

BLUE ZONES IGNITE

Blue Zones Ignite helps communities unite partners, clarify priorities, and build the shared commitment needed to launch a transformational well-being initiative.

WHAT IS BLUE ZONES IGNITE?

Blue Zones Ignite is the essential first step for communities exploring a Blue Zones transformation. Over a focused six-month period, the Blue Zones team partners with local leaders to clarify what's possible, what's needed, and who should be at the table across People, Places, and Policy sectors.

Rather than diving straight into a multi-year investment, Blue Zones Ignite gives communities a strategic, low-risk opportunity to understand their strengths, align cross-sector champions, and determine the most impactful path forward.

This is the stage where momentum builds, partnerships solidify, and a shared vision of long-term community well-being begins to take shape.

WHY START WITH BLUE ZONES IGNITE?

Blue Zones Ignite helps communities build the case, the coalition, and the confidence needed to commit to a multi-year transformation. It provides the clarity that funders and partners need to move forward together--and ensures that long-term investment delivers long-term results.



BLUE ZONES
IGNITE™

WHY READINESS AND FEASIBILITY MATTER

Communities succeed when leaders, institutions, and residents move in the same direction. Blue Zones Ignite provides the shared clarity needed to create that alignment, ensuring that all stakeholders understand a community vision and see their place in it. This alignment makes it far easier to secure commitments, funding, and long-term support for a Blue Zones transformation initiative.

By pairing national best practices with local insights, Blue Zones helps communities:



Build a compelling case for investment in community well-being



Identify the partners essential for long-term transformation



Prioritize the policy, people, and place-based strategies that will deliver the greatest impact



Create confidence among sponsors, elected officials, health care leaders, and businesses

THE OUTCOME

Blue Zones Ignite strengthens a community's foundation for a successful well-being initiative. Leaders walk away with a compelling readiness and feasibility report that they can use to align partners and secure funding. The report includes a shared narrative for why Blue Zones is the right strategy, a roadmap that illustrates the most promising opportunities for impact, and creates a clearer understanding of the investment and partnerships required for long-term well-being transformation.

Communities that begin with Blue Zones Ignite are better positioned to launch a full Blue Zones community transformation initiative with strong coalitions, early wins, and a united vision for a healthier future—paving the way for more good years for everyone, everywhere.



BLUE ZONES PROJECT®

Backed by research of the original blue zones—rare longevity hotspots where people thrive into their 100s—we help communities transform by making lasting changes to the environment in which people live, work, and play so that healthy choices are easier.

PROMISES

Live Better, Longer.

Healthier, Happier, More Productive Population

Participating communities have experienced double-digit drops in obesity and tobacco use and have saved hundreds of millions of dollars in healthcare costs



Improved Well-Being

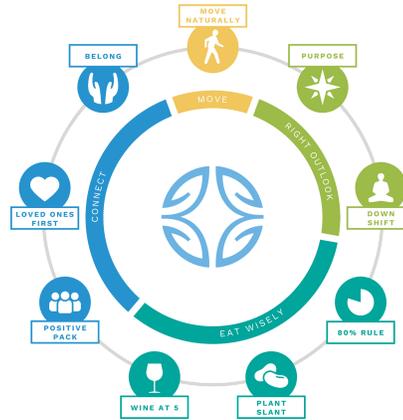


Civic Pride & Economic Development

Our Surroundings Shape Us

Almost all Americans spend 90% of their lives within 20 miles of home. This is the Life Radius, and that is where we focus using evidence-based lessons longevity from the blue zones called the Power 9.

Our proven groundbreaking solution results in lasting changes to our human-made surroundings and systems which collectively nudge people to move and connect more, eat wisely, and develop the right outlook.



POWER 9®



LIFE RADIUS®



The Zip Code Effect

Research shows where we live has a bigger influence on our health than our genetics.



ALBERT LEA, MN

- 49% decrease in medical claims for city workers after one year
- 35% drop in smoking rates since 2010
- 2.9 years added to lifespans within one year



BEACH CITIES, CA

- 25% drop in obese and overweight adults from 2010
- 36% drop in smoking from 2010-2017
- 11% decrease in prescription costs for the public school district since 2011



FORT WORTH, TX

- 31% decrease in smoking from 2014
- In five years, city's well-being score rose from one of the unhealthiest cities in the country to one of the best (185th to 31st)

PROMISES

Live Longer, Better. Sustainable Community Vitality



Improved Well-Being



Civic Pride & Economic Development

MISSION

To empower everyone, everywhere to live longer, better.

Why We're Different

Blue Zones is a pioneer transforming the health and well-being of entire populations through altering environments—the places and spaces where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, Blue Zones represents a paradigm shift to focus on root causes, not just the symptoms.



Your Brand Benefits

Working with Blue Zones is a partnership with a global brand, respected for its pioneering longevity research and groundbreaking work transforming communities in America.

Media interest in Blue Zones work becomes media interest in our community's transformation work.

Where People Live Longer, Better

In 2004, Blue Zones founder Dan Buettner teamed with National Geographic, the National Institutes on Aging, and the world's best longevity researchers to identify pockets around the world where people lived measurably better, longer. In these blue zones, they found that people reach age 100 at rates 10 times greater than in the United States.



The Washington Post

The New York Times

THE WALL STREET JOURNAL

NBC NEWS



“In an age when poor health seems so intractable, you’ve taken this community from a place of resignation to a place of hope.” —Dr. Vivek Murthy, former U.S. Surgeon General, after seeing Blue Zones work in Southern California Beach Cities

National and regional recognition for bringing Blue Zones to the community

Increased community goodwill and customer loyalty

Special updates on work and progress and opportunity to guide and approve the project through their leadership on the Blue Zones steering committee

Elevated brand perception and media exposure

Key recognition & logo placement as local Blue Zones presenting sponsor on national materials

Public recognition at signature local community events

Premium logo placement on the web & on key print promotional materials, communications, and engagement campaigns over the duration of the initiative

Digital recognition and logo placement on the web sponsor page and in ongoing emails and newsletters

