

BLUE ZONES PROJECT PARKLAND-SPANAWAY BLUEPRINT

August 1, 2023



BROUGHT TO
PARKLAND-SPANAWAY
BY:

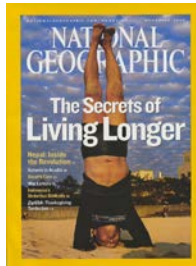
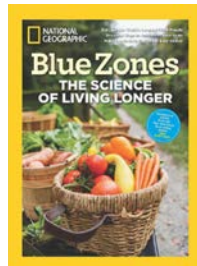


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About Blue Zones Project

Blue zones areas are cultures where people live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life.



Across the globe lie Blue Zones® areas – places where people reach age 100 at an astonishing rate. People in places like Sardinia, Italy; Okinawa, Japan; and Loma Linda, California, are living vibrant, active lives well into their hundreds—and with a lower rate of chronic disease. National Geographic explorer Dan Buettner documented findings of this eight-year longevity study in his *New York Times* best-selling book, “The Blue Zones: Lessons for Living Longer From the People Who’ve Lived the Longest.” He identified nine shared traits of these longevity hot spots — dubbed the Power 9®.

Leveraging these secrets discovered in blue zones around the world, Blue Zones Project delivers proven tools and resources to transform communities across the U.S. — helping generations of people live longer, healthier, happier lives by making changes to their environment, policy, and social networks so healthy choices become the easiest to make.

You see, people spend 80 percent of their time in the same places, and that environment dictates how easy it is to make healthy choices, or how difficult. By using the Power 9 to improve where we live, work, learn, and play, we make it easier to get up and move, eat healthily, make new friends, find a reason for being—and live longer, better.

LIVING LONGER, BETTER

THE POWER 9[®] PRINCIPLES CAN BE GROUPED INTO FOUR CATEGORIES.

MOVE NATURALLY

Homes, communities, and workplaces are designed to nudge people into physical activity. Focus should be given to favorite activities, as individuals are more likely to practice them regularly. For example: gardening, walking or biking to run errands, and playing with one's family are great ways to incorporate natural movement into the day.

RIGHT OUTLOOK

Individuals know and can articulate their sense of purpose. They also take time to downshift, ensuring their day is punctuated with periods of calm.



CONNECT

Research indicates it is exceedingly important that people surround themselves with the “right” people—those who make them happy and support healthy behaviors. Put loved ones and supporters first by spending quality time with family and supportive friends and allies and participating in a faith-based or other meaningful, supportive community.

EAT WISELY

In most cases, fad diets do not provide sustainable results. Individuals and families can use time-honored strategies for healthier eating habits, including: Using verbal reminders or smaller plates to eat less at meals; Eating a predominantly plant-based diet; For adults with a healthy relationship with alcohol, drinking a glass of wine daily.

Executive Summary



Blue Zones Project® came to Parkland-Spanaway in early 2021 at the invitation of the Pierce County Executive's Office, in partnership with MultiCare Health System and Virginia Mason Franciscan Health.

Collectively, these three entities share a vision to make Parkland and Spanaway an even healthier, happier, and more vibrant places to live. These sponsors share a commitment to improving the well-being of Parkland-Spanaway, thereby lowering healthcare costs, increasing productivity, and improving the economy and quality of life for all residents.

Starting in June 2021, the Blue Zones Project team assessed Pierce County's readiness to undertake this community-wide initiative. The Blue Zones Project team conducted a comprehensive analysis of the current state of well-being and met with local leaders and stakeholders across all sectors to learn about the strengths, challenges, and opportunities for improving well-being in Parkland-Spanaway. The team's findings are summarized in the Blue Zones Project Discovery Report (available upon request from the Blue Zones Project team). The findings in that report were coupled with expert-led discovery meetings in the policy areas of built environment, food, tobacco, and alcohol policy to inform this Blueprint for Blue Zones Project implementation in Parkland-Spanaway.

Blue Zones Project Community Leadership

Blue Zones Project’s success is dependent on the leadership of community influencers across all the sectors Blue Zones Project engages, including community planners and decision makers, schools, worksites, restaurants, grocery stores, faith-based organizations, civic and non-profit groups, and media. The committee structure for Blue Zones Project Parkland-Spanaway is below:

A Blue Zones Project Parkland-Spanaway steering committee was formed in February 2023. The individuals on this committee as well as committee co-chairs collectively informed the creation of this Blueprint, drawing upon Blue Zones Project’s Discovery Phase findings.



Steering Committee

- Civic leaders who are representative of the breadth of the community
- Individuals who have played a key role in getting things done in the community
- Individuals who are geographically representative and possess different areas of expertise

COMMITTEE



Committee Co-Chairs

- Well-connected, well-organized, and highly motivated civic people
- Individuals who show eagerness and have the leadership skills to help change the community

COMMITTEE

In the summer of 2023 sector committees—comprised of community members focused on each of the sector areas of schools, worksites, community policy, restaurants and grocery stores, and individual engagement—will create an implementation plan for achieving the strategies outlined in this Blueprint. These sector committees—led by committee co-chairs who together compose the leadership team—will play an important role in improving community well-being by engaging organizations and individuals, advocating for policy change, and increasing community awareness and engagement.

WHAT ARE THE ROLE'S SPECIFICS:

WHO SHOULD PARTICIPATE:

PEOPLE



Engagement

Increase general engagement across all sectors. Raise awareness of the various ways individuals and organizations can get involved, including volunteering, participating in Purpose Workshops, and completing individual pledges.

- Community leaders
- County council members
- Residents
- Managing Director
- Public Works Director
- Planning Director
- Department of Health

PEOPLE



Faith & Civic Organizations

Recruit and help support faith-based and civic organizations to become Blue Zones Project Approved by implementing best practices that can improve well-being for members.

- Faith-based organization leaders
- Active members of faith-based organizations
- Neighborhood board leaders
- Civic organization leaders

POLICY



Community Policy

Steer the work being done at a policy level to improve well-being in the community. Serve as an advisor and advocate for tobacco, built environment, and food policies.

- Community leaders
- County council members
- Residents
- Managing Director
- Public Works Director
- Planning Director
- Department of Health

PLACES



Restaurants

Identify and help recruit restaurants to participate in Blue Zones Project. Support and encourage them as they work to become Blue Zones Project Approved restaurants.

- Restaurateurs (managers, owners, chefs)
- Dietitians / Nutritionists
- Customers
- Restaurant employees

PLACES



Grocery Stores

Identify and help recruit grocery stores in the community as they work to become Blue Zones Project Approved grocery stores.

- Grocers (managers, owners, deli managers)
- Dietitians/Nutritionists
- Grocery customers
- Foodies
- Suppliers

PLACES



Schools

Help coordinate relationships with schools and school districts by becoming a champion for well-being and advocating for changes to school policy.

- Wellness council members
- School principals
- Complex area superintendents
- PTA representatives
- Teachers and other school leaders
- School fitness and nutrition professionals
- Students

PLACES



Worksites

Identify and help to recruit local businesses as they work to become Blue Zones Project Approved™ worksites by making positive changes to the worksite environment.

- HR or worksite representatives
- Individuals who are passionate about worksite wellness
- Chamber of Commerce representatives
- Other business association representative

Blue Zones Project Parkland-Spanaway Steering Committee and Leadership Team

STEERING COMMITTEE

Doug Baxter-Jenkins, Division Director of Community Health, Virginia Mason Franciscan Health

Allan Belton, President, Pacific Lutheran University

Lois Bernstein, Chief Community Executive, MultiCare Health System

Marty Campbell, District 5 Councilmember, Pierce County Council

Carrie Ching, Parkland-Spanaway Resident and Community Activist

Mary Fabrizio, Assistant Vice President Center for Health Equity and Wellness, MultiCare Health System

Lance Goodpaster, Superintendent, Franklin Pierce Schools

Jani Hitchen, District 6 Councilmember, Pierce County Council

Steve O'Ban, Senior Counsel, Pierce County Executive's Office

Jesse Paez, Parkland Resident and Community Activist

Sue Potter, CEO, Nourish Pierce County

Tom Seigel, Superintendent, Bethel School District

Julie White, Chancellor and CEO, Pierce College

To become a certified Blue Zones Community[®], Parkland-Spanaway will implement well-being improvement strategies in thirteen pillar areas focused on people, places, and policy. Achieving these targets will allow the community to reach a tipping point so that positive environmental changes become ingrained in the community and the healthy choice becomes the easy choice for all residents.

Certification Criteria

CERTIFICATION CRITERIA			
PILLAR	GOAL	COMMUNITY TARGETS	
POLICY			
1	Built Environment Policy	Enhance the built environment to promote and increase routine daily movement, social connection, and overall well-being through an environment that is supportive of routine walking, bicycling, and community engagement.	Adopt 5 policies, complete 3 capacity building initiatives, and complete 3 demonstration projects, inclusive of 1 marquee project.
2	Food Policy	Increase access, quality, and quantity of nutritious food in the places where Parkland and Spanaway residents live, learn, work, and play, including changing the systems and policies involved in food environments.	Adopt 5 policies, complete 3 capacity building initiatives, and complete 3 demonstration projects, inclusive of 1 marquee project
3	Alcohol Policy	Reduce excessive drinking, enhance public safety programs, and discourage excessive and underage drinking to increase physical, financial, and environmental well-being.	Adopt at least 3 policies.
4	Tobacco Policy	Decrease the use of all types of tobacco and smoke products in Parkland/ Spanaway, increasing well-being for a happier and healthier community.	Adopt at least 3 policies.
PLACES			
5	Schools	Cultivate a healthy holistic environment (academically, psychologically, socially, and physically) in order for students to be successful in and outside of the classroom.	At least 50 percent (7) of public schools become Blue Zones Project Approved™.
6	Restaurants	Increase healthy menu options that are offered and consumed while maintaining healthy profit margins for participating restaurants.	At least 10 percent (7) of all restaurants become Blue Zones Project Approved.

7	Grocery Stores	Increase the sale of water, fruits, vegetables, and healthy plant-based foods in grocery stores, leading to an increase in consumption of fruits and vegetables.	At least 25 percent (2) of grocery stores become Blue Zones Project Approved.
8	Worksites	Create a workplace culture and environment that supports improved health and well-being for all employees.	At least 10 of the 20 largest employers become Blue Zones Project Approved.

PEOPLE

9-12	Engagement -Individual, Pledges, Moai® Participation, Purpose, Volunteering	Improve the well-being of individuals living in Parkland-Spanaway, resulting in better health and increased quality of life and longevity.	At least 15 percent of the population 15 years or older (4,830) participates in one of the following: <ul style="list-style-type: none"> <input type="checkbox"/> Receives the Blue Zones Story <input type="checkbox"/> Attend in-person event featuring Blue Zones Netflix docuseries <input type="checkbox"/> Participates in a Moai <input type="checkbox"/> Attends a Purpose Workshop <input type="checkbox"/> Volunteers through Blue Zones Project <input type="checkbox"/> Engages with the Blue Zones Project Personal Pledge
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Measures of Success

Attaining optimal well-being means that our physical, emotional, and social health is thriving. Blue Zones Project is committed to measurably improving the well-being of Parkland-Spanaway residents and utilizes rigorous metrics to inform strategies and track progress throughout the life of the project.

These include certification criteria targets, well-being data, community-wide metrics, sector-level progress and outcome metrics, and organization-level metrics to ensure that the work to transform community well-being is occurring and the anticipated outcomes are achieved.

The impact of the Blue Zones Project in a community is measured using the Gallup Well-Being Index®, a definitive measure and empirical database of real-time changes in well-being. The index uses a holistic definition of well-being and self-reported data from individuals to capture the important aspects of how people feel about and experience their daily lives, extending well beyond conventional measures of physical health or economic indicators. Measuring well-being gives leaders a unique, quantitative perspective on how their populations self-report the state of their lives currently and how they anticipate their lives will be in the future—information that is vital to inform well-being improvement strategies.

The Well-Being Index (WBI) is the most proven, mature, and comprehensive measure of well-being in the world, measuring five interrelated and complementary elements:

- **Career:** Liking what you do each day and being motivated to achieve your goals
- **Social:** Having supportive relationships and love in your life
- **Financial:** Managing your economic life to reduce stress and increase security
- **Community:** Liking where you live, feeling safe and having pride in your community
- **Physical:** Having good health and enough energy to get things done daily

Within each element, responses are classified as followed:

- **Thriving** - Well-being that is strong, consistent, and progressing in a particular element
- **Struggling** - Well-being that is moderate or inconsistent in a particular element
- **Suffering** - Well-being that is very low and at risk in a particular element

The Well-Being Index can lend support for policies and programs that equally promote physical, emotional, and social health. Moreover, data indicates that as well-being improves, healthcare costs are reduced and productivity increases. That adds up to increased economic value for every aspect of society.

The table below highlights the key WBI metrics that the Project tracks as they are most related to Blue Zones Project people, places, and policy strategies and provided the baseline for future measurement.

Well-Being Index – Measures Most Impacted by Blue Zones Project

Overall

Life Evaluation (40.6% Thriving)

Purpose Well-Being Score

There is a leader in your life who makes you enthusiastic about the future. (36% Agree)

In the past 12 months, you have reached most of your goals. (28.6% Agree)

You get to use your strengths to do what you do best every day. (42.6% Agree)

You learn or do something interesting every day. (41.3% Agree)

Social Well-Being Score

Your friends and family give you positive energy every day. (52.9% Agree)

Someone in your life always encourages you to be healthy. (53.5% Agree)

Community Well-Being Score

The city or area where you live is a perfect place for you. (26.7% Agree)

You are proud of your community (or the area where you live). (25.5% Agree)

You always feel safe and secure. (45.3% Agree)

In the last 12 months, you have received recognition for helping to improve the city or area where you live. (7.8% Agree)

Physical Well-Being Score

% with high blood pressure (37.8% current + 49% lifetime)

% with high cholesterol (25.5% current + 38% lifetime)

In the last seven days, you have felt active and productive every day. (41.5% Agree)

You always feel good about your physical appearance. (33.5% Agree)

15% who smoke

46% who exercised for 30+ minutes 3+ days in last week

48.5% who had 5+ servings of fruits and vegetables 4+ days in last week

46.7% obese

Awareness

6% aware of Blue Zones Project

Gallup administers the Well-Being Index survey and has oversampled the Parkland-Spanaway population to provide a high degree of confidence in the survey results and to ensure that the results are representative of the community's total population. The survey was administered between May 1, 2023 - May 30, 2023, to create a baseline score. All surveys were mailed with a web option and covered 98% of the adult population within the Parkland and Spanaway Census Designated Place (CDP) boundaries. A total of 597 surveys were returned, 311 from Parkland and 286 from Spanaway. The sample size reached is statistically representative of Parkland and Spanaway.

Community-Wide Measures

The steering committee and leadership team identified the following additional measures that will be tracked to demonstrate community-wide economic impact and well-being improvement.

SELECTED MEASURE	STATUS	SOURCE
Decrease in adult obesity	46.7% current	Gallup Well-Being Index, Parkland-Spanaway (2023)
Decrease in adult hypertension	37.8% current	Gallup Well-Being Index, Parkland-Spanaway (2023)
Increase in community pride	25.5%	Gallup Well-Being Index, Parkland-Spanaway (2023)
Decrease in cannabis use among youth	7% used within the last 30 days (10th graders, Pierce County)	Washington State Healthy Youth Survey (2021)
Increase in youth physical activity	18.7% achieved 60 minutes of daily physical activity (10th graders in Pierce County)	Washington State Healthy Youth Survey (2021)
Increase in youth fruit and vegetable consumption	23.4% ate at least 5 servings of fruits and vegetables daily (10th graders in Pierce County)	Washington State Healthy Youth Survey (2021)
Decrease in adults with depression	23.9% diagnosed with depression (Pierce County)*	Centers for Disease Control Behavioral Risk Factor Surveillance System
Increase in WIC Nutrition Program utilization	23,350 participants (Pierce County)	Washington State Department of Health Annual WIC Report for Pierce County (2022)
Increase in volunteerism	Establishing baseline	Blue Zones Project Parkland-Spanaway Staff
Federal, state, or other source grants Parkland-Spanaway has received for Blue Zones Project related policies, infrastructure projects, and/or programming	No grants yet secured	Blue Zones Project Parkland-Spanaway Staff

*Collected from Pierce County Washington Community Health Needs Assessment 2022

Sector-Level Progress and Outcome Measures

This Blueprint contains progress and outcome metrics for each sector. Progress metrics track progress on the strategies outlined for that sector while outcome metrics track well-being or organizational changes occurring in that sector.

Organization-Level Measures

Each organization that participates in Blue Zones Project will identify metrics to track within their organization to measure changes in well-being that occur as they implement Blue Zones Project best practices.

Community Blueprint



Our Purpose:

To lead a community well-being transformation initiative where the healthy choice becomes the easy choice through permanent changes in environment, policy, and social networks.

Our Results:

- ❑ Improved health and well-being with lower associated healthcare costs
- ❑ Improved economic and social vitality
- ❑ Increased public awareness about health and well-being

Policy change is a driving force behind Blue Zones Project transformation. Optimizing food, tobacco, alcohol, and built-environment policy is a high-impact, cost-effective strategy to reduce chronic disease and improve well-being. While much of a healthy lifestyle is a result of personal choice, healthy changes on a policy level have a broad impact across the community. Our policy work happens in four stages: discover, develop, design, and deploy.

Policy

Built Environment



Through built environment change, individuals can see tangible transformation taking place in their lives: from the downtown and parks they gather in to the streets and paths they navigate to get to work, school, and shopping.

- **GOAL:** Enhance the built environment to promote and increase routine daily movement, social connection, and overall well-being through an environment that is supportive of routine walking, bicycling, and community engagement.

OBJECTIVE #1

Promote Natural Movement: Ensure residents have freedom to choose how they move by ensuring safe and accessible walking, rolling, and bicycling infrastructure.

STRATEGY 1.1:

- ❑ Identify high priority streets where pedestrian activity is currently high or is desired, particularly near schools, parks, neighborhood retail outlets, or employment centers to construct curb, gutter, and sidewalk projects where street right of way permits. Where right of way does not permit sidewalks, accelerate delivery of extruded curb treatments (which are a mixture of sand and concrete formed by extruding the mixture through a metal shoe onto asphalt or concrete.)

STRATEGY 1.2:

- ❑ Identify and modify relevant county regulations to require side paths be built along major arterials and utility corridors, including Pacific Avenue. If possible, insert housing bonus incentives aligned with additional side path enhancements such as landscaping, amenities like benches and fix-it stations.

STRATEGY 1.3:

- ❑ Audit and update Pacific Avenue and/or key County arterial speed management and pedestrian crossing conditions to determine the appropriate design treatments that align with a safe system approach and to maximize vulnerable user protections. Audit and treatments should include at minimum, crossing time, distance and frequency analysis, overhead lighting, paint designs, buffer spaces, curb ramp and ADA treatment conditions, intersection timing, driveway frequency, and related possibilities.

STRATEGY 1.4:

- ❑ Review and update Pierce County Design Manual (Manual on Design Guidelines and Specifications for Road and Bridge Construction in Pierce County) to ensure that street design parameters align with Vision Zero or Safe Systems, NACTO, and the latest industry best practices are included and represent current best design practices for pedestrian safety.

PROGRESS MEASURES:

- ❑ Appropriate regulatory documents identified and audited through a pedestrian safety lens.
- ❑ Meetings, preliminary plans, and initial cost estimates determined, and project supported by County and WSDOT.
- ❑ Increased pedestrian activity along the Pacific Avenue corridor and/or key County arterials monitored annually by pedestrian count.

OVERALL OUTCOMES:

- ❑ County zoning code and street design standards as well as WSDOT policy manuals revised, amended, and adopted to include side path design standards and requirements along arterial corridors.
- ❑ Physical treatments identified such as additional Pedestrian Hybrid Beacons, pedestrian refuge islands, etc. programmed for installation within five years of audit and codified in CIP.
- ❑ Crash reductions, particularly at signalized intersections, are reduced resulting from project implementation.

OBJECTIVE #2

Enable Social Gathering Areas: Give every resident the opportunity to access places outside of their home to promote important social interactions with neighbors of varying ages, backgrounds, and perspectives.

STRATEGY 2.1:

- ❑ Launch a Parkland-Spanaway community pride branding campaign to increase neighborhood and resident identity and build energy and excitement.

PROGRESS MEASURES:

- ❑ Community outreach campaign conducted, and agreeable action plan compiled.
- ❑ Partner stakeholders a part of implementation, support and formally adopt action plan, if applicable and necessary.
- ❑ Visible and prominent elements of the branding campaign installed within three months of final action plan completion.

OVERALL OUTCOMES:

- ❑ Features of the campaign placed in Parkland-Spanaway from north to south ends and all throughout project area, in addition to Pacific Avenue and other key corridors.
- ❑ Survey of general sentiment demonstrating measured improvements regarding local resident pride and sense of community.

Policy

Food Policy



Blue Zones Project best practices for improving the food environment focus on increasing access to fruits and vegetables and equipping people with the skills to cook with them, addressing food insecurity, and strengthening the local food system.

- ❑ **GOAL:** Increase access, quality, and quantity of nutritious food in the places where Parkland and Spanaway residents live, learn, work, and play, including changing the systems and policies involved in food environments.

OBJECTIVE #1

Build Food Skills: Prioritize education on how to grow and cook healthy food and foster opportunities for families to eat together.

OBJECTIVE #2

Make Healthy Food Accessible and Affordable for Everyone: Increase participation in healthy food programs, ensure children have enough healthy food to eat, and foster healthy hunger relief programs.

STRATEGY 2.1:

- ❑ Food banks will adopt and implement policies that prioritize purchases and donations of healthy items, such as fresh produce, beans, whole grains, and relevant foods for culturally specific communities, and limit donations and distribution of unhealthy processed food and beverages.

PROGRESS MEASURES:

- ❑ Food banks adopt and implement healthy food procurement policies and related best practices.
- ❑ Training for staff and volunteers on new procurement standards and best practices are developed.

OVERALL OUTCOMES:

- ❑ Increase in pounds and variety of healthy, culturally relevant options selected by clients at area food pantries.
- ❑ Ongoing trainings of staff and volunteers to implement policies are implemented.

OBJECTIVE #3

Increase Healthy Food Environments: Ensure healthy options and habits for young children, children in K-12 environments, and on college campuses; increase healthy eating behaviors in hospitals and public institutions; and promote healthy options and habits for everyone.

STRATEGY 3.1:

- ❑ Strengthen farm-to-institution policies and programs, using Good Food Purchasing Practices and Blue Zones nutrition standards to guide food procurement and preparation in institutional food services that serve the local community.

PROGRESS MEASURES:

- ❑ Wellness, procurement, and nutrition policies are updated and/or established and adopted that align with Blue Zones Nutrition Guidelines and Good Food Purchasing Practices in institutional food settings that serve the local community.

OVERALL OUTCOMES:

- ❑ Number of new partners or procurement relationships that meet stated policy guidelines.
- ❑ Number of changes in procurement to items that follow stated policy guidelines.

OBJECTIVE #4

Grow Long-Term Community Health: Establish lasting leadership on food issues for the community; build a base of resources to keep children healthy; and make healthy grocery access easy for everyone.

STRATEGY 4.1:

- ❑ Local food systems leaders and organizations will create a food systems coordinating body and support its function to guide and implement future food systems development efforts.

STRATEGY 4.2:

- ❑ Establish Healthy Neighborhoods Overlay District to increase access to land and resources for urban agriculture; permit small farmer's markets or farm stands; and require minimum square footage of small box retailer store space to offer healthy, perishable options.

PROGRESS MEASURES:

- ❑ Community leaders establish a lasting, multi-sector advisory body that advances structural changes to food environments and the local food system.
- ❑ Community members have undertaken successful advocacy efforts to pass a Healthy Neighborhoods Overlay District.

OVERALL OUTCOMES:

- ❑ There is an established, coordinated body guiding food systems development and creating relevant policy for the community.
- ❑ Health improvement-focused food systems strategies are identified and codified in a Healthy Neighborhoods Overlay District.

OBJECTIVE #5

Grow the Local Food Supply: Use public land and planning to enable food production by local residents; care for natural resources needed to grow food; and support area farmers and food enterprises to raise and sell food for local markets.

STRATEGY 5.1:

- ❑ Develop business incubator kitchen and/or farmers market.

PROGRESS MEASURES:

- ❑ A business plan, site, and concept for incubator kitchen and/or farmers market have been developed.
- ❑ Funding sources to develop and sustain an incubator kitchen and/or farmers market have been identified.
- ❑ A comprehensive, sustainable action plan with identified partners and technical assistance resources and providers has been completed.

OVERALL OUTCOMES:

- ❑ A farmers market has been established and a lead entity to establish and maintain the incubator kitchen facility and associated programs have been identified.

Policy

Alcohol Policy



Blue Zones Project best practices related to alcohol policy work help reduce the incidence of excessive drinking, eliminate short-term alcohol-related health risks, and increase access to screenings, education, and social programs that support healthy relationships to alcohol.

- ❑ **GOAL:** Reduce excessive drinking, enhance public safety programs, and discourage excessive and underage drinking to increase physical, financial, and environmental well-being.

OBJECTIVE #1

Enhance Public Safety Programs: Change the environmental context of the community by cultivating a culture that values the importance of responsible alcohol sales and consumption.

STRATEGY 1.1:

- ❑ Establish a local alcohol retailer data dashboard to map retailer locations, track regulatory compliance, and monitor retail environments.

STRATEGY 1.2:

- ❑ Establish standard operating procedures among healthcare and social services organizations that require them to utilize electronic Screening, Brief Intervention, and Referral to Treatment (e-SBIRT) practices.

PROGRESS MEASURES:

- ❑ A services agreement is signed between Counter Tools and either Pierce County government or the Tacoma Pierce County Health Department.
- ❑ A majority of health care and behavioral health care providers in Parkland-Spanaway are certified by Washington State Health Care Authority to offer SBIRT services.
- ❑ Resources are identified that assist provider organizations to develop the infrastructure necessary to implement electronic screening and referrals.

OVERALL OUTCOMES:

- ❑ Decrease the number of alcohol retailer violations in Pierce County.¹
- ❑ Decrease the percentage of excessive drinking among Pierce County residents.²

OBJECTIVE #2

Discourage Excessive & Under-Age Drinking: Underage drinking is considered a form of excessive drinking because it is both illegal and often involves consumption in quantities and settings that can lead to serious immediate and long-term consequences.

STRATEGY 2.1:

- ❑ Develop a series of youth and adult conversation guides to promote discussions with youth on the risks of alcohol use.

PROGRESS MEASURES:

- ❑ Prevention partners are convened to review existing resources and develop language that adults can use to discuss underage drinking with youth.
- ❑ Resources are identified to develop print materials for distribution to the Parkland-Spanaway community.

OVERALL OUTCOMES:

- ❑ Increase the percentage of youth who have received information from their parents/guardians on why they should not drink alcohol.³
- ❑ Decrease the number of youth, who in the past 30 days drank a glass, can or bottle of alcohol.⁴

¹Washington State Liquor and Cannabis Board, 2022

² County Health Rankings, 2022

³ Healthy Youth Survey, 2021

⁴ Healthy Youth Survey, 2021

Policy

Tobacco Policy



Blue Zones Project works to increase the number of smoke-free spaces, prevent tobacco and vaping use, and support cessation so that everyone has a chance to breathe clean air and live a longer, healthier life.

- **GOAL:** Decrease the use of all types of tobacco, vaping, and other smoke products in Parkland-Spanaway, increasing well-being for a happier and healthier community.

OBJECTIVE #1

Reduce Access to Tobacco, Vape, and other Smoke Products: Address the regulated commercial tobacco/vape retail environment and its relation to higher rates of nicotine addiction and smoking that substantially lowers life expectancies and increases preventable disease and disability.

STRATEGY 1.1:

- ❑ Establish a local tobacco/vape/cannabis retailer data dashboard to map retailer locations, track regulatory compliance, and monitor retail environments.

STRATEGY 1.2:

- ❑ Establish annual compliance check visits with local retailers to ensure compliance with Assurances of Voluntary (AVC) agreements.

PROGRESS MEASURES:

- ❑ A services agreement is signed between Counter Tools and either Pierce County government or the Tacoma-Pierce County Health Department.
- ❑ Community champion volunteers are identified and trained to conduct AVC store compliance check visits.

OVERALL OUTCOMES:

- ❑ Decrease the number of tobacco, nicotine, and cannabis retailer violations in Pierce County.⁵
- ❑ Decrease the number of youth who used an electronic cigarette, e-cig, JUUL, or vape pen in the past 30 days.⁶

OBJECTIVE #2

Minimize Disparities Among Vulnerable Populations: Advance opportunities for health and longevity for all communities through retail and smoke-free policies and promotion of prevention education and tobacco and nicotine cessation support.

STRATEGY 2.1:

- ❑ School districts should adopt policies that create Positive Behavioral Interventions and Supports (PBIS) structures that promote alternatives to out-of-school suspension programs, tobacco/vaping education, and cessation resources for youth caught with tobacco/vape products on school grounds.

PROGRESS MEASURES:

- ❑ School districts draft comprehensive tobacco-free schools policy language that includes supportive disciplinary practices for youth in possession of tobacco and vape products on school grounds.
- ❑ Middle schools implement tobacco/vape media literacy education programs for all students.
- ❑ Each high school identifies and trains a staff member to become a certified American Lung Association Not-On-Tobacco program facilitator in order to provide on-site student tobacco cessation programs.

OVERALL OUTCOMES:

- ❑ Decrease the number of youth who use tobacco/vapor products on school property.⁷
- ❑ Decrease the number of youth who used an electronic cigarette, e-cig, JUUL, or vape pen in the past 30 days.⁸

⁵Washington State Liquor and Cannabis Board, 2022

⁶Healthy Youth Survey, 2021

⁷Healthy Youth Survey, 2021

⁸Healthy Youth Survey, 2021

We orchestrate a critical mass of worksites, schools, restaurants, grocery stores, and faith-based organizations across the communities to optimize environments toward healthy living. Each organization is provided a pledge that lists best practices it can implement to improve its environment and make the healthy choice easier. Trained local staff members support these organizations as they implement best practices to become Blue Zones Project Approved™.

Places

Schools



Adopting proven best practices to support well-being fosters student readiness and can improve academic performance.

- ❑ **GOAL:** Cultivate a healthy holistic environment (academically, psychologically, socially, and physically) in order for students to be successful in and outside of the classroom.

❑ **CERTIFICATION TARGETS:**

- At least 50 percent (7) of public schools become Blue Zones Project Approved
- At least 25 percent (2) of participating elementary schools implement one of the following:
 - Walking School Bus
 - Complete a new Safe Routes to School program (Four safe routes to school per participating school)
 - Bus-to-Walk Program

❑ **YEAR ONE TARGETS:**

- Two schools register and are actively working towards becoming Blue Zones Project Approved.
- One school participates in the Walking School Bus, Bus-to-Walk, or Safe Routes to Schools program.

OBJECTIVE:

- Two schools register and are actively working towards becoming Blue Zones Project Approved to improve overall wellbeing of the student population in Parkland and Spanaway.
- One school participates in Walking School Bus, Bus-to-Walk, or Safe Routes to Schools programs by May 31, 2024 to increase physical movement opportunities throughout the school day.

STRATEGIES:

- ❑ Implement continued education and advocacy throughout the community and among policymakers for increased investment in physical infrastructure that makes natural movement safer and more accessible for students and the community at large.
- ❑ Support school administrators and staff in the development of quarterly events that encourage and support natural movement and promote Blue Zones Project activities.
- ❑ Implement Walking School Bus pilots in areas where they do not currently exist and where walking to school is safe for students with a particular emphasis on schools with existing Safe Routes to Schools plans.
- ❑ Further leverage partnership with Pierce County Parks for expanded use of Sprinker Recreation Center.
- ❑ Work with school districts to build and maintain mobile recreation opportunities and programming, making recreation and physical activity more accessible for students whom transportation is a barrier and/or live far away from their school campus.
- ❑ Collaborate with school districts and community civic organizations to provide family resources with an emphasis on physical, nutrition, social, and emotional health.

- ❑ Support district-wide and/or school-wellness committees focusing on healthy eating, increased movement, and mindfulness in alignment with Blue Zones Project principles.
- ❑ Engage student organizations and interact in peer education efforts and events, including cooking demonstrations and increase participation in school gardens.
- ❑ Schedule and promote Purpose Workshops for faculty, staff, and high school juniors and seniors for increased engagement and awareness of Blue Zones Project principles.
- ❑ Identify student ambassadors or existing student clubs to support the implementation of pledges.

PROGRESS MEASURES:

- ❑ Number of Blue Zones Project Approved Schools
- ❑ Number of Walking School Bus Routes (elementary only)
- ❑ Number of students participating in Purpose Workshops

OUTCOME MEASURES:

- ❑ Decrease in absenteeism
- ❑ Increase in students participating in active transportation (walking, biking)
- ❑ Increase in volunteer hours completed by high school students
- ❑ Decrease in discipline issues (percent of students suspended)

Places

Restaurants



Increasing the number of plant based dishes and promoting healthy choices can meet growing consumer demand while improving profitability.

- ❑ **GOAL:**
Increase healthy menu options that are offered and consumed while maintaining healthy profit margins for participating restaurants.
- ❑ **CERTIFICATION TARGET:**
At least 10 percent (7) of all restaurants become Blue Zones Project Approved.
- ❑ **YEAR ONE TARGET:**
Two (2) restaurants are registered and working toward Blue Zones Project Approval.

| OBJECTIVES

- 7 restaurants achieve status as Blue Zones Project Approved, with two registered and working towards approval by May 31, 2024 in order to improve access to healthy meals.
- Increase healthy options for consumers, as measured by incremental offerings of Blue Zones-inspired dishes.

STRATEGIES:

- ❑ Assist independently owned restaurants with marketing and business development through promotion using Blue Zones Project channels.
- ❑ Drive customer traffic to Blue Zones Project Approved restaurants by hosting local Blue Zones Project events (ex. Moai launches, Friends @ Five gatherings) at those restaurants and helping to promote them through media and social outlets.
- ❑ Increase opportunities across retail food industry to share best practices related to employing Blue Zones Project principles in their respective organization.
- ❑ Improve menu offerings by identifying healthy options and providing Blue Zones-inspired menu options, including options for smaller portions.
- ❑ Work with other Blue Zones Project communities to strategize success in working with national chain restaurants or determine if other Blue Zones Project communities have approved regional chains and leverage their best practices in Parkland-Spanaway.
- ❑ Engage new restaurants prior to opening to encourage the sale of healthy menu options and implementation of Blue Zones Project best practices at grand openings or restaurant launches.
- ❑ Make healthy choices easier to find and more appealing by optimizing menus and leveraging Blue Zones Project signage and marketing collateral to increase sales of these menu items.

- ❑ Train restaurant staff on Blue Zones Project Approved best practices.
- ❑ Collaborate with Blue Zones Project Approved worksites or those actively working towards approval to offer healthier catering options for employee events.

PROGRESS MEASURES:

- ❑ Number of Blue Zones Approved restaurants.

OUTCOME MEASURES:

- ❑ Healthy food sales (weekly units of Blue Zones-inspired entrees)
- ❑ Customer satisfaction (average Yelp/Google Review)

Places

Grocery Stores



Adding and promoting healthier choices supports current consumer trends while helping build community and customer loyalty.

- ❑ **GOAL:**
Increase the sale of water, fruits, vegetables, and healthy plant-based foods in grocery stores, leading to an increase in consumption of fruits and vegetables.
- ❑ **CERTIFICATION TARGET:**
At least 25 percent (2) of grocery stores become Blue Zones Project Approved.
- ❑ **YEAR ONE TARGET:**
One grocery store registers and works towards becoming Blue Zones Project Approved.

OBJECTIVES:

- One grocery store registered and actively working toward Blue Zones Project Approval by May 31, 2024 in order to increase access to healthy food, especially in areas without a traditional grocery store or those with limited access to healthy food options.

STRATEGIES:

- ❑ Identify one corner store or market to implement the Blue Zones Project Market Makeover for market makeover approval.
- ❑ Partner with smaller mom and pop/regional chain stores in Parkland-Spanaway to set a local precedent and establish trust in the retail food industry and increase awareness of Blue Zones Project.
- ❑ Partner with Blue Zones Project organization leads in other communities to engage more effectively with retail grocery chains at a regional level, showcasing Blue Zones Project best practices and reasons for becoming Blue Zones Project Approved.
- ❑ Increase awareness of healthy options by introducing local grocery stores to Blue Zones Project best practices, such as shelf talkers, custom checkout lanes, and organic and natural aisles.
- ❑ Identify Spanish influencers within the community to help the Project connect with Latino grocers who would be interested in implementing Blue Zones Project best practices.
- ❑ Cross-promote plant-based foods and recipes in endcap displays or standalone fixtures.
- ❑ Train grocery store staff on the store's Blue Zones Project Approved best practices and encourage employees to learn about and participate in Blue Zones Project.

- ❑ Promote Blue Zones Project events in stores through bulletin boards, signage, and community-branded collateral.
- ❑ Assist grocery stores with marketing and business development through promotion using Blue Zones Project channels.
- ❑ Educate consumers on how to shop for and prepare healthy food items on a budget by partnering with local organizations and schools to conduct in-store cooking demos, cooking contests, grocery store tours, or food tastings of Blue Zones Project foods and recipes.
- ❑ Identify and collaborate with community strategic partners and local farmers to sell and distribute locally grown produce to Blue Zones Project Approved grocery stores.

PROGRESS MEASURES:

- ❑ Number of Blue Zones Project Approved grocery stores

OUTCOME MEASURES:

- ❑ Healthy Sales 1: Beverages (single serve non-SSB's)
- ❑ Healthy Sales 2: Grab& Go's (Blue Zones-inspired)
- ❑ Healthy Sales 3: BZP Checkout Lane Items

Places Worksites



Research backed best practices that help employees move more, eat better, connect more effectively, and stress less can improve organizations bottom line.

- ❑ **GOAL:**
Create a workplace culture and environment that supports improved health and well-being for all employees.
- ❑ **CERTIFICATION TARGET:**
At least 10 of the 20 largest employers become Blue Zones Project Approved.
- ❑ **YEAR ONE TARGET:**
Two employers registered and working toward becoming Blue Zones Project Approved by May 31, 2024.

OBJECTIVES:

- Ten of the 20 largest employers become Blue Zones Approved, with two employers registered and working towards becoming approved by May 31, 2024.
- Increase employee engagement in wellness programs and/or Blue Zones Project programs and activities in order to increase awareness of Blue Zones Project offerings and improve employee well-being.

STRATEGIES:

- ❑ Provide support and assistance in the establishment and/or growth of a wellness committee(s), aiming to effectively incorporate and implement Blue Zones Project's best practices within the committee's agenda and programming.
- ❑ Each approved worksite will host one Blue Zones Project engagement activity like purpose workshops, walking moais, or healthy cooking demonstrations.
- ❑ Work with the community's largest employers to analyze their current employee benefit programs and strategize how to increase employment retention, recruitment, and engagement.
- ❑ Leverage the Blue Zones Project Worksite Pledge to incorporate best practices for creating a culture and environment of well-being.
- ❑ Work with large employers to increase regular engagement in existing employee wellness programs and activities.
- ❑ Partner with small and medium sized businesses and strategize initial, Blue Zones Project related wellness activities and pledge items.
- ❑ Facilitate lunch-and-learns and additional workshops with local wellness committees as a platform to share ideas, resources, and challenges specific to Parkland-Spanaway.


- ❑ Support employers in improving their food environments by increasing healthier options in cafeterias, dining areas, and/or vending machines in all participating worksites.
- ❑ Feature participating worksites events and activities on our social media channels and website.
- ❑ Create and promote partnerships between worksites and other Blue Zones Project sectors (grocery stores, restaurants, engagement, etc.) to cross-promote community events and activities.

PROGRESS MEASURES:

- ❑ Number of Blue Zones Project approved worksites
- ❑ Number of employees engaged in wellness activities and workshops

OUTCOME MEASURES:

- ❑ Decrease in number of employees who use tobacco, vape, or other smoke products
- ❑ Increase in number of employees who volunteer
- ❑ Decrease in health risks using Gallup Well-Being Index

The background is a light blue color with a complex pattern of white geometric lines, including circles, squares, and triangles. A faint, larger version of the Power 9 logo is visible in the background, centered behind the text.

Blue Zones Project engages people in activities that change mindsets and habits in lasting ways. We give individuals tools that empower them to adopt the Power 9[®] principles and transform their home, social environments, and outlook so that healthy choices become easier.

People

Individual Engagement



Blue Zones Project engages people to optimize their homes and social environments with the Personal Pledge; provide opportunities to discover their purpose; facilitate volunteer experiences to connect with the communities; and bring people together to create healthy social networks.

- ❑ **GOAL:**
Improve the well-being of individuals living in Parkland-Spanaway, resulting in better health and increased quality of life and longevity.
- ❑ **CERTIFICATION TARGET:**
At least 15 percent of the population 15 years or older (4,830) participates in at least one of the following Blue Zones Project engagement activities: receives the Blue Zones Story, Attends in-person event featuring Blue Zones Netflix docuseries, Participates in a Moai, Attends a Purpose Workshop, Volunteers through Blue Zones Project, and/or Engages with the Blue Zones Project Personal Pledge.
- ❑ **YEAR ONE TARGET:**
800 community members in Parkland-Spanaway participate in a Blue Zones Project activity.

OBJECTIVES:

- Provide education on Blue Zones Project principles in Parkland-Spanaway by May 31, 2024 to increase social connectedness.
- Increase awareness and understanding of Blue Zones Project through increased engagement activities and marketing campaigns.
- Engage at least 15 percent of the population 15 years or older in a Blue Zones Project activity by May 31, 2027, with at least 800 individuals engaged by May 31, 2024.

STRATEGIES:

- ❑ Provide regular opportunities for individuals to engage with Blue Zones Project by hearing the Blue Zones Story Speech or participating in another Blue Zones Project engagement activity, such as Purpose Workshops and Cooking Demonstrations.
- ❑ Host a kick-off event to increase community awareness and engagement in Blue Zones Project.
- ❑ Partner with community organizations and local faith-based institutions to host Walking Moais, Purpose Moais, Cooking Demonstrations, and other Blue Zones Project engagement activities.
- ❑ Collaborate with local volunteerism organizations to co-host volunteer events and raise awareness about Blue Zones Project volunteer opportunities.
- ❑ Prioritize scheduling programming at known, trusted locations supported by public transportation or within neighborhoods and offer childcare and a meal to support families.
- ❑ Prioritize scheduling programming during times that are convenient for working families by scheduling outside of regular work hours.
- ❑ Develop a marketing campaign using personal testimonies from individuals who have participated in Moais to inform, educate, and inspire community members to join a Moai.

- ❑ Have a strong presence at key community events (ex. Bethel ABC Days, Franklin Pierce Community Summit, Pacific Lutheran University Convocation) to raise awareness about Blue Zones Project and encourage attendees to engage in activities like Moais to build social connections and share the Blue Zones Project Story Speech.
- ❑ Utilize a multi-channel communications approach to keep the community informed and up to date about all Blue Zones Project activities.
- ❑ Provide resources, outreach materials, and events in multiple languages with an emphasis on Spanish language resources.

PROGRESS MEASURES:

- ❑ Number of individuals who attend the Blue Zones Project Kickoff
- ❑ Number of completed Moais and participants
- ❑ Number of Purpose Workshops and participants
- ❑ Number of volunteers and ambassadors
- ❑ Number of individuals who hear the Blue Zones Project Story Speech

OUTCOME MEASURES:

- ❑ Success stories and personal transformations
- ❑ Increase in awareness of and engagement with Blue Zones Project
- ❑ Increase in community pride (as tracked by Gallup Well-Being Index)
- ❑ Number of hours volunteered

Steering Committee and Leadership Team Approval

By signing below, the Steering Committee members approve the above Blueprint, which will be reviewed annually for progress and updates.

NAME, AFFILIATION	SIGNATURE

Reference Documents

Available upon request

- People & Places Discovery Report
- Policy Discovery Reports
- Policy Summit Reports

MAKE THE
HEALTHY
CHOICE
THE EASY
CHOICE.