



BLUE ZONES™
live better, longer™

**ASSESSMENT, READINESS,
AND FEASIBILITY REPORT**
An Initiative of the Children & Youth
Services Master Plan, City of San José

City of San José

OCTOBER 2024

Presenter: Margaret Brown, Vice President for Business Development at Blue Zones

AGENDA

1	WELCOME & OPENING REMARKS Councilmember Dev Davis & Supervisor Cindy Chavez
2	SITE VISIT FINDINGS & READINESS OVERVIEW Margaret Brown, Mark Ishikawa, Jaclyn Cheves
3	WHAT'S NEXT & Q&A All Participants
4	CLOSING REMARKS





Our Purpose:

To empower everyone, everywhere
to live better, longer.



Site Visit Findings & Readiness Overview

Blue Zones – Solution Model

LIFE RADIUS®

Almost all Americans spend 90% of their lives within 20 miles of home. We call this the **LIFE RADIUS**.

That's where we focus—implementing *permanent* and *semi-permanent* changes to where people spend the majority of their waking lives.

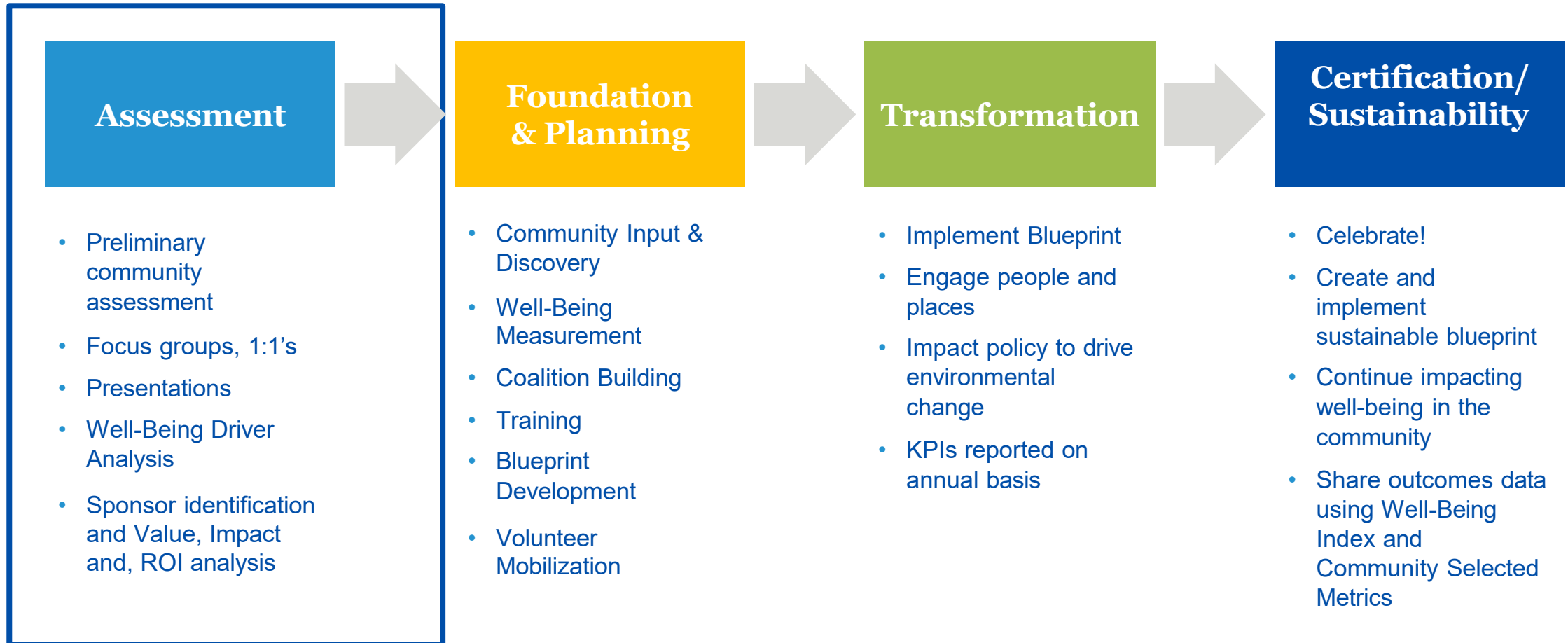
At homes, schools, worksites, grocery stores, restaurants, and faith-based organizations.

We make healthy choices easier—even unavoidable.

Where you spend your time and who you spend it with is the intervention that transforms well-being.



Transformation Model Process



Blue Zones Project

DEVELOPMENT TIMELINE AND MILESTONES

2024



READINESS

- Well-Being Driver Analysis Presentation
- Steering Committee Development
- 1:1 Meetings
- Expert Pre-Calls
- Keynote Event
- Value Presentation
- Policy
 - Built Environment
 - Food Environment
 - Tobacco
 - Alcohol
- Places
 - Schools & Worksites
 - Grocers & Restaurants
- People
 - Civic, Faith
- Development of Findings and Report
- Sponsorship Development Meetings

FEASIBILITY

- Final Report & Proposal
- Continue Sponsorship Development Meetings
- Meetings
- Sponsorship Roundtable
- Finalize Sponsorship Development Meetings
- Secure Contracting
- Go/No-Go Decision

Our Team



Margaret Adamek, PhD
NATIONAL FOOD
POLICY EXPERT



Carrie Anne Blevins
VP, PEOPLE AND
PLACES



Sarah Bowman
VP, POLICY
OPERATIONS &
DEVELOPMENT



Margaret Brown
VP, BUSINESS
DEVELOPMENT



Dan Buettner
BLUE ZONES
FOUNDER



Dan Buettner, Jr.
CHIEF DEVELOPMENT
OFFICER



Jaclyn Cheves
DIRECTOR OF POLICY &
PARTNERSHIPS



Amelia Clabots
CHIEF FINANCE
OFFICER



Chris Danley
BUILT ENVIRONMENT
EXPERT



**Jan-Emmanuel De
Neve, PhD**
WORLD HAPPINESS
EXPERT



Naomi Imatome-Yun
EXECUTIVE VICE PRESIDENT, EDITOR
IN CHIEF, & CHIEF MARKETING &
COMMUNICATIONS OFFICER



Mark Ishikawa
VP, COMMUNITY
TRANSFORMATIONS



Aislinn Kotifani
COMMUNICATIONS
MANAGER



Christine Kraft
PARTNERSHIPS, EQUITY, &
IMPACT CONSULTANT



Ben Leedle
CEO



Claudia Morales
FOOD POLICY
EXPERT



Sophia Piña-McMahon
EDITORIAL & DIGITAL
SPECIALIST



Joaquin Razo
PROJECT SOLUTIONS
LEAD



Liz Rodriguez
PROJECT MANAGER



Steve Samples
SENIOR FINANCIAL
ANALYST



Heather Sciartelli
ALCOHOL AND
TOBACCO EXPERT



Shelly Trumbo
CHIEF
TRANSFORMATIONS
OFFICER



Debbie Watkins
ACCOUNT EXECUTIVE

STRONG COMMUNITY ENGAGEMENT

San José community leaders and residents demonstrated strong interest and support for a Blue Zones Project initiative by attending several key events.



BLUE ZONES KEYNOTE

More than **130** individuals attended the in-person presentation that provided an overview of Blue Zones history and research.



COMMUNITY DIALOGUE

Convened more than **50** community leaders for in-person collaborative discussions.










- Sports Roundtable
- Healthcare Roundtable
- Community Led Conversation
- Value Presentation










FOCUS GROUP SESSIONS & IN-DEPTH 1:1 INTERVIEWS

More than **100** individuals participated in the sessions to discuss key sectors of policy, schools, worksites, and community engagement.

Children and Youth Services Master Plan and Blue Zones Opportunities Overlay

P O L I C Y	Built Environment  <ul style="list-style-type: none"> Reinstate, focus, and streamline Vision Zero Task Force Expedite and increase quick-built pedestrian projects determined through Walk Safe San José Launch speed safety cameras Improve and maintain area parks and recreational outlets Increase pedestrian connectivity Continue to invest in a focused tree canopy campaign Explore maximizing public/quasi-public spaces Amend zoning codes to increase housing density in alignment with State Bill 10 Improve transit experience Expand urban villages program 	Food Systems  <ul style="list-style-type: none"> Foster food skills development to shift food culture Improve hunger relief infrastructure to enable increased capacity Improve healthy, culturally relevant choices in hunger relief settings Expand locally managed healthy food incentive programs to reach more people use planning, zoning, and regulatory tools to support healthy food access Ensure healthy options and habits for K-12 students in the plates they spend time Provide comprehensive training and technical assistance to implement procurement policies supporting farm-to-institution initiatives Focus a food policy coordinating body on San José Establish incubator kitchen to support new entrepreneurs Spotlight several healthy corner stores 	Alcohol  <ul style="list-style-type: none"> Increase availability of youth alcohol prevention & media literacy education program Improve treatment referral systems Establish policies that reduce alcohol outlet density Empower neighborhoods to address alcohol outlet density Establish policies that limit alcohol marketing and advertising Reduce availability of single serve flavored alcohol products Incentivize healthy corner stores Responsible beverage sales and service training requirements far all alcohol retailers Build a network of local advocates 	Tobacco  <ul style="list-style-type: none"> Reduce tobacco retailer density Align with Santa Clara County Support a conditional use permit Increase adherence by retailers Expand school and community engagement Improve the State Of Tobacco Control Report grade Build capacity through partnerships with Blue Zones communities Support continued funding opportunities Empower youth advocates Partner with healthcare providers for cessation resources Reduce tobacco-related health inequities
	Schools  <ul style="list-style-type: none"> Revitalize Wellness Committees to create a comprehensive wellness policy Enhance social-emotional learning programs Implement wellness initiatives through grant funding and technical assistance Host community resource access events 	Worksites  <ul style="list-style-type: none"> Leveraging local community resources and networks Establishing a community-wide worksite wellness council Sustainability of wellness initiatives Strengthening partnerships with educational institutions 	Restaurants  <ul style="list-style-type: none"> Expedite and increase quick-built pedestrian projects determined through Walk Safe San José Launch speed safety cameras Improve and maintain area parks and recreational outlets Increase pedestrian connectivity Continue to invest in a focused tree canopy campaign Explore maximizing public/quasi-public spaces Amend zoning codes to increase housing density in alignment with State Bill 10 Improve transit experience 	Grocery & Corner Stores  <ul style="list-style-type: none"> Incorporate best practices from Blue Zones Approved Restaurants Implement more local and sustainable food practices Create community connections Identify technical assistance and resources to learn valuable skills in scheduling, hiring, training, marketing, and controlling food costs while promoting healthy options.
P O P U L A T I O N	Civic & Faith-based Organizations, Volunteers & Ambassadors  <ul style="list-style-type: none"> Collaboration between civic and faith-based organizations on multi-cultural events and community conversations that promote connection and well-being Improve accessibility to community events and resources through built environment initiatives, collaboration across community organizations, and increased volunteer opportunities Civic and community leaders to promote and host moais and community events Actively involve diverse voices across generations and cultures Establish regular youth listening sessions on issues like mental health, education, and community safety to gather input directly from young people Launch an annual San Jose Youth Health Summit featuring youth-led workshops, resource fairs, panels, interactive health activities, and networking opportunities with community 			

Key: Children and Youth Services Master Plan Priorities

-  Systems Transformation: City of San José System of Care “Safety Net”
-  Safe, Clean and Connected Communities
-  Meaningful and Sustaining Jobs
-  Learning and Empowerment
-  Housing Access and Security
-  Health and Mental Wellness
-  Early Learning and Child Care



Closing Remarks | Thank You!