policy Pledge demonstrates your commitment to creating an environment of well-being for the people in your community and your intentions to strive toward certification as a Blue Zones Community.

Criteria for Designation

Complete the following criteria to fulfill the policy and built-environment requirements for becoming a Blue Zones Community:

- ❑ Earn at least 40% of the total points (each pledge will have a specific point value) by adopting and enforcing pledge actions.
- ❑ Implement at least one pledge action from each category (Complete Streets, Tobacco, and Healthy Eating and Active Living policies).
- ❑ Implement at least two changes to the built environment that permanently change the environment to nudge people into healthier behaviors.

Community Policy Pledge Actions

Adopt and enforce at least one policy from each section, including Complete Streets, Tobacco, and Healthy Eating and Active Living policies.

Complete Streets Policy

- Pass a city resolution or ordinance to adopt Complete Streets principles. This resolution or ordinance includes all ten elements of a comprehensive Complete Streets policy as defined by the National Complete Streets Coalition.
- Ensure staff in charge of design has received training in how to design complete streets. (You must pass a city resolution to adopt Complete Streets principles. Resolution or ordinance must include all ten elements of a comprehensive Complete Streets policy as defined by the National Complete Streets Coalition.)

Tobacco Policy

- Develop a comprehensive smoke-free policy in all indoor workplaces and public places and adopt a policy to address smoke-free multi-unit housing.
- Develop a comprehensive smoke-free policy in all indoor workplaces and public places and a comprehensive smoke-free policy in all outdoor workplaces and public places.



Healthy Eating & Active Living Policy

- Adopt a Bicycle Master Plan.
- Adopt a Pedestrian Master Plan.
- Update zoning and building codes to encourage mixed-use development.
- Adopt form-based codes for the community or a sub-area of the community.
- Adopt policies to promote outdoor dining.
- Create a policy that facilitates joint-use-of-facilities agreements (such as model joint-use agreements).
- Adopt building codes to require showers, changing facilities, and bike racks in municipal buildings.
- Adopt healthy vending standards in municipal buildings and public parks.
- Implement pricing incentives to increase affordability of healthier foods.
- Offer access to fresh-water drinking fountains.
- Restrict mobile vending of unhealthy foods near schools and public playgrounds.
- Install healthy mobile markets.
- Establish zoning to limit density and location of fast-food establishments.
- Prohibit establishment of new fast-food drive-thrus.
- Establish land-use protections for community gardens and farmer's markets.
- Offer incentives for food retailers in underserved areas.
- Establish a healthy food and beverage policy at city-sponsored youth sporting events.
- Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees.

Built-Environment Changes

- Complete at least one project from the Bicycle Master Plan.
- Complete at least one project from the Pedestrian Master Plan.
- Implement a Complete Streets project.
- Implement a Safe Routes to Schools project.
- Implement permanent strategies to enhance personal safety in areas where people are or could be physically active.
- Establish new community gardens.
- Complete at least one new Placemaking project that fulfills the Power of 10 criteria and includes the four key qualities of successful places as defined by Project for Public Spaces.
- Complete at least one new Urban Greening project.

“The Blue Zones Project helped our community set amazing, aggressive, and achievable strategies that moved the public health agenda further in ten months than I could have expected in ten years.”

— Lois Ahern,
(retired) Director of Freeborn County Health

BLUE ZONES WORKSITE PLEDGE

The Blue Zones® Worksite Pledge promotes evidence-based actions and lifestyle principles to create a healthier work environment and community for employees. Healthy, productive employees come from healthy communities. Therefore, the actions listed below are designed to create a work atmosphere that inspires, encourages, and promotes well-being, not only in the workplace, but also in the communities in which your employees live.

Criteria for Designation

Employers that meet the following criteria will become a designated Blue Zones Worksite™.

- At least 25% of employees sign the Blue Zones Personal Pledge and complete one action.
- Earn at least two-thirds of the total points (each pledge will have a specific point value) by implementing pledge actions.
- Implement at least one pledge action from each category (Leadership, Purpose, Habitat/Physical Environment, Engagement/Creation of Social Networks, Policies and Benefits, Well-Being Solutions).

Worksite Pledge Actions

Leadership

- Ensure that 80% of leaders in the organization complete the online “Leading for Well-Being” modules.
- Add completion of the online “Leading for Well-Being” modules to new manager training.
- Adopt a policy to communicate aggregate company well-being metrics annually.
- Adopt a policy to create and support an employee-led well-being advisory committee.

Purpose

- Prominently display the organization’s vision/purpose in a public place, include it in the employee handbook, and communicate it to employees at least once a year.
- Sponsor training that encourages employees to connect with their own personal purpose.
- Adopt a formal policy that supports employee volunteer activities within the community in which they live (both during and outside of work hours).

Habitat/Physical Environment

- Install workstation or office furniture that provides flexibility to sit or stand while working.
- Complete the Ergonomic Checklist to ensure employees have safe and comfortable ergonomic equipment (i.e., a chair for easy movement and ergonomic keyboard trays, foot rests, and adjustable monitor arms).
- Provide employees with access to “quiet” areas for personal time or heads-down work.
- Provide space and time for breastfeeding during work hours.
- Support micro-breaks to stretch every hour (prompted by software or other workplace cues).
- Stock cafeteria or breakroom with ten-inch plates and tall, narrow glasses.
- Offer walking routes with the number of steps posted throughout work environment and encourage walking meetings.
- Improve indirect office lighting to reduce glare.
- Provide sound masking in open work environments.
- Install adequate number of bike racks (at least one bike rack per 7,500 sq. feet of commercial space).
- Offer on-site employer-sanctioned fitness activities (i.e., yoga, kickball, ping pong, fitness classes, walking clubs, etc.).
- Offer wireless headsets to employees who spend a lot of time on the phone.
- Place live plants at the worksite or have an on-site garden.

Engagement/Creation of Social Networks

- Develop an engagement plan that incorporates communications, incentives, and social events for employees.
- Create a pervasive brand for your health and well-being program.
- Devise an engagement strategy oriented to achieving specific, defined objectives.
- Design incentives to promote participation and outcomes (i.e., to complete an HRA and coaching).
- Promote well-being ideas and information through multiple communication venues (company meetings, team meetings, etc.).
- Hold quarterly educational well-being events (i.e., health fairs, guest speakers, lunch-and-learns).
- Effectively use “place-based media” (i.e., using stairwells, elevators, and restrooms for location-appropriate messages).
- Share updates on program participation levels, positive experiences, and outcomes, including testimonials.
- Enforce policies and practices to ensure privacy and security of personal health information/personal data.
- Host “Lunch with a Co-worker” program and/or lunchtime walking groups.
- Contact at least 50% of independently or locally owned restaurants within walking distance of the worksite and encourage them to take the Blue Zones Restaurant Pledge.

Policies & Benefits

- Make benefits available for full-time employees.
- Design benefits to promote prevention (i.e., flu shots, preventive screenings that are 100% covered).
- Enforce a campus-wide tobacco-free worksite (inside property and on company grounds).
- Ensure at least 50% of food and beverage options in vending machines meet Blue Zones guidelines.
- Make overtime optional, not expected.
- Incorporate flexible work schedules.
- Incorporate paid time off (instead of separate sick/vacation/personal time).
- Actively promote walking or biking to work.

Well-Being Solutions

Preventive Services

- On-site/available biometric screening for employees

Additional Services

- Financial Planning Assistance
- Employee Assistance Programs (EAP)
- 24/7 Nurse-Line and/or Decision Support Tools

Awareness/Education

- Health Risk Assessment/Well-Being Assessment

Coaching (telephonic/onsite/web-based)

- Stress/Depression Management Programs
- Weight Management
- Tobacco Cessation with Coaching and Nicotine Replacement Therapy (NRT)
- Physical Activity
- Nutrition
- Chronic Condition Management

Subsidies

- Weight Management Programs or subsidies (e.g., Weight Watchers)
- On-site fitness center or subsidies to local fitness center



BLUE ZONES RESTAURANT PLEDGE

Since Americans eat out an average of 110 times per year, restaurants play an enormous role in the community's overall diet. The Blue Zones® Restaurant Pledge contains ways to make healthy choices easy choices, inspired by Dr. Brian Wansink's book, *Mindless Eating: Why We Eat More Than We Think*. This designation isn't about taking away popular menu items, it's about making it easier for customers to choose healthy items and creating a healthy dining environment. Becoming a Blue Zones Restaurant sends a message that you are committed to doing your part to help your town become a Blue Zones Community and that you care about your guests.

Criteria for Designation

Restaurants that meet the following criteria will become a designated Blue Zones Restaurant™:

- ❑ Offer at least three healthy main-dish items (excludes salads) that meet the "Healthy Dish Guidelines" (Pledge action #1).
- ❑ Earn at least two-thirds of the total points (each pledge will have a specific point value) by implementing pledge actions.
- ❑ Implement at least one pledge action from each category (Nutrition Improvements, Menu Improvements, and Improvements to the Eating Environment).

Restaurant Pledge Actions

Nutrition Improvements

- Offer at least three main-dish options that meet the "Healthy Dish Guidelines" (excludes salads).
- Offer at least two children's meals that meet the "Guidelines for Healthy Children's Meals" (if applicable).
- Offer only healthy sides (vegetables, salads, etc.) as a default with entrees. Offer fries and chips only upon request.
- Offer fresh fruit or a small-portion/bite-sized (<200 calorie) dessert option.

Menu Improvements

- Optimize your menu.
- Promote half-size portions of top-selling entrees.
- Label menu items with calories, saturated fat, and salt content.

Improvements to the Eating Environment

- Serve entrees on ten-inch plates and drinks in tall, narrow glasses.
- Prohibit smoking on premises, inside and out.
- Promote to-go boxes by either displaying an "Easy To-Go" table tent, or by training the wait staff to tell patrons that to-go boxes are available if they are unable to finish their food.
- Do not serve bread (or chips) before meals unless requested.
- Do not place salt shaker on table unless requested.
- Train servers to only mention healthy sides when taking food orders.
- Serve patrons a glass of water upon arrival and/or leave water pitcher on the table.

"Bottom line: Being a designated Blue Zones Restaurant will provide simple, easy ways to improve my restaurants and the health of our citizens."

— Mike Simms, Owner, Tin Roof Bistro,
Simmy's & Manhattan Beach

BLUE ZONES SCHOOL PLEDGE

The Blue Zones School Pledge shows administrators how to optimize the school environment so that students are encouraged to eat better, move more, reduce sedentary screen time, increase healthy social interactions, and increase mindfulness. It also introduces programs that schools can implement to promote both the physical and emotional health of students. Achieving designation sends a message to students, school staff, parents, city leaders, and the community that your school is committed to doing its part in helping your town become a Blue Zones Community and to providing the best possible environment for students to learn and grow.

Criteria for Designation

Schools that meet the following criteria will become a designated Blue Zones School™:

- ❑ Earn at least two-thirds of the total points (each pledge will have a specific point value) by implementing and enforcing recommended policies and programs in the Blue Zones School Pledge.
- ❑ Complete at least one pledge action from each category (Policies and Programs).

School Pledge Actions

Policies

- Establish a health-and-wellness council that meets regularly at the school.
- Enforce a tobacco-free campus.
- Stop using unhealthy foods for school fundraisers and replace them with foods that meet Blue Zones Guidelines for healthy foods.
- Limit vending machine access during the school day.
- Ensure all snacks meet Blue Zones Guidelines for healthy foods and beverages, including vending machines, a la carte lines, snack lines, snack carts, etc.
- Prohibit soda and other sugar-sweetened beverages on campus, including soda brought in from home.
- Redesign the school lunchroom to nudge students into choosing healthier foods.
- Discontinue using food and food coupons as rewards or incentives by teachers or school staff.
- Prohibit unhealthy food and beverage advertisements (e.g., sodas, sweets, etc.) on school grounds.
- Update cafeteria equipment to support provision of healthier foods.
- Make unhealthy food options, such as desserts and soft drinks, available for purchase with cash only—not debit cards.
- Celebrate birthdays and other events involving food once a month only.
- Prohibit consumption of food and beverages, other than water, in classrooms and hallways.
- Integrate physical activity into daily lesson plans — outside of physical education class.
- Incorporate nutrition education into the curriculum.
- Never use physical activity as a punishment.
- Require that students are physically active during the majority of time in physical education class.
- Require 150 minutes per week (elementary schools) and 225 minutes per week (middle and high schools) of physical activity for all students.
- Require twenty minutes of recess daily for students in elementary school.
- Offer recess before lunch (elementary school only).



Programs

- Receive Bronze Award or above in Alliance for a Healthier Generation Healthy Schools Program.
- Implement a Walking School Bus.
- Create a Farm-to-School Program.
- Plant and maintain a school garden.
- Establish a Healthy Snack Cart Program (elementary school only).
- Establish a program to help students interact with and research older adults (such as the Legacy Project found at www.bluezones.com) (4th through 8th grades).
- Establish a program to train teachers and school leaders on teaching mindfulness skills to students (e.g., MindUP™).
- Use Blue Zones Challenge curriculum (4th through 8th grades).

NOTES

BLUE ZONES GROCERY STORE PLEDGE

Research has shown that having healthy foods available in grocery stores can lead community members to eat healthier. Though you may already be guiding customers to healthy choices, there are opportunities for grocery stores to improve their environments in ways that support shoppers even more.

The Blue Zones® Grocery Store Pledge includes ways to encourage customers to purchase healthier items in the grocery store while preserving profits and attracting new customers. Achieving designation sends a message to customers, staff, and the community that your grocery store is committed to doing its part to help your town become a Blue Zones Community and to providing the best possible environment for helping people make the healthy choice.

Criteria for Designation

Grocery Stores that meet the following criteria will become a designated Blue Zones Grocery Store™:

- ❑ Earn at least two-thirds of the total points (each pledge will have a specific point value) by implementing pledge actions.
- ❑ Implement at least one pledge action from each category (Promote Healthier Beverages, Environment, and Education and Promotions).

Grocery Store Pledge Actions

Promote Healthier Beverages

- Limit portion sizes of sodas in checkout-lane coolers to 12 ounces or less.
- Label healthy beverages in the soda aisle as “healthy alternative to sugar-sweetened beverages.”
- Label healthy beverages in checkout-lane coolers as “healthy alternative to sugar-sweetened beverages.”
- Make water available in all checkout-lane coolers.

Environment

- Create a Blue Zones checkout lane.
- Promote Blue Zones foods in an end-cap display.
- For in-store bakeries, use whole grains in at least 25% of breads (e.g., buns, rolls, loaves, bagels, etc.).
- Create Blue Zones parking spaces (farthest away from the store).
- Designate space in shopping carts for fruits and vegetables.
- Place children’s cereals with lowest nutritional profile on shelves at least 66.3 inches high.
- Increase the display space of select fruits and vegetables.
- Offer mini-size bagels, pastries, and half sandwiches in the deli.

Education and Promotions

- Have an in-store dietitian available full- or part-time.
- Offer taste testing of fruits, vegetables, and/or Blue Zones foods.
- Install “Blue Zones Food” shelf talkers.
- Install “Healthy Alternative” shelf talkers.
- Promote at least one Blue Zones Special a week (from Blue Zones Food List).
- Distribute healthy recipes in store.
- Conduct in-store food demonstrations.
- Host in-store cooking classes.
- Offer grocery store tours.
- Offer in-store scavenger hunt for kids.
- Advertise produce as “local” or “regional” or display producer biographies.
- Provide pre-printed Blue Zones Food Lists.
- Install an audio repeater of healthy options.
- Create grab-and-go veggie and fruit medleys and label packages with the number of servings of fruits and vegetables.
- Cross-promote Blue Zones foods and produce.
- Create healthy brown-bag lunches to-go.

BLUE ZONES®

COMMUNITY POLICY PLEDGE

The world we create for ourselves has an impact on our everyday lives—whether we're aware of it or not. Where we choose to live, work, play, and even the community of people with whom we spend our time, all influence the lifestyle choices we make.

What if you had the opportunity to intentionally create a healthy city where the healthiest choices are also the easiest ones to make? **Imagine a place where grocery stores and farmer's markets make fresh produce more accessible and more affordable than fast food.**

Here it's easier to bike than drive, thanks to better bike lanes providing safe and direct access to work, shopping centers, and parks, all without the hassle of public parking. This community, designed for health and well-being, also makes it easier for our kids to play outside, with safe school playgrounds made available to the public during non-school hours.

This is a city built for active living. It's an environment where city governments can support the health and vitality of citizens by carrying out policies that provide people with healthy opportunities, giving them a supportive nudge toward eating better and moving more naturally.

**Can such a community exist?
Yes!**

WHAT IS THE BLUE ZONES PROJECT?

Across the globe lie Blue Zones® areas, where people reach age 100 at an astonishing rate. Citizens of places like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, have maintained their healthy lifestyles for generations.

The Blue Zones Project™ aims to adopt the lifestyle principles of these areas to transform cities and towns into Blue Zones Communities™, where people can "live longer, better" lives.

Our town is trying to become a Blue Zones Community™. Achieving that goal requires six community sectors to pledge and then act on their specific responsibilities. If each sector does its part, then we will all share the benefits of living in a community where well-being is a way of life.

Becoming a Blue Zones Community requires:

- At least 20% of citizens sign the Personal Pledge and complete one action.
- At least 25% of public schools become a Blue Zones School™.
- At least 50% of the top twenty community-identified employers become a Blue Zones Worksite™.
- At least 25% of independently or locally owned restaurants become a Blue Zones Restaurant™.
- At least 25% of grocery stores become a Blue Zones Grocery Store™.
- Completion of the Blue Zones Community Policy™ Pledge.

BLUE ZONES COMMUNITY POLICY PLEDGE

The Blue Zones Community Policy Pledge enables community leaders to promote healthy lifestyle principles, creating a healthier environment for citizens to live, work, play, and thrive.

Based on reviewed literature, the Blue Zones Project has identified policies that city governments can realistically implement to better support the health and well-being of its citizens. The policies recommended are a compilation of evidence- or theory-based policy recommendations published by the following sources:

- Centers for Disease Control and Prevention
- Institute of Medicine
- White House Task Force on Obesity
- National Prevention Council
- Robert Wood Johnson Foundation

While we tried to choose policies that are directly under the control of city government, we realize the legal landscape is different in every community. Therefore, we recognize that some cities may not have jurisdiction over all policies recommended. The list is intended to be a menu from which communities can choose the policies that make sense for their unique environments. It is up to your town to determine what is feasible.

This pledge contains both public policies and operational policies. Operational policies are more internal to government operations impacting human-resource practices and management of the activities of public-owned property and buildings.

ALIGN YOUR COMMUNITY POLICIES TO ACHIEVE THE BLUE ZONES COMMUNITY POLICY DESIGNATION

Communities that meet the criteria outlined below will earn the Blue Zones Community Policy™ designation. By taking the Blue Zones Community Policy Pledge, you're demonstrating your commitment to creating an environment of well-being for the people of your community, as well as your intentions to strive toward certification as a Blue Zones Community.

BENEFITS FOR BLUE ZONES COMMUNITIES

- Recognition for helping your community reach Blue Zones Community certification
- Makes your community a more attractive destination for businesses and individuals

CRITERIA FOR DESIGNATION

Complete the following criteria to fulfill the policy and built-environment requirements for becoming a Blue Zones Community:

- Earn at least 40% of the total points (17 points or more of 42 possible points) by adopting and enforcing pledge actions.
- Implement at least two pledge actions from Complete Streets, Healthy Eating, and Active Living policies, and complete at least one pledge action from Tobacco policy.
- Implement at least two changes to the built environment that permanently change the environment to nudge people into healthier behaviors.

INSTRUCTIONS

1. Register on the Blue Zones Project website (bluezonesproject.com) to begin the process.
2. Complete the Blue Zones Community Policy Assessment by reviewing each item and checking those that your community is currently doing.
3. By registering and completing the assessment:
 - I agree to ensure formal consideration for adoption of the actions as outlined in the Blue Zones Community Policy Pledge to achieve the Blue Zones Community Policy designation.
 - I agree to display a banner or lawn sign stating my participation in the Blue Zones Project.
 - I agree to allow Healthways and Blue Zones to use the name of our community in their promotion of the Blue Zones Project, and I understand that our inclusion as a participating organization is entirely within the discretion of Healthways and Blue Zones and that our status as a participating organization may be terminated at any time and for any reason.
 - I agree to secure community buildings as meeting places for hosting Blue Zones Project events.
4. Select items you would like to implement in your community. See the supporting materials under "Tips, Tools, and Resources" to help you get started.
5. Update your information online as you make progress.
6. Celebrate your achievements!

BLUE ZONES COMMUNITY POLICY PLEDGE ACTIONS

COMPLETE STREETS POLICY Implement at least two options in this section.

	CURRENTLY DOING	POINTS	WILL DO
1. Pass a city resolution or ordinance to adopt Complete Streets principles.	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Ensure staff in charge of design has received training on how to design Complete Streets. (You must pass a city resolution to adopt Complete Streets principles.)	<input type="checkbox"/>	3	<input type="checkbox"/>
3. Adopt and enforce a street-design guideline manual that supports all Complete Streets elements.	<input type="checkbox"/>	3	<input type="checkbox"/>

TOTAL POINTS COMPLETE STREETS POLICY:

TOBACCO POLICY Implement at least one option in this section.

	CURRENTLY DOING	POINTS	WILL DO
1. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places and a comprehensive smoke-free policy for all outdoor workplaces and/or public places.	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Adopt a comprehensive smoke-free policy for all indoor workplaces and public places and adopt a policy to address smoke-free multi-unit public housing.	<input type="checkbox"/>	2	<input type="checkbox"/>

TOTAL POINTS TOBACCO POLICY:

ACTIVE LIVING POLICY Implement at least two options in this section.

	CURRENTLY DOING	POINTS	WILL DO
1. Adopt an active transportation plan that includes plans for accountability, funding, implementation, and evaluation. ¹	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Implement a policy encouraging neighborhoods to achieve a street connectivity index of 1.4.	<input type="checkbox"/>	2	<input type="checkbox"/>
3. Adopt form-based codes for the community or a sub-area of the community.	<input type="checkbox"/>	2	<input type="checkbox"/>
4. Update zoning and building codes to encourage mixed-use development.	<input type="checkbox"/>	1	<input type="checkbox"/>
5. Adopt a bicycle master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>
6. Adopt a pedestrian master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>
7. Adopt a parking master plan that includes plans for accountability, funding, implementation, and evaluation.	<input type="checkbox"/>	1	<input type="checkbox"/>

¹ If selected, substitutes for bicycle and pedestrian master plans.

ACTIVE LIVING POLICY, continued

Active Living Operational Policies

	CURRENTLY DOING	POINTS	WILL DO
8. Create a policy that facilitates joint-use-of-facilities agreements (such as model joint-use agreements).	<input type="checkbox"/>	1	<input type="checkbox"/>
9. Adopt building codes to require showers, changing facilities, and bike racks in municipal buildings.	<input type="checkbox"/>	1	<input type="checkbox"/>

TOTAL POINTS ACTIVE LIVING POLICY:

HEALTHY EATING POLICY Implement at least two options in this section.

Operational policies can contribute up to half of the total point value in this section.

	CURRENTLY DOING	POINTS	WILL DO
1. Establish zoning to limit density and location of fast-food establishments.	<input type="checkbox"/>	3	<input type="checkbox"/>
2. Prohibit establishment of new fast-food drive-thrus.	<input type="checkbox"/>	2	<input type="checkbox"/>
3. Provide incentives to attract supermarkets/grocery stores to underserved neighborhoods.	<input type="checkbox"/>	1	<input type="checkbox"/>
4. Create policies to increase healthy mobile markets.	<input type="checkbox"/>	1	<input type="checkbox"/>
5. Adopt policies to promote outdoor dining.	<input type="checkbox"/>	1	<input type="checkbox"/>
6. Restrict mobile vending of unhealthy foods near schools and public playgrounds.	<input type="checkbox"/>	1	<input type="checkbox"/>
7. Ensure that community gardens and farmer's markets are allowable uses of city property.	<input type="checkbox"/>	1	<input type="checkbox"/>

Healthy Eating Operational Policies

8. Create pricing incentives to increase affordability of healthier foods.	<input type="checkbox"/>	1	<input type="checkbox"/>
9. Establish a healthy food-and-beverage policy at city-sponsored youth sporting events.	<input type="checkbox"/>	1	<input type="checkbox"/>
10. Adopt healthy vending standards in municipal buildings and public parks.	<input type="checkbox"/>	1	<input type="checkbox"/>
11. Increase access to fresh-water drinking fountains.	<input type="checkbox"/>	1	<input type="checkbox"/>
12. Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees.	<input type="checkbox"/>	1	<input type="checkbox"/>

TOTAL POINTS HEALTHY EATING POLICY:

TOTAL YOUR POINTS:

	POINTS
1. Complete Streets	<input type="text"/>
2. Tobacco	<input type="text"/>
3. Active Living	<input type="text"/>
4. Healthy Eating	<input type="text"/>
Total Points*	<input type="text"/>

*must be 17 or greater

COMMUNITY POLICY BUILT-ENVIRONMENT CHANGES

Implement at least two meaningful environmental changes that permanently change the environment to nudge people into healthier behaviors.

IMPORTANT NOTE: One of the built-environment changes must be fully constructed *after* the initiation of the Blue Zones Project in the community, although it may be prioritized and budgeted *prior* to initiation. The second built-environment change must be a 'marquee' project approved by the city council or the appropriate decision-making body and embedded in the community's general and capital plans with an established work plan to take the project to completion.

- Complete at least one meaningful project from the Active Transportation Plan, Bicycle Master Plan, or Pedestrian Master Plan.**

Please Describe: _____

- Begin construction on a meaningful Complete Streets project.**

Please Describe: _____

- Begin construction on a meaningful Safe Routes to Schools project.**

Please Describe: _____

COMMUNITY POLICY BUILT-ENVIRONMENT CHANGES

- Implement a permanent strategy to enhance personal safety in areas where people are or could be physically active.**

Please Describe: _____

- Establish new community gardens.**

Please Describe: _____

- Complete at least one new placemaking project that fulfills the Power of 10 criteria and includes the four key qualities of successful places as defined by Project for Public Spaces.**

Please Describe: _____

- Complete at least one new urban greening project.**

Please Describe: _____

Working with a team of scientists, author Dan Buettner discovered 9 common characteristics of the world's longest-lived people. The secret lies not in diets or exercise programs, but in creating the right surroundings.

Known as Power 9 these characteristics can help you look and feel younger at every age, even adding up to 12 good years to your life.

MOVE NATURALLY		RIGHT OUTLOOK	
<p>1. JUST MOVE. We can get more physical activity naturally if we live in walkable communities, de-convenience our homes and grow gardens.</p>	<p>2. KNOW YOUR PURPOSE. People who know why they wake up in the morning live up to 7 years longer than those who don't.</p>	<p>3. DOWN SHIFT. To reverse inflammation related to every major age-related disease, find time each day to meditate, nap, pray or enjoy a happy hour.</p>	
EAT WISELY			
<p>4. 80% RULE. It takes your stomach 20 minutes to tell your brain it is full, causing most people to accidentally overeat. Stop when you feel 80% full.</p>	<p>6. PLANT SLANT. Eat mostly beans, nuts and green plants. This is consistent with the USDA's MyPlate recommendations to make fruits, vegetables and grains the majority of your intake.</p>	<p>6. WINE AT 5. If you have a healthy relationship with alcohol, 1 to 2 glasses of wine daily could help add years to your life, especially when consumed with a healthy diet.</p>	
CONNECT			
<p>7. FAMILY FIRST. Living in a thriving family is worth 6 extra years of life expectancy. Invest time in your kids, nurture a monogamous relationship and make your aging parents a regular part of your life.</p>	<p>8. BELONG. Reconnect or reconnect to your faith community, or explore a new one. No matter which faith, studies found that people who devote time to their faith community 4 times a month live an extra 4-14 years.</p>	<p>9. RIGHT TRIBE. Your friends have a long-term impact on your health and longevity. Take stock in who your friends are and expand your social circle to include healthy minded, supportive people. This might be the most powerful thing you can do to add years to your life.</p>	