PURPOSE

VALUES

ACTION

PASIONS

SKILLS

RIGHT FOOD

EAT WISELY

RIGHT RITUALS

TASTY

PLANT-SLANT

RIGHT TRIBE

ACTIVE

ENGAGED

DEPENDABLE

PLANT-SLANT

ACTIVE COMMUTE

FUN

DOG

DECONVENIENCE

MOVE NATURALLY

RIGHT COMMUNITY

CLEAN

PRO-PLANTS

PRO-SOCIAL

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

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

Abstract

The trends in mortality from ischaemic heart disease, cerebrovascular disease, and stroke in men and women 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 700 deaths (in 100,000) men. The annual mortality from cerebrovascular disease decreased by 4.1% 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, resulted in a comprehensive, community based preventive programme to control cardiovascular disease: the North Karelia project. Its aim was to reduce mortality and morbidity from cardiovascular disease by reducing established risk factors, such as smoking, high serum cholesterol, etc.
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

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.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>BA</th>
<th>LE</th>
<th>DFLE</th>
<th>AY</th>
<th>LEC</th>
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<td>9/30/08</td>
<td>30.6</td>
<td>96.8</td>
<td>81.2</td>
<td>18.8</td>
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<td>96.6</td>
<td>81.1</td>
<td>18.6</td>
<td>1.5</td>
</tr>
</tbody>
</table>

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%
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 Ikaria, which he considers the world’s top Blue Zone.

"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.

Buettner 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 hatched a proposal as thick as Albert, 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 "we paths"...
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Blue Zones Project

Fort Worth Results

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

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