



# Blue Zones and Beyond

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# 59 Years of Improving Health



# Mission and Vision

“A healthy beach community”



- Improve community health and well-being
- Deliver evidence-based prevention programs
- Empower individuals to make healthier choices

# Innovation to Transformation: What will it take?



- Enlisting new non-traditional health care workers
- Reimagining how we pay for prevention
- Creating a total population health approach



Preventable chronic diseases cause more deaths and account for the majority of our health care spending.

Why aren't we focused on prevention?

# Measurable results: \$12M savings in annual healthcare costs



Exercise



Healthy Eating



Smoking



Thriving

Gallup · Healthways  
**Well-Being Index™**

# Shifting the paradigm



- Average cost of a hospital stay (AHRQ, 2010): **\$9,700**
- Annual cost per BCHD client to support independent living (FYE15) **\$3300**

# Delivering Services Across the Lifespan

Infancy

Childhood

Adulthood

Older Adults









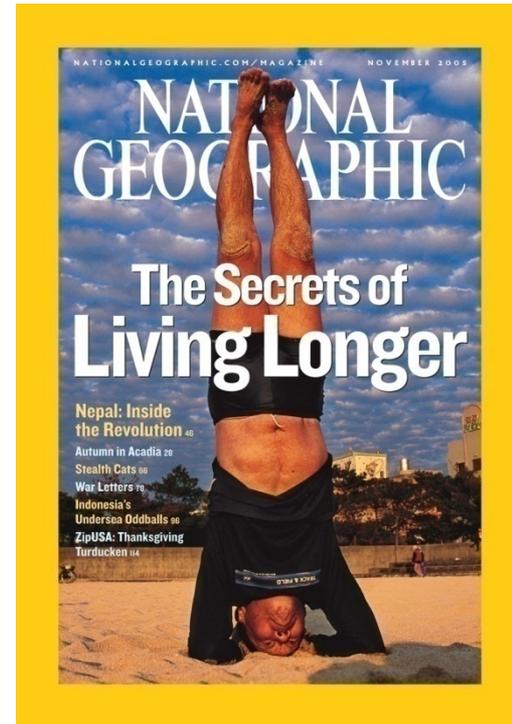
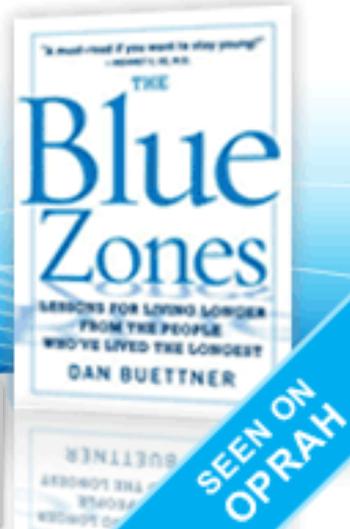


# Blue Zones Areas

**New York Times bestseller!**

*"A must read if you want to stay young,"*  
– Dr. Mehmet Oz.

*"Practical tips for living long and well,"*  
– Dr. Andrew Weil





Loma Linda, CA

Nicoya, Costa Rica

Sardinia, Italy

Ikaria, Greece

Okinawa, Japan

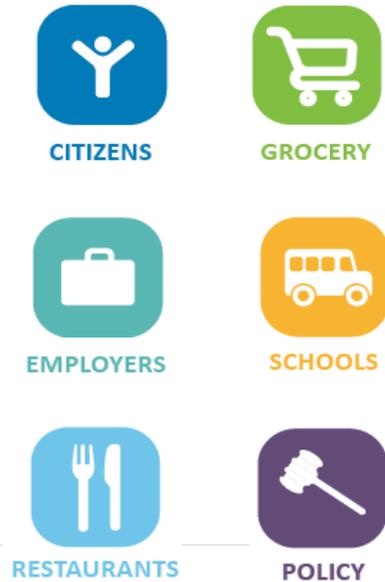


*Beach Cities*  
**Health District**

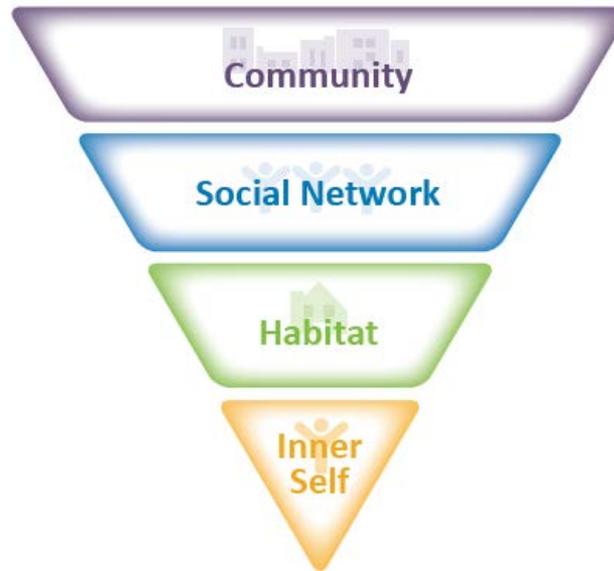
*A Public Agency*

# Blue Zones Strategies

## 1. Engage Communities



## 2. Change where people live, work and play



## 3. Make healthy choices easy



# Blue Zones in the Community

CITIZENS



Making a personal commitment to wellbeing by taking the Blue Zones Project pledge

EMPLOYERS



Improving the physical, emotional and social wellbeing of people at work

RESTAURANTS



Giving customers more options when dining out

GROCERY



Improving nutrition and food habits where people buy their food

SCHOOLS



Teaching kids healthier habits that can last a lifetime

POLICY



Collaborating with cities to create designs and policies that support healthy living

CITIZENS



10,040 residents have taken a Blue Zones pledges

EMPLOYERS



American Heart Association.

*My Heart. My Life.™*

**Fit-Friendly**

WORKSITE

167 employers have created healthier work environments

RESTAURANTS



79 restaurants now offer healthy options

GROCERY



5 Grocery Stores are highlighting healthier options

SCHOOLS



ALLIANCE FOR A  
**HEALTHIER  
GENERATION**



Healthy Schools Program



33 Walking School Bus routes have saved 15,000 car trips

POLICY



Livability Plans have been adopted and smoking bans have been implemented in public spaces

# The impact of our work in the community



# Nurturing a Culture of Health

- Shared Purpose
- Civic Engagement
- Social Connections
- Lifelong Learning
- Healthy Eating
- Active Living



# Beyond - Integration

- Harnesses resources to support a defined population
  - Connects organizations and individuals to a shared goal (i.e., healthy beach community)
  - Builds and maintains partnerships, alliances and coalitions to achieve shared goals
  - Works with and helps to improve delivery systems to support individuals
  - Benchmark and Progress Monitoring
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# Triple Aim

**Community-Based Preventive Services**  
Policy & Built Environment

Traditional  
Health Care  
System

Long-term  
Services and  
Supports

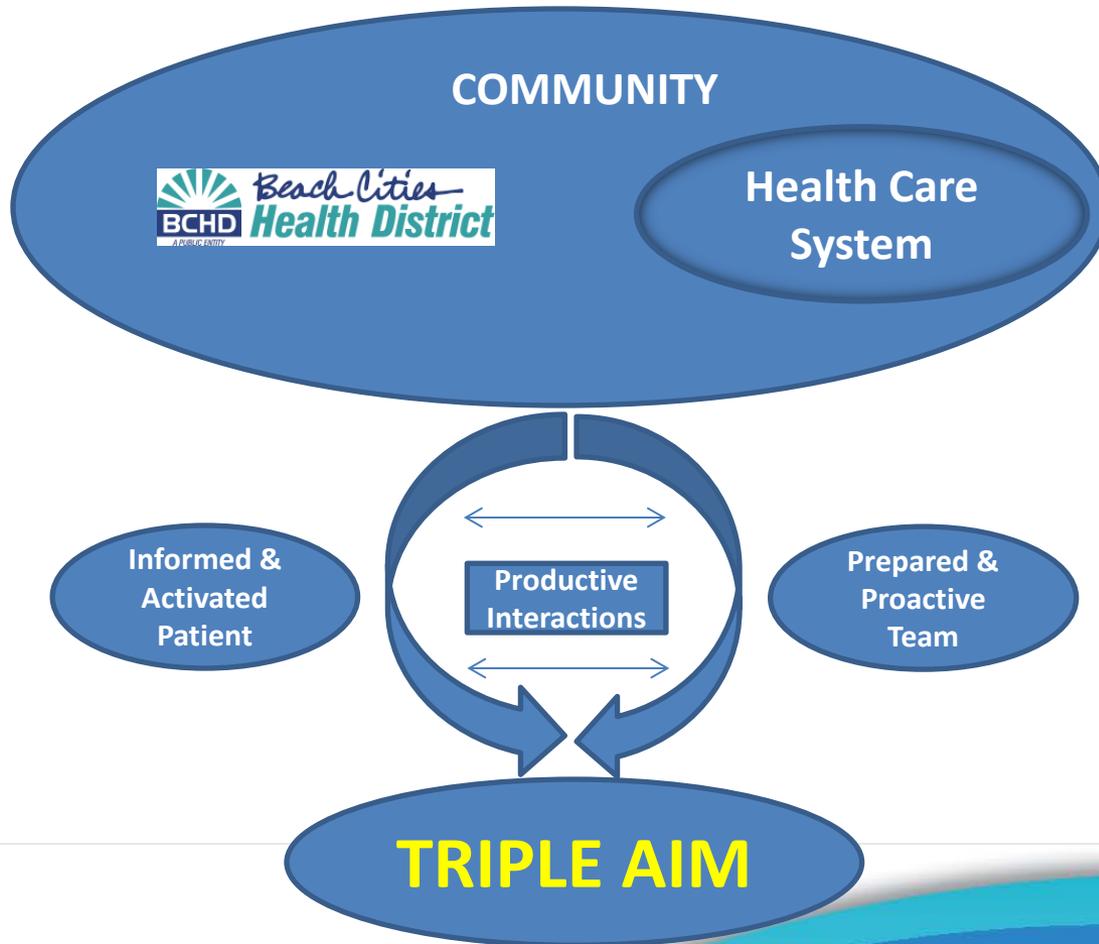
Care  
Transitions

Chronic  
Disease Self  
Management

Social  
Connectedness  
& Volunteerism

Diagnostics  
and Treatment

# “A Healthy Beach Community”



 **HealthCare Partners.**  
Medical Group and Affiliated Physicians

 **KAISER PERMANENTE.**

 **PROVIDENCE**  
Health & Services

 **scan**

 **TORRANCE**  
MEMORIAL

 **UCLA** Health



Health is **where** people make decisions.  
We need to be there.