



# 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](https://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](https://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](https://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](https://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).

**U**sing 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  
Tavira 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 Noontime Rotary  
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  
Paradise Cycle Boat Cruises  
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  
Fifty'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  
Skillet, Bonita Springs  
Skillet, Lely  
Skillet, North Naples  
Skillet, Parkshore  
Skillet, Pavilion  
Skillet, The Strand  
Skillet, 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

### SCHOOLS (cont'd.)

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  
Markham Norton Mosteller Wright & Company, P.A.  
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](https://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](https://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](https://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](https://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.



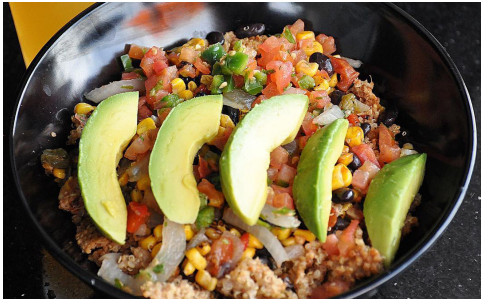
## Creating Healthy Worksites

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!**



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



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](https://southwestflorida.bluezonesproject.com)





## BLUE ZONES PROJECT® EVENTS

### LIVE LONGER, BETTER PRESENTATION

Unfamiliar with what Blue Zones Project is all about? Want to find out how you and/or your organization can get involved in this community-wide project? Attend a Live Longer, Better presentation! If you can't make it to a scheduled presentation, we have recorded sessions available to view at any time. For more information, please call **239.624.2312**.

**Thursday, May. 20**  
4:00 p.m.-5:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Thursday, Jun. 17**  
4:00 p.m.-5:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Thursday, Jul. 15**  
4:00 p.m.-5:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Thursday, Aug. 19**  
4:00 p.m.-5:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**View online recording**

[LiveLongerBetter.EventBrite.com](https://www.LiveLongerBetter.EventBrite.com)

### PURPOSE WORKSHOPS

These two-hour interactive workshops will help you define your unique gifts and talents and how to better use them in both your personal and professional life. By the end of the workshop you will craft a Purpose Statement and begin living a more purposeful life! For more information, please call **239.624.2312**.

**Wednesday, May 19**  
2:00 p.m.-4:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Thursday, Jun. 24**  
10:00 a.m.-12:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Thursday, Jul. 22**  
5:00 p.m.-7:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

**Wednesday, Aug. 18**  
4:00 p.m.-6:00 p.m.

Online Event  
RSVP: [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

### MOVE NATURALLY WITH PILATES

Pilates (pronounced puh-lah-teez and not pie-lates) is designed to stretch, strengthen, tone and balance your body. Pilates has proven itself invaluable not only as a challenging workout, but also as an important adjunct to professional sports training and physical rehabilitation of all kinds. Blue Zones Project Southwest Florida has teamed up with Amy Lademann, co-owner and director of Pilates and Barre at BEYOND MOTION® to help you gain core strength, flexibility, and body awareness to support efficient movement through activities of daily living, additional workouts and sports performance. Once you are registered, you will receive the video link to view at any time. For more information, please call **239.624.2312**.

**Available Online**

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### DOWNSHIFT WITH YOGA AND TAI CHI

The need to downshift is more important now than ever. Learn from Yoga instructor, Julie Frizzi, and Tai Chi instructor, Suzanne Jeffreys on how to recharge, gain flexibility, and find your balance with Yoga and Tai Chi exercises that you can do in the comfort of your own home. Once you are registered, you will receive the video link to view at any time. For more information, please call **239.624.2312**.

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### PLANT BASED SMOOTHIE DEMONSTRATIONS

When healthy food tastes great, better food choices are irresistible. Smoothies are one of the simplest and most flavorful ways to get your nutrients and can be enjoyed for breakfast, lunch or an afternoon snack. Health coach, Michelle Joy Kramer will show you how to prepare delicious plant based smoothies to help keep you going throughout your day! Once you are registered, you will receive the smoothie demonstration video link to view at any time.

**Available Online**

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### COOKING CLASS DEMONSTRATIONS

Learn how to apply Blue Zones Project® principles for healthier cooking options using veggies, fruits, whole grains, beans and nuts. You'll receive expert tips for tastier and healthier meals and snacks that your family and friends will love. Sign up to receive your online Cooking Demo to learn how to make delicious Blue Zones Project® inspired dishes! Once you are registered, you will receive the video link to view at any time. For more information, please call **239.624.2312**.

**Available Online**

**Sign up:** [BlueZonesProjectSWFL.EventBrite.com](https://www.BlueZonesProjectSWFL.EventBrite.com)

### MOVE NATURALLY FITNESS SERIES

The world's longest-lived people don't necessarily pump iron, run marathons or join gyms. Instead, they live in environments where movement comes naturally. Blue Zones Project Southwest Florida has teamed up with Nino Maggadino, Wellness and Fitness Instructor at Max Flex Fitness in Naples, FL to show you some simple, low impact exercises you can do right at home to help you get moving and feeling your best. Once you are registered, you will receive the video link to view at any time. For more information, please call **239.624.2312**.

**Available Online**

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### RIGHT TRIBE WELL-BEING TALKS

The world's longest-lived people choose social circles that support healthy behaviors. Blue Zones Project Southwest Florida has teamed up with Yvette Sechrist McGlasson, FMCHC from Escape Hatch 2 Wellness to discuss different well-being topics and provide you with practical tips and resources to help you live your healthiest and best life. Once you are registered, you will receive the video link to view at any time. For more information, please call **239.624.2312**.

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