



# BLUE ZONES PROJECT®

SPRING/SUMMER 2021



## What Is Blue Zones Project?

**B**lue Zones Project launched in Southwest Florida in November 2015 and, to date, the project has impacted over 730 organizations and more than 225,000 individuals. If you're hearing about us for the first time, we are a well-being project that works with individuals, homeowners associations, faith-based organizations, restaurants, grocery stores, schools and businesses in the community to help make healthy choices easier. Using National Geographic research that found nine commonalities (the Power 9®) among people around the world who live the longest and healthiest, we provide tips and tools to help people in Southwest Florida also live longer, better lives.

But How? The Power 9 include best practices like; taking time in your day to do something you love in order to de-stress, spending quality time with friends and family, eating more fruits and vegetables, exercising and moving throughout the day, and finding and living your true purpose. By incorporating these practices into your life, you will notice the impact on your health and happiness over time. You don't need to do all of the Power 9, but by adopting as many of the principles as you can, you'll improve your opportunity to live a healthier, happier, longer life.

Blue Zones Project isn't a diet, exercise or healthcare plan. We don't mandate that you adopt certain health practices. It is all about choice. We strive to meet people where they are on their well-being journey. We invite you to make small changes which will lead to big health benefits in the long run. One of our taglines is "Making Healthy Choices Easier". This means, for example, that instead of only offering pastries at your next meeting, you could also offer fruit.

You may have seen or heard about the events and activities that Blue Zones Project offers. Because Blue Zones Project is sponsored by NCH Healthcare System, all of our events, activities and information are completely free. That's right! Free. These events are designed to get people moving, discover and reconnect with their purpose, give back to their community through volunteering and increase socialization and companionship. To date we have more than 4,500 people that have participated in a walking or a potluck group, or Moai® as we call them (a Japanese term for "meeting for a common purpose").

In order to determine the success of the project and to make sure that our work is making an impact in Southwest Florida, Blue Zones Project partners with a nationally recognized survey organization to poll the community. By looking to see if there has been an impact in the five areas of well-being; financial, community, purpose, social and physical, Blue Zones Project can determine what areas can be improved upon, where our resources are needed, and how we're affecting change.

In addition to the survey, we collect metrics to help assure our partnering organizations are moving the well-being needle in a positive way. Measurements allow us to determine where well-being resources are most needed. Individuals can also measure their personal well-being by using the Real-Age tool (bzpsouthwestflorida.sharecare.com). This allows each of us to assess our well-being, periodically. It can be used as a motivator and a guide toward adopting behaviors which may increase your quality and quantity of life.

Over the next few pages, you will learn more about what Blue Zones Project has been up to. By working with city and county policy leaders, with clubs, non-profits, large and small businesses, schools, grocery stores, restaurants, faith-based organizations and homeowners associations, we've been busy collaborating with our many partners, improving the well-being of our community. We hope you'll join us. Together, we can make a difference for now and for generations to come!

Over **730** organizations + **225,000** people engaged

- 134** Worksites
- 102** Restaurants
- 70** Homeowners Associations
- 44** Schools & **17** Pre-Schools
- 3** Universities/ Colleges
- 36** Faith-Based Organizations
- 3** Grocery Stores
- 328** Other Organizations (non-profits, small businesses)



## Resilient SWFL

In the face of natural disasters, economic downturns, and now a pandemic, the Southwest Florida community has shown that it can withstand adversity. We have learned that creating a resilient community requires the engagement of multiple partners with the collaboration of resources, capabilities, skills, and strengths.

This pandemic has exposed a greater need for our community which is why Blue Zones Project has joined a diverse group of organizations and leaders representing all aspects of well-being to offer Resilient SWFL.

This tool kit was created to help address the mental health challenges, food and financial insecurity, business health, general health care, and well-being needs of our community to help build and maintain greater resiliency.

We invite you to access the Resilient SWFL toolkit today. **Together, we are better and stronger.**



[ResilientSWFL.com](http://ResilientSWFL.com)



SCAN ME

## POWER 9

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
- DOWNSHIFT:** 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
- FRIENDS/WINE @ FIVE:** Schedule social time with friends while enjoying healthy drinks
- 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



*"Our community's compassion, generosity, and commitment to serve has played a vital role in managing this challenging pandemic. We have witnessed the emergence of innovations like Resilient SWFL to help us better withstand future challenges. The collaborative environment with Resilient SWFL is a key piece to fulfilling our overall objective for a happier, healthier community now and in the future."*

**NCH President and CEO, Paul Hiltz**

Sponsored by



# How Can YOU Live Longer, Better?

Blue Zones Project is a “we” project, meaning that if we all get involved, we can make a greater impact on our own well-being, as well as help our family, friends and community thrive. So, how can you get involved?

## PARTICIPATE

- Visit [SouthwestFlorida.BlueZonesProject.com/Pledge](http://SouthwestFlorida.BlueZonesProject.com/Pledge) to sign the online pledge (no money involved). After you sign up, you’ll begin receiving our monthly e-newsletter which will keep you “in the know” about activities and events, as well as recipe ideas and more.
- Attend a Live Longer, Better Presentation (see upcoming dates on the last page of this brochure). This will give you all the information needed to get you and/or your organization involved. You can also register your organization here - [southwestflorida.bluezonesproject.com/organization/signup-start](http://southwestflorida.bluezonesproject.com/organization/signup-start). We’ve helped all types of organizations from schools to non-profits, and worksites of all sizes boost their well-being.
- Some say you’re as young (or old) as you feel. Have you used the RealAge tool to get an estimate of your body’s “real age” and a customized well-being plan? Use the free tool today at [BZPSouthwestFlorida.sharecare.com](http://BZPSouthwestFlorida.sharecare.com).
- Attend a Blue Zones Project Purpose Workshop. People who know their purpose can live up to seven years longer. (See upcoming dates on the last page of this brochure).

Using National Geographic research that found nine commonalities (the Power 9®) among people around the world who live the longest and healthiest, we provide tips and tools to help people in Southwest Florida also live longer, better lives.



## CURRENT BLUE ZONES PROJECT \* PARTICIPATING ORGANIZATIONS

Blue Zones Project® is a well-being improvement initiative that makes healthier choices easier. When individuals and organizations participate, even small changes add up to big improvements, lowered healthcare costs, and a higher quality of life for all.

### FAITH BASED ORGANIZATIONS

C3 Church Naples Florida  
 Celebration Community Beach  
 Christus Victor Lutheran  
 Church of the Nazarene  
 Cornerstone United Methodist  
 Jubilee Fellowship of Naples  
 Legacy Church Estero  
 Mayflower Congregational UCC  
 New Haitian Church of the Nazarene  
 Naples United Church of Christ  
 Rock Of Refuge  
 Saint John the Evangelist Catholic  
 St. Agnes Catholic  
 St. John’s Episcopal  
 The Arlington of Naples  
 The Springs of Bonita  
 Unitarian Universalist Congregation of Greater Naples  
 Unity of Naples

### GROCERY STORES

Wynn’s Market, Naples

### HOA’S, CLUBS, AND RESIDENCES

Arbor Trace  
 Bayfront  
 Bonita Lakes  
 Copperleaf  
 Countryside Golf and Country Club  
 Crystal Lakes RV Resort  
 Del Webb Naples  
 Delasol  
 Diamond Oaks Village  
 Discovery Village at Naples  
 Fiddlers Creek  
 Foxfire Golf and Country Club  
 Glades Golf and Country Club  
 Island Walk  
 Landmark Naples  
 Marbella Isles  
 Naples Heritage Golf and Country Club  
 Naples Lakes Country Club  
 Naples Reserve  
 Palmira Golf and Country Club  
 Pelican Landing  
 Preserve at Corkscrew  
 Quail Creek Country Club  
 Riverwoods Plantation  
 Sapphire Lakes  
 Stonebridge Country Club  
 Tavra Condominium at Bonita Bay  
 The Arlington of Naples  
 The Community of Bonita Bay  
 The Dunes  
 The Glenview at Pelican Bay  
 Tidewater by Del Webb  
 TwinEagles  
 Vanderbilt Country Club  
 VeronaWalk  
 Village Walk of Bonita Springs  
 Village Walk of Naples  
 Vineyards Country Club  
 Wildcat Run Golf and Country Club  
 Windstar on Naples Bay  
 Worthington Country Club  
 Wyndemere Country Club

### OTHER ORGANIZATIONS

Above Board Chamber  
 A Plant Based Diet  
 ABN Law

### OTHER ORGANIZATIONS(cont’d.)

Artichoke and Company  
 Barre Fusion  
 Beautiful Health  
 Beyond Motion  
 Calusa Garden Club of Marco Island  
 Ginsberg Eye Ophthalmology  
 Benison Center  
 BKS Yoga Studio LLC  
 Be Well in Paradise  
 C2 Communications  
 Cafe of Life  
 Cancer Alliance of Naples  
 Central Auto Center  
 Cheryl Korbel- DoTERRA  
 Children’s Dentistry of Naples  
 Ciccarelli Advisory Services  
 Circle C Farm  
 City of Naples Fire Department  
 Coldwell Banker Naples 5th Ave  
 Cora Physical Therapy  
 Creative Business Coaches  
 Creative Connection  
 Cypress Cove Conservancy  
 Davidson Engineering  
 Denise A Pancyrz LLC  
 Dr. Svetlana Kogan  
 E. Sue Huff & Associates, Inc.  
 Edible Arrangements Naples  
 Emmanuel Community Park  
 Escape Hatch 2 Wellness  
 Estero Body Bootcamp  
 Estero Chamber of Commerce  
 Estero Family Chiropractic  
 EXP Realty - The Sprigg Group  
 Fairways Inn of Naples  
 Fit2Run  
 Florida SouthWestern State College  
 Fundamental Health Solutions  
 GAIN (Growth and Improvement Never Ending)  
 Greater Naples Fire Rescue District  
 Greenmonkey Yoga  
 Guadalupe Center  
 HBK CPAs and Consultants  
 Horizon Wellness - Hire A Daughter  
 Iconic Journeys  
 I’m Simply Nutty- Food Vendor  
 Including ALL Children  
 Island Coast Dentistry  
 It Starts With You Wellness  
 Joyful Yoga and Ayurvedic Spa  
 Jubilee Fellowship of Naples  
 Just Breathe LLC  
 KAJ Gallery  
 Kava Culture Kava Bar  
 Kingdom Mobilization  
 Lancit Digital Media  
 Lean and Green Body LLC  
 Let’s Talk Dementia  
 Life in Naples  
 Lifestyle Beverages Distributors  
 Literacy Volunteers of Collier County  
 LiveWell Southwest Florida  
 LivingWell Chiropractic  
 Local Roots LLC  
 Longevity Performance Center  
 Love In Hands Massage Therapy  
 Love Yoga Center  
 Love Your Life with Suz  
 LoveINC of South Lee and North Collier Communities  
 M Room Company USA

Marco Island Rotary Sunrise  
 Marsh Paddlers  
 Max Flex Fitness  
 MaxxCard  
 Meals of Hope  
 NAMI OF COLLIER COUNTY  
 Naples Abundant Health Chiropractic  
 Naples Art Association  
 Naples Culinary Walks  
 Naples Family Fitness Center  
 Naples Fit Body Boot Camp  
 Naples Green Scene  
 Naples Historical Society  
 Naples Interagency Council  
 Naples Park Central Hotel  
 Naples Personal Training  
 Natural Wines Naples  
 Neighborhood Organics  
 New Balance Naples  
 New Horizons of Southwest Florida  
 Oils are a Gift  
 Our Yoga Place  
 Pace Center for Girls  
 Patient Best  
 Pickleball For All  
 Plan B Connections  
 Powerful You  
 Preferred Travel of Naples  
 Project Evolve  
 Purely You Spa  
 Purple Panda Wellness  
 Purple Spoon Culinary  
 Regions Private Wealth  
 Rejuvenate Active Recovery Centers  
 Right At Home  
 Rotary Club of Immokalee  
 Sage Events LLC  
 Sagewood Institute  
 Senior Housing Solutions  
 Shangri-La Springs  
 Siena Wealth Advisory Group  
 Smart Choices Healthcare  
 Southern Tropics Pickleball  
 Spark Health Technologies  
 STARability Foundation  
 Strand Sisters  
 Sunshine State Podiatry  
 SWF UTK Alumni Chapter  
 Swimtastic Swim Schools  
 SYC Yacht Brokerage  
 Synergy Elite Medical  
 The Greater Naples Chamber of Commerce  
 The Hotel Escalante and Veranda E  
 The Moorings Inc  
 The Spice and Tea Exchange of Naples  
 The Waterside Shops  
 Think Outside the Diamond  
 Tidewater FirstService Residential  
 Tigers Den Salon  
 United Way of Collier County  
 US Open Pickleball Academy  
 Women Of The 239  
 YMCA of South Collier

### RESTAURANTS

21 Spices by Chef Asif  
 Baleen, La Playa Beach Resort, Naples  
 BRK Pizza, Naples  
 Cafe Nutrients  
 CJ’s on the Bay, Marco Island  
 Coast, Edgewater Beach Hotel  
 Cosmos Ristorante & Pizzeria

EE-TO-LEET-KE Grill - Seminole  
 Casino Hotel Immokalee  
 Fify’s Caribbean Cuisine, Immokalee  
 First Watch Granada Shoppes  
 Jason’s Deli, Naples  
 Juicelation, Naples  
 Island Walk Bar & Grill  
 LuLu B’s Diner  
 Mel’s Diner, Naples  
 Naples Flatbread, Miromar Outlets  
 Oakmont at The Vineyards (Private)  
 Old 41 Restaurant, Bonita Springs  
 Organically Twisted, Naples  
 Palladio Trattoria, Bonita Springs  
 Riverwalk at Tin City, Naples  
 Shula’s Steak House, Naples  
 Skilletts, Bonita Springs  
 Skilletts, Lely  
 Skilletts, North Naples  
 Skilletts, Parkshore  
 Skilletts, Pavilion  
 Skilletts, The Strand  
 Skilletts, University Village  
 Sunburst Café  
 Survey Café, Bonita Springs  
 The Boathouse on Naples Bay  
 The Bowl, Naples  
 The Bowl Central, Naples  
 The Cafe at Bonita Beach  
 The Café on 5th, Naples  
 The Local, Naples  
 The Wave Cafe - NCH North Hospital  
 Tree Top Cafe - NCH Baker Hospital  
 True Food Kitchen, Naples  
 Vanderbilt Country Club (Private)  
 Vyne House at Talis Park (Private)

### PRE-SCHOOLS

Bears Den  
 Camp Discovery  
 Gaynor Early Learning  
 Guadalupe Center  
 Naples Preschool of the Arts  
 Pathways Early Learning Center  
 Waves of Wonder

### SCHOOLS

Big Cypress Elementary  
 Bonita Springs Charter  
 Bonita Springs Elementary  
 Corkscrew Elementary  
 Golden Gate Elementary  
 Gulf Coast Charter Academy South  
 Gulfview Middle  
 Immokalee Technical College  
 Lake Park Elementary  
 Lake Trafford Elementary  
 Lely Elementary  
 Lorenzo Walker High School & College  
 Mike Davis Elementary  
 Naples High  
 Naples Park Elementary  
 Osceola Elementary  
 Palmetto Elementary  
 Pelican Marsh Elementary  
 Pine Ridge Middle  
 Pinecrest Elementary  
 Poinciana Elementary  
 Sabal Palm Elementary  
 Saint Ann School  
 Saint Elizabeth Seton Catholic School  
 Sea Gate Elementary  
 Tommie Barfield Elementary  
 Veterans Memorial Elementary

### COLLEGES & UNIVERSITIES

Florida Southwestern, Collier

### WORKSITES

Arthrex  
 Artis-Naples  
 Avow  
 Blue Zones Project SWFL  
 Bonita Springs Charter School  
 Bonita Springs Elementary School  
 Boys and Girls Club of Collier County - Immokalee  
 Bridging the Gap Physical Therapy  
 CID Design Group  
 City of Marco Island  
 City of Naples  
 Collier County Government BCC  
 Community Health Partners  
 Countryside Golf and Country Club  
 David Lawrence Behavioral Health Centers  
 District School Board of Collier County  
 Eagle Creek Golf and Country Club  
 FineMark National Bank and Trust Naples  
 FineMark National Bank and Trust Bonita Springs  
 Florida Blue - Estero  
 Florida Department of Health-Collier  
 Florida SouthWestern State College - Collier Campus  
 Foot Solutions Estero  
 Foxfire Golf and Country Club  
 Golf Club at Palmira  
 Grace Place for Children and Families  
 Guadalupe Center  
 Gulfshore Concierge Medicine  
 Gulfshore Insurance  
 Healthcare Network of Southwest Florida  
 Hodges University  
 Immokalee Foundation  
 Lee County Public Schools Administration  
 London Bay Homes  
 Moorings Park  
 Naples Botanical Garden  
 Naples Coastal Animal Hospital  
 Naples Players  
 Naples Zoo  
 NCH Healthcare System  
 PBS Contractors  
 RCMA Immokalee  
 Renaissance Center Club  
 RGB Internet Systems Inc.  
 Spectrum Concierges  
 SWFL Inc. Chamber of Commerce  
 The Arlington of Naples  
 The Club at Mediterra  
 The Commons Club at The Brooks  
 The Hertz Corporation  
 The Naples Beach Hotel  
 The Shelter  
 Thomas Riley Artisans’ Guild  
 Vi at Bentley Village  
 Wyndemere Country Club

\*Participating as of April 1, 2021

Want your organization to become Blue Zones Project recognized?

Register at [SouthwestFlorida.BlueZonesProject.com](http://SouthwestFlorida.BlueZonesProject.com)

# EXPERIENCE BLUE ZONES PROJECT IN SOUTHWEST FLORIDA...

## Engaging Individuals to Live Longer, Better®



To engage individuals in our community, we offer many activities that include Walking and Potluck Moais® (Moai means a group of people coming together for a common purpose), well-being challenges, RealAge tool, monthly volunteering opportunities throughout the community, and purpose workshops, an interactive seminar that helps you discover your unique gifts and talents. Why do we offer these activities free to the community? Because we know people who have a strong sense of purpose, who volunteer, and have supportive relationships live longer, happier lives. Recently, Blue Zones Project has expanded its digital outreach for well-being with new web pages. Online visitors can now access all of our Power 9 well-being activities in one place. Visit, [swfl.bluezonesproject.com/onlinepower9](http://swfl.bluezonesproject.com/onlinepower9) to see our full library of down shift, plant slant, and move naturally videos. Want to read up on the latest and greatest well-being news surrounding Blue Zones Project? Or, perhaps you want to take a trip down memory lane and learn about the first organizations to join the project. Visitors can now access all of our news articles and videos organized by sector and year dating all the way back to 2016. Visit [swfl.bluezonesproject.com/news](http://swfl.bluezonesproject.com/news). We also want to recognize our champion volunteers who give of their time and talent to make Southwest Florida a happier and healthier place to live. To view highlights of some of those who serve their community with Blue Zones Project, visit [swfl.bluezonesproject.com/champion](http://swfl.bluezonesproject.com/champion).

## Helping Our Youth Thrive

Blue Zones Project efforts in local schools, preschools and daycares are focused on teaching healthy habits early on in life. Research shows that healthier students earn higher test scores, have higher attendance rates and tend to be more socially connected. There are currently 44 schools that are Blue Zones Project Approved. Collier and Lee Public School Districts have been actively involved with Blue Zones Project. Recently, **New Beginnings** has adopted bi-weekly breathing and stretching classes taught by **Julie Frizzi**, children's book author, Blue Zones Project wellness champion, yoga instructor, and district school counselor with **Collier County Public Schools (CCPS)**. Powerful stretches, breathing exercises, and positive self-talk are all part of the class that are helping students in many ways. Part of CCPS, New Beginnings is located in Immokalee and Naples, and is an alternative school program designed to accelerate the academic progress and develop positive social skills in students grades 1-8 who have committed zero tolerance offenses and/or been significantly disruptive to the education of others and themselves. Through breathing and stretching, New Beginnings youth learn to become aware of how their internal state is affecting their thoughts, feelings, and actions. "Stress and anxiety in youth is at its highest," says Frizzi. "The miraculous human body is a machine equipped with internal tools to heal and regulate through trauma and difficult times and these students are learning to access these free tools and find their internal power."



## Engaging Faith Based Organizations & Homeowners Associations

By working with Faith-Based Organizations (FBOs) and Homeowners Associations (HOAs), Blue Zones Project can help foster social connection that leads to friendships and support networks. Yes, even FBOs and HOAs can become Blue Zones Project recognized. **TwinEagles** and **Diamond Oaks Village** combined the Power 9 principles of **purpose** and **move naturally** with their fundraising walks. **TwinEagles** held a community walk with over 180 members in support of the Lustgarten Pancreatic Cancer Research Foundation. All proceeds went



towards research for pancreatic cancer that has personally affected members of the TwinEagles community, and is expected to affect 60,430 people nationally in 2021 according to the American Cancer

Society. **Diamond Oaks Village** in Bonita recently organized a one-mile walk around their community to benefit the Parkinson's Association of SWFL. Eighteen residents participated to help fight the disease that affects nearly 1 million people in the US according to the Parkinson's Foundation. The walk took on a personal note with Diamond Oaks Village Leasing Consultant, Leah Johnson whose mom is battling Parkinson's, and several other participants who are fighting the disease. Tony Serrano, Field Marketing Manager at Diamond Oaks Village added, "The residents love to socialize and stay active which this event afforded them the opportunity to do. On top of that, they donate their time and money to causes that they believe in."

Blue Zones Project has partnered with **Emmanuel Communities** and **Meals of Hope** in organizing Wellness Wednesday food distributions to help those in need. Once a month, the Blue Zones Project team distributes well-being information along with Power 9 grocery bags filled with food for hundreds of families.



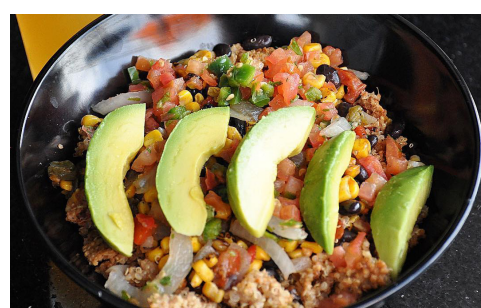
## Creating Healthy Worksites

Since many of us spend more than 40 percent of our day at work, it's important for Blue Zones Project to partner with businesses to help shape well-being in the workplace environment. Employees with higher levels of well-being are shown to perform better, have higher productivity and reduced absenteeism. By having healthier employees, an employer can experience lower healthcare costs and reduced turnover, which also allows them to attract top talent by being a worksite of choice. Worksite **Markham Norton Mosteller Wright & Company P.A. (MNMW)** has a long-standing tradition of taking care of their employees, especially during tax season. They usually treat them to free chair massages in the office, bring in puppies to relieve stress, and provide healthy snacks and meals to fuel their employees as they race toward their April 15<sup>th</sup> finish line. This year, with the majority of their employees working from home, the MNMW FUN Committee (their employee wellness team) decided to partner with Blue Zones Project Approved Restaurant, **Jason's Deli**, to deliver healthy lunches to their employees at home. "We wanted to recognize the hard work of our team with a surprise and support a small business in our community," said Jessica Walker, Manager and Consultant at MNMW. "We partnered with Jason's Deli to try and get a healthy snack box created. Jason's Deli delivered on both!" Each employee received a box full of a healthy lunch, plant-based snacks, and a bottle of red wine to open for an upcoming Wine @ 5:00 team Zoom call. This collaboration is a perfect example of how Blue Zones Project organizations work together to bring healthier choices to one's life radius.



## Restaurants Growing a Healthy Business

There are currently 46 Blue Zones Project Approved™ restaurants in Southwest Florida, and we are looking for more restaurants to join us throughout Collier County, Bonita, and Estero. If your favorite restaurant is not already approved, connect them with us at [bluezonesprojectswfl@sharecare.com](mailto:bluezonesprojectswfl@sharecare.com). Everything we do to help them grow a healthy business comes free of charge thanks to our sponsor. We provide free coaching, menu design, printing, and marketing support to



help them attract new customers and increase sales. Blue Zones Project Approved restaurants offer great tasting meals that are also good for you, making the healthy choice the easy choice. In Blue Zones®, the longest living and healthiest people consume more plant proteins. Offering a few plant-based whole grain dishes helps a restaurant attract even more customers by offering

something for everyone. Look for the Blue Zones Inspired checkmark logo and enjoy a meal you can feel good about!

## Grocery Stores Providing Healthier Options

Have you ever wondered why fresh produce is typically located around the outside of a grocery store, while frozen, canned, and dried foods are in the middle? Fresh produce is delivered weekly, so easy access to delivery doors makes sense. Frozen, canned, and dried foods have a longer shelf life, so they can be merchandised in the middle of the store. Shopping the "outside" of a grocery store allows us to fill our cart with the healthiest and most nutrient-dense foods. Some grocers even put fresh produce near the entrance. This "fresh first" approach helps to increase their sales. When your shopping is done you head for the registers. This is where most grocers bombard you with unhealthy snacks, sugary candies, and sodas. A Blue Zones Checkout lane contains none of that. The healthy drinks and snacks offered are good for you, and they are also good for the grocer's bottom line. Connect your local grocery store or neighborhood market with [bluezonesprojectswfl@sharecare.com](mailto:bluezonesprojectswfl@sharecare.com) and we will help them, free of charge, to grow a healthy business.



## Policy Leaders Making Healthier Choices Easier in Southwest Florida

Did you know that Blue Zones Project works with both city and county government in Collier County and in Bonita Springs and Estero? We work in three major policy areas including: tobacco, food, and built environment for better movement and accessibility. The **City of Bonita Springs** has completed **the West Terry Street marquee project**. The multimodal focus of the project will safely serve the needs of all users: pedestrians, bicyclists, transit users, people with disabilities, seniors, school-age children, and drivers. This is done through expanded sidewalks, multi-use paths, on-street bikeways, and direct connections between transit stops, destinations and new crossings. Terry Street was specifically selected for the following reasons:

- 32% of the City's population lives along the corridor
- 22% of the City's workers work along the corridor
- 58% of the City's parks are along the corridor
- 9% of City crashes occur along the corridor
- 3 crashes occurred on average weekly along the project corridor between 2012-17

**Congratulations City of Bonita planners and leaders for optimizing well-being!**

Before marquee project



Crowded sidewalk forced students of Bonita Springs Middle School onto the grass to avoid pedestrians, every day at the start and end of school.

Completed marquee project



There is now a wide multi-use path for school children, commuters, and recreational use. There are benches for resting and trees that will grow to provide shade.

To find a list of all the organizations currently participating with Blue Zones Project, visit [southwestflorida.bluezonesproject.com](http://southwestflorida.bluezonesproject.com)