



BLUE ZONES PROJECT®

PROVIDER EDUCATION KIT



BLUE ZONES PROJECT®

Let's make the healthy choice the easy choice.

RIVERSIDE COUNTY, CA

Blue Zones is a pioneer in transforming the health and well-being of entire populations through altering environments—the places and spaces where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, Blue Zones represents a paradigm shift to focus on root causes, not just the symptoms.

BANNING
92220

www.bzpbanning.com
banning@bluezones.com

COACHELLA
92236

www.bzpccoachella.com
coachella@bluezones.com

MEAD VALLEY
92570

<https://www.bluezones.com/activate-mead-valley/>

PALM SPRINGS
92262, 92264

www.bzppalmsprings.com
palmsprings@bluezones.com

RIVERSIDE
92501, 92503, 92504,
92505, 92506, 92507,
92508

www.bzpriverside.com
riverside@bluezones.com

Visit our website for upcoming events. Contact us for more information.

A COMMUNITY-WIDE APPROACH

LIFE RADIUS



Almost all Americans spend **90%** of their lives within **20 miles of home**. This is the **Life Radius**, and that is where we focus using evidence-based lessons of longevity from the blue zones called **the Power 9**.

Blue Zones Project makes healthier choices easier by encouraging changes to communities that lead to healthy options. When individuals and organizations participate, their small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and a higher quality of life.



INDIVIDUALS

We work with faith communities and civic organizations to reach as many people as possible.



COMMUNITY POLICY

Adding or improving sidewalks, community gardens, farmers markets, and other infrastructure enhances our ability to move naturally, connect socially, and access healthy food.



GROCERY STORES

By providing easier access to healthful and tasty foods, we better educate families on improving nutrition.



RESTAURANTS

Adding healthier foods improves customer satisfaction and increases traffic.



SCHOOLS

By encouraging better eating habits, implementing tobacco-free policies, and increasing physical activity, we create healthy habits for life.



WORKSITES

Creating worksites where employees feel better and are more connected to their colleagues creates a more productive and engaged workforce with lower healthcare costs.



BLUE ZONES PROJECT®

QUALITY MEASURES INITIATIVE (HEDIS)

Blue Zones Project - Riverside County is working with IEHP, Kaiser Permanente, Molina Health, Eisenhower Health, and RUHS-Public Health to improve Medi-Cal member engagement for specific HEDIS Measures.



Impacting healthcare quality through Blue Zones Project (BZP) programming

Awareness of Care

Share simple information tied to Blue Zones concepts, include key organizations to participate at BZP events, share resource information, and launch marketing campaigns.

Scheduling Care

Share scheduling information through BZP opportunities, include scheduling and care services on-site to BZP events through tabling and mobile clinics.

Getting Care

Share information through BZP opportunities and include care services on-site through mobile clinics at BZP events.

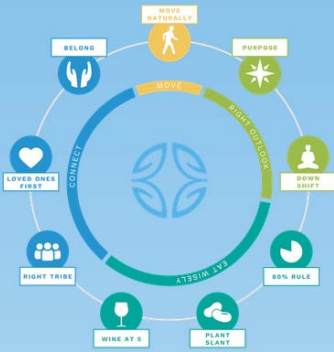
HEDIS MEASURES FOCUS:

Maternity Care	• Pre- and post-natal care
Pediatric Preventative Care	• Well-Child Visit 1 (0-15 months) • Well-Child Visit 2 (15 - 30 months) • Well-Child Visit 3 (3-21 years old) • Childhood immunizations - Combo 2 (11-13 years) • Childhood immunization - Combo 10 (0-24 months) • Topical fluoride applications • Lead screening in children • Adolescent depression screening & follow-up (ages 12+)
Adult Preventative Care	• Depression Screening & Follow-up • Cervical cancer screening • Breast cancer screening • Colorectal cancer screening • Adult Influenza
Adult Chronic Conditions	• Comprehensive diabetes care • Controlling high blood pressure



BLUE ZONES PROJECT®

RIVERSIDE COUNTY PROVIDER INFORMATION



**Let's build a healthier
Riverside County—
together!**

**Partner with us to make
healthy choices easier
for your patients:**

ENCOURAGE PARTICIPATION AT A BZP EVENT

POST & SHARE THE EVENT FLYER IN
THIS TOOLKIT

PROMOTE BZP APPROVED RESTAURANTS & GROCERY

VISIT EACH COMMUNITY'S WEBSITE
FOR APPROVED ORGANIZATIONS



<https://www.bluezones.com/bzprivco/>

TOGETHER, WE CAN CLOSE CARE GAPS AND IMPROVE LIVES

Learn more about Blue Zones Project in your Community by visiting our websites and following us on Facebook and Instagram.

▶ SCAN THE QR CODE TO VISIT EACH COMMUNITY'S WEBSITE



BZP BANNING



@bzpbanning

www.bluezonesprojectbanning.com



BZP COACHELLA



@bzpccoachella

www.bluezonesprojectcoachella.com



BZP PALM SPRINGS



@bzppalmsprings

www.bluezonesprojectpalmsprings.com



BZP RIVERSIDE



@bzpriverside

www.bluezonesprojectriverside.com



BZA MEAD VALLEY



@activate-mead-valley @bluezonesmeadvalley

<https://www.bluezones.com/activate-mead-valley/>



PROVIDER RESOURCES

The following resources in this Provider Education Kit can be printed and shared with your members.



RIVERSIDE COUNTY BZP ACTIVITY - EVENT FLYER

WHAT : One page flyer with information about Blue Zones Project Activities supporting the Power 9 pillars, and a QR Code to a Riverside County webpage with all events.

HOW TO USE :

- Print on 8.5" x 11" in color
- Post and share with members
- Encourage participating in an event.

FRONT



POWER 9 - CARD MOVE NATURALLY

WHAT : A postcard that contains information around Move Naturally benefits and Blue Zones Project Walking Moai.

QR Code to the Regional Event webpage to find upcoming Walking Moai.

BACK



HOW TO USE :

- Print front and back in color
- Size: Poster Card
- Share with members to suggest joining a BZP Walking Moai.

PROVIDER RESOURCES

The following resources in this Provider Education Kit can be printed and shared with your members.

FRONT



POWER 9 - CARD

EAT WISELY

WHAT • A postcard that contains information around Eat Wisely benefits and Blue Zones Project Plant-Based Cooking Demonstrations.

QR Code to the Regional Event
webpage to find upcoming
Cooking Demonstrations.

BACK



HOW TO USE

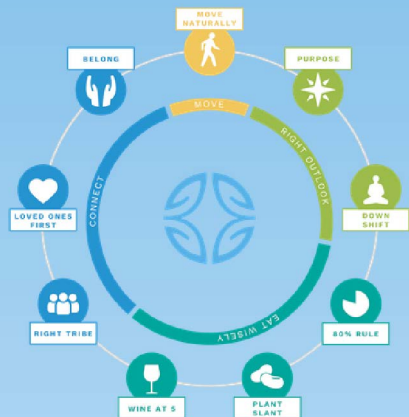
- Print front and back in color
- Size: Poster Card
- Share with members to suggest attending a BZP Cooking Demonstration.

RIVERSIDE COUNTY EVENTS

BOOST YOUR WELL-BEING BY APPLYING THE
POWER 9 PRINCIPLES TO YOUR DAILY LIFE



BLUE ZONES PROJECT®



MOVE NATURALLY

Be active without having to think about it

PURPOSE

Know why you wake up in the morning

DOWNSHIFT

Slow down, rest, take vacation

80% RULE

Stop eating when you are 80% full

PLANT SLANT

Eat more veggies, less meat and processed foods

WINE @ 5

Enjoy the occasional alcoholic beverage with friends

RIGHT TRIBE

Create a healthy social network

BELONG

Be part of a spiritual community

LOVED ONES FIRST

Make family a priority

FIND A FREE EVENT TODAY!

Scan the QR Code to find a free event in your community.



<https://www.bluezones.com/bzprivco/>

HEAR THE BLUE ZONES STORY



Learn about the Blue Zones Origin Story and the Power 9.

ATTEND A NETFLIX SCREENING



JOIN A WALKING MOAI



Moai, is a concept from Okinawa, Japan that generally means coming together for a common purpose. Connect with others over 10 weeks to create strong, healthy, and committed social networks, and engage in learning healthy behaviors together like a walking routine.

FIND YOUR PURPOSE



We all want our lives to have a purpose, to matter. Discover your purpose through a hands-on 2-hour Purpose Workshop to help you uncover your gifts, pinpoint what gives your life meaning, and wake up with a purpose each day.

LEARN A PLANT-BASE RECIPE



Cooking demonstrations are lead by community members, local chefs, and farmers to educate individuals on how to prepare plant-based dishes, use local produce, and incorporate healthy recipes at home.

VOLUNTEER IN THE COMMUNITY



Volunteering is a great way to contribute your gifts, talents, and time to your community and is associated with major health benefits. Give back by helping your community to make a difference, make new connections, and have fun at the same time.





BLUE ZONES PROJECT®

MOVE NATURALLY

live better, longer™



WALKING IS A COST-EFFECTIVE AND
FREE EXERCISE THAT CAN HELP
PREVENT HEART DISEASE, DEPRESSION,
AND OBESITY.

WALKING:



As little as two hours per week
can help you live longer and
reduce the risk of disease



Can boost creativity by up to 60%



At least six miles per week may
help preserve memory in old age

.....
JOIN A WALKING MOAI TODAY!



IT'S MORE THAN A WALK.
IT'S A MOVEMENT.



What's a Walking Moai? And why are so many stepping up for it?

Pronounced moh-eye, Walking Moais are groups of people who walk together at least once a week for 10 weeks. It's an active timeout with those in your life—friends, coworkers, neighbors, and others who share similar interests. It's about moving naturally. Together. Exploring new things where you live and work. Connecting. Talking. Sharing. Laughing. A lot. Raising your sense of well-being to new heights. And making walking and bonding with others a satisfying way of life.



BLUE ZONES PROJECT®

WE'RE TALKING ABOUT WALKING.
YOU IN?

JOIN A FREE BLUE ZONES PROJECT
WALKING MOAI IN YOUR COMMUNITY



<https://www.bluezones.com/bzprivco/>

**BANNING • COACHELLA
PALM SPRINGS • RIVERSIDE**

Brought to Riverside County by





BLUE ZONES PROJECT®

EAT WISELY

live better, longer™



EATING WHOLE GRAINS, LEGUMES, FRUITS, VEGETABLES, NUTS, AND SEEDS CAN HELP LOWER THE RISK OF CHRONIC DISEASES AND IMPROVE ENERGY.

EATING WISELY:



As little as 2-cups of fruits and 2.5-cups of vegetables a day can improve overall health.



Snacking on a handful of nuts can support heart health and control blood sugar.



Practicing “Hara Hachi Bu” (eating until you’re 80% full) prevents overeating, a natural weight control.

.....
**ATTEND A BLUE ZONES PROJECT
COOKING DEMO!**



IT'S MORE THAN A DISH.
IT'S A RECIPE FOR HAPPY.



What's a Plant-Based Cooking Demo? And why are so many ready to plant-slant?

Blue Zones Project cooking demonstrations create an interactive, educational experience for plant-based cooking and recipes. Inspired by the original blue zones and local dishes, these demonstrations provide participants the opportunity to learn how to prepare dishes using local fresh produce to increase vegetable and fruit consumption, through creating healthy and delicious meals. Learning. Tasting. Trying new dishes to create at home.

Get Inspired by a Blue Zones Recipe:

<https://www.bluezones.com/recipes/>



BLUE ZONES PROJECT®

WE'RE TALKING ABOUT FOOD.
YOU IN?

JOIN A FREE BLUE ZONES PROJECT
COOKING DEMONSTRATION IN YOUR
COMMUNITY



<https://www.bluezones.com/bzprivco/>

**BANNING • COACHELLA
PALM SPRINGS • RIVERSIDE**

Brought to Riverside County by



