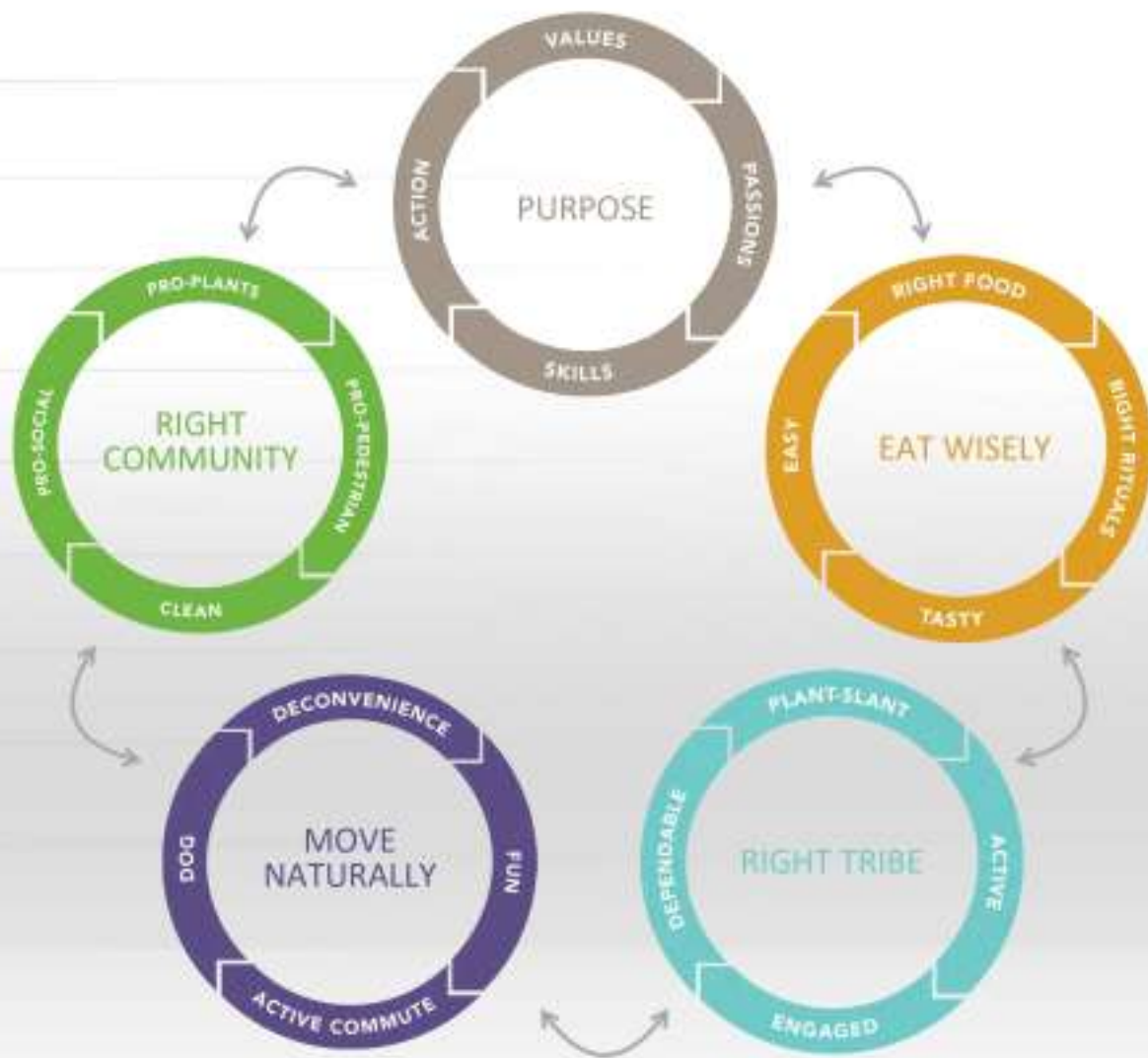


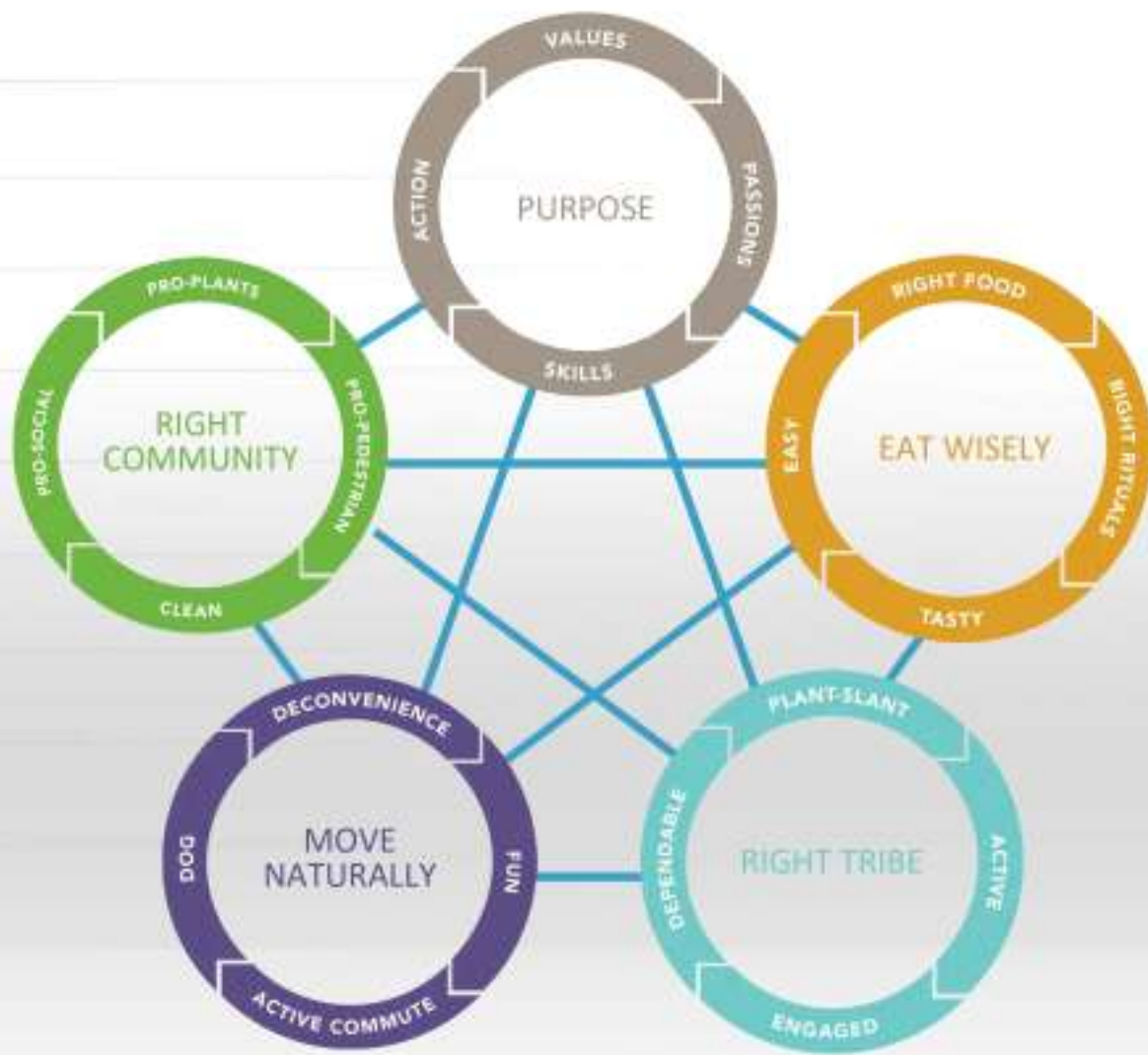


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LOA M... MAN!









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

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

Abstract

The trends in mortality from ischaemic heart disease, cerebrovascular disease, and all causes were studied for the province of North Karelia and for the rest of Finland. Linear trends in mortality were computed for the population aged 35 to 64 for the period from 1969 to 1982, and changes in mortality between the three year means of 1969-71 and 1980-2 were calculated. In North Karelia, where a community based preventive programme has been carried out since 1972, the annual decline in mortality from ischaemic heart disease in men was on average 2.9%, whereas in the rest of Finland it was 2.0%. For

women the respective average annual declines in mortality were 4.9% and 3.0%. The net decline from 1969-71 to 1980-2 in North Karelia was 100 deaths/100 000 men. The annual mortality from all causes declined by 3.0% in North Karelia and by 2.6% in the rest of Finland; in women the decreases were 6.0% and 5.0% a year, respectively. The net decline in North Karelia was 71 deaths/100 000 men. The decline in mortality from all causes was also appreciable in both sexes in North Karelia, but it did not differ significantly from national trends.

Introduction

Awareness of the high incidence of cardiovascular disease in Finland as a whole, and in North Karelia in particular, "resulted in a comprehensive, community based preventive programme to control cardiovascular disease: the North Karelia project." Its aim was to reduce mortality and morbidity from cardiovascular disease by reducing established risk factors, such as smoking, high serum

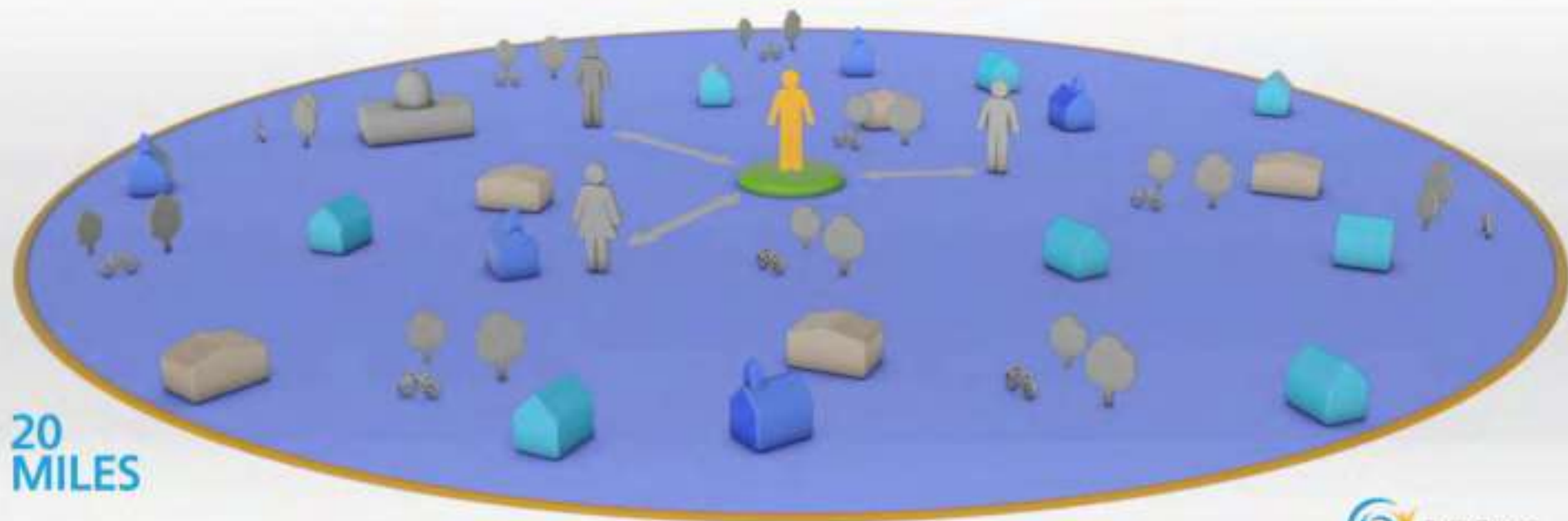
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PEKKA PUSKA, MD, MPOSC, professor

"80% reduction in coronary mortality in middle-aged men."

LIFE RADIUS

BLUE ZONES: OPTIMIZING THE ENVIRONMENT























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the great
healthy
fruit

Blue Zones Lane
Healthy Snacks







Behaviors
found in the
Blue Zones

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Question 23: During the past week, how many servings of fruit did you eat?

- A 1 did not eat fruit during the past 7 days
- B 1 to 3 servings during the past 7 days
- C 4 to 6 servings during the past 7 days
- D 1 serving per day
- E 2 servings per day
- F 3 servings per day
- G 4 or more servings per day

<PREVIOUS

ABOUT VITALITY COMPASS

A serving equals a medium-sized apple, pear, or banana, or 1/2 cup of diced fruit. This does not include fruit juice.



YOUR LAST

VITALITY COMPASS™

Last Taken 10/3/08

Bio Age

31.2

YEARS

Life
Expectancy

95.1

YEARS

Disease-Free
Life Expectancy

79.9

YEARS

Accrued
Years

17

YEARS

You could gain **2.7 extra years** of life by optimizing your lifestyle. Enroll in the Blue Zones Vitality Coach and let us help you succeed.

Past Vitality Compass Data

Date	BA	LE	DFLE	AY	LEC
9/30/08	30.6	96.8	81.2	18.8	1.7
9/24/08	30.7	96.6	81.1	18.6	1.5

BA: Bio Age, **LE:** Life Expectancy,
DFLE: Disease Free Life Expectancy,
AY: Accrued Years, **LEC:** The change in your life expectancy from your most current taking of the Vitality Compass.













RESULTS

PILOT PROGRAM
ALBERT LEA, MN

AVERAGE LIFE EXPECTANCY GAIN

3.2
YEARS



RESULTS

PILOT PROGRAM
ALBERT LEA, MN

COLLECTIVE WEIGHT LOSS

7280
POUNDS



RESULTS

PILOT PROGRAM
ALBERT LEA, MN

CITY WORKER'S HEALTH CARE COSTS

DROPPED

40%



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USA
TODAY

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TODAY

News
June 15, 2009

Town sets off on healthy path practicing 4 keys to longevity

By Mary Brophy Marcus
USA TODAY

Fit and tanned, National Geographic explorer Dan Buettner has spent recent years traveling the globe, analyzing cultures where people live long, healthy lives, teasing out the secrets behind their enduring well-being.

He has christened these longevity hot spots "Blue Zones," and has written a book about them, *The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest* (National Geographic, 2008). They include Sardinia, Italy, and Hojancha, Costa Rica, and he is just back from the isolated Greek island of

"Optimizing where you spend most of your day, minimizing the opportunity to eat unhealthy food, and helping people find meaning and purpose is tied to healthier, longer living," he says.

apply for the chance to participate in the longevity experiment, and Albert Lea was chosen because its residents were most motivated to change. "Albert Lea's leaders handed in a proposal as thick as Akron, Ohio's phone book," Buettner says.

The Albert Lea High School gym was packed with 1,300 town residents a few weeks ago when the project officially launched, Buettner says. "We had a sea of people, all ages."

The six-month-long undertaking focuses on revitalizing four areas of the lives of Albert Lea's residents, including:

Community environment. Creating more bike paths,





GOOD MORNING
AMERICA

FROM
BERT LEA'S WALKING SCHOOL BUS

My
Hx
@Rock

MA
@Rock

MA
@Rock

Crimes of the Heart

IT'S TIME SOCIETY STOPPED REINFORCING THE BAD BEHAVIOR THAT LEADS TO HEART DISEASE—AND PURSUED POLICIES TO PREVENT IT. BY WALTER C. WILLETT AND ANNE UNDERWOOD

Until last year, the residents of Albert Lea, Miss., were no healthier than any other Americans. Then the city became the first American town to sign on to the AARP Blue Zones Vitality Project—the brainchild of writer Dan Buettner, whose 2008 book, *The Blue Zones*, detailed the world's longest-lived

people. Schools banned vending machines (reducing the opportunities for kids to munch on snack foods) and stopped selling candy for fundraisers. (They sold smoothies instead.) More than 2,500 of the city's 10,000 residents quit smoking, and

active video is widespread. Thanks to the influence of social networks, says Buettner, “even the curmudgeons who didn’t want to be involved ended up modifying their behaviors.”

Isn't it time we all followed Albert Lea's example? Diet and exercise pro-

“...the results are stunning”

grams are the only way to change the unhealthy behaviors in which we live. In 2006, cardiovascular disease cost \$403 billion in medical bills and lost productivity. By 2025 an aging population is expected to drive up the total by as much as 54 percent. But creative government programs could help forestall the increases—did help our hearts, too. A few suggestions:

Require graphic warnings on cigarette packages. It's easy to disregard a black-box warning that smoking is “hazardous to your health.”





A stylized map of North Dakota is shown in a light green color. The state's outline is defined by thin black lines. A blue oval marker is placed in the southern-central part of the state. A white callout box with a blue border and a pointer to the marker contains the text "Albert Lea" and "pop. 18,000". In the upper right corner, a blue area represents a large body of water, likely Lake Sakagawi. The top of the map is curved, suggesting it's a portion of a globe.

Albert Lea
pop. 18,000





















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TIME

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Smoking



Above Normal
Weight



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Exercise



Thriving

2010

2015



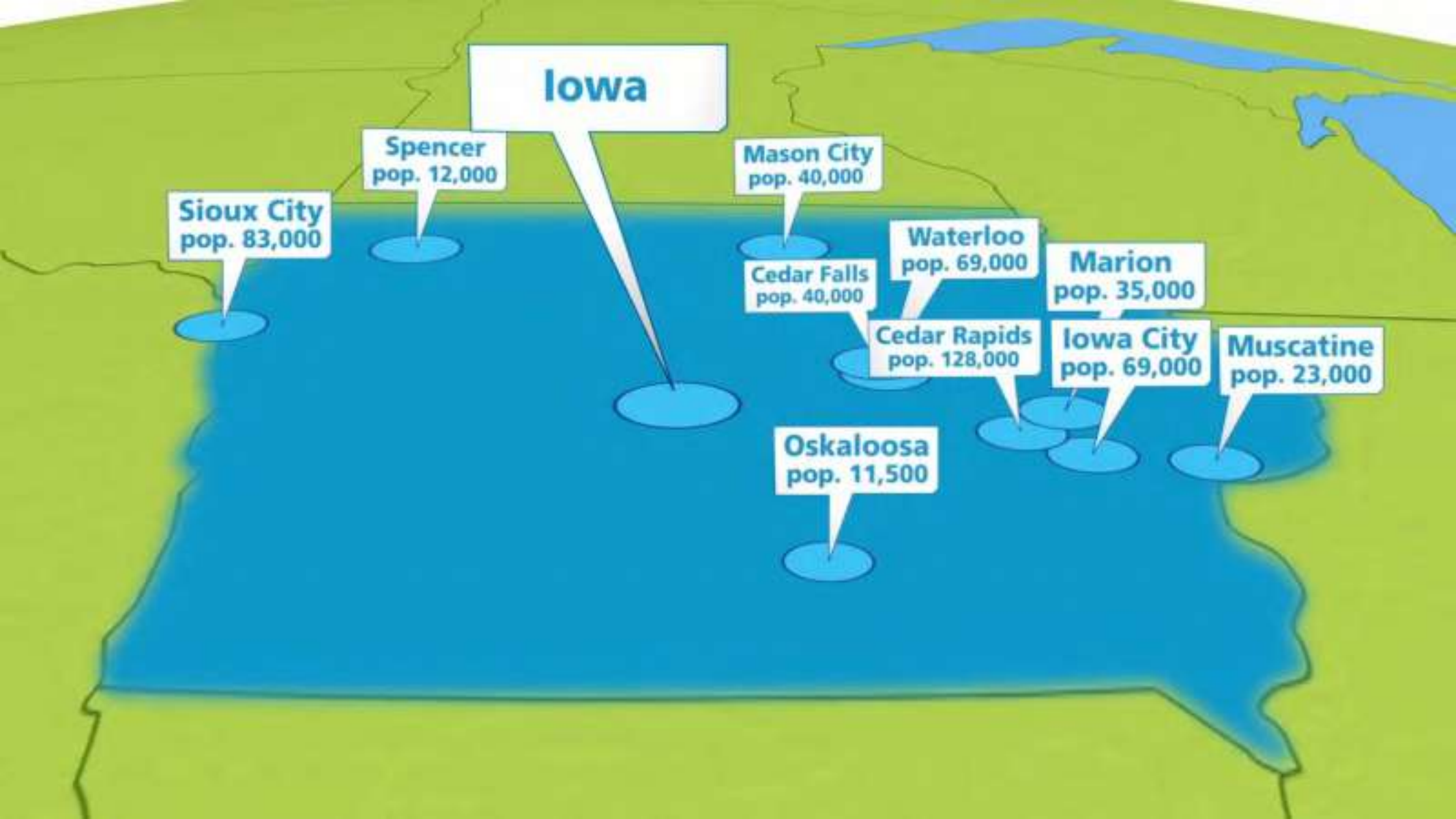


Manhattan Beach
pop. 36,000

Hermosa Beach
pop. 21,000

Redondo Beach
pop. 68,000





Iowa

Sioux City
pop. 83,000

Spencer
pop. 12,000

Mason City
pop. 40,000

Cedar Falls
pop. 40,000

Waterloo
pop. 69,000

Marion
pop. 35,000

Cedar Rapids
pop. 128,000

Iowa City
pop. 69,000

Muscatine
pop. 23,000

Oskaloosa
pop. 11,500

Blue Zones Project

Fort Worth Results

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

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



A stylized map of the United States with a greenish-yellow color scheme. A blue circular marker is placed in the state of Texas, with a white callout box containing the text "Fort Worth pop. 778,000". The map shows state boundaries and the Gulf of Mexico to the south.

Fort Worth
pop. 778,000

SCALING: LESSONS

- Start with “ready” communities
- Invest in rigorous measurement
- Harness all local efforts under one banner
- Deploy a well-trained team
- Focus on long-term system changes; an Operating System not a Program
- Orchestrate comprehensive “Perfect Storm”
- Minimum 3-5 year time horizon
- Demonstrate success to scale

84%

of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.





THE Blue Zones Solution



A Food Guide and Life Design
From the World's Healthiest People

Dan Buettner

New York Times Best-Selling Author

dan@bluezones.com

bluezones.com

