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BLUE ZONES PROJECT
by sharecare



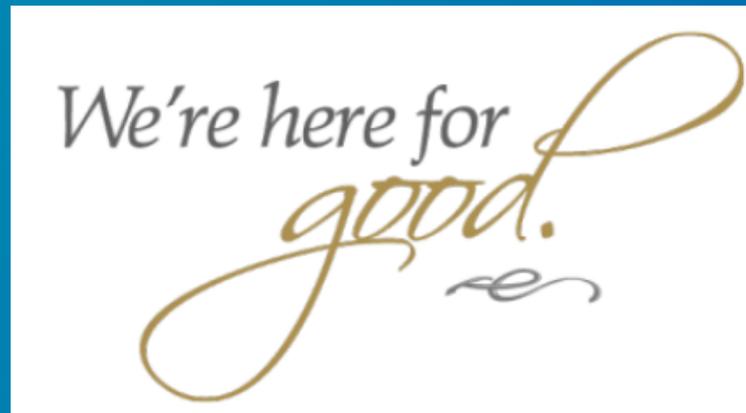
Blue Zones Project Pottawatomie County

Pay for Success: Social and Financial Returns from State Services

Kathy Laster, PHD

AVEDIS FOUNDATION

Our vision is to measurably improve the health, wellness and quality of life for the people of Pottawatomie County and its surrounding communities.



Why Blue Zones Project?

What is the current outlook in our community?

Well-Being Index, 2019 State Rankings

Top Quintile	2 nd Quintile	3 rd Quintile	4 th Quintile	5 th Quintile
1 New Hampshire	11 Massachusetts	21 Kansas	31 North Carolina	41 Rhode Island
2 Hawaii	12 New Jersey	22 New York	32 Montana	42 Maryland
3 Utah	13 Idaho	23 Wyoming	33 Nevada	43 Arkansas
4 Colorado	14 Alaska	24 Arizona	34 New Mexico	44 Oklahoma
5 Oregon	15 Illinois	25 Iowa	35 Tennessee	45 West Virginia
6 Nebraska	16 Washington	26 Wisconsin	36 South Dakota	46 Alabama
7 Florida	17 Michigan	27 Maine	37 Ohio	47 Delaware
8 Minnesota	18 Virginia	28 Pennsylvania	38 North Dakota	48 Louisiana
9 Connecticut	19 South Carolina	29 Missouri	39 Indiana	49 Kentucky
10 California	20 Texas	30 Vermont	40 Georgia	50 Mississippi

Why Blue Zones Project?

Category	Pott County 2017	Oklahoma 2017	Top US Performers 2017
Obesity	34%	33%	26%
Inactivity	29%	29%	19%
Smoking Rates	21%	22%	14%
Diabetes	14%	12%	8%

What is the Blue Zones Project?

Blue Zones Project is a locally led and locally funded health and well-being initiative that focuses on making the community healthier by creating an environment that leads to making healthy choices easier.



Why Blue Zones Project?

What is the future of our community?

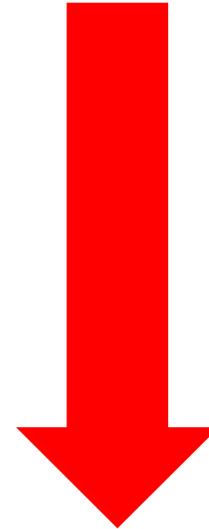
Increase
Wellbeing



Improve
Health For
Future
Generations



Decrease
Health
Inequities



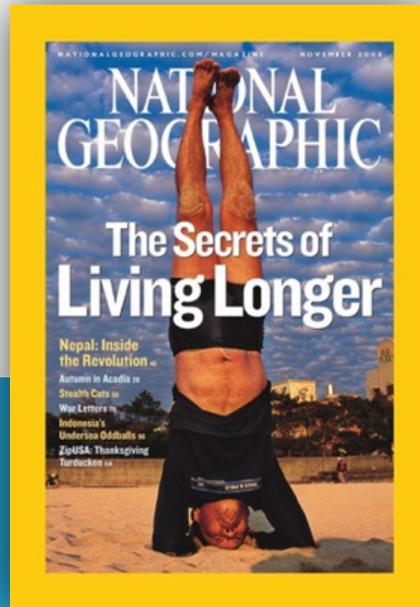
Decrease
Social Ills





It all began

With Dan Buettner's **20+ year longevity study** to find the world's healthiest people.



The original blue zones areas exist all over the globe



3x more likely to live to 100

12 yrs. Living on average 12 more good years than we do in the U.S.

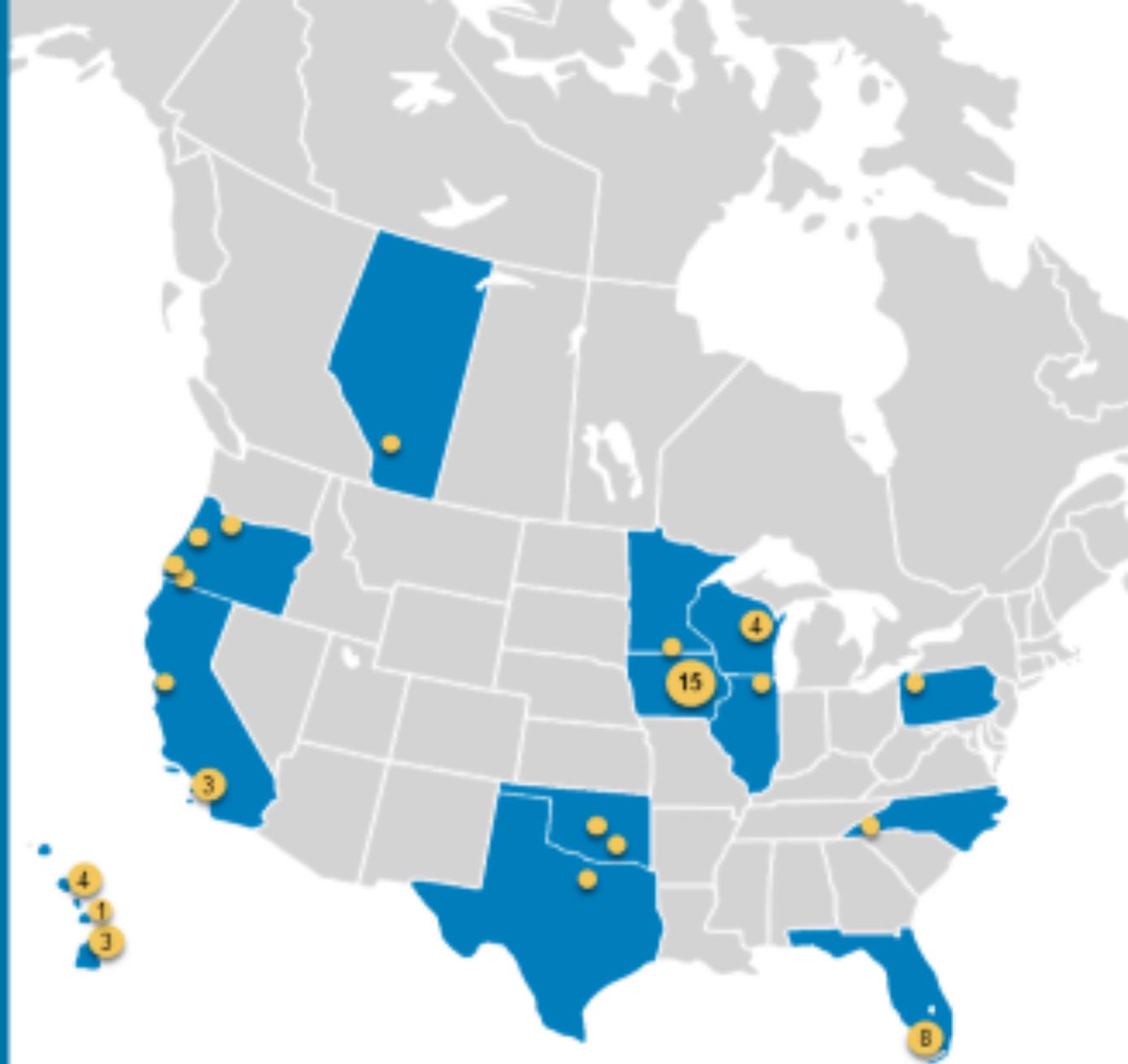
Participating Communities

3.5+ million

lives impacted in

52 communities

across North America



Life Radius

Blue Zones Project works to improve what we call the life radius, the area around a person's home where they spend **the majority of their time.**



Community Transformation Process



DEVELOPMENT

- Preliminary community assessment (2-day visit)
- Focus groups, 1:1's
- Presentations
- Sponsor identification and ROI analysis

FOUNDATION PHASE

- Community Input & Discovery
- Well-Being Measurement
- Coalition Building
- Training
- Blueprint Development
- Volunteer Mobilization

TRANSFORMATION PHASE (3 years)

- Implement Blueprint
- Engage people and places
- Impact policy to drive environmental change
- KPIs reported on annual basis

Certification / Sustainability Phase II

- Celebrate!
- Create and implement sustainable blueprint
- Continue impacting well-being in the community
- Showcase outcomes using Well-being Index

MEASUREMENT



Ten years ago, Sharecare pioneered the concept of well-being, inspired by the WHO definition of health as “a state of complete physical, mental, and social well-being and not merely the absence of disease and infirmity.

Well-being continues to be the foundational construct as we evolve our measurement capabilities.



PURPOSE

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

Shawnee Well-Being Significantly Higher than Demographically-Like Communities

- Comparison group: WBI data from 223 zip codes with similar demographics
- Zip codes with <85% White and >5% American Indian
- U.S. Comparison communities include Oklahoma communities of Owasso, Broken Arrow, Ardmore, Sand Springs, Tahlequah, McAlester, Ada, Tulsa, plus other communities across U.S.

	Shawnee	U.S. Comparison Communities	Shawnee Difference
Well-Being Index	56.5	50.5	6.0
Purpose	56.4	49.3	7.1
Social	59.3	51.8	7.5
Financial	59.4	51.6	7.8
Community	54.0	53.4	0.6
Physical	54.8	50.7	4.1

Note: **Green/Red** shading indicates statistically better/worse (p<.05)

Medical & Productivity Value

Accrued in 2 Years

\$3,675,400

10.6%
DECREASE IN
RISK

\$89.5M
PROJECTED SAVINGS
10-YRS

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Questions?



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