



BLUE ZONES®

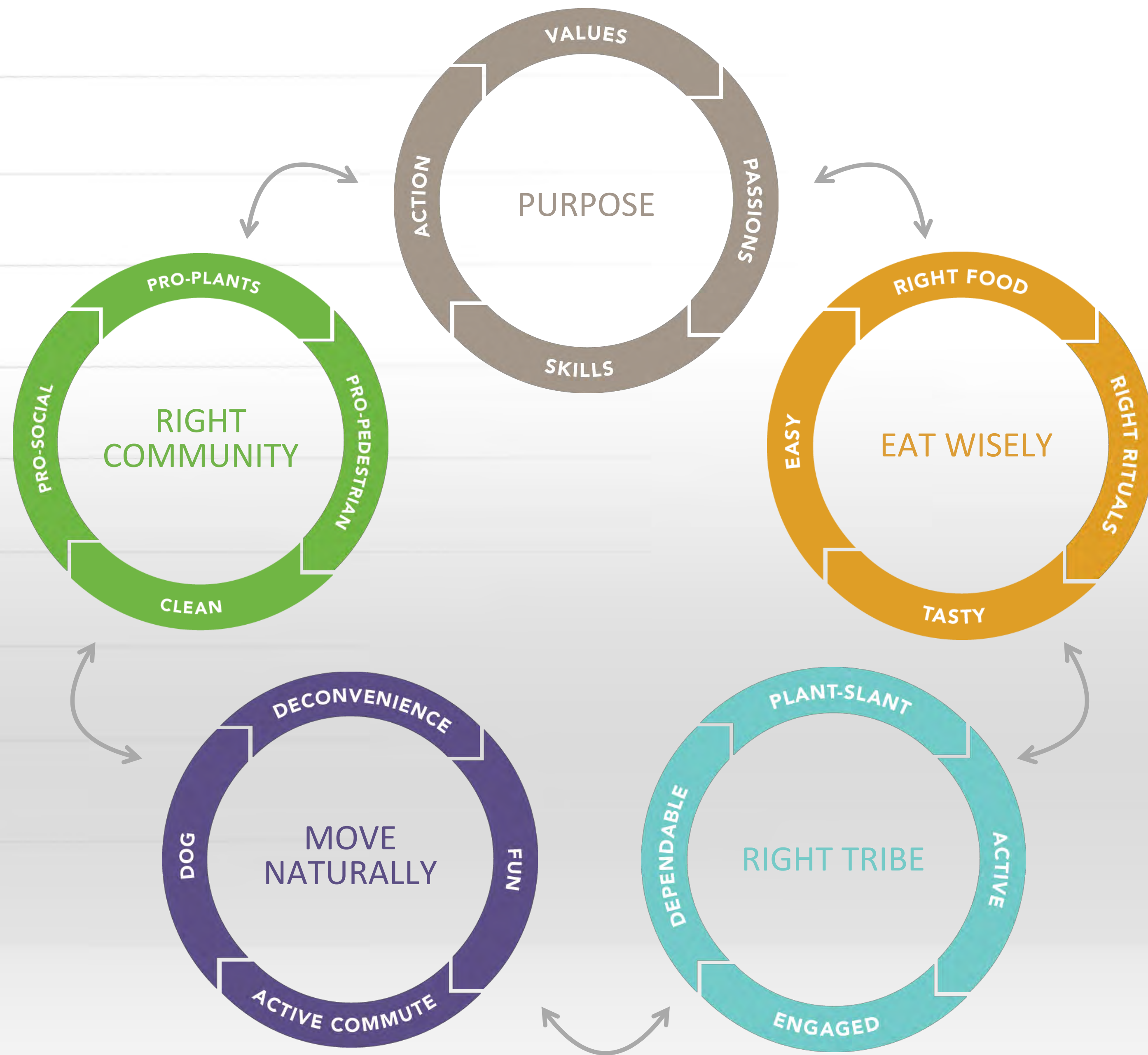
Live Longer, Better™

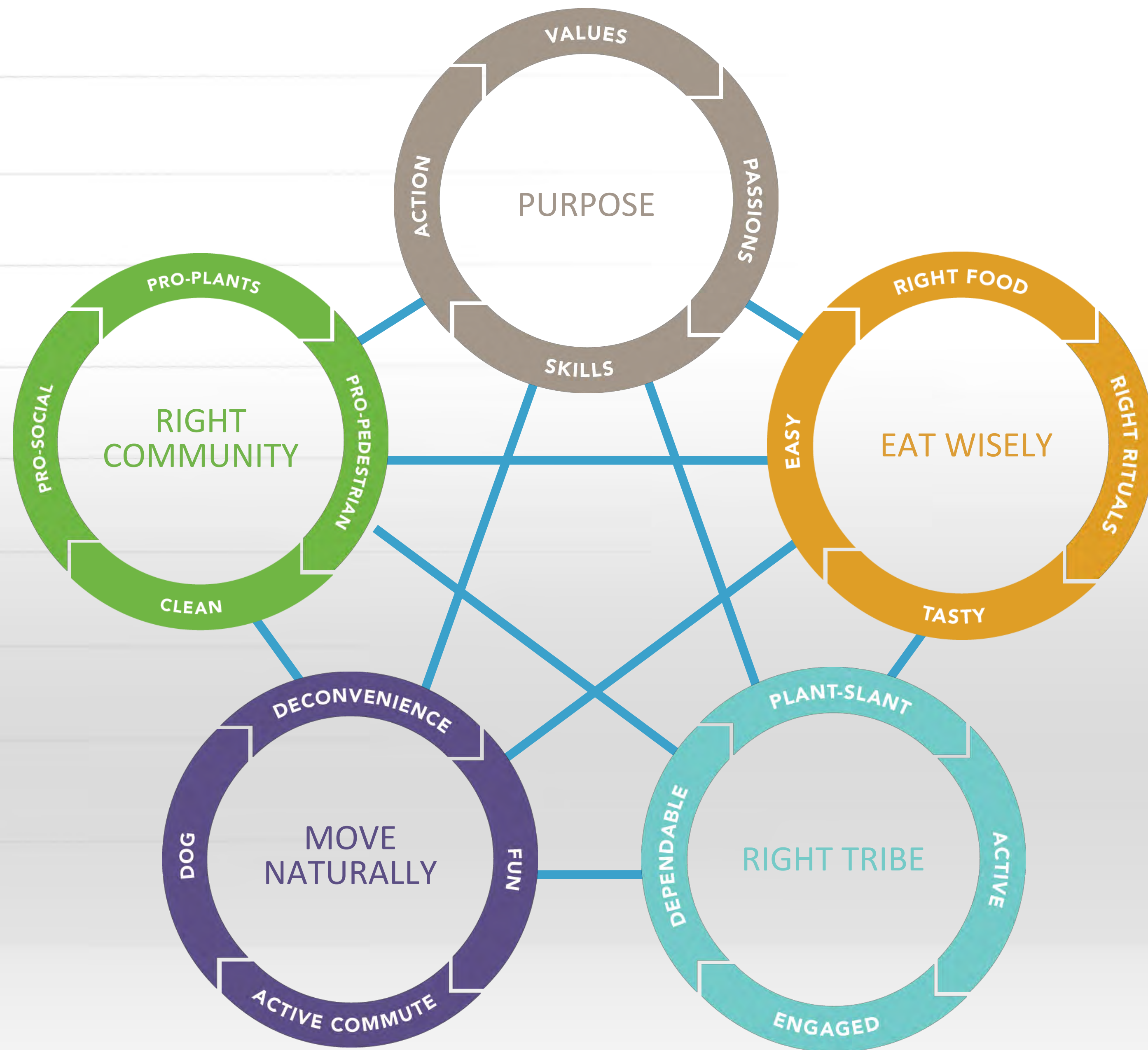


@bluezones



bluezones



























Decline in cardiovascular mortality in North Karelia and other parts of Finland

JAAKKO TUOMILEHTO, JEF GEBOERS, JUKKA T SALONEN, AULIKKI NISSINEN, KARI KUULASMAA, PEKKA PUSKA

Abstract

The trends in mortality from ischaemic heart disease, cerebrovascular disease and coronary mortality were studied for the province of North Karelia and for the rest of Finland. Linear trends in mortality were computed for the population aged 35 to 64 for the period from 1969 to 1982, and changes in mortality between the three year means of 1969-71 and 1980-2 were calculated. In North Karelia, where a community based preventive programme has been carried out since 1972, the annual decline in mortality from ischaemic heart disease in men was on average 2.9%, whereas in the rest of Finland it was 2.0%. For women the respective average annual declines in mortality were 4.9% and 3.0%. The net decline from 1969-71 to 1980-2 in North Karelia was 100 deaths/100 000 men. The annual mortality from ischaemic heart disease declined by 3.6% in North Karelia and by 2.6% in the rest of Finland; in women the decreases were 6.0% and 5.0% a year, respectively. The net decline in North Karelia was 71 deaths/100 000 men. The decline in mortality from all causes was also appreciable in both sexes in North Karelia, but it did not differ significantly from national trends.

Introduction

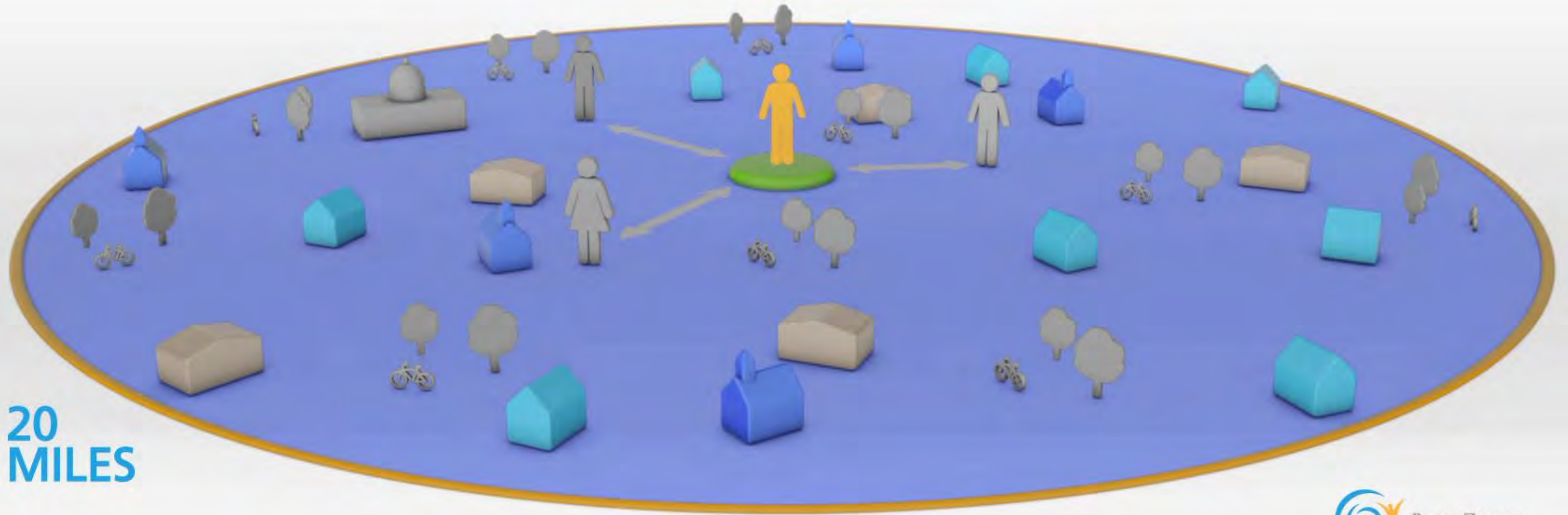
Awareness of the high incidence of cardiovascular disease in Finland as a whole, and in North Karelia in particular,^{1,2} resulted in a comprehensive, community based preventive programme to control cardiovascular disease: the North Karelia project.³ Its aim was to reduce mortality and morbidity from cardiovascular disease by reducing established risk factors, such as smoking, high serum

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LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT



20
MILES





















All Teas

LONGEVITY FOOD

Live Longer, Better!





BLUE ZONESTM
LANE



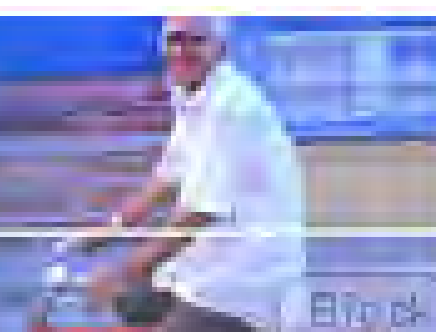
advertised
1.99

1.99

1.99







Behaviors
found in the
Blue Zones

[View disclaimer](#)

[View privacy statement](#)

Outlook

Move

Eat

Belong

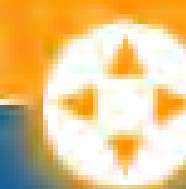
Question 23: During the past week, how many servings of fruit did you eat?

- ☐ 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

Bio Age

31.2

YEARS

Life
Expectancy

95.1

YEARS

Disease-Free
Life Expectancy

79.9

YEARS

Accrued
Years

17

YEARS

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**

**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,





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 habits of the world's longest-lived people. His goal

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 measures—for example, riding their

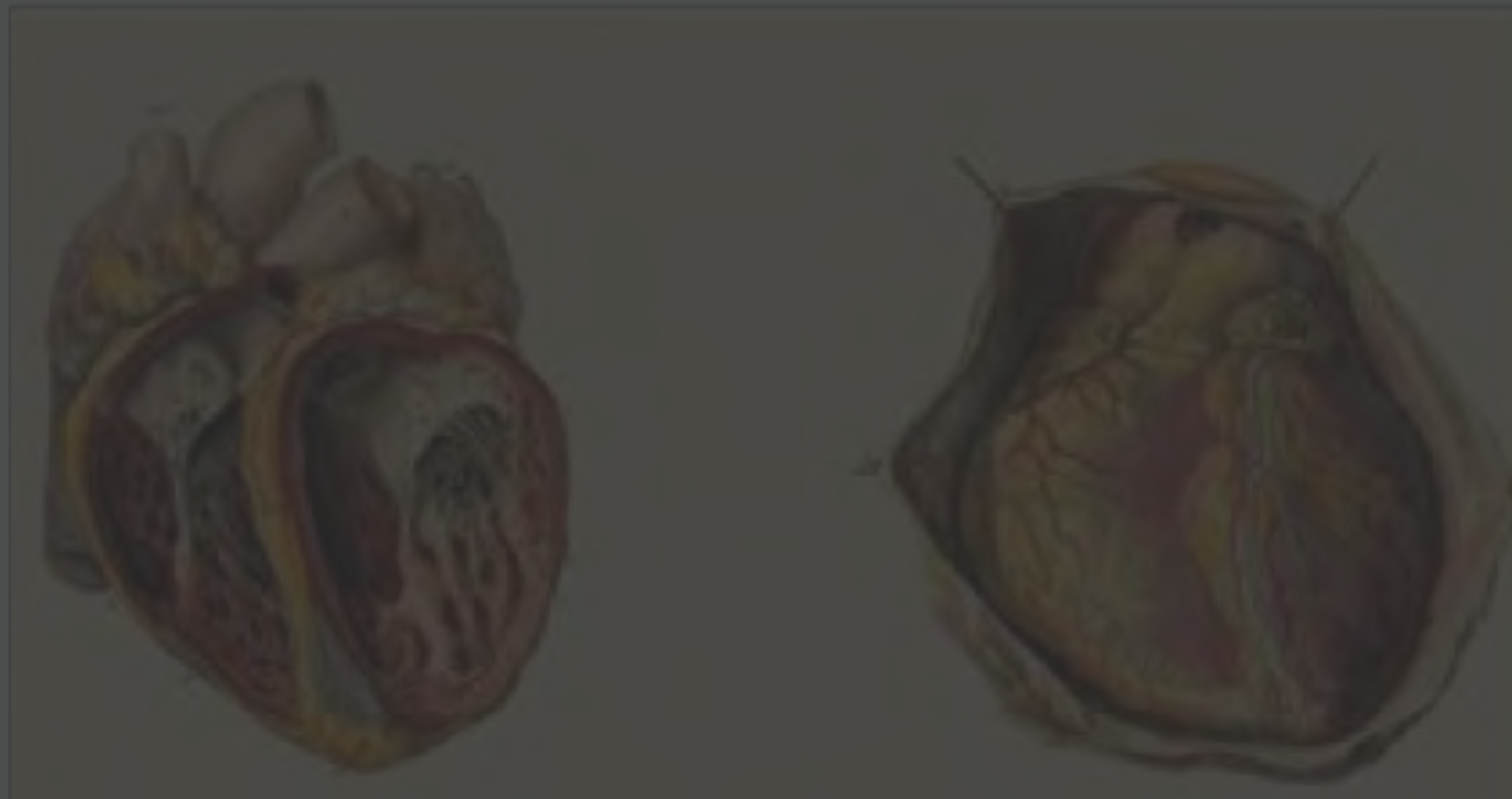
accrue solely to volunteers. Thanks to the influence of social networks, says Buettner, “even the curmudgeons who didn’t want to be involved ended up modifying their behaviors.”

Isn’t it time we all followed Albert Lea’s example? Diet and exercise pro- grams succeed only for lack of will- power, but because the society in which

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.”

“...the results are stunning”







Albert Lea
pop. 18,000

This is a stylized map of the region around Albert Lea, Texas. The map is primarily green, representing land. A horizontal line runs across the middle, representing the border between Texas and Louisiana. To the north of this line, there is a blue area representing the Red River. A blue oval marker is placed on the Texas side of the border, with a white callout box pointing to it. The callout box contains the text 'Albert Lea' in bold blue font, and 'pop. 18,000' in a smaller blue font below it. The map is framed by a light green border at the top and bottom.









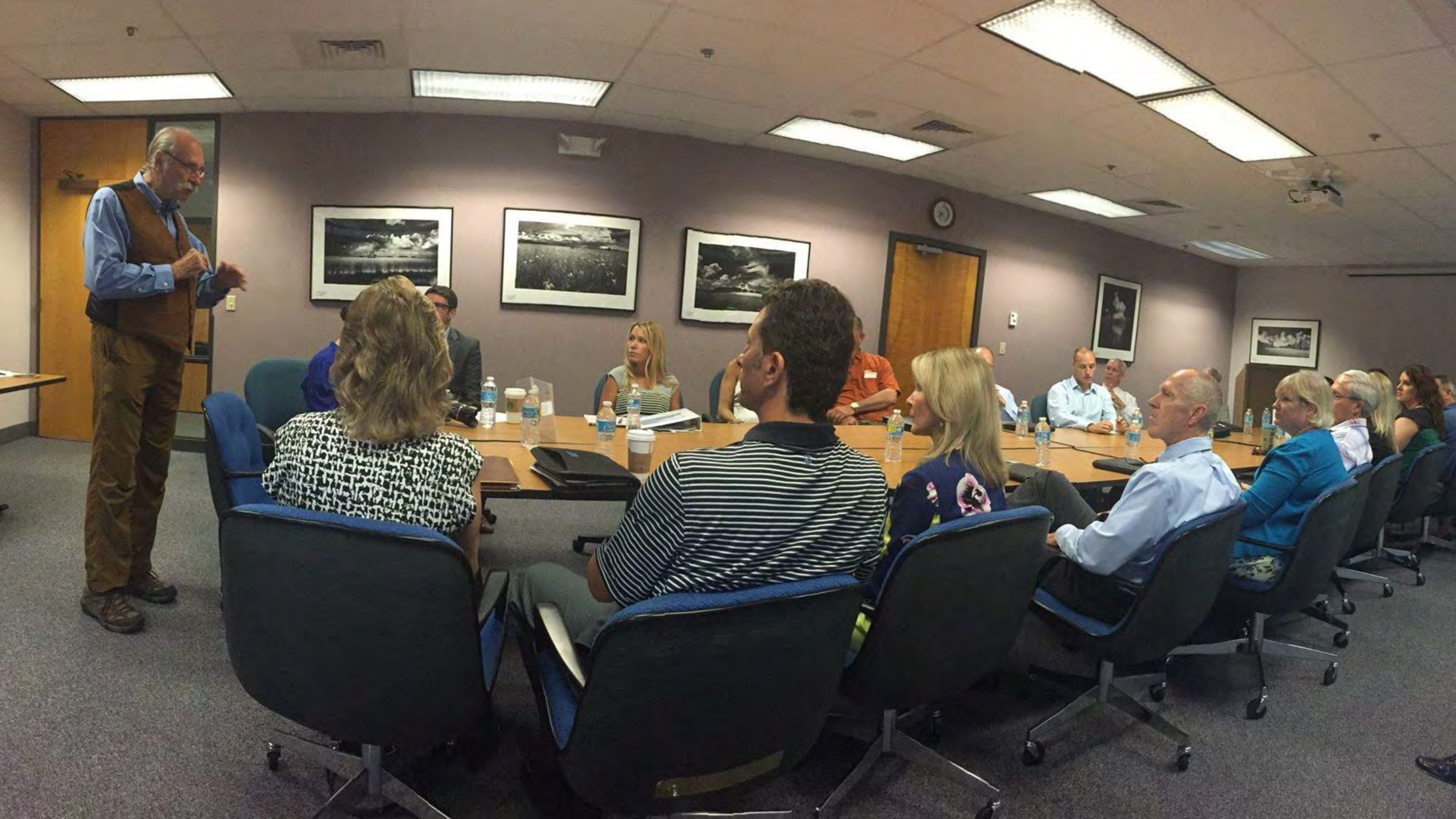












REDONDO UNION
HIGH SCHOOL

Online Bus
Wednesday, October 16th
Students Dismissed @ 12:30

TOW-AWAY
NO
STOPPING
ANY
TIME

REDONDO UNION HIGH SCHOOL







SMOKE-FREE ZONE

H.B.M.C. Section 8.40.020

www.hermosabch.org

SIGNS SAVE LIVES!
JFMAJJASOND
1213141516171819

Merri Sign 12
10111213141516171819

**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



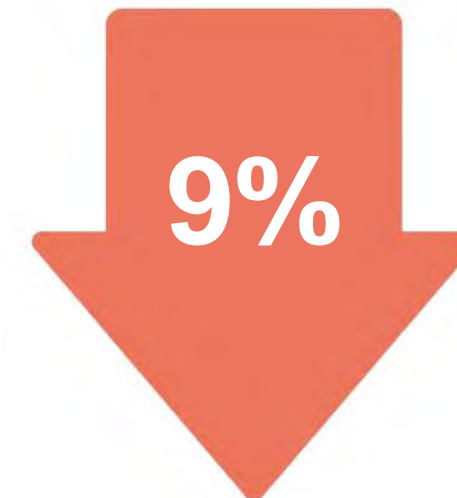
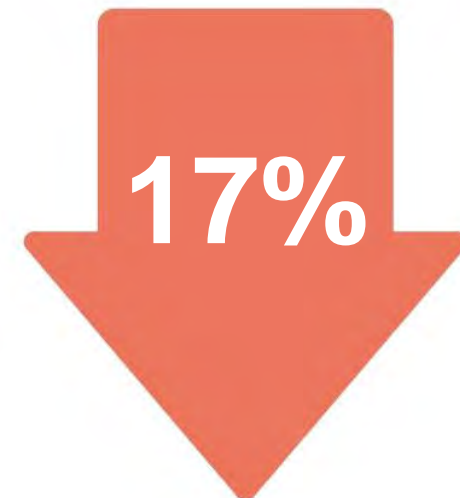
Exercise



Thriving

2010

2015



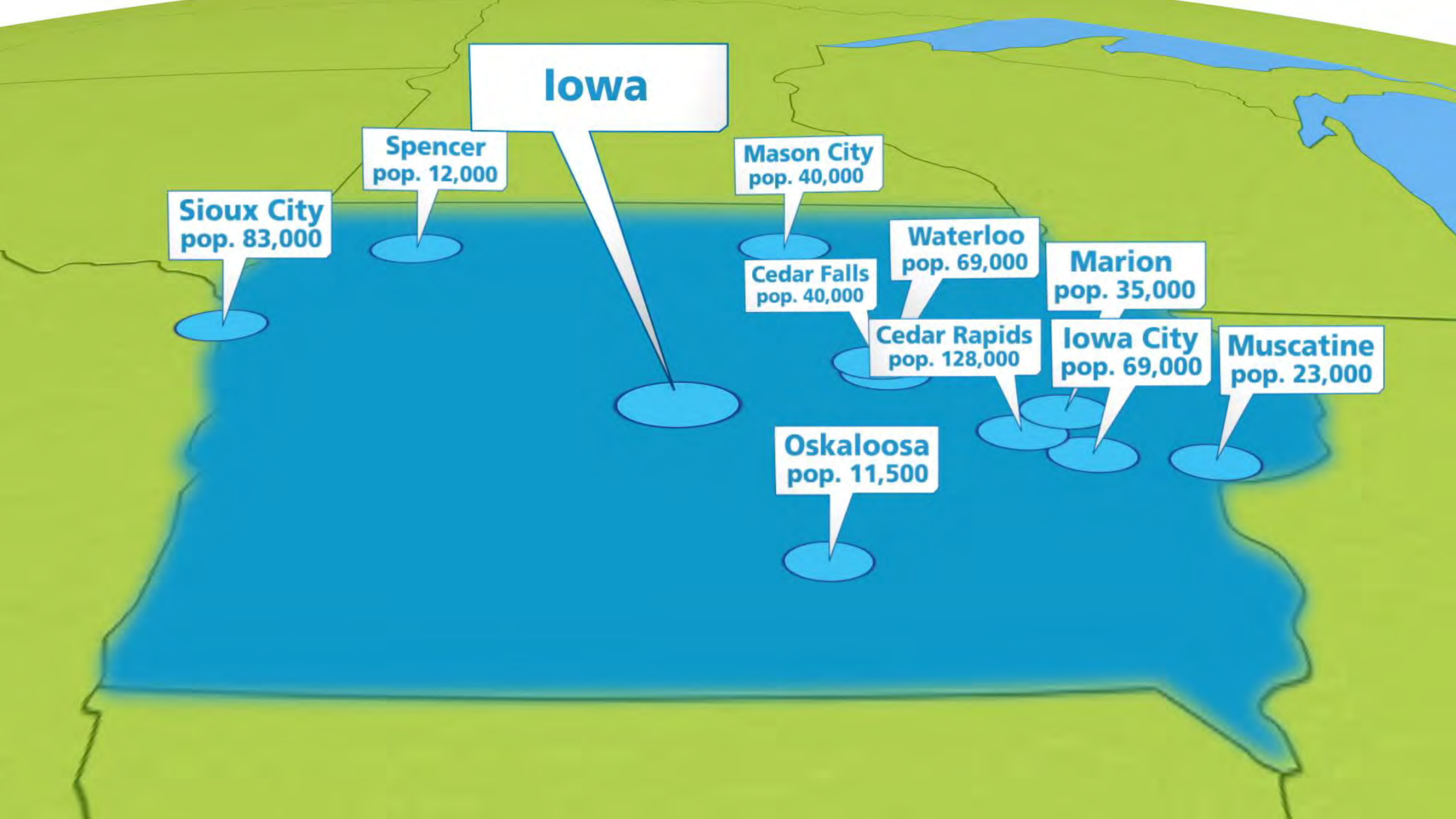


Manhattan Beach
pop. 36,000

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

Blue Zones Project

Fort Worth Results

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

- **13%** decrease in smoking
- **7.2%** decrease in obesity





Fort Worth
pop. 778,000

SCALING: LESSONS

- Start with “ready” communities
- Invest in rigorous measurement
- Harness all local efforts under one banner
- Deploy a well-trained team
- Focus on long-term system changes; an Operating System not a Program
- Orchestrate comprehensive “Perfect Storm”
- Minimum 3-5 year time horizon
- Demonstrate success to scale

84%

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





THE Blue Zones Solution



A Food Guide and Life Design
From the World's Healthiest People

Dan Buettner
New York Times Best-Selling Author

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bluezones.com

